

## COMMENT ON ILLUSTRATIONS

By Frank S. Hastings, Manager S. M. S. Ranch.

Former S. M. S. Booklets have concentrated largely on illustrating S. M. S. Cattle in the Corn Belt, and this issue will not overlook "Outcome" as the most important factor in the feeders' problem.

A recent visitor's comments, perhaps, will put it in the simplest way. He had spent a week with us during active "Cow-work;" had looked over our ranch photographs and was told of our new booklet. Before leaving he remarked: "You have done a wonderful thing down here building up a mail order business on cattle, and in order to give satisfaction there must have been two basic facts: First, you have the goods; second, you give a fair deal, but you can give your customers a wider view if your new booklet gives them less in illustrations of the Corn Belt, which they can find in their back yard, and more of the ranch which they are hungry for, and over all the 'Human touch' which your unusual collection of ranch photographs with men and horses and cattle in action makes possible." Others have commented along the same lines, and as the idea grew we have made it both "Human" and Personal.

Our cover front and back in four-color photographic plates was a matter of the greatest anxiety until the proofs came to us. If there is any criticism it may be found in the back cover in the three figures of men on horses in the foreground. It seems impossible to retouch a horse or cowboy in any photographic reproduction without taking away all of the easy grace which is their real charm and which so many of our black and white illustrations show with such attractiveness. The artist has had a very difficult task to work up the detail in this picture and we are very much relieved to find it so free of defects.

The color work on the front of cover is much easier and we call it very true. We tried several other groups because it is so difficult to get photographs suitable for cattle color work showing individual types and natural poses in an artistic way—in fact, we almost gave it up until this excellent picture by Ronald L. King of Charleston, Ill., came to us, through the courtesy of Mr. Fred G. Hudson, Cashier of the First National Bank of Charleston, Ill., and to whom in connection with this and other pictures in the booklet and all sorts of general courtesies we wish to express the deepest appreciation.

We do not know what we would have done but for the untiring efforts of Mr. J. W. Frazier of Bushton, Ill., in helping the photographers get so many outstanding photographs. The cattle in color on front are his feeding, and are straight S. M. S. commercial average.

To Colonel Cusil Lechtman, President of the Lechtman Printing Company, Kansas City, who has supervised the matter of cuts and has made the whole printing problem a personal ambition to produce a masterpiece and for his general co-operation in every way, we feel that our story would not be complete without a grateful acknowledgment.

All picture plates, including the four-color photographic halftones, are made by the Teachenor-Bartberger Engraving Company of Kansas City, Mo., who have evidenced a deep personal interest in getting the best possible results from our photographs.

COMMENT ON ILLUSTRATIONS—Continued

The back cover is from one of Erwin E. Smith's photographs. (See reference to his other work later in these comments.) No subject in ranch photography is so difficult as that of showing a herd in round-up with the cattle spaced so as to get individuals instead of an indistinguishable mass. We have rarely seen a herd scattered so ideally for photographing and the peculiar topography of the region lends itself specially. The spot is known as Cunningham Tank West Pasture Spur, now used for S. M. S. Cattle.

Mr. Smith, realizing that such opportunities occur rarely, has made a number of pictures of this same round-up from different angles. We used one of these in our last booklet under the title of "Throwing a Herd on Water," and showing the water hole which in the view now used is just in front of the three horsemen in a deep draw. The secret of the picture is that the cattle have watered and have drifted out into a sort of "loose herd." Close scrutiny will discover two riders at back of herd to prevent drifting.

The first nine pages present the owners and the Ranch Executive force all "on the job" and bring out at the same time some horse as well as human characteristics and types. As the writer has gotten into the work and gone over hundreds of splendid pictures in the ranch collection, there has been the temptation to use "just one more" until perhaps it has been overdone. We cannot, however, find it immodest to claim that for value of subject, skill of execution, sequence of ranch work, and absolute naturalness, there has never been an American out-of-doors subject more correctly exploited.

The retoucher's brush has not been used, except in one or two pictures in background; not at all on animals. Every effort has been to avoid the artificial. Special attention is asked throughout the "Horse" and "Cow-work" sections to the splendid action shown. Many of the pictures were made with speed cameras, but some of the very best were caught with number three Kodaks; notably, Hugh Vinson's picture of a pitching horse, "Warming up for the day." Every picture shown in the booklet is credited under it to the person making photograph, with exception of few unknown.

The foregoing was written when the original edition of booklet was issued. The reprint permits us to build upon the hundreds of comments which have come to us.

Cowboys and men connected with the cattle industry generally seem to be a unit in calling the color picture on back of booklet the real gem of the issue, probably because good pictures of a large herd are so rare.

The Hereford color in both back and front covers has been quite generally approved and the illustrations taken as a whole have received such widespread praise, both from individuals and from the press, that in making this reprint, or rather revised edition, we have added a number of new pictures notably those of Frank Reeves' ranch studies, which put him up in the first rank of Western camera artists.

The educational comment on our pictures has been a most gratifying surprise. Several states have written us that they have been filed as an historic record of the range cattle industry; college libraries in particular have commended the collection.

The press, particularly the agricultural press, has been good enough to call it the most remarkable collection of photographs ever reproduced in showing how cattle are handled.

COMMENT ON ILLUSTRATIONS—Continued

Individual comments from lovers of out-of-doors have been so prodigal in praise of the work that we feel like promising that each succeeding issue of the S. M. S. booklet will add something to a work which seems to have a mission beyond the mere exploitation of the S. M. S. Ranch.

The average fairly good amateur or professional photographer has very little idea about catching horses or cattle. Our work has fortunately been done entirely by people who know the cattle business or are specialists in ranch photography, and something about the artists will probably be of interest.

The photographs which are in any way intended to give a line upon S. M. S. Cattle are actually made of S. M. S. Cattle. Several of Mr. Smith's pictures illustrating "work" are made from Spur Cattle, which herd was bought and sold in its entirety by a syndicate under Swenson management some seven years ago, but were never confused with S. M. S. Cattle. Swenson Bros., however, did restock much of the Spur Range under lease by accumulating S. M. S. she cattle, using what is known as the West Pasture Spur, Crosby County, and which is now entirely taken up with S. M. S. Cattle.

Several class pictures were taken in other places; notably, "An Early Day Ranch Headquarters" by Mr. Smith; "Pack Train" by Mr. Low, and "Some Early Day Neighbors" by Mr. Swenson, which are introduced because they are outstanding pictures, and round out the picture story we are trying to tell, and in connection with the picture of Indians, a splendid study in still life by Eric A. Swenson. The S. M. S. Ranch is in the heart of what was once very hostile country, and Stamford is only a short distance from old Fort Griffin, where the "Tonk Indians" were protected by the U. S. Government from the Comanche Indians until late in the 80's. The Tonks were used by the Government as scouts and were hated by the Comanches more than they hated the whites.

Mr. George Reynolds of The Reynolds' Land & Cattle Company, owners of the X Ranch, joining the S. M. S. Throckmorton Ranch, was wounded by Indians and the following very interesting letter from him is submitted:

Dear Mr. Hastings:

Ft. Worth, Texas, April 11th, 1916.

I have yours regarding your proposed booklet. The scrap with Indians occurred April 3rd, 1867, at the mouth of the Double Mountain Fork of the Brazos River west of Rule, Texas. I was shot with an arrow through the body from the front and in pulling out the arrow the spike remained in me. It was removed sixteen years later by Doctors Griffith and Powell of Kansas City. The last depredation by hostile Indians in your part of the country was in 1874; they never stole anything or killed anybody in that country after that date.

Very truly,  
(Sd.) Geo. T. Reynolds.

COMMENT ON ILLUSTRATIONS—Continued

It always adds something to a collection of pictures to know something about the people who make them.

We shall comment by artists and refer to pictures by page numbers. It will be noted that the alphabet is used in designating pages up to illustrations.

The rotation of illustrations is intended to carry the ranch story as much in sequence as possible. Pages 1 to 10 carry the Owners and Executive Staff S. M. S. Ranch in characteristic line of duty as they have been seen by visitors during the past 15 years; pages 11 to 29 may be called the History and Camp Section; pages 30 to 45, the Horse Section; pages 46 to 50, the Unclassified; pages 51 to 68, the Cow Work Section; pages 69 to 79, the Pasture and Shipping Section; pages 80 to 82, the Menagerie; pages 83 to 106, the Corn Belt, Show and Packing House Section.

Of the total 106 cuts used, 39 of them are from photos made by Eric A. Swenson of Colorado Springs, son of S. A. Swenson of Swenson Bros. See page 3.

Eric Swenson has for ten years been making trips to the S. M. S. Ranches and for the greater part of two years lived on them. As a boy his hobby was photography with the unusual in out-of-doors as the favorite subject. The boy's hobby grew to be the young man's earnest pastime and students of high class amateur photography are asked to place their own estimate upon his work. Certain it is that he has practically made this booklet possible along the lines of telling pictorially the ranch story.

No labor has been too severe—no tax on time, patience and endurance too great to get what he wanted. His picture of Antelope (page 80) illustrates the point; a crawl on hands, knees and often belly for over quarter of a mile was necessary. The writer in watching or helping him in some of his hard nature studies has expected to see him bobbing up with a rattlesnake hanging from him. Some of his most wonderful pictures are not used in the booklet because not pertinent.

In nature studies the young Blue Cranes (page 82) in top of mesquite tree is a wonderful achievement since it was necessary to get above them on another light limb where the qualities of a gymnast were needed to juggle a camera and balance one's self.

The Diamond Back Rattler (page 81), just at last point of coil before striking, or more probably in motion in act of striking, ranks with the best snake pictures. Frontiersmen call it very perfect, and while with us all there is regret that the snake was not larger, we think naturalists will call it a very perfect picture. The writer's part in this picture was to make the snake strike and to keep Eric back of striking distance.

In the reprint we are glad to be able to show on the same page with Mr. Swenson's Diamond Back (page 81), a most unusual picture of a larger snake—what we call in this country a Ground Rattler. This picture is used through the courtesy of the Camera Craft Magazine. We have the same species and quite as large.

COMMENT ON ILLUSTRATIONS—Continued

The number of rattles on a snake are not always indicative of size. Many small snakes have a large number and many very large snakes only a few.

The outfits kill hundreds of rattlers every year, but it is very rare to hear of any person being bitten—only two have been bitten on the S. M. S. Ranches during the writer's fifteen years—one a mere child, the other a boy of about twelve, both recovered.

"Some S. M. S. Mares and Foals" (page 45) is a bit of Nature's grouping that Rosa Bonheur might well be proud of, and is considered by many the real gem in Mr. Swenson's nature studies.

"Taking to the Tall Grass," (page 42) for quickness of conception and lightning action, is probably the most remarkable picture in the collection since both man and horse are doing a most unusual thing with no warning, and presenting an opportunity of only a few seconds to get the picture, or just one chance in a thousand.

"Two S. M. S. Outfits Throwing Together" (page 19) will stand lots of study. Anyone who has had any cow camp experience can tell exactly what every man is doing, and every one in the picture is doing something and absolutely unconscious of posing.

"Going to Work" (page 31) is a piece of action and ease of unconscious pose which Remington became familiar with, and was able to reproduce off-hand. This picture will compare with Remington's best studies.

Another piece of unusual action is found in "Bulldogging or Flanking S. M. S. Calves" (page 59) where the man and calf both have their feet off the ground just before man throws the calf in the air by a sort of sleight of hand, and lands it on its side where the other man gets its hind leg and puts his foot against the rump, the two holding it until "branded, dehorned and castrated," as shown in another picture.

"Where the Cowboys Come From," (page 22) in still life study, illustrates Mr. Swenson's patience in getting his subjects natural and his genius for catching them.

"Doctoring a Wire Cut" (page 39) is another still life study that is in the gem class, and Mr. Swenson has risen to greatness in his picture "Jimmie Rainwater" (page 24) which stands alone in portraying the frontier.

"The Millionaire Cowboy" (page 7) and the writer on "Black Dolly" (page 2) are horse studies which will have real value with everyone who loves a good animal.

"Along the Road" (page 50) is presented for special attention and our advance critics who have seen the proofs are classing it among the best things in the book.

"S. M. S. Pasture Scenes" (pages 69, 70 and 76) are only a few of the beautiful subjects Mr. Swenson's camera has given us and our only regret is that we cannot present an exclusive collection of his work. But people interested in S. M. S. Cattle are asked to give their attention to the commercial as well as artistic value of Mr. Swenson's pictures of pasture scenes and market pictures taken for the distinct purpose of giving a true presentation of S. M. S. Commercial Average and the S. M. S. Breeding Herd.

COMMENT ON ILLUSTRATIONS—Continued

Erwin E. Smith of Bonham, Texas, is both sculptor and artist—a Texas boy educated in Boston Art Schools. He is a practical cowboy and has spent a great many summers working with different large cow outfits and catching pictures with the thought of some day "Putting the West in Stone."

Mr. Smith should probably be classed as a professional since so much of his work has been used for pay by magazines and publishers. His collection of more than 2,000 range pictures is probably the best in matter of quality and the most complete in existence. All of his work is copyrighted. Mr. Smith makes very handsome bromide enlargements of any of his pictures, many of which are worthy a place in homes or art collections. See note at end of comment as to illustrations.

Most of the 13 pictures by Mr. Smith used were made by him in the Spur pasture just after sale and delivery of the Spur Herd, which was among the very best herds in Texas. We are using Mr. Smith's pictures to show methods and large pasture incidents in telling the story of a ranch—the same pictures could easily illustrate any large ranch.

"An Early Day Headquarters" (page 11) was as familiar in early Texas Ranching as a cattle shed in the Corn Belt. Evidences of dozens of them are to be seen in ruins still over the range country, and very few Texas pictures will outlive Mr. Smith's splendid subject in telling the range story.

"Chuck Wagon Moving" (page 28), with the pots and kettles on behind, the boys' beds "Hot Rolls" piled on top, going over a country with no trail—mules trotting, horses jiggling, riders unconscious, presents a picture of the "Cowboy's Hotel," changing location through a vale of beauty; while on page 29 another view of the "Moving Chuck Wagon," from Mr. Smith's camera, furnishes a vivid contrast of desolation. This last is so wonderful from an artistic standpoint that it has been one of the most popular in the demand for bromide enlargements of Mr. Smith's pictures.

"Cowboys' Evening at Home" (page 27) stands alone in its class; every person in the picture is easily recognizable. Cowboys are intensely social among themselves and love to lounge about the fire and swap horses or run imaginary races, or tell "windys" and any cow camp often finds them as revealed by Mr. Smith's flashlight.

"Beef for the Chuck Wagon" (page 26) is a picture which will make the ex-cowpuncher, gone into business, homesick. It is the most familiar scene about the chuck wagon, and one for which volunteers are always ready. The figure at the left has just split the backbone; the figure at the right is the wagon boss. This group illustrates Mr. Smith's thought of eventually doing the West in stone and we have called it "A Study in Range Statuary."

"Roping a Bull" (page 61) and "Hobbling An Outlaw" (page 62) illustrates familiar ranch work in a splendid way, and the double picture showing the "Moving of a Herd" (page 66) is probably the best picture in its class ever brought to the public notice. We have made it very effective by bringing the two pictures together on the same page. The picture could easily illustrate the old days of the trail when countless thousands of cattle were moved from the Rio Grande to Montana.

COMMENT ON ILLUSTRATIONS—Continued

"The Cowboy and the Horse" (page 34) is a poem such as began with the Arab and will last as long as horse and man. It, too, is worthy of a place in stone.

"The Remuda" (page 30) and "Scattering the Outfit" (page 54) are two studies in men and horses which, with the horse studies by Eric Swenson and Hugh Vinson and Frank Reeves, furnish a collection worthy of Remington or Russell.

There is no more pictureseque event on the ranch than that of "Scattering the Outfit." The boys all ride off in twos or threes from the wagon, until they reach the "scattering spot." Then they all draw about the foreman, who in a quiet way, says, "Bill, you take so and so (mentioning three or four) and drive from Southwest Corner." And then to each sub-round-up boss a similar command until they are all assigned. Often not a word is spoken by anyone but the foreman and they ride off in groups. Or, sometimes, if one bunch has a very hard round before it the Captain may say: "Tie your hats to your saddles and let's ride," and they sure do.

"The Round-Up, Cutting Out Cows" (page 55) is Mr. Smith's greatest picture of horses and cattle in action—both the horse and cow in the picture are running hard. Special attention is called to the position of the horse's legs, and close scrutiny will show that the rider is busy, too. Comment on this picture would not be complete without asking attention to the horse's ears and eyes—he has "sure come alive."

See comment earlier in this section as to Mr. Smith's color picture on back of booklet.

Throughout Mr. Smith's whole work will be found a study of subject and capture of detail rare in out-of-doors work.

Hugh Vinson, whose subjects add so much to the booklet, was for a number of years "wagon cook" of the S. M. S. outfit, which does the cow-work for the Tongue River and West Pasture, Spur, S. M. S. Ranches, and visitors enjoyed his "chuck" quite as much as his pictures. He is an all around good sport, with plenty of good nature and a quick "come back" in the "chuck wagon josh." Hugh has, however, joined the family circle and now presides with Mrs. Vinson over the Tongue River Headquarters' Camp House.

Of his fourteen subjects, five are outstanding horse studies, adding their full share of strength to those of Eric Swenson and Erwin E. Smith, in forming our unusual collection.

Mr. Vinson's pictures were all made with a No. 3 Kodak and are therefore especially commendable for their wonderful action.

"Here They Come" (page 32) is a picture of such rollicking action that it suggests Larry Chittenden's poem, "Oh, for a Ride on the Prairies Free." It lacks a little in clearness, but for its type and action is one of the gems of the collection—just one in a thousand.

Two companion pictures (pages 36 and 37), "The Remuda," "Catching a Fresh Mount," are the only pictures out of dozens by different artists, even those of Mr. Swenson's and Mr. Smith's included, that we could find to give an adequate idea of this most common and most frequent phase of ranch life, occurring, as it does, always three times per day.

The two pictures looked at together furnish a splendid view of how cow-ponies are caught as needed.

COMMENT ON ILLUSTRATIONS—Continued

"Warming Up for the Day" (page 43) is a classic in its line of quick work and effective result.

"Remington Types and Natural Poses" (page 33) ranks among the best pictures of horse and man in unconscious poses that has ever been taken of ranch life—it is undoubtedly one of the masterpieces of the booklet.

"Croton Brakes—Using Remuda in Front of Herd" (page 38) is one of Mr. Vinson's latest studies in horses and one of his best in helping us round out the range story of how cattle are handled.

"Watering on Way to Railroad" finds on page 68 a most unusual water picture. The herd very often swims a tank of this sort and a number will be noticed doing so in this picture.

Mr. Vinson is a natural artist in knowing the value of opportunities and when anything special has been wanted it has been a pleasure to send him after it.

The pictures "Catching a Fresh Mount" (pages 36 and 37) are the result of months trial, during which this writer was almost in despair of getting anything really good.

Mr. Bryant, of Bryant's Studio, Fort Worth, Texas, came to the ranch during the transfer of the Spur Herd to secure illustrations for a magazine article, and made several hundred pictures, which while limited in their scope to a few days, and a special class of work, form a really great collection. We have never known an artist who seems to comprehend a photographic possibility more quickly. We recall one instance where a mad bull charged some of the men and Mr. Bryant jumped with his camera onto a horse grabbed at random, and made several running snapshots getting something good each time. He really got hold of a mean horse, and the only reason it did not kill him must have been that it was too surprised to do anything.

Catching unconscious things, like the "Toothing for Age" (page 52) or "Talking It Over" (page 35), have furnished the booklet with two of its best pictures, and show that "making a sneak" on his unsuspecting victims is Mr. Bryant's forte.

His picture of "Breakfast at the Manager's Camp" (page 21) is to an extent posed as will be seen from fact that the children were dragged out of bed in their night clothes. The picture has been so widely called an outstanding camp picture that its use has been specially urged. In the work of transferring the Spur Herd everyone ate at the "wagon" for dinner and supper, but this end of the party and often eight or ten guests went under its own steam for breakfast.

"Toothing for Age" (page 52) is a splendid conception of ranch industrials—a whole story could be written around the picture explaining the duties of each man.

In our 1916 Booklet, Frank Reeves, Secretary to the Manager, furnished us with some excellent pictures of the Executives on horseback, headquarters, etc., but for the reprint he has gone "Hog Wild" and has not only furnished a number of splendid pictures which we are using, but some 25 others that are so good we only wish we could find space for them.

COMMENT ON ILLUSTRATIONS—Continued

Both Eric Swenson and Erwin Smith will have to look to their laurels as Reeves has started after them to make a ranch collection and successive reprints will undoubtedly furnish more splendid subjects from his busy camera.

Page 16, "Cow Camp at Wetherbee Hole," with its companion on page 18 of the "Boys at Dinner," same place, offer two beautiful snap shots of camp life. "Curley McNutt's Busy Day" (page 25) furnishes three careful studies of child life, and in the Horse Section (pages 40 and 41), with the forceful portrayal of bronc riding contrasted with the quiet study on page 44. "Characteristic Horse Poses" are artistic results of real value.

"Pulling a Calf Out of Round-Up" (page 56) and "Branding and Dehorning" (page 57) are among the most valuable portrayals of "cow-work" we have ever had. The clear showing of the brand on page 57 and the positions of horse, man and calf on page 56 are hard to beat.

Page 63, with its clearly defined loop in the air, is a bit of speed camera work of rare occurrence.

The pasture studies on pages 72 and 73 and the Corral picture on page 78, with its action catching calves as counted, have added their values in putting Mr. Reeves in the artist's class.

Another new artist in the reprint is Will G. Swenson, Assistant to the Superintendent.

Will came to us in June, 1916, after finishing his education in University of Texas and has developed a love for camera work which promises to furnish us with lots of good things.

We are glad to have his beautiful picture of "The Wetherbee Hole" (page 17) and "A Quiet Pool Near Headquarters" (page 82) for this reprint.

Of the remaining pictures, two by Mrs. Hastings deserve special mention. One, "Learning the Business" (page 60). It is not only a good picture, but it introduces one of the vital elements of the cow business—that of getting the cow-work idea implanted in early boyhood. Every little boy about the ranch loves to "ride calves in the milk pen" after the milk cows are turned out, and they beg to be allowed to "bulldog" the smaller calves as they are roped to brand and they are always permitted to help. We know lots of half grown kids brought up in the pasture that we would rather have than the average hand, but we never work them in the outfits except under their parents.

Second, "As Evening Shadows Fall" (page 65), illustrating a part of range work now rapidly disappearing. In the old days there were no corrals or little pastures to throw cattle into at night on the trail, so they were held in the open, the whole outfit divided up into guards, and the famous "singing to the cattle" was done through the watches of the night.

The trail boss always picked out a good bed ground and tried to find water as near as possible. The cattle were trailed slowly up to the bed grounds—often grazed—and no more beautiful sight is ever seen on the range than a trail herd settling down for the night. There is a current belief that just at midnight every animal in the herd will get up and lie down again on the other side.

The dim lights and shadows of this picture lend themselves to the "going to bed" of the cattle.

COMMENT ON ILLUSTRATIONS—Continued

"The Bull Fight" (page 58), by Ruth Hastings, illustrates a daily occurrence at round-ups and a very dangerous possibility for strangers who are inclined to sit on a horse too close to a round-up. The fight always begins in the round-up and sometimes like a flash a bull is backed at terrific speed and force out of the mass of cattle and it is well to be on the lookout.

This picture used in the original booklet finds an excellent companion on the same page in Mr. Reeves' snap, another bull fight, showing a Short Horn and Hereford in a battle for kingship.

We are indebted to Swift & Company of Chicago and Fort Worth for the pictures of Carcasses in Coolers and Cuts of Beef.

We use only one picture from the camera of S. M. Swenson, that of "A Stock Water Rain" (page 20), and writing as we do in the midst of the great drought of 1917, it seems to be the most wonderful picture in the book. A rain like that just now over Central West Texas would run into millions very fast, and yet we have lots of them, but not always at the right time.

We have reserved for final comment the picture "In Memoriam" by Eric Swenson. The "In Memoriam" picture illustrates Mage Holmberg, who came to the S. M. S. Ranch in the open range days when about twelve years old. He was known as the S. M. S. Kid; a fearless rider and "game" to the last ditch. He broke the horse, "Old Grandpa" in the illustration but originally known as "Sorrel Stud," shortly after he came to the ranch, and man and horse worked together most of their lives, "Old Grandpa" dying only about a year before Mage did. As the S. M. S. Ranch developed, Mage came along and for many years was foreman of Throckmorton or Flat Top Ranch. He always went with the writer to the International when we were showing cattle or when we made public sales in the East, and every man who ever came in contact with him loved him. The writer has spent many years in cities and on the frontier, and has known men in all walks of life, but none in whom the elemental spirit of true manhood, brotherly love, the instinct to do right for right's sake, had a clearer, cleaner conception than with Mage Holmberg, and every man and woman and child who ever knew him feels just the same way. He was one of the best cowmen Texas ever produced, and many a tear will come to cowboys' eyes when they see this picture tribute to their old friend.

When issuing our booklet of 1912 we used several of Mr. Erwin E. Smith's pictures and made a notation that anyone wanting bromide enlargements about 11x17 could procure them from him in splendid quality. We wrote Mr. Smith a few days since asking if he cared to have us make a similar statement in this issue. He wrote us that he will be glad to have us do so, and adds that we must have a very wide circulation because he has just had an order from New Zealand. We have no doubt that he will be willing to submit, other subjects than we show. His subjects are specially fitted for hanging in country banks as well as homes. Address Erwin E. Smith, Bermuda Farm, Bonham, Texas.

We have in this reprint added, at the request of some of the people who had the original, quite a little in the way of comment and the story means so much to us in the way of reminiscences that we could go on for pages. We have, however, tried in the selection of pictures and in their arrangement to make a real story of the earnestness of modern ranching, showing its human, as well as business side. Our readers are asked, after they have looked over the pictures from an individual standpoint, to go back and look them over collectively as one would read a story.

Artists are like actors and authors—they like to know when their work pleases and we will be more than glad to convey to any, of them any word of special praise which any special subject may suggest.



Photo by Frank Reeves, Stamford, Texas.

RANCH INSPECTION.

S. A. Swenson, junior member Swenson Bros., on chestnut Morgan Stallion Red Bird.



Photo by Eric A. Swenson, Colorado Springs, Colo.

RANCH INSPECTION.

On left E. P. Swenson, senior member Swenson Bros. On right Judge W. T. Andrews, Attorney in Texas for Swenson interests.

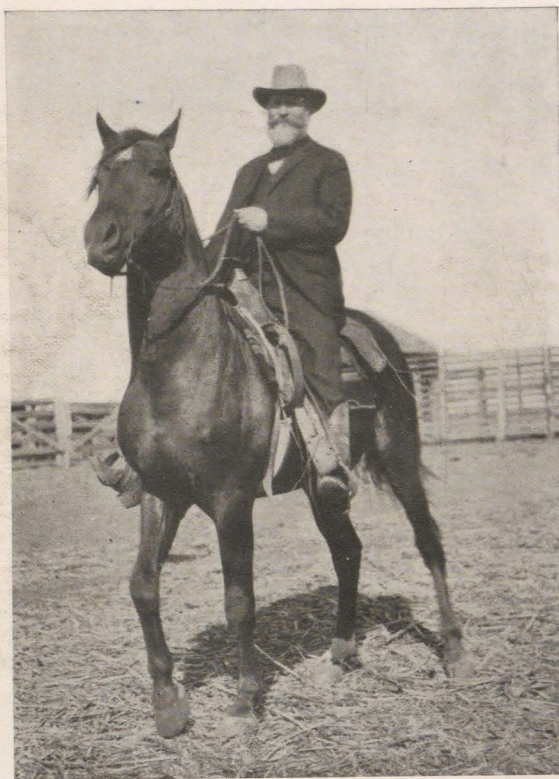


Photo by Frank Reeves, Stamford, Texas.

A. J. Swenson, Superintendent S. M. S. Ranch, on the Registered Chestnut Morgan Stallion Red Bird. Mr. Swenson has been in the S. M. S. Outfit 20 years.



Photo by Eric A. Swenson, Colorado Springs, Colo.

Frank S. Hastings, for 15 years Manager S. M. S. Ranch, on Mrs. Hastings' saddle mare "Black Dolly."



A. C. Swenson, formerly in charge of land matters, S. M. S. New York office, but now Captain in Quartermasters' Department, U. S. A. A vacation snapshot.



ERIC A. SWENSON, COLORADO SPRINGS, COLO.

Mr. Swenson has furnished some of the best photographs used in our illustrations, and his collection of range photography is one of the best in America.



Photo by Eric A. Swenson.

**THE S. M. S. "WHITE HOSS OUTFIT."**

At one time probably 50 per cent of the S. M. S. Remuda was White, Grey or Buff and the outfit was often recognized on the trail at long distance by the "White Hosses."



Photo by Frank Reeves, Stamford, Texas.

J. E. Swenson ("Ike"), Foreman of S. M. S. Flat Top Mountain Ranch, on Registered Bay Morgan Stallion "Gotch." Mr. Swenson was born on the S. M. S. Ranch, and is youngest foreman in S. M. S. Outfit.



Photo by F. S. Hastings, Stamford, Texas.

Joe Ericson ("Judge"), Range Boss S. M. S. Ranch, on black cow pony Panther. Mr. Ericson has been with S. M. S. Outfit 35 years—in fact, since foundation of herd. His work is what may be called the "Poetry of the cow business."





Photo by Ray Rector, Stamford, Texas.

**ROSS KINCHLOE.**

For 20 years cook S. M. S. "Wagon" Throckmorton Ranch. Ross is past master of Sour Dough Bread, Head Nurse and God-father for all the children on the Ranch.



Photo by Frank Reeves, Stamford, Texas.

Oscar Gustafson ("Casey"), foreman of S. M. S. Throckmorton Ranch, on the cow pony "Ben." Mr. Gustafson has been with S. M. S. Outfit 30 years.



Photo by Hugh Vinson, Tongue River Ranch.

**THE MULE IN COW WORK.**

C. E. Holcombe ("Pete") on the "Round Up" Mule "Skeezicks." Mr. Holcombe was raised on S. M. S. Ranch, but spent a year in South America where the mule is used for cow work. Upon his return he broke several for the S. M. S. Ranch. They are fine in long drive round up work, but no good for regular cow work.



Photo by Eric A. Swenson, Colorado Springs, Colo.

**THE MILLIONAIRE COWBOY.**

Jake Raines, brand and all around cow expert, on cow pony "Cheyenne." Jake has 30 years' service to his credit and has accumulated a snug fortune on wages compounded at 10 per cent. He is a bachelor, believes in the old order of things and "can't brag a bit."



Photo by Hugh Vinson, Tongue River Ranch.  
 Old "Cabby," 22 years old, still in service. One of many cowponies 15 to 20 years old and still good. These old cowhorses are usually fine cutting horses and are not given hard work. Old Cabby has never failed to hold anything roped off of him. He is in Mr. Holmberg's mount, but the manager has a pretty strong claim on him and the boys say, is foolish about him.



Photo by Hugh Vinson, Tongue River Ranch.  
 August Holmberg ("Dippe"), Foreman of S. M. S. Tongue River Ranch, on sorrel cowpony "George." Mr. Holmberg has been in S. M. S. Outfit 25 years.



Photo by Hugh Vinson.  
 "THE LITTLEST COWBOY."  
 Warren Hastings on "Whiteman."



Frank Reeves (on left), Secretary to Manager.  
 Will G. Swenson (on right), Assistant to Superintendent.



Photo by Eric A. Swenson.

OFFICE S. M. S. RANCH, STAMFORD, TEXAS—OPPOSITE STAMFORD INN.



Copyright photo by Erwin E. Smith, Bonham, Texas.

AN EARLY DAY RANCH "HEADQUARTERS."

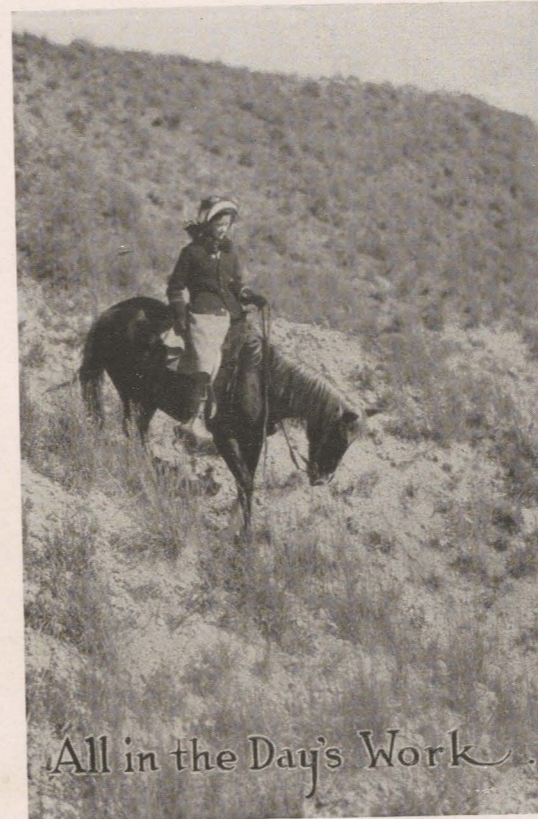
Up to the 90's this sort of "Dug Out" camp was very common. Many a wife of some now prosperous cowman went as a bride to this sort of home.



Photo by Eric A. Swenson, Colorado Springs, Colo.

**SOME EARLY DAY NEIGHBORS.**

Hostile Indians were in Jones County, Texas, as late as 1874 and quite a few bands were concentrated near old Fort Griffin until well in the 80's. Stamford is in Jones County and there are many historic Indian landmarks in or near S. M. S. Range.



All in the Day's Work.

Photo by Eric A. Swenson, Colorado Springs, Colo.  
Mrs. Eric A. Swenson on the Cow Pony "Tommy."

**Some Women of the SMS Ranch**



A Little Sunday Gathering  
With Dinner at the "Wagon".

Photo by Hugh Vinson, Tongue River Ranch.



Photo by Bryant, Fort Worth, Texas.

Old Headquarters Spur Ranch, now occupied by S. M. S. Outfit.



Photo by Frank Reeves, Stamford, Texas,

Headquarters S. M. S. Throckmorton Ranch. •



Photo by Frank Reeves.

**COW CAMP AT "WETHERBEE HOLE," ELM CREEK, THROCKMORTON RANCH.**

The boys love to camp at this "beautiful spot" and have a swim after a hot day's branding. See opposite page.



Photo by W. G. Swenson.

**"THE WETHERBEE HOLE," ELM CREEK, THROCKMORTON RANCH.**

A famous hole of water about one-fourth mile long with wonderful elm groves along its banks. Some 1,500 cattle are watering at this place during the drouth of 1917—as we write. The Outfit camps at this place at least one-third of the time.



Photo by Frank Reeves.

S. M. S. OUTFIT UNDER THE ELMS.

"Wetherbee Hole." Throckmorton Ranch, near headquarters.



Photo by Eric A. Swenson, Colorado Springs, Colo.

TWO S. M. S. OUTFITS "THROWING TOGETHER."

This is another of the unconscious pose sort that is so rare in ranch photography.



Photo by S. M. Swenson.

**PAINT CREEK A MILE WIDE.**  
A Stock Water Rain. Paint Creek heads in S. M. S. Flat Top Mountain Pasture.



Photo by Bryant, Fort Worth, Texas.

**BREAKFAST IN THE MANAGER'S CAMP.**  
A daily incident in the range transfer of the Spur Cattle in 1910 covering seven weeks' camp life. From left to right: F. S. Hastings, Mrs. F. S. Hastings, W. J. Lewis, Mrs. Luther Jones, Ruth Hastings, Warren Hastings.





Photo by Eric A. Swenson, Colorado Springs, Colo.

**RANCH TYPES. WHERE THE COWBOYS COME FROM.**

Louie, Elmo and Rayford Gustafson. Louie is now Straw Boss; Elmo Horse wrangler and Rayford a "vacation" cow puncher, Throckmorton Ranch. Very few attain efficiency in cow work who have not grown up with it.



Photo by Eric A. Swenson, Colorado Springs, Colo.

**RANCH TYPES—MUSIC IN CAMP.**

"Billy the Hoss Wrangler," a Swedish Musical Genius educated in Leipsic, who played a brief and romantic engagement on the S. M. S. Ranch. Cowboys love music and every "outfit" has some one who can do something with the fiddle, accordion or mouth organ.



Photo by Eric A. Swenson, Colorado Springs, Colo.

**RANCH TYPES—"SETTLING THE FREE SILVER QUESTION."**

Uncle George Kennedy on right, "Old Man" Soderstrom on left. Both with S. M. S. Outfit over 20 years.



Photo by Eric A. Swenson, Colorado Springs, Colo.

**RANCH TYPES—"JIMMIE RAINWATER."**  
Every man his own chambermaid.



Photo by Frank Reeves.

**RANCH TYPES. "CURLEY" McNUTT'S BUSY DAY.**

Cowboys love kids and make the "Dog House" so attractive for them that mothers usually give up trying to keep them at home. The dog "Jack" in central picture has gone with the chuck wagon for ten years, but is Curley's pard when at home.



Copyright photo by Erwin E. Smith, Bonham, Texas.

**RANCH TYPES. BEEF FOR THE CHUCK WAGON. A STUDY IN RANGE STATUARY.**  
Usually, just before night, a calf or yearling is killed and skinned on the ground. A part is used for supper and the balance hung to sides of chuck wagon to cool out at night and to be covered by a wagon sheet next day. It keeps nicely for several days if weather is not "muggy."



Copyright photo by Erwin E. Smith, Bonham, Texas.

**A COWBOY'S "EVENING AT HOME."**  
This remarkable flashlight picture of a cow camp at night is regarded as one of Mr. Smith's best in his collection of some 2,000 range pictures.



Copyright photo by Erwin E. Smith, Bonham, Texas.

**CHUCK WAGON MOVING.**

The wagon sometimes moves twice in one day, but in most pasture work is usually several days in one place. The Chuck Wagon carries the boys' beds or "Hot Rolls." What is known as a "Hoodlum" wagon goes along to carry water, wood, branding irons, tent poles, etc. The Remuda always moves with wagon. See opposite page.



Copyright photo by Erwin E. Smith—See opposite page.

**THE CHUCK WAGON CROSSING A SAND RIVER, S. M. S. PASTURE.**

The above is considered one of the gems of Mr. Smith's collection.



Copyright photo by Erwin E. Smith.

**THE REMUDA ALWAYS MOVES WITH THE CHUCK WAGON.**

Remuda (pronounced Remoother) is the Spanish word for saddle horses. Each cowboy has from ten to fifteen horses in his mount, but when moving on the trail usually takes only five or six—always including a good cutting horse and a night horse—gentle, and one that can be staked without getting tangled in the rope.



Photo by Eric A. Swenson, Colorado Springs, Colo.

**GOING TO WORK.**

More Remington Types. Experts regard this picture of horses in slow action as very fine. Moving off at the "jiggle" that eats up distance.



Photo by Hugh Vinson, Tongue River Ranch.

HERE THEY COME.

When work is finished "The Boys" always come back to the "Wagon" at a brisk gallop—often a distinct run. The action in this picture is unusual.



Photo by Hugh Vinson, Tongue River Ranch.

REMINGTON TYPES AND NATURAL POSES.

Cowboys consider this one of the best snapshots of men and horses that they have ever seen. The "Boys" are coming to the water barrel in the "Hoodlum Wagon."



Copyright photo by Erwin E. Smith, Bonham, Texas.  
**THE COWBOY AND THE HORSE. THE LOVE OF HORSE ACCOUNTS FOR THE COWBOY—FEEDING A PET SOUR DOUGH BREAD**

"Yes, every cowboy lov'd his mount—  
 He called 'em each by name,  
 An' never would he part with 'em  
 Fer gold, 'er pelf, 'er fame.

He liv'd with them and slept with them,  
 An' when he wissled low,  
 They'd leave the grass upon the range,  
 An' to his side they'd go."



Photo by Bryant, Fort Worth, Texas.

**TALKING IT OVER.**

Mr. Bryant has a special genius for catching unconscious poses, which are at the same time real every day ranch incidents.



Photo by Hugh Vinson, Tongue River Ranch.

**THE REMUDA—CATCHING A FRESH MOUNT.**

In Big Pasture work the wagon is often camped away from pens or corrals. A rope is stretched into a corral, often just held by men if no trees are available. The horses are driven into it and "roped out," each man catching his own mount. See opposite page.



Photo by Hugh Vinson.

**THE REMUDA—CATCHING A FRESH MOUNT.**

This snap is used to show the action of roping out a horse. See photo opposite page. Notice the pack horse. The boy who goes to hunt strays usually carries his "Hot Roll" on a pack horse.





Photo by Hugh Vinson.

**THE REMUDA IS USED IN FRONT OF HERD IN BAD PLACES.**

Cattle will follow the remuda where they might balk without it. The above photo shows the celebrated Croton Brakes, about three miles wide—very rough—with several high bridges and a very difficult place to trail a herd through. The coloring of the brakes is on the order of the Grand Canyon, and a great show place.



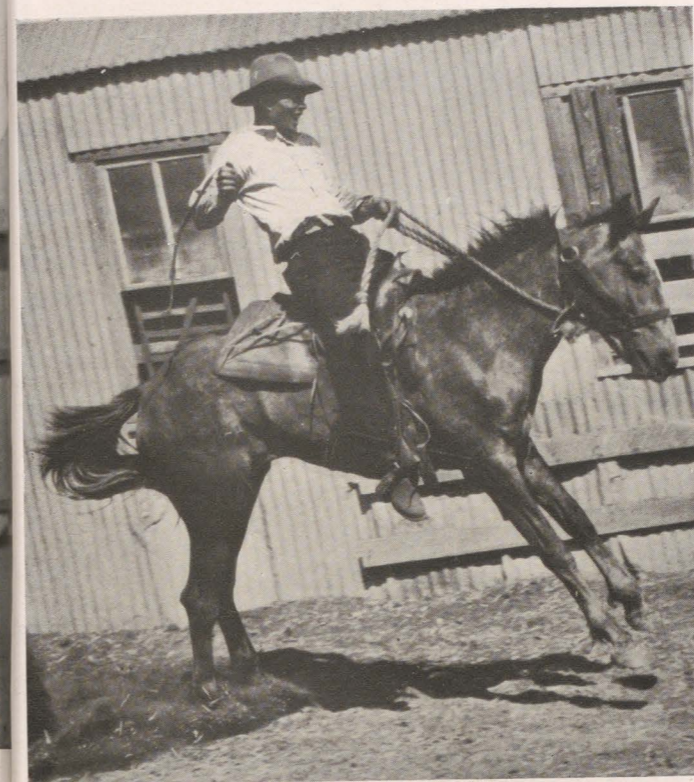
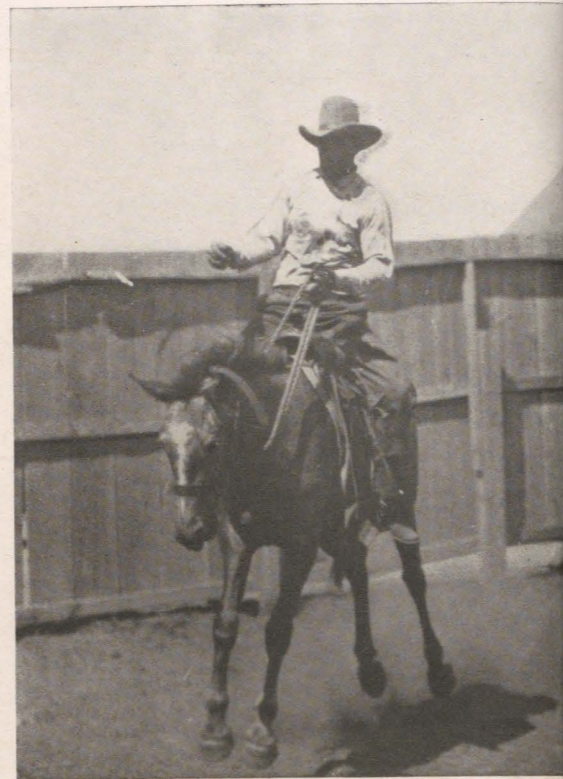
Photo by Eric A. Swenson, Colorado Springs, Colo.

**DOCTORING A WIRE CUT.**

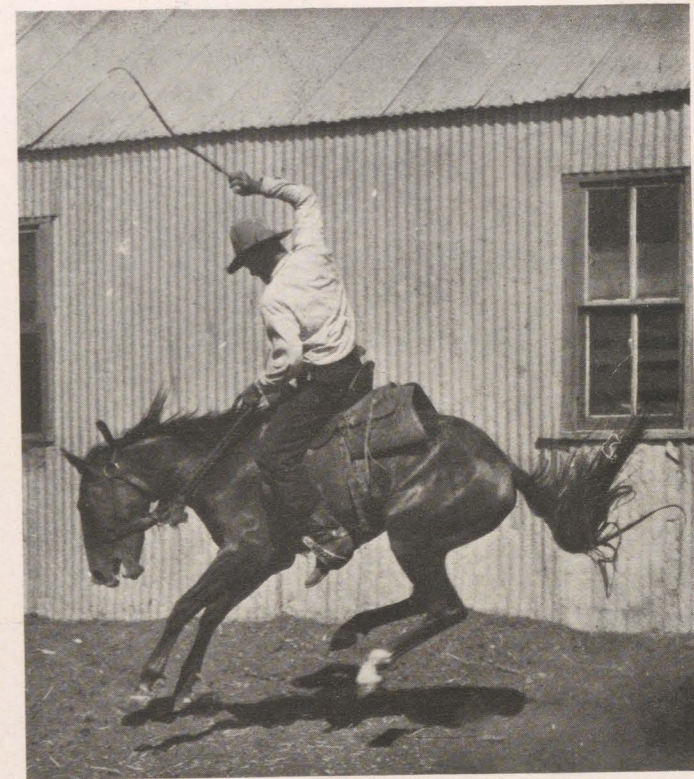
Barbed wire made the big enclosed pasture possible, but rare is the ranch horse which does not show some evidence of it.



Photos by Frank Reeves.



Photos by Frank Reeves.



THE BRONC BUSTER.  
See reading matter opposite page.

Four characteristic poses in the process of riding a horse the first time, which is usually done in a corral. Notice that the horse is ridden without bridle, a Hackamore being used instead.



Photo by Eric A. Swenson, Colorado Springs, Colo.

**"TAKING TO THE TALL GRASS."**

Horses sometimes do almost incredible things during the process of breaking. That they sometimes will attack the "Buster" explains why the man in the picture is getting out of the way.

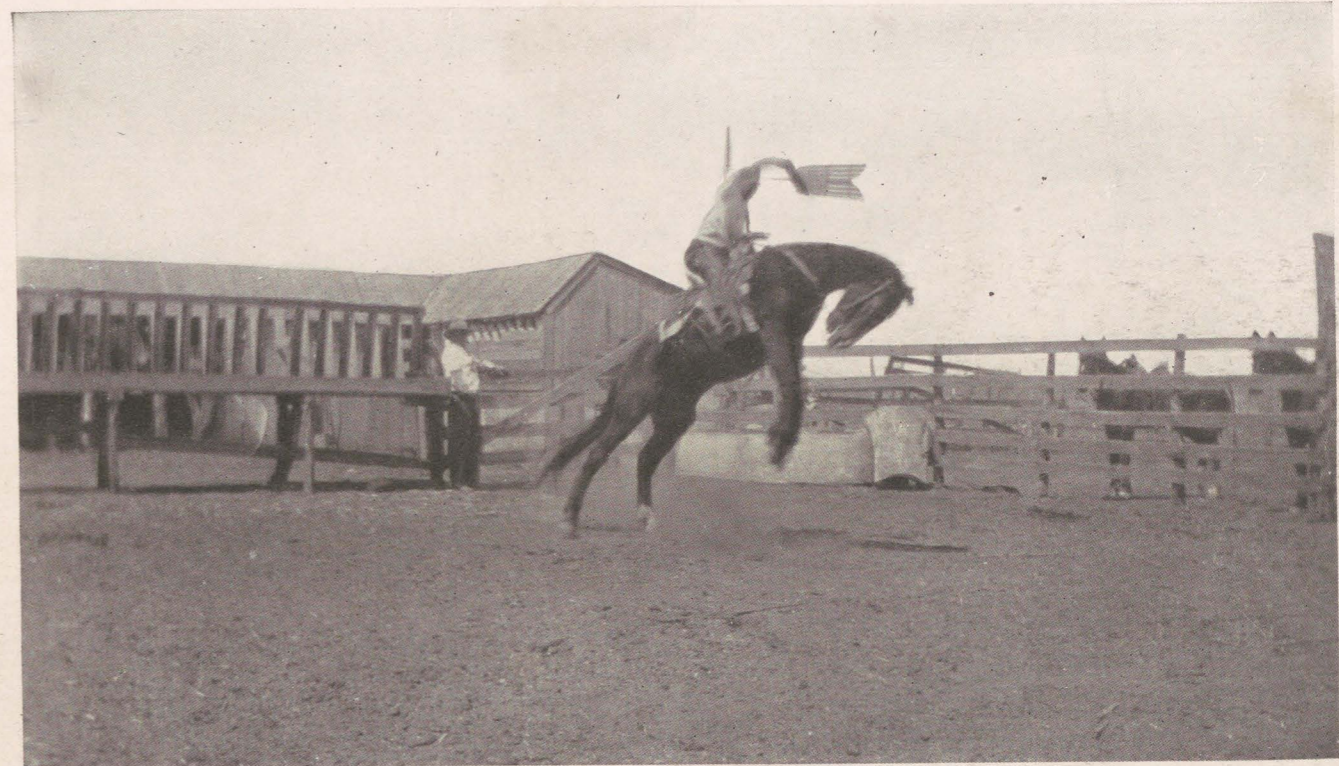


Photo by Hugh Vinson, Tongue River Ranch.

**WARMING UP FOR THE DAY.**

Billy McDuff on the bronc "Joe Bailey." This unusual picture represents a typical "bad horse." Most bad horses are allowed to pitch themselves down in a corral particularly if inclined to bolt.

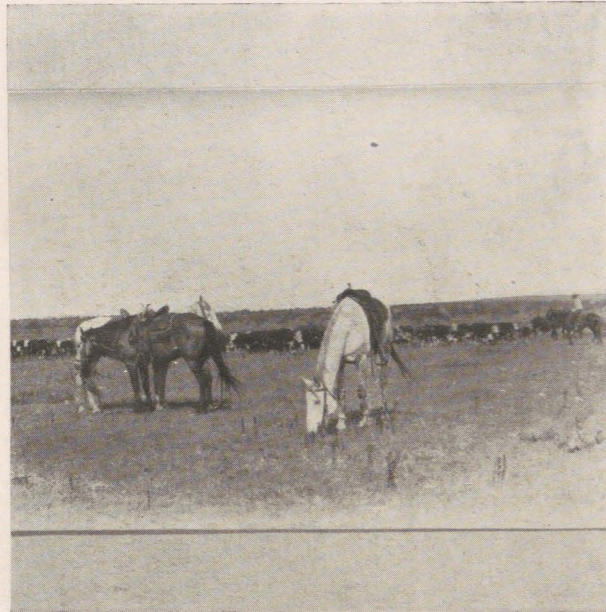


Photo by Frank Reeves.

**CHARACTERISTIC HORSE POSES.**

When the outfit is branding, the horses are allowed to graze at will, reins down. When not grazing they often bunch up or stand by twos, as in illustration.



Photo by Eric A. Swenson.

**TYPICAL COW PONY SNAPSHOT.**

Tied about branding pen while the men work on foot.



Photo by Eric A. Swenson, Colorado Springs, Colo.

**SOME S. M. S. COW-PONY MARES AND FOALS.**

The S. M. S. Ranch has 1,100 horses, of which 600 are used for cow work and general purposes. The balance are brood mares and young stuff coming on.



Photo by Eric A. Swenson, Colorado Springs, Colo.

**RANCH INSPECTION—THE OLD WAY.**

Mr. E. P. Swenson and companion on ranch inspection trip 10 years ago, crossing "Stinking Creek." See opposite page.



Photo by Eric A. Swenson, Colorado Springs, Colo.

**THE NEW WAY.**

Ranch inspection by the Ford route. See opposite page.



Photo by Eric A. Swenson, Colorado Springs, Colo.

**RANCH INSPECTION, LOOKING UP WATER POSSIBILITIES.**

From left to right: F. S. Hastings, Manager; E. P. Swenson, senior member Swenson Bros.; Joe Ericson, Range Boss; A. J. Swenson, Superintendent. Members of the firm make frequent trips of inspection. This picture shows K Springs, rather inaccessible, which as a result of this inspection has been transformed into a fine watering place.



Photo by Sam Clemons, Spur, Texas.

**RANCH INSPECTION—ON COTTONWOOD.**

The S. M. S. Pastures abound in spots of beauty. Mr. and Mrs. Eric A. Swenson on the cow pony "Tommy" and the thoroughbred mare "Stevanna."



Photo by Eric A. Swenson, Colorado Springs, Colo.

ALONG THE ROAD S. M. S. RANCH.

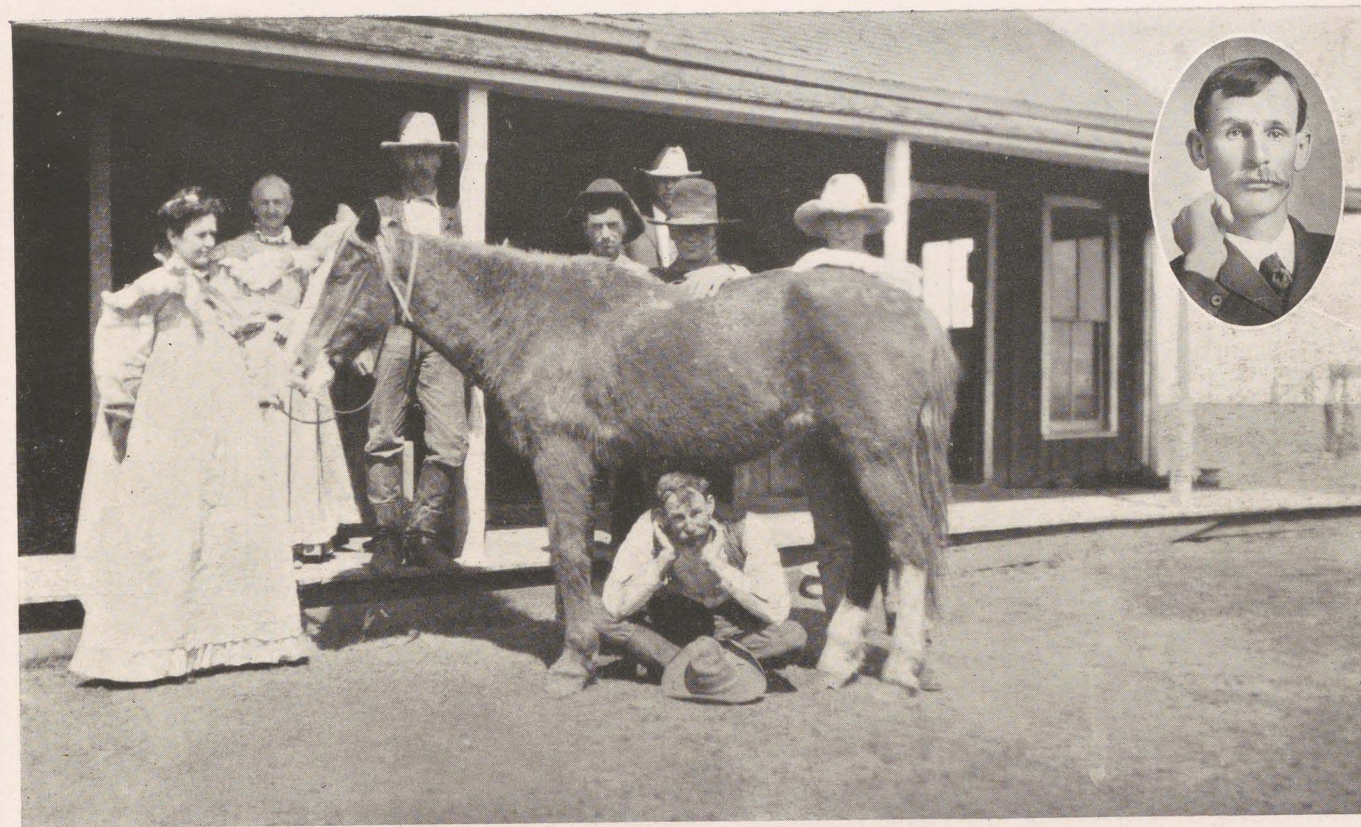


Photo by Eric A. Swenson, Colorado Springs, Colo.

IN MEMORIAM.

To Mage Holmberg and his 25-year-old cow pony "Grandpa." "Nor man, nor horse, they never failed."

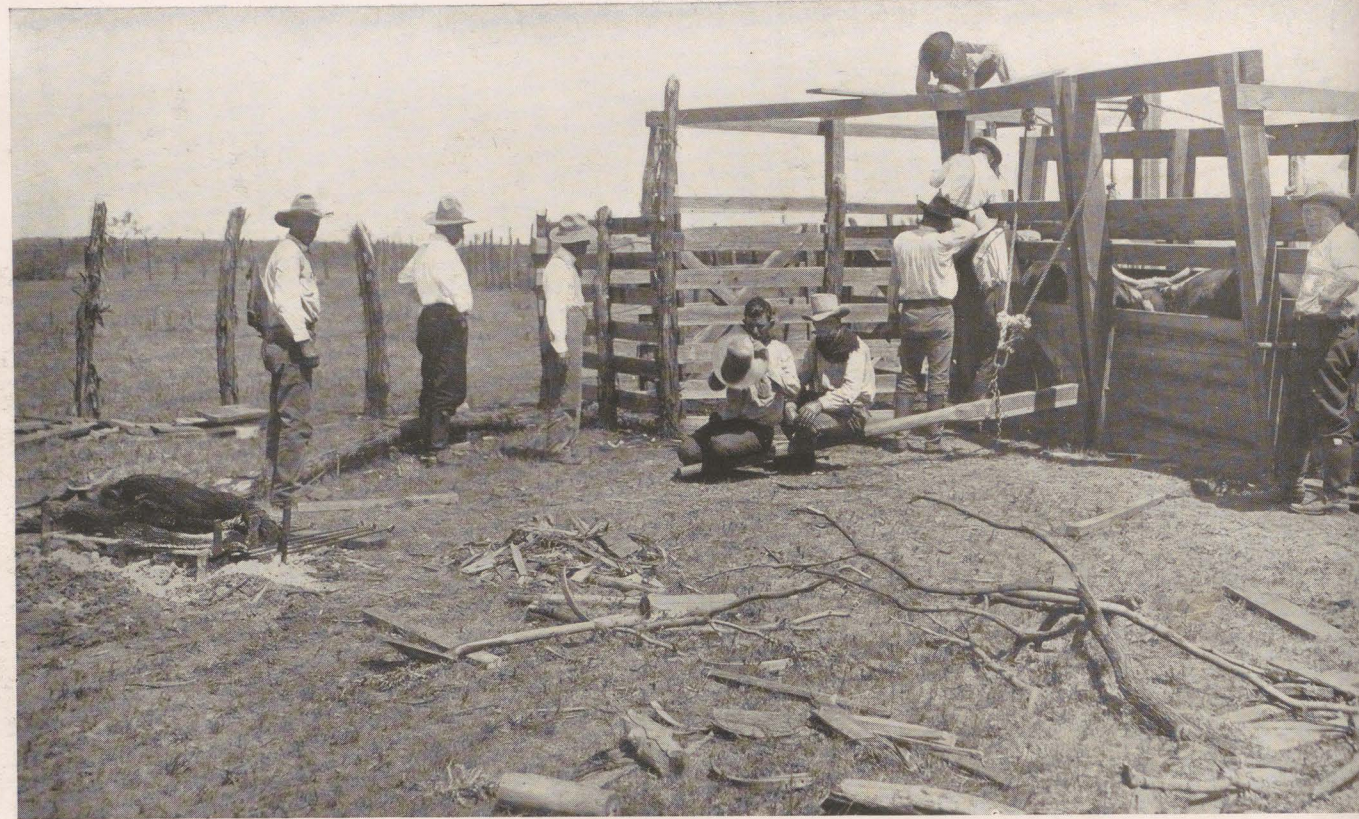


Photo by Bryant, Fort Worth, Texas.

**TOOTHING AN ANIMAL FOR AGE.**

Incident in range transfer of Spur herd, during which every animal was put through a chute, tally branded, ear marked and classified. Any question as to age settled by tothing.

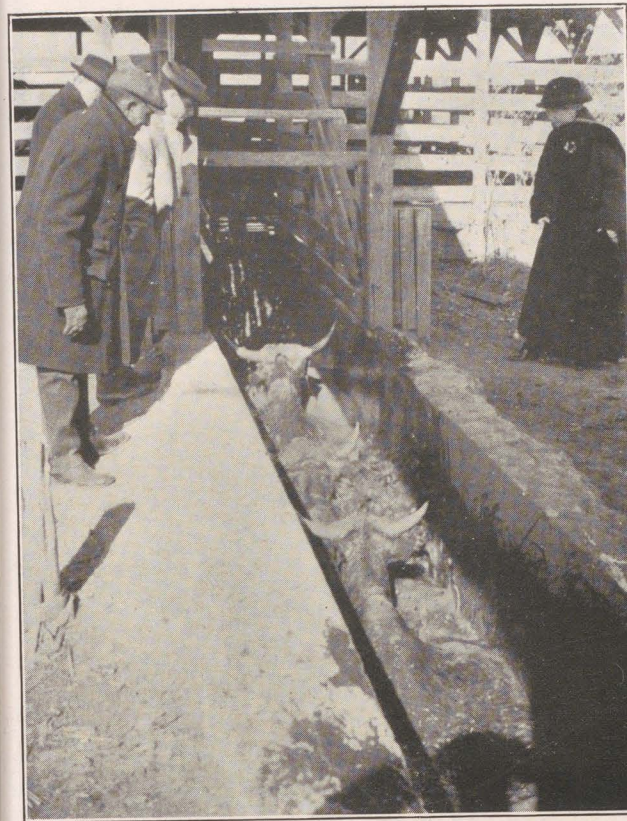


Photo by Eric A. Swenson, Colorado Springs, Colo.

**DIPPING.**

The S. M. S. Ranches are entirely clean of Fever Ticks, but dipping is still done, to some extent, to kill lice, particularly on poor cattle going on to or coming off feed grounds.

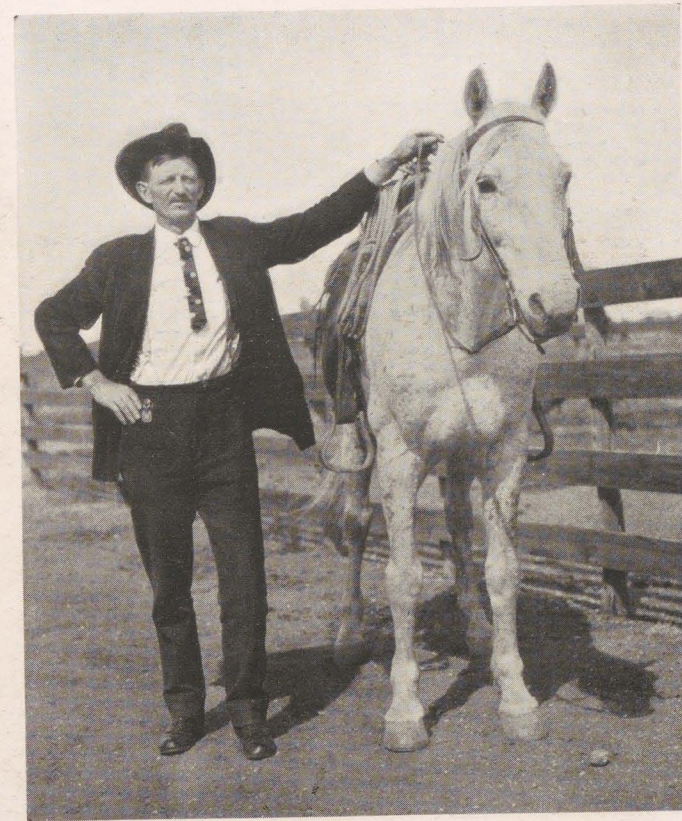


Photo by Frank Reeves, Stamford, Texas.

**THE U. S. CATTLE INSPECTOR.**

A. A. Gustafson, "Doc," and S. M. S. Saddle Stallion "Buford."





Copyright photo by Erwin E. Smith.

#### COW OUTFIT SCATTERING TO MAKE ROUND-UP.

The Foreman sends little groups in various directions to cover a rounding radius; these in turn scatter out, making a complete circle, and drive to some regular round-up ground, which is usually near the center. Round-up territory is not defined by fences, but a large pasture is worked by successive round-ups until covered.



Copyright photo by Erwin E. Smith.

#### THE ROUND-UP—CUTTING OUT COWS.

A rare bit of action in cow work.



Photo by Frank Reeves.

PULLING A CALF OUT OF ROUND-UP TO BRAND.

(See opposite page.)



Photo by Frank Reeves.

BRANDING, DEHORNING AND CASTRATING.

This work is all done at same time when calf is from two weeks to eight weeks old. The backward S is stamped on. See boy with iron at hip. The M is made with an iron curved at end—half of letter is made, then iron is turned over, making other half. This iron is called a "Gaunch."

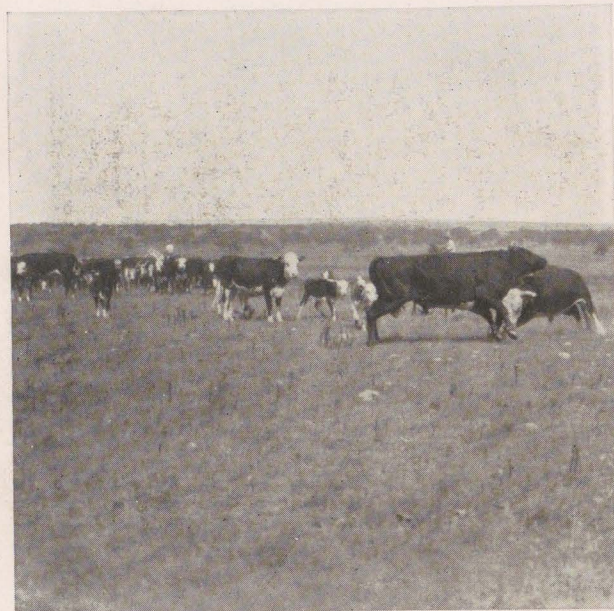


Photo by Frank Reeves.



Photo by Ruth Hastings, Stamford, Texas.

**BULL FIGHTS AT THE ROUND-UP.**

Bull fights are very frequent at round-ups and usually result in a decision outside. The cattle in round-up—both pictures will be noted at the side evidently interested in the struggle.



Photo by Eric A. Swenson, Colorado Springs, Colo.

**"BULL DOGGING OR FLANKING" S. M. S. CALVES.**

The flanker jumps with the calf, and by a sort of sleight of hand turns him in midair and throws him. In this remarkable picture note that both the flanker and calf have their feet off the ground.



Photo by Mrs. F. S. Hastings, Stamford, Texas.

**LEARNING THE BUSINESS.**

Young lads on the ranch love to "bull dog" and hold down the small calves while the men brand, castrate and dehorn. Cowboys who learn the business in this way make "Real hands."



Copyright photo by Erwin E. Smith, Bonham, Texas.

**ROPING A BULL.**

Note man on horse at extreme right has bull around neck; man on horse at extreme left has bull by hind feet; man at bull has tail hold. Rope must be removed from neck by hand, but will slip off of hind feet when slacked and animal walks.



Copyright photo by Erwin E. Smith, Bonham, Texas.

**HOBBLING AN OUTLAW STEER.**

This steer is one they have been trying to get to market but is "outlawed" and always gets away. He will be thrown with market herd hobbled as only means to get him out.



Photo by Frank Reeves.

**PHOTOGRAPHING A LOOP IN THE AIR.**

Cowboys and cowmen will immediately exclaim when they see this picture: "What is that blamed fool doin' out there on foot?" The branding crew is just back of the man, and he is simply amusing himself while they bring another calf out, and the only excuse for using the picture is that it is a "peach" in showing camera speed.



Photo by Eric A. Swenson.

**MATERNAL INFLUENCE—S. M. S. PASTURE.**

An outstanding cow, with outstanding calf at foot.



Photo by Mrs. F. S. Hastings, Stamford, Texas.

**AS EVENING SHADOWS FALL.**

Trailing up to the "Bed grounds."



Copyright photo by Erwin E. Smith, Bonham, Texas.

**MOVING A HERD.**

The front end of a herd is known as the "Point" and the hind end the "Drag." We have combined two of Mr. Smith's best photos to give a very accurate illustration of a moving herd full of action and absolutely natural in every detail.



Photo by Hugh Vinson, Tongue River Ranch.

**S. M. S. STANDARD CALVES ON WAY TO RAILROAD.**

A drove of 1,500 commercial S. M. S. Steer Calves on their way to Spur, Texas, October, 1915, for shipment to Corn Belt—stopped to graze and water.



Photo by Hugh Vinson.

S. M. S. YEARLINGS ON WAY TO RAILROAD.

It is ideal to water a herd on trail as shown in illustration.



Photo by Eric A. Swenson, Colorado Springs, Colo.

S. M. S. PASTURE SCENE.

An ideal condition obtains when there is shade near water. The cattle drift in for a drink about noon, or earlier, lie down until four or five and graze slowly out to their bed ground.



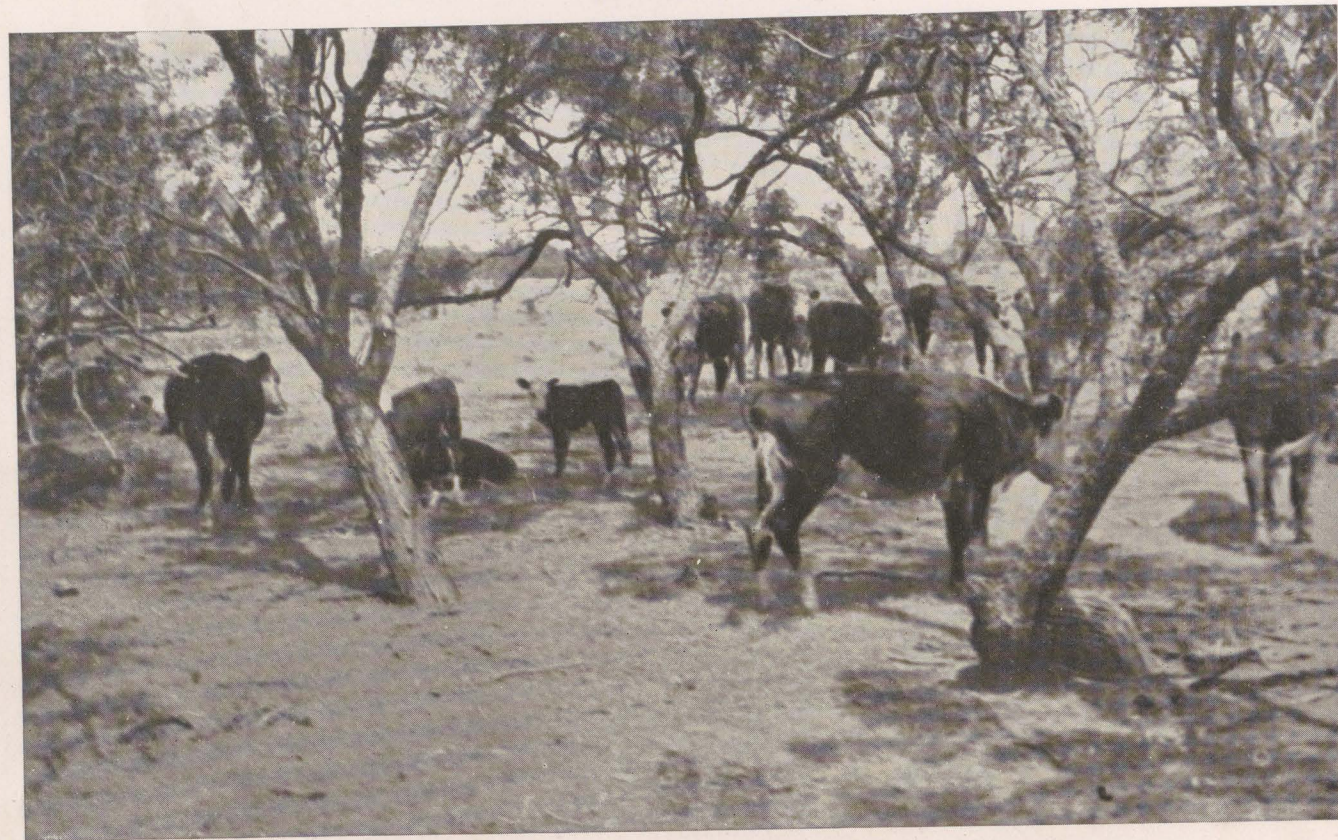


Photo by Eric A. Swenson, Colorado Springs, Colo.

S. M. S. PASTURE SNAPSHOT.

The Mesquite tree forms a splendid shade in summer and good protection in winter.



Photo by Eric A. Swenson, Colorado Springs, Colo.

S. M. S. REGISTERED HERD.

150 Registered Cows furnish part of the S. M. S. Bull product.

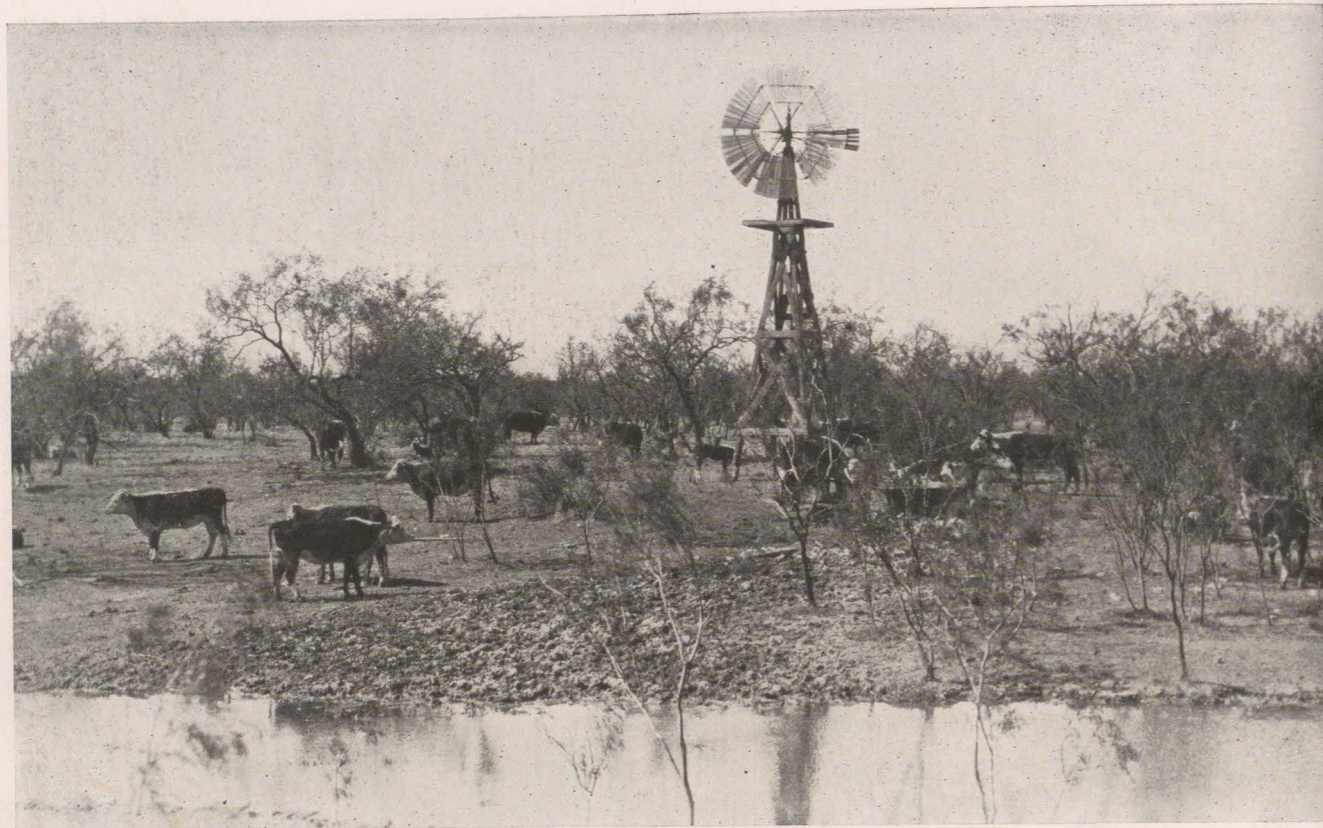


Photo by Frank Reeves.

ANOTHER VIEW S. M. S. REGISTERED HEREFORD HERD.

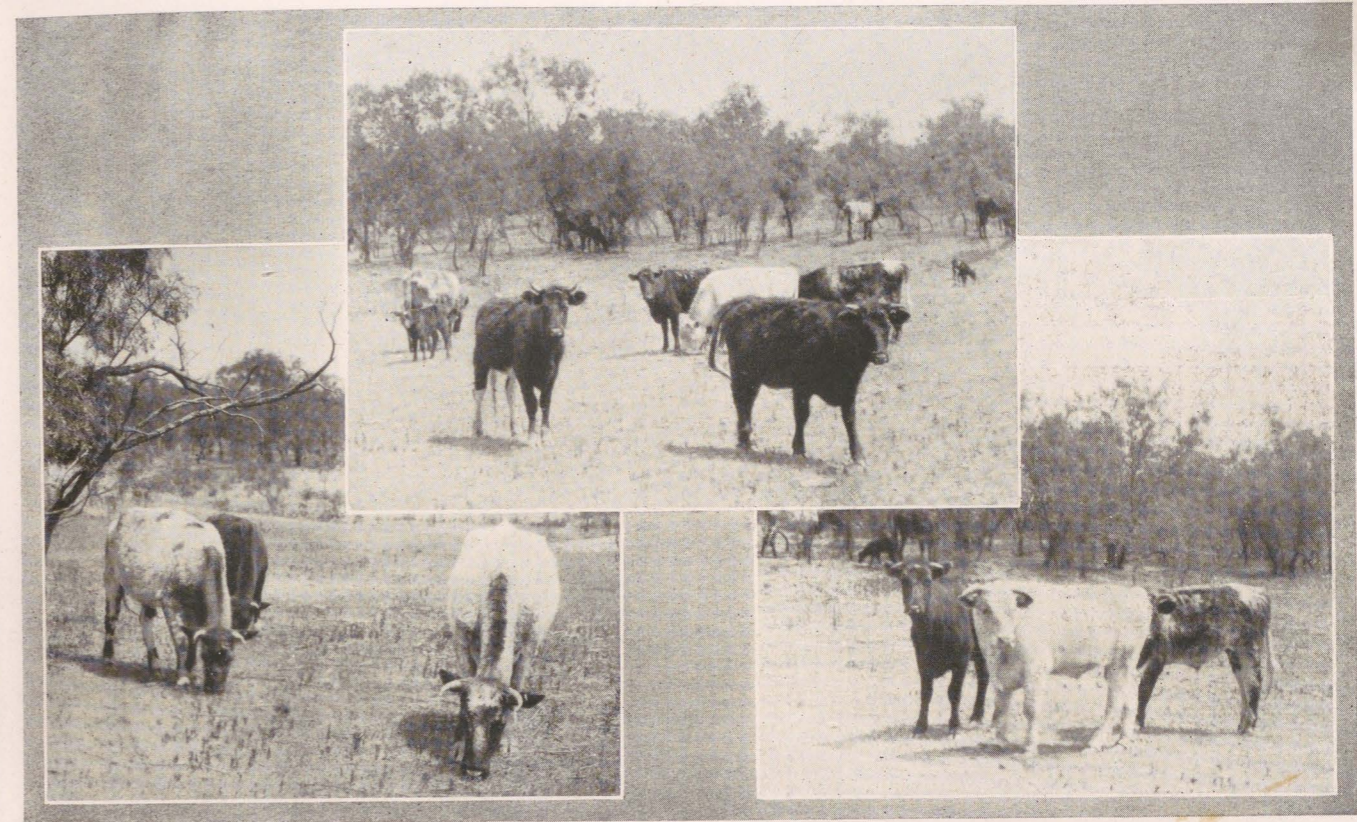


Photo by Frank Reeves.

S. M. S. REGISTERED SHORTHORN HERD.

Forty Registered Shorthorn Cows have been added to the S. M. S. Breeding Establishment, spring, 1917. An undercurrent of Shorthorns occurs in all S. M. S. Commercial Cattle, and has been going in for 35 years.



Photo by Eric A. Swenson.

**ILLUSTRATING HEREFORD-SHORTHORN CROSS.**

There are very few Roan White Faces in our drop and we are not able to furnish even a carload. We keep the females and throw steers into Hereford Fall deliveries as calves.



Photo by W. G. Swenson.

**ILLUSTRATING CALF WINTERED AT FOOT WITH DAM.**

It is from this class that S. M. S. Standard Yearling Steers come. This photo, taken in March, shows calf on feed grounds with dam. The bulk of cows with calves at foot find their way to winter help.



Photo by W. G. Swenson.

**ILLUSTRATING HEREFORD-SHORTHORN CROSS.**

A perfect Hereford Calf at foot with typical Shorthorn Cow.

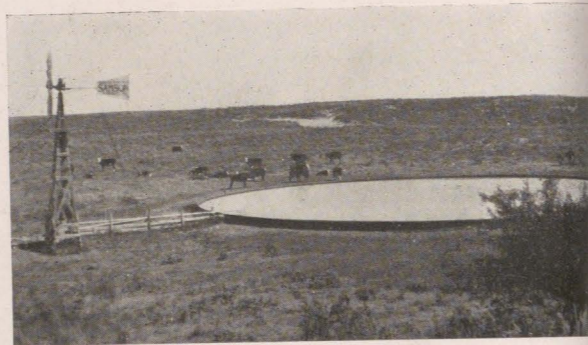


Photo by Eric A. Swenson.

**A TYPICAL POOL AT WINDMILL.**

Made from iron sheet 3 ft. deep, 1-16 inch thick and from 10 to 15 ft. long. Bottom puddled. A diameter of 30 ft. is the most satisfactory. The pool in photograph is 100 ft. in diameter.

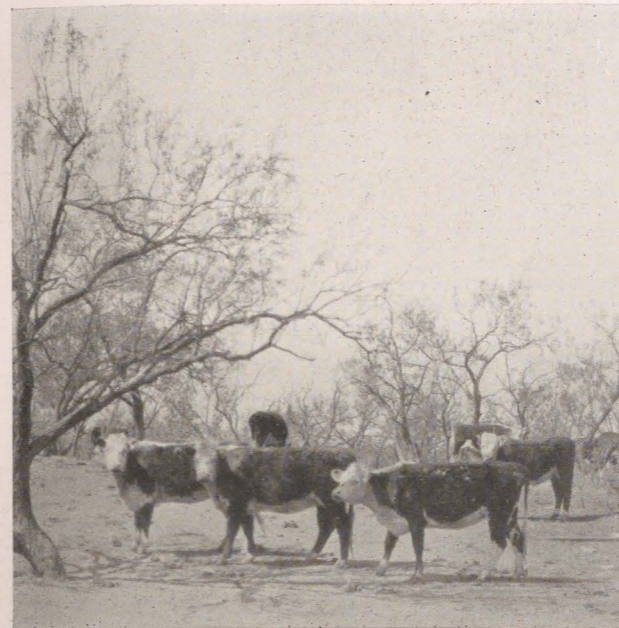


Photo by Frank Reeves.

**A FEW REGISTERED S. M. S. HEIFERS.**

A herd of 150 Registered Hereford Cows, as a part of the S. M. S. breeding problem.



Photo by Eric A. Swenson, Colorado Springs, Colo.

**DOCTORING IN PASTURE FOR SCREW WORMS.**

When the screw worm fly is bad, new-born calves are often infected in the navel. Pasture riders rope them and treat with chloroform.



Photo by Eric A. Swenson, Colorado Springs, Colo.

**S. M. S. PASTURE SCENE—HEEL FLY TIME.**

Heel Fly time is January to April and when they are in evidence the cattle all seek a water hole.



Photo by Frank Reeves.

**S. M. S. CALVES IN CORRAL OVER NIGHT BEFORE STARTING FOR SHIPMENT.**

This corral handles comfortably 1,500 head of Standard Calves. The old-fashioned snubbing post will be noticed in foreground. This still has frequent use during the year's work.



Photo by Frank Reeves.

CHOPPING INTO CARLOADS—COUNTING THROUGH GATE.

All the steer calves of one ranch are trimmed to a standard and shipped at same time. They are thoroughly milled before penning and in the pens —chopped up into carloads and double counted.

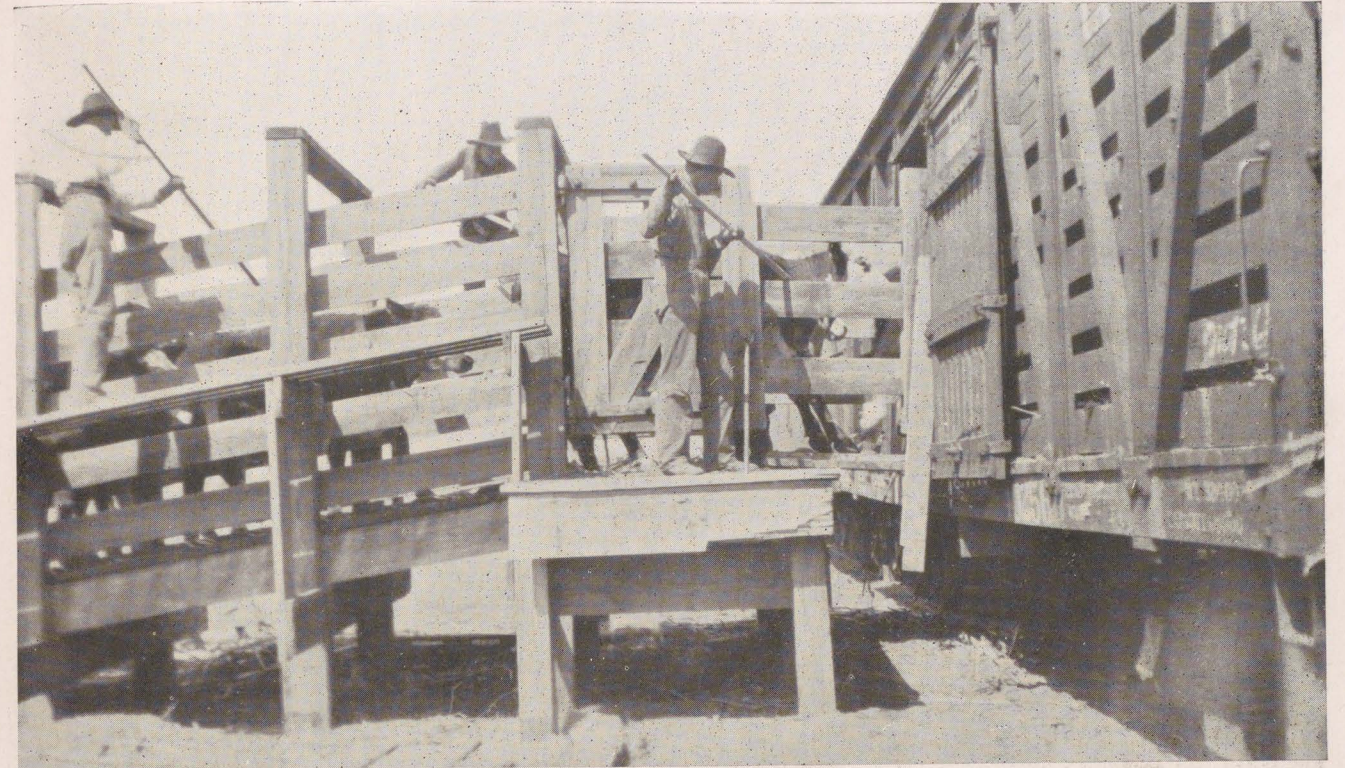


Photo by Eric A. Swenson.

LOADING S. M. S. STANDARD CALVES.



Photo by Eric A. Swenson, Colorado Springs, Colo.

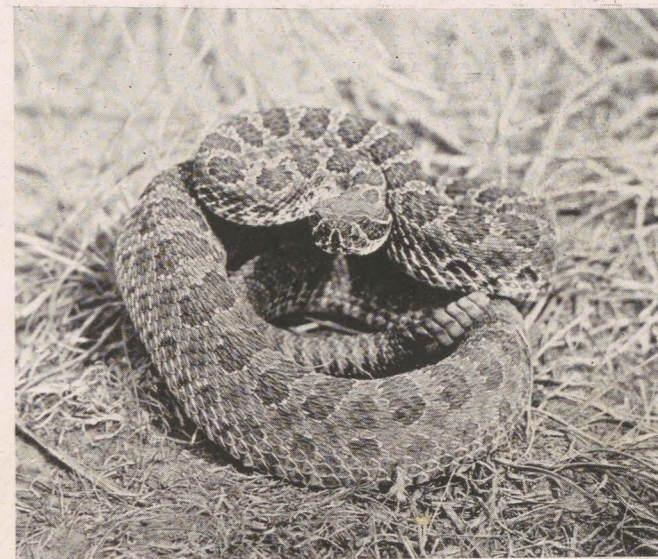
**SOME S. M. S. RANCH INHABITANTS. YOUNG COYOTES AND ANTELOPE.**

In Mr. Swenson's antelope picture we have the result of a crawl on hands and knees and belly at times for more than a quarter of a mile. Coyotes pay a bounty of \$1.00 each and the boys often dig out big dens of young. The old ones are caught with trap or hounds or poisoned.



Photo by Eric A. Swenson, Colorado Springs, Colo.

A Diamond Back Rattler in act of striking. It is the unwritten law that every man will get down off his horse and kill a rattler.



Copyright photo, used through courtesy of Camera Craft Magazine.

A Ground Rattler coiled ready to strike.

**SOME S. M. S. RANCH INHABITANTS.**



Photo by Eric A. Swenson, Colorado Springs, Colo.

**SOME S. M. S. RANCH INHABITANTS.**

Young Blue Cranes in nest in top of mesquite tree near Bow Creek Tank, Throckmorton Ranch. Some 8 or 10 pairs of Blue Cranes nest in the same group of four mesquite trees every year.



Photo by W. G. Swenson.

**SOME S. M. S. RANCH INHABITANTS.**

A quiet pool near headquarters.



Photo by Eben B. Low.

An Early Day Cow Outfit.

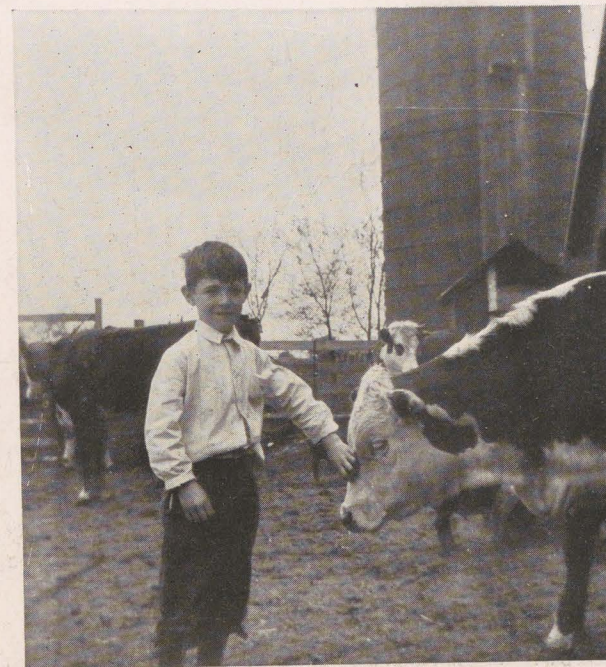


Photo by Mrs. H. Y. Beebe.

**DOMESTICATION COMPLETE.**

Ivan Yingling Beebe, 6 years old, son of H. Y. Beebe, Carrollton, Ill., who fed 165 Heifer Calves 1916. See illustration page 89. It is an easy matter to get on good terms with S. M. S. cattle in the feed lots.



Photo by Eric A. Swenson, Colorado Springs, Colo.

S. M. S. STANDARD STEER HEREFORD CALVES ON WAY TO CORN BELT FEEDING IN TRANSIT.

When selling all Hereford character, calves are sold by themselves, i. e., the Shorthorns are cut out. See opposite page.



Photo by Eric A. Swenson.

S. M. S. STANDARD SHORTHORN CALVES RESTING IN TRANSIT.

When selling all cattle showing Shorthorn character are classified as such and sold by themselves. See opposite page.





Photo by Ronald L. King.

S. M. S. STANDARD CALVES IN FRAZIER FEED LOTS SHORTLY AFTER ARRIVAL FROM TEXAS.



Photo by Wickham, Woodstock, Vt.

S. M. S. HEIFERS IN THE GREEN MOUNTAINS, VERMONT.

Two different shipments of S. M. S. Heifers have been made to Richard Billings, Woodstock, Vt., for breeding purposes.



Photo by Howard Shaw, Gilbertsville, N. Y.

S. M. S. HEIFER CALVES, GILBERTSVILLE, NEW YORK, AT THE COUNTRY PLACE FITCH GILBERT, JR., NEW YORK CITY. Calves were shipped from Stamford, December 2, 1915. Mr. Gilbert writes in March, 1916: "Am more than pleased with my experiment. The heifers look better to me each time I go to the farm. They please to stay out of shed barn most of time. They will take to cover in rain or sleet storms, but under other conditions, including snowstorms, they are out of doors all the time. Native cattle would hump up and shiver, but these delight in it and play like a lot of colts."



Photo by H. Y. Beebe.

S. M. S. HEIFERS ON FEED IN CORN BELT.

Farm H. Y. Beebe, Carrollton, Ill. Four drafts from this bunch made four new Corn Belt records in May and June, 1917—Two in Chicago, two in St. Louis, for straight carload Heifers.



Photo by Eclipse Studio, Greensburg, Ind.

S. M. S. FINISHED HEIFER YEARLINGS TAKEN AS CALVES. HOME OF HARRY PAVY, BURNEY, IND.



Photo by Ronald L. King, Charleston, Ill.

S. M. S. CATTLE ON A MODEL CORN BELT FARM. Barn of J. W. Frazier, Bushton, Ill. S. M. S. Calves as they arrive (top).  
S. M. S. finished heifers (below).

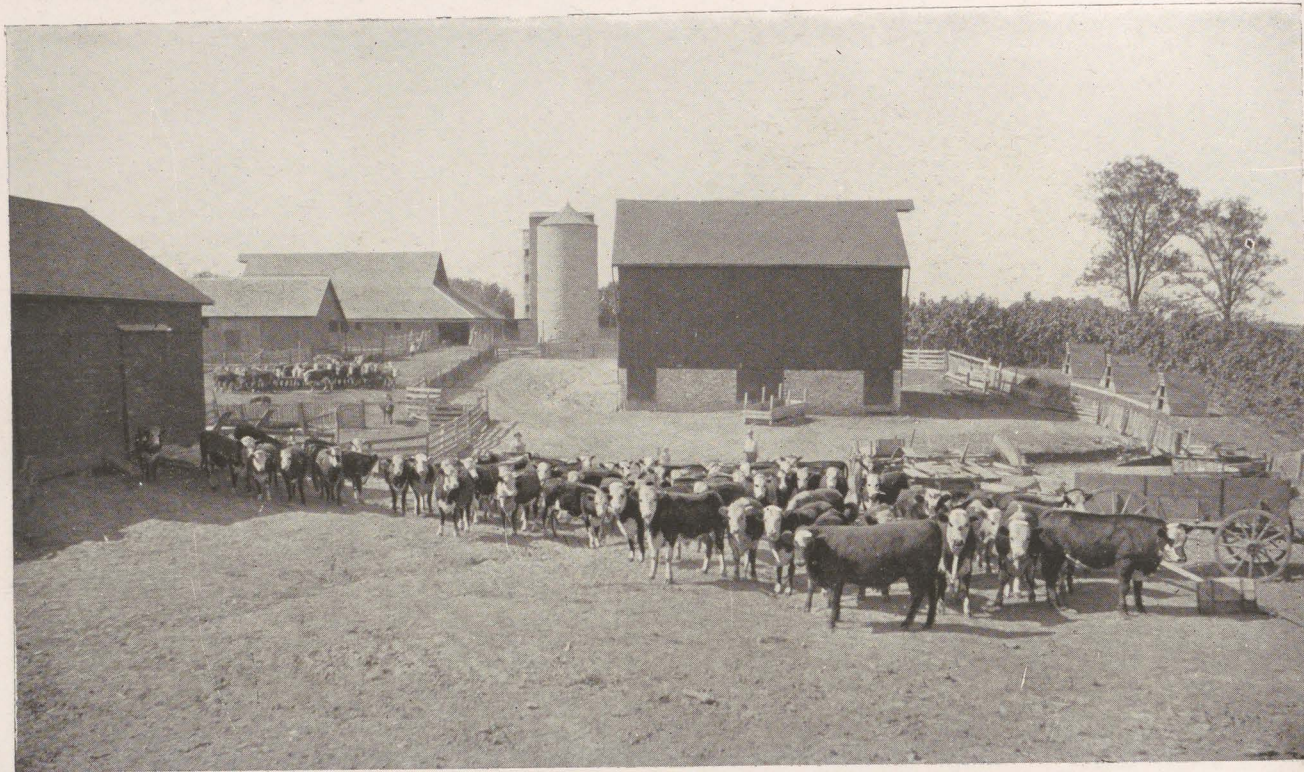


Photo by Frank J. Kallal.

S. M. S. Yearlings in feed lot, Frank J. Kallal, Jerseyville, Ill. A selection from this bunch won many prizes, International, 1910.



Photo by W. W. O'Bryan.

S. M. S. ROAN WHITE FACES. FED BY W. W. O'BRYAN, ST. PAUL, KAS.  
We have very few of this class, and they usually go mixed with the Hereford calves.



A model steer. S. M. S. Yearling Steer selected by Prof. Plumb as model for class instruction, Ohio Agricultural College.



S. M. S. Fat Yearlings, International, 1905. Fed and shown by Dan'l Black, Lyndon, Ohio. Average weight, 1,172 pounds.  
 Dressed 65.1, the highest dressing record of any load at International, and the world's record for dressing load Yearling Steers.  
 Won three Blue Ribbons, including championship for Hereford character. This load was from the Sweepstakes S. M. S.  
 Feeder Championship Calves, International, 1904.



International, 1907—S. M. S. Shorthorn Yearlings, shown by Isaac G. Funk, McLean, Ill., from 50 average S. M. S. Standard Calves Bought in December, 1906. Won three Blue Ribbons, including Grand Championship, for Shorthorn character. Money prizes total \$585.00



International, 1903. First in Southwest District and Second in Championship for Fat Yearlings. Fed by J. K. Teare, Monmouth, Ill. This load was taken by Mr. J. K. Teare as Calves, weighing 400 pounds, in October. Twenty head weighed an average of 1,154 pounds before leaving home, November 28th, 1903, or a gain of 754 pounds in thirteen months. Before decisions were announced, this load and the sweepstakes, Herren load, excited a great deal of interest as to which would win in Championship by ages, a decision which eventually decided Sweepstakes. We, therefore, stood second to the Sweepstakes load.

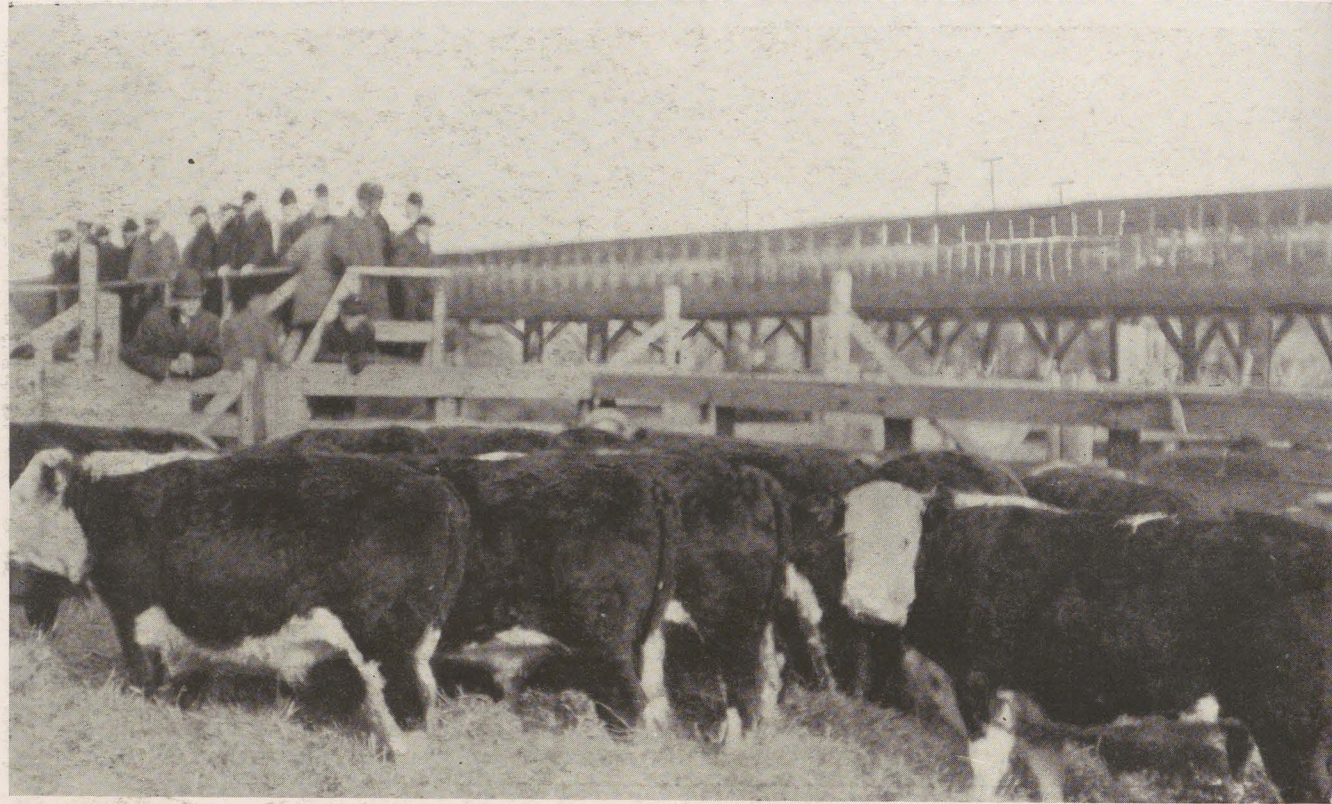


Photo by Eric A. Swenson, Colorado Springs, Colo.

S. M. S. STEERS, INTERNATIONAL 1905.



Photo by Eric A. Swenson, Colorado Springs, Colo.

S. M. S. FAT YEARLING STEERS, INTERNATIONAL 1906.



Photo by Jernigan-Warren, Ft. Worth, Texas.

**CHAMPION YEARLINGS AND SWEEPSTAKES IN DRESSING CONTEST, FORT WORTH SHOW, MARCH, 1917.**

Fed by Dan D. Casement, Manhattan, Kas. Won First in Yearling Class. Weight 1,161, price 17 cents. Dressed 65.41 per cent, winning Sweepstakes for dressing record.



**CHAMPION HEREFORD YEARLINGS—INTERNATIONAL, 1916.**

Fed by J. W. Frazier, Rardin, Ill. Sold for 17 1/4 cents. Weight 1,133. Dressed 65.22 per cent. Won \$600.00 in prizes. This load was selected by Mr. Frazier from his purchase of three loads, 165 head Commercial S. M. S. Steer Calves.



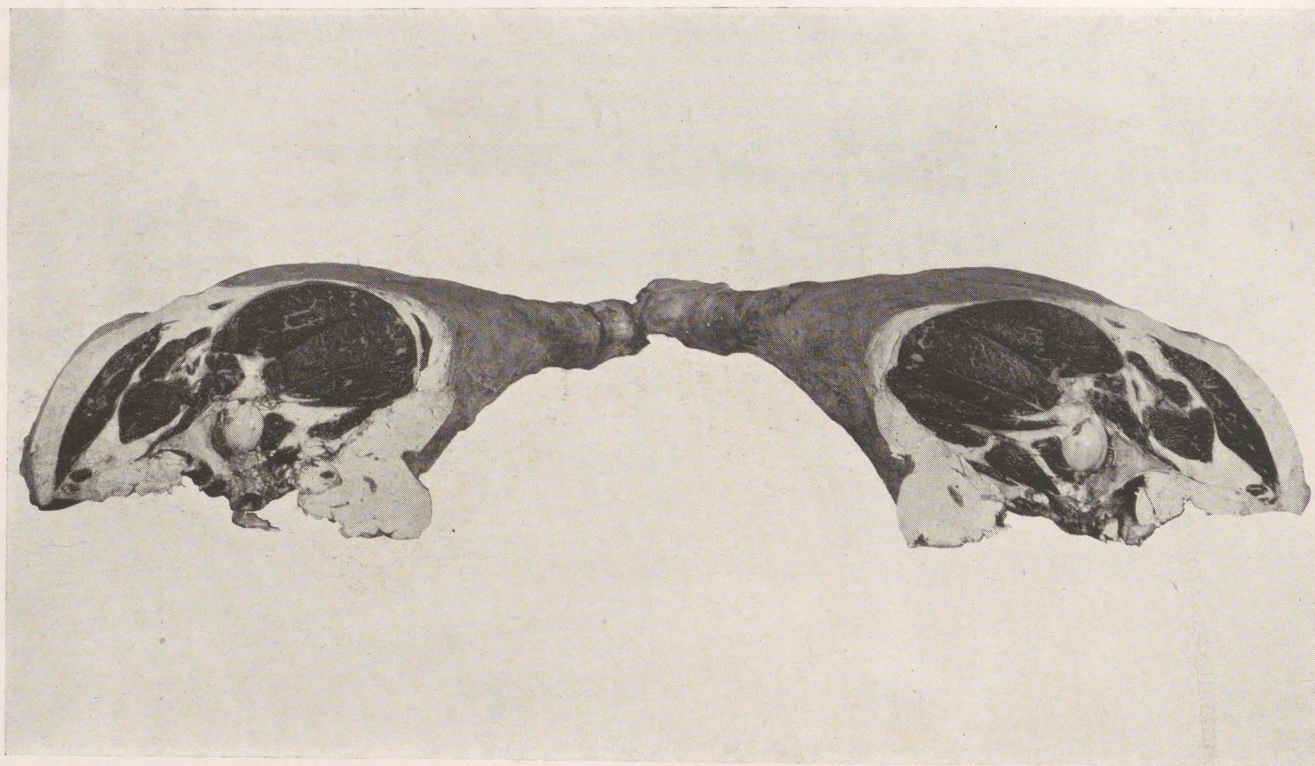


Photo by Kaufman-Fabry Co., Chicago.

ROUNDS FROM FRAZIER S. M. S. CHAMPION YEARLINGS, IN SWIFT & COMPANY COOLER.

Breeders' Gazette of February 22, 1917, says: "The rounds showed uniform marbling and a large area from which to cut choice roast beef."

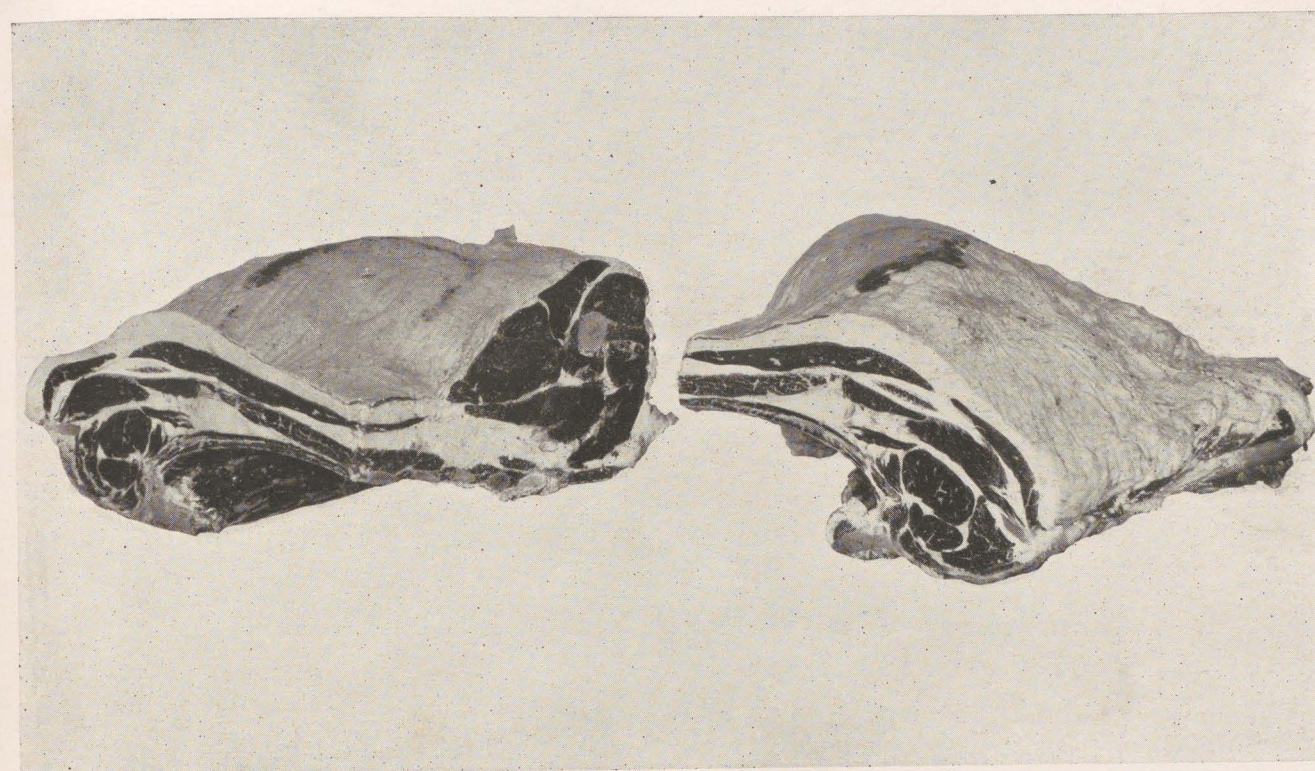


Photo by Kaufman-Fabry Co., Chicago.

CHUCKS FROM FRAZIER S. M. S. CHAMPION YEARLINGS, IN SWIFT & COMPANY COOLER.

The Breeders' Gazette, February 22, 1917, says: "The Chucks were as fine as any I have seen in years, said an expert meat cutter."

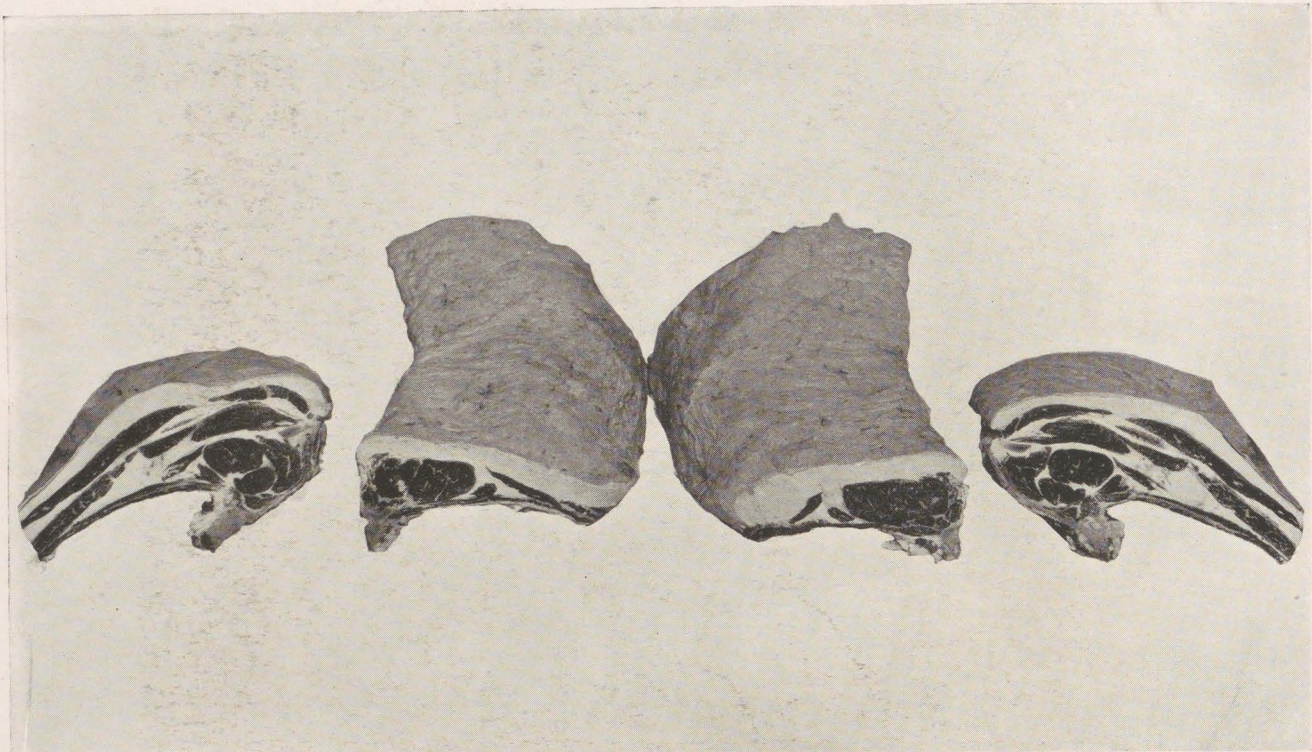


Photo by Kaufman-Fabry Co., Chicago.

RIBS AND LOINS FROM FRAZIER S. M. S. CHAMPION YEARLINGS, IN SWIFT & COMPANY COOLER.

The Breeders' Gazette of February 22, 1917, says: "The ribs and loins were of Christmas beef quality."



Photo by Kaufman-Fabry Co., Chicago.

CARCASSES OF THE S. M. S. CHAMPION HEREFORD YEARLINGS SHOWN BY J. W. FRAZIER, RARDIN, ILL., AT THE 1916 INTERNATIONAL SHOW IN CHICAGO, IN A SWIFT & COMPANY COOLER.

The Cattle Dressed 65.23 Per Cent.

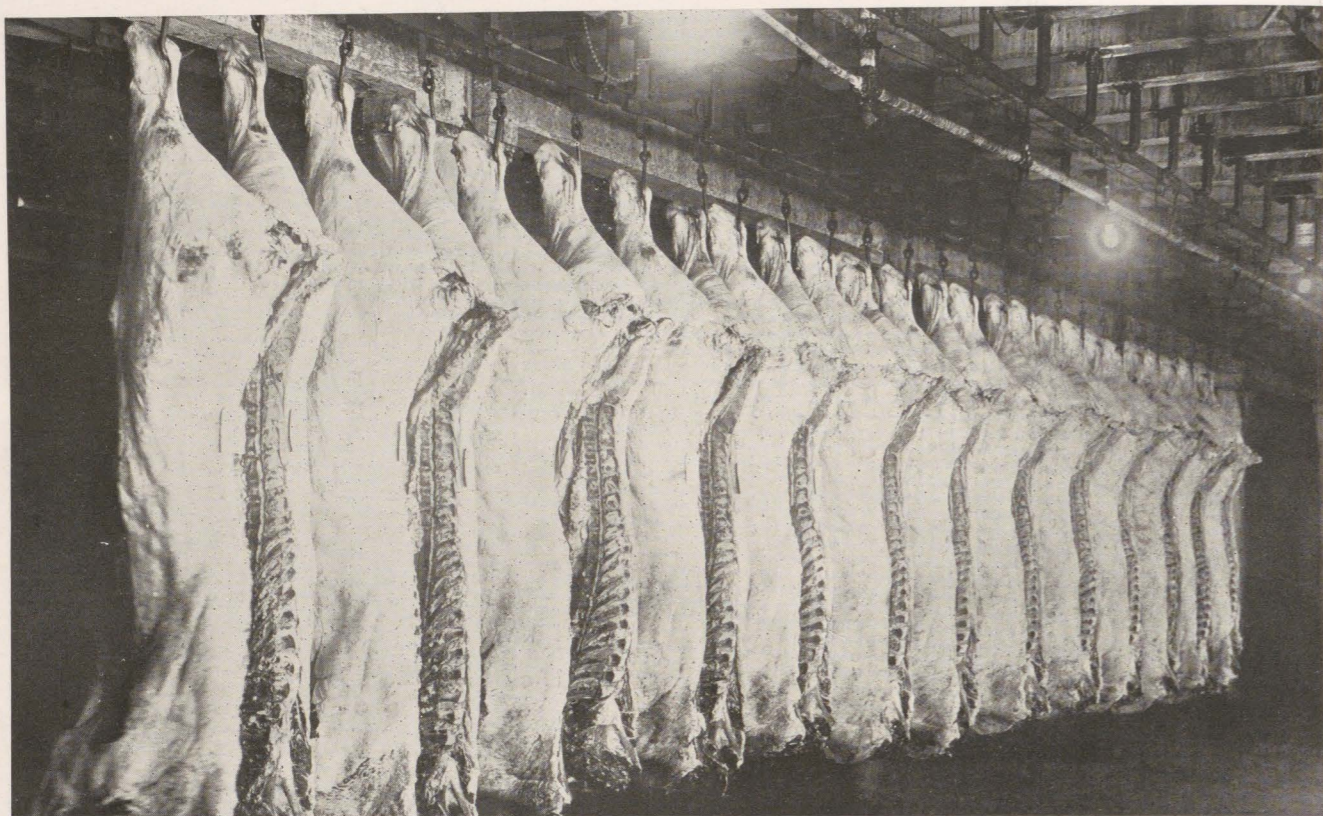


Photo by Jernigan-Warren, Ft. Worth, Texas.

**SWEEPSTAKES S. M. S. YEARLINGS IN SWIFT & CO. COOLERS.**

Champion Yearlings and Sweepstakes in dressing contest, Fort Worth Show, March, 1917. Live wt. 1,161. Dressing record 65.41 per cent. Fed by Dan D. Casement, Manhattan, Kas.

**Some Comment on  
THE S. M. S. BOOKLET**

*Issue of 1916*

In issuing our booklet of 1916 we made it a much more comprehensive and elaborate publication than anything we have gotten out and looking to its use over a period of four or five years had 7,000 copies printed, but instead of stretching them over a period of several years we find ourselves in the spring of 1917 with only a few hundred copies left and the necessity for a reprint and that leads us to make some comment on how the S. M. S. Booklet of 1916 was received.

The press took it up immediately after its appearance and probably no publication upon ranch matters has received a wider or more favorable comment. A notable comment, however, has come to us from agricultural colleges and other educational institutions and perhaps the most notable single comment was that made by Professor W. A. Henry, Dean of the College of Agriculture, University of Wisconsin, author of *Henry on Feeds and Feeding* and the greatest authority in the world upon that subject. Professor Henry was good enough to call the booklet a classic and added that it should be used as a text book in every agricultural college in America for study in the matter of up-to-date methods on the ranges and the marketing of cattle.

The booklet has been sought by practically every great educational institution in the United States to be filed in its library and is used as a text book in many agricultural colleges for its particular part of animal husbandry.

In the matter of individual comment, members of the President's Cabinet, Senators, Congressmen and Governors of States have added their words in particular as to the wonderful lot of illustrations, and we have received hundreds of letters of commendation. One of the strangest requests for the booklet which has come to us was that of John Ashton, Corporal A, Veterinary Corps, from the trenches of France and formerly a resident of Texas. Corporal Ashton takes the *Breeders' Gazette* and saw their very complimentary notice of the booklet. His letter came to us direct from the trenches. We sent him the booklet and had his letter under date of January 18th, 1917, telling us how much he and the boys enjoyed it. We have had any number of requests for the booklet from all over the world where some stray notice had brought its attention to some one.

Perhaps, however, the best endorsement has come from cowmen and cowboys who know the game, and particularly cowboys who say what they think and don't "give a rap" whether it hurts or not. From these men we have had the most overwhelming endorsement of our true to life pictures and they have also been good enough to endorse as true and real "Glimpses Into Ranch Life." That section is reproduced with quite a number of additions and it is hoped that we have not made the mistake of giving too much of that sort of thing. As an illustration of how it appeals to some of our readers, Professor John A. Lomax, Secretary of the University of Texas, took "Glimpses" as a basis and came to the S. M. S. Ranch to study atmosphere among the boys and prepare his lecture on cowboy dialects presented to the American Dialect Society at Princeton College in December, 1916. The writer in assisting him in his work has used many of the things which appear in that lecture.

Perhaps the foregoing may appear immodest. It is, however, used for strictly business purposes and to emphasize the fact that in writing of S. M. S. Cattle we have tried to boil everything down to a freedom from exaggeration in drawing our picture of what may be looked for in S. M. S. pastures or the development of S. M. S. Cattle after they reach the buyer.

### **A MAIL ORDER CATTLE BUSINESS**

In the past few years we have been designated very freely as doing a mail order cattle business, and a number of articles in the public press have commented upon the uniqueness of that sort of business in live stock.

We have, however, been able to demonstrate that cattle can be accurately described by mail in such a way as to practically insure that the buyer will not be disappointed in them, or in other words, that the description has been so accurate that he gets what he expects. Ninety percent of the buyers of S. M. S. Cattle have never been to the ranch, and it is the rarest exception where buyers who do not come write that the cattle were not what they were represented.

We believe that the day is coming when a great deal more of this will be done, and we wish to take this occasion to say that there are hundreds of good herds in Texas and good men owning them which can be had just as satisfactorily as S. M. S. Cattle. And we are urging our brother breeders who have that class to go into the mail order business.

We prefer that buyers come in person, but we have demonstrated that a mail order cattle business is practicable.

### **S. M. S. DISTINCT BUSINESS**

The distinct business of the S. M. S. Ranch is the sale in lots of one car or more of S. M. S. Standard Steer and Heifer Calves, and S. M. S. Standard Yearling Steers and Heifers for shipment about October 20th to November 15th to points outside of Texas; notably, the Corn Belt, where in second hands finished they have been persistently topping all the large markets many times each year, making satisfactory weights and giving universal satisfaction to feeders, as well as furnishing for car lot beef, shows from our regular commercial shipments persistent prize winners.

### **S. M. S. BOOKLET**

Our booklet is intended to tell the S. M. S. story in a little different way from former issues, which were rather concentrated in illustration to Corn Belt results. Quite a number of our friends, notably those who have been over the ranches, have urged us to give the booklet more of a human touch by devoting more space in illustration to the ranch side of our business. They also have criticised former issues as having shown the brush of retouching too much in the illustrations. We have tried to profit by these suggestions, and are using halftones which are absolutely natural, and are adding under the caption of "Some glimpses into ranch life" a few pages of odds and ends which may with the profuse illustrations prove interesting. Please note carefully "Plan of Booklet" which occurs on next page.

### **PLAN OF BOOKLET**

This booklet is issued in the summer of 1917, and is the seventh we have issued since we began in 1903 to sell direct to Corn Belt Feeders S. M. S. Standard Calves and Yearlings. In it we have tried to cover comprehensively what buyers are most likely to want in the way of general information, and to make plain our representations, methods of doing business and plan of deliveries.

The booklet is, however, issued in quantity to cover its circulation over several years. It is not practicable to have it cover the varying conditions of seasons, and in order that the buyer may have the last word in everything pertaining to S. M. S. Cattle, we will issue about August 1st, of each year, a SPECIAL SEASON CIRCULAR giving a line on conditions of pasture and cattle, probable dates of shipment, and such other data as the season may suggest.

### **Illustrations**

See first few pages in front of booklet for explanation and comment in connection with illustrations.

### **Freight Rates and Shipping Data**

See last pages in booklet for everything pertaining to rates and shipping data. The back of booklet has been chosen so that new data can be supplied as rapidly as changes occur by pasting in corrected sheets. The table is corrected to date of mailing. If booklet has been on hand long, inquiry as to changes should be made.

### **Sale of S. M. S. Cattle**

Immediately following the outline of Plan of Booklet will be found everything of special importance pertaining to shaping up for sale, terms, age, qualifications and representations, sale and shipment S. M. S. cattle. Prospective buyers are, however, urged to read very carefully the history, breeding policy and general comments in balance of booklet.

### **History and Breeding Policy of S. M. S. Ranch**

Immediately following the division devoted to the Sale of S. M. S. Cattle will be found a carefully compiled resume of the history and breeding policy of the S. M. S. Ranch, to which the special consideration of every reader, and particularly every prospective buyer, is earnestly invited.

### **General Observations**

Following the division devoted to History and Breeding will be found some general observations made as the result of questions asked during the fifteen years of mail order business the S. M. S. Ranch has done with the Corn Belt, including some remarks as to applications which come to us for "ranch jobs."

### *Some Glimpses Into Ranch Life*

Following general observations we are furnishing some Glimpses into Ranch Life. This section was used in a limited way in our booklet published in 1916, and was so kindly received by everyone, and so cordially endorsed by cowboys and cattlemen as being true to life, that under the suggestion of many who know of the reprint, we are adding to it, but are trying to bear in mind that too much may be as bad as too little.

### *Spur Farm and Ranch Lands*

The Swenson interests are part owners and managers for the sale of lands for farm and ranch purposes of the famous Spur Ranch—some 438,000 acres. The Spur cattle were acquired with the deal, but were sold in a lump and much of the Spur range has been stocked with S. M. S. Cattle under contract to relinquish land as sold.

The movement in both farm and ranch spur lands has been heavy in 1915 and 1916.

The Spur land management is entirely distinct from the S. M. S. Cattle business, but the two interests are very close, and exchange courtesies always occur when either interest is getting out a booklet. Among the last pages of this booklet will be found the Spur land announcement, and some excellent illustrations.

The Spur Management has a beautiful booklet which not only covers the attractiveness of their own offering, but is in a sense a history of West Texas development, and may be had upon application direct to them. See address in back of booklet and illustrations Spur Farm scenes.

### *SPECIAL DATA AS TO SALE OF CATTLE*

S. M. S. Sale Cattle are all S. M. S. Breeding. The distinct business of the S. M. S. Ranch is the sale in lots of one or more cars Steer and Heifer Calves, Yearling Steers and Yearling Heifers as described in the next few pages. Every animal bearing the S. M. S. brand is of our own breeding for many generations back, except in the matter of registered cattle bought for the S. M. S. breeding problem.

We rarely have anything older than yearlings to offer in steer cattle, but sell 2-year-old heifers for breeding purposes. See reference to 2-year-old heifers and sale she stuff later on in booklet.

### *Terms*

Prices are made only upon application, and are uniform to everyone regardless of quantity. S. M. S. Cattle are sold for cash at a price per head in lots of one or more cars Free on Board Cars at Stamford or pasture shipping points mentioned later in booklet under heading "Points From Which S. M. S. Cattle Are Shipped."

We do not care to consider any proposition for time or trade, or to sell by weight.

An advance payment is required (usually about ten per cent; see season circular) when order is placed, and a letter from buyer's bank protecting the balance of payment. We ship cattle, send invoice and the buyer remits to cover, but we do not under any circumstances guarantee delivery or assume any of the risks of transit. A special circular as to terms is enclosed with each letter quoting prices. It is not embodied in booklet because we sometimes make it comprehend special season matter or small changes.

### *Some Introductory Comments as to Sale Cattle*

Our trade is in the main a mail order business; less than five per cent of the men who buy come in person either to see the cattle before buying, or to receive them at shipping time. It has been necessary, therefore, to arrive at a standard which we can describe by correspondence, and at an average of that standard for each buyer when the cattle are shipped. The basic principle of the S. M. S. Ranch is to give every one absolutely the same treatment in price, delivery and quality of cattle; no topping or selecting of any kind is permitted.

We do not select or reserve show cattle for ourselves or any one else.

Every buyer, whether it is the first car shipped or the last car, gets absolutely the same commercial average.

S. M. S. Cattle are produced on four different ranches of about 100,000 acres each. The cattle are uniform on all ranches. We have some customers who prefer cattle from one ranch or another, but just as many from one ranch as another, and most of the buyers who know the cattle well from long experience have no preference except as to early or late delivery, as we ship by ranches with last shipments about three weeks later than the first, and the rotation of shipment varies with the season problem as we work it out.

SPECIAL DATA AS TO SALE OF CATTLE—Continued

We are often asked how we can give every buyer the same commercial average and yet sell in lots of one or more cars. The answer is very simple. All of the cattle of one class at one ranch are trimmed up to a standard, and shipped at the same time as though delivered to one buyer.

The entire bunch is thoroughly mixed or "milled" as range men say, both before penning and after penning and chopped off into cars and assigned to the various buyers without any other reference than the rotation of loading list.

Every buyer who has ever seen the process has endorsed its fairness.

**S. M. S. Standard and Commercial Average**

The dominant feature of our business is the sale of the spring brand of Steer and Heifer Calves of Hereford character at weaning time—calves born before June 1st and shipped by ranches beginning about October 20th with all shipments completed by November 20th.

These shipments include some winter calves, but are in the main dropped between March 15th and June 1st, with the bulk in April. Seasons vary to some extent, but rarely more than ten days or two weeks in the average age at time of delivery.

We avoid as much as possible the March calf; bad weather with cold rains or sleet are likely. Pastures are apt to be at their worst with probably just enough green stuff coming to make the cattle restless, the cow is at her weakest, and while some years March is ideal, on the average the April calf is apt to be better. The May calf while at some disadvantage as to age arrives in the midst of plenty, develops rapidly, and in the matter of eventual outcome is undoubtedly among the best S. M. S. Standard Calves.

The average age of S. M. S. Standard Calves, both sexes, is six months November 1st, each year.

**Yearling Steers**

S. M. S. Standard Yearling Steers are in the main the calf dropped after June 1st of the preceding year and winter at foot with dam, and in the main get winter help as the great percentage of cows wintered with calves at foot are on the feed grounds. The bulk of these calves are born in June and July. They are divided into breed characteristics, and standardized as in paragraph following, and shipped about November 1st after having been concentrated from all ranches to one ranch.

We do not intend to sell any calves showing Shorthorn markings in the calf period, as the number is small, but will probably carry them all over into the yearling period, when they will be full ages in the main. There are usually not to exceed four cars all told, showing distinct Shorthorn character. This throws them all into one age and avoids extra classes in calf period, simplifies deliveries, reduces the working of cattle at shipping point to lowest minimum and gets them on the cars in better shape.

S. M. S. Cattle taken from us as yearling steers have divided the honors with S. M. S. stuff taken as calves in topping leading American markets when finished in the Corn Belt.

SPECIAL DATA AS TO SALE OF CATTLE—Continued

**YEARLING HEIFERS**

Standard Yearling Heifers will, unless otherwise described in Season Circular or correspondence, be of Hereford character, and full age from the straight season's drop cut ten per cent.

We do not offer any Short Horn Heifers, because the limited drop is trimmed up to a high breeding standard for our own use, and the stuff not good enough goes into the cut which in turn is sold as such.

The entire drop of Yearling Heifers is trimmed at least ten per cent, more if necessary, to qualify to our breeding standard for maintenance, and the cut sold distinctly as cut backs, and always with the block in view.

S. M. S. Yearling Heifers are not exposed to the bulls, and every effort is made to keep them from being bred, but in spite of every precaution S. M. S. Bulls will get into the Heifer pasture, and a small percentage get in calf. Anyone feeding them should watch for evidences in ample time to protect their date of marketing; see "Sale of She Stuff" for further comment.

**Two Year Old Heifers**

The demand for Breeding Heifers has become so broad that during the winter of 1916 and into summer 1917 we departed from our usual custom and sold a good many coming two-year-old heifers, and will probably hereafter sell a limited number every year. See "Sale of She Stuff" on succeeding page for further comment.

**Standardizing S. M. S. Cattle**

**Calves** For regular commercial use the same standard applies to both Heifer and Steer Calves. (See "Sale of She Stuff" for sale of Heifer Calves for breeding.) All Short Horn Calves and distinctly Spotted Calves are thrown out. The Roan White Face may fall either way, but there are very few of them, and will not be put in if anyone objects; there is always someone glad to take them all. All Short Horn Calves are carried over into yearling period.

The S. M. S. Standard Calf offering is, therefore, of Straight Hereford character, which includes the brockle faces. (Our front of cover in color is fair illustration.) All calves of distinct Hereford character, born before June 1st, are thrown into droves by sexes and trimmed up to the S. M. S. Standard by cutting out everything unmerchantable or inferior. No actual percentage is thrown out, because it will vary from season to season, but ten per cent is probably the average over ten years. The whole problem has been made one of such careful study that the S. M. S. Standard has become recognized as a satisfactory basic unit.

The balance of the Steer Calves go into the bunch which, with the Steer Calves born after June 1st, carries over into the Steer Yearlings for the next season, which in turn are trimmed up by making a cut of from twenty to twenty-five per cent including short ages.

**Dehorning and Castrating**

All Standard Steer Calves are dehorned, castrated and branded at the age of from two to eight weeks. We usually go over them in September and re-dehorn anything showing stubs, but some years this can not be done on account of screw worms. The word "dehorned" means that every calf has been dehorned, but is not intended to convey the guarantee that some calves will not show

regrowth or stubs. Where the screw worm is in sufficient evidence to make re-dehorning dangerous we omit it and from our observation the percentage of stubs is small, no greater than with calves raised within the Corn Belt and dehorned at home.

### Yearling Steers

S. M. S. Standard Yearling Steers are in the main the calves born after June 1st of the preceding year, and such older calves as did not go into the fall delivery. It usually requires about twenty per cent cut to trim them up, and when trimmed they will average about seventeen months old November 1st.

We divide into those showing distinct Short Horn and those showing distinct Hereford character after having been trimmed to a standard. The cut includes both and will be sold only to someone coming to see it, and so far as possible to one buyer. The cut fed out gets into the top row of the market every year, and has always made money for the buyer.

They winter at foot with their dams and the great bulk of them get winter help because their dams are usually on the feed grounds.

Many buyers have told us that S. M. S. Yearling Steers, averaging as they do younger than the season drop, are in view of the way they are handled, preferable to the full season drop in any herd of similar quality when the calves have been weaned and make their own way through a Texas winter.

C. E. Jones, President of The First National Bank, Plattsburg, Mo., and his partner, C. M. Killgore, Nashua, Mo., took out October 28th, 1915, 300 head S. M. S. Standard Yearling Steers, which they began to market in Kansas City August 28th, 1916, and continued with two shipments per week until November 1st, topping the market every time they were in.

Mr. Jones wrote us that his profit was \$14.70 per head. We get just as favorable reports from feeders taking yearlings as from those taking calves.

Short Horn S. M. S. Standard Yearling Steers comprehend the full season drop, and will, therefore, average older than the Hereford end.

All S. M. S. Yearling Steers are re-dehorned in the winter or early spring.

### Sale of She Stuff

S. M. S. Standard Heifer Calves are identical with S. M. S. Standard Steer Calves in trim and general shape up.

S. M. S. Standard Yearling Heifers are all of Hereford character—all dehorned and all full age average of season drop.

We will trim up Heifer Calves or Yearling Heifers for breeding purposes upon any basis the buyer may be willing to pay for. This, however, will never be done from a ranch which we are shipping Standard Heifers from—no topping is done from Standards. We can make selections in Heifer stuff because we always keep very strong maintenance, and it is a very simple matter to trim that in proportion to the character of our sales and work by ranches.

All Yearling Heifers are trimmed at least ten per cent, and as much more as may be necessary to realize S. M. S. Breeding Standard. This cut is sold for feeding purposes, or sometimes grass fat to the killer, but is always disposed of at end of season.

We are open to conviction about selling twos and threes, heifers, for shipment out of Texas, and under contract not to be returned to Texas. Each inquiry will be treated as conditions may suggest.

1916 and 1917 have developed an enormous demand for breeding females. Anyone who has watched the feeder markets must have learned that everything with any breeding quality in practically any age she stuff has found sale at strong prices. Our own sales have covered a very wide range with the heaviest shipments to North and South Dakotas, for which states in particular the well bred she stuff of Texas generally has been called upon.

Many states have modified their regulations in the matter of the Tuberculine test for range bred heifers (see comment under head Tuberculine test), largely increasing the breeding tendency in those states.

Our business has been very materially changed by the fact that most buyers of breeding females do not want to wait for a calf to develop, and prefer for fall shipment or early spring shipment, coming twos or coming threes. We have, therefore, worked out a plan whereby we will sell a certain number of females of any age up to coming threes as the demand may suggest instead of concentrating on heifer calves.

We will continue to sell heifer calves for feeding purposes, and a recent incident may be of interest to prospective buyers. H. Y. Beebe, of Carrollton, Ill., prefers heifer calves to steer calves for feeding. On November 17th, 1916, we shipped Mr. Beebe three cars 156 head, Standard S. M. S. Heifer Calves which weighed 376 lbs. on average weighed five days after arrival with normal fill. Probably weighed about 335 lbs. empty out of cars, Carrollton, Ill., and probably 400 lbs. in S. M. S. Pasture at time of shipment before cutting off cows. All were full fed until May 15th, 1917, when he marketed one load in Chicago, 680 lbs. at 12 cents per pound, making a new record in that market for straight car loads heifers. On the same day in St. Louis, Mr. Beebe had a load same cattle, 680 lbs., \$11.85, making a new record. On May 30th Mr. Beebe marketed two cars, 59 head, 697½ lbs., price \$12.10, establishing another new record. And on June 12th in St. Louis the tails made a new record, \$12.25, weight 655 lbs. Every load making a new record.

We also sell a few cars unregistered full blood heifer calves, yearling heifers or two-year-old heifers, as shown on succeeding page, under caption "Unregistered Full Blood Heifers".

**Unregistered Full Blood Heifers**

We breed to the very best Registered Bulls about 1,600 unregistered full blood cows, from which we draw the bulk of our S. M. S. Breeding Bulls. These cattle are known as the "Ellerslie Herd" and are referred to in detail under "History and Breeding Policy" later in booklet. We sell every year a few cars of heifer calves, yearling heifers or twos, heifers, and Bull Calves for breeding purposes from the Ellerslie Herd. Many have gone to the Corn Belt and to Eastern and Southern States.

The Ellerslie cattle are not registered or eligible to registration, but are absolutely full blood and about as good as anything in unregistered full blooded stuff produced in America. A special circular devoted to the Ellerslie Herd will be mailed upon application.

**United States Inspection**

All S. M. S. Cattle are clean of both Ticks and Mange, and may go anywhere in United States without inspection, except so far as the State into which they are to go may have some special regulation. All S. M. S. Ranches are above the Federal Quarantine Line, and in area which the United States Bureau of Animal Industry guarantees to the world is absolutely free from ticks and mange (scabies). At one time a part of the S. M. S. Ranches were in Inspection area, requiring inspection when shipped, and a specific certificate when shipped, but a wonderful work has been done in Texas through the cooperation of the State with the United States Bureau of Animal Industry in the extermination of ticks and mange. That work is still going on by leaps and bounds, releasing thousands of square miles every year into clean area. All S. M. S. Ranches have been in clean area for more than four years, and two of them have never been in unclean area.

**Tuberculin Test**

Many states require that heifers over six months old brought in for breeding purposes must have been subjected to the Tuberculin test, but upon affidavit that they are intended for feeding purposes are admitted without it. Some states will permit heifers to come in for breeding purposes and make the test after arrival at the convenience of State Veterinarian.

Thousands of Range Bred Cattle of Beef Families go to the block every week under United States Post Mortem inspection, and all records and all investigations justify the statement that they are free from Tuberculosis. One small herd in Montana became infected by a bull furnishing the only record we have been able to obtain of any range herd. The disease was stamped out in that herd.

Range men do not object to the test. It has simply been found impractical to make a test in animals running wild on the range which requires taking their temperature a number of times. Kansas City, Chicago and St. Louis all have facilities for making the test which requires tying the animal up for 24 hours, and all authorities admit that out of a carload several would show temperature from fright before the introduction of the serum.

Many states, 30 in all, have after investigation made arrangements for the admission of range bred heifers of beef families without the test when shipped direct from the range. Many states require specific permits for each shipment. Some states admit subject to the test when cattle have become more adaptable, and with the tendency towards increased production, and the fact that the range offers the only appreciable supply of well-bred breeding females, we are inclined to find more states from a desire to serve their own citizens, and after a study which argues the freedom of range bred stuff from Tuberculosis, admit it under practical restrictions which are protective to the state.

We have had an exhaustive correspondence with the Live Stock Sanitary Officers of most states, and will be glad to give correct information in answering all heifer inquiry as to what restrictions obtain in the state of inquirer.

**Vaccination**

We do not vaccinate calves before shipment, but will, upon application, furnish one dose of Blacklegoids vaccine for every calf shipped with enough extra to protect; say 60 doses for every car of 52 calves.

We do not vaccinate because if Black Leg occurred after vaccination by us the buyer would think it had not been properly done. Vaccination is not a specific; it is simply the only means known to science as having any protective value. It is impossible for us to ship an animal with Black Leg. We furnish the vaccine and the buyer has himself to blame if the work is not properly done. If government or state vaccine is wanted the buyer should apply for it direct.

**Dehorning**

All S. M. S. Cattle, except bulls, are dehorned when from two weeks to three months old, at which time they are branded, and castrated.

Calves born before June 1st are looked over carefully in September and rehorned if missed in spring or stubs show. Sometimes, however, when a good deal of wet weather occurs in the fall we cannot do so on account of the screw worm. Yearling steers are always worked over some time during the spring or summer, but if by chance any are missed they will be cut out. Small scurls sometimes occur, and while we try to avoid them, and comparatively few occur, they are not considered a defect.

**Number of Head to the Car**

All orders are based upon the capacity of a 36-ft. car. The 40-ft. car promised to be a factor with us, but last year there was so much dissatisfaction in trying to use them, that we do not wish to take orders for them. There is always the fear that the cattle in a 40-ft. car may be transferred into a 36-ft. car as happened with one shipment last year.

We will do our best to get them when customers wish it very much, but will make each case the subject of special consideration.

As we write this data, war is on and all railroad lines have notified shippers that all car orders are subject to the needs of the Government. We wish to give both the Government and the railroads every co-operation, and will, therefore, ask from all customers a liberal leeway when estimating our shipping dates. We have every reason to think, however, that no one will be seriously inconvenienced by delays.

For 36-ft. cars 52 Standard S. M. S. Calves, or 40 Standard Yearlings, will be shipped, unless otherwise instructed by buyer. Some customers who have been taking S. M. S. Cattle every year load 55 calves or 42 yearlings. We feel, however, that the smaller number is desirable—calves in particular will lie down with a little room and are undoubtedly better for it on long runs.



**Attendants in Transit**

When possible we send an attendant part of the way with cattle without expense to buyer, but can only do so when we have sufficient number of cars in one shipment to warrant.

We usually have train loads as far as Kansas City or East St. Louis on the regular shipping season dates made up of a number of one to three car lots, and with such trains an attendant is always sent. The sending of an attendant does not in any sense place any responsibility upon us for losses in transit; all cattle go forward at buyer's risk.

The sending of an attendant varies so much with season and circumstances that we will make it the subject of correspondence in each individual case. It is, however, our disposition to send an attendant to diverging points, like Kansas City and East St. Louis.

**Feed in Route and Time in Transit**

The usual time in transit between Stamford, or some pasture shipping point, and Kansas City is sixty to seventy hours, and St. Louis seventy to eighty hours, including stops for feed. There is rarely more than one feed to Kansas City, but usually two for St. Louis. And in figuring the time buyers should base loading on 6:00 p. m. of the day we advise shipment is made. We try to wire promptly to every buyer the day his shipment is made. Feed charges vary, but will usually not exceed \$4.00 per car per feed in normal times but will undoubtedly be higher during war; extra bedding is often necessary and is charged for.

**Pasture Weights and Shrink in Transit**

Almost every new inquiry asks us to estimate weights in pasture at shipping time, or at destination. Buyers who have had S. M. S. Cattle once never ask the question, because they realize that it is the outcome that tells the story, and practically every one who has had them is satisfied with their outcome.

S. M. S. Cattle are scattered over four hundred thousand acres, and a guess is the only chance at pasture weights. We are frequently advised by customers as to weight at destination, almost invariably taken as the cattle come from cars without feed or water after a journey of five hundred to one thousand miles together with the punishment of weaning and driving to the railroad; all told, a shrink of often twenty per cent, which they will recover very quickly.

We never make a guess or representation of weight as basis of sale, and weights will vary with seasons. A wet season shows lighter weights in calf, but will make no difference in outcome.

In fall 1915 weights ran lower than usual, and yet we have never shipped a season's cattle which resulted in such universally satisfactory market weights during summer or fall of 1916. Weights empty off cars fall of 1916 as reported by buyers show about 30 lbs. heavier in calves than in 1915, and yet we venture that market weights will be about the same as those of last year.

A growthy, thrifty calf seems to have about the same outcome as against the variable weights when received, influenced as they are by season and conditions in transit.

So far as our experience of fifteen years shipments of from five to eight thousand cattle each year to Corn Belt goes, we think S. M. S. Standard Steer Calves will show from 375 to 400 lbs. average pasture weights November 1st, at foot with dams.

As to weights at destination we know that a very heavy shrink occurs in transit, but given two weeks with fair conditions, and they are usually back to Texas form. We have known by actual test a shrink of 70 lbs. in calves from pasture to empty out of cars at destination.

S. M. S. Standard Calves are usually reported at 320 to 335 lbs. empty out of cars, rarely under 310, rarely over 340, and often calves showing the most shrink are reported heaviest at the finish. An excellent illustration is furnished by a car of 55 calves which left Spur, Texas, October 27th, 1915, for Frazier & Craig, Bushton, Ill.—arriving say November 2nd, and showing weights off the car of 322 lbs. empty. These same calves were reported to us as weighing April 1st, 1916, say 150 days after they arrived, 678 lbs.

Certain it is that S. M. S. Cattle do not vary much from year to year, and no cattle in America top the market more frequently, or show greater gains during the feeding period.

Heifer Calves will probably average a little lighter than Steer Calves, but do not look it in the pasture, as they are almost invariably fatter.

S. M. S. Standard Yearling Steers will vary more from season to season than calves in actual weight. They invariably have good growth, and always give good results to the feeder, but some seasons they seem to grow more, and not put on so much flesh. Our estimate is that they will show pasture weights of 525 to 575 November 1st, and like calves will show a heavy shrink in transit, which will be quickly recovered.

We offer the foregoing comments on weights as the result of our experience and observation, but under no circumstances will we guarantee any of the figures given. Nor are they intended as an inducement to buyers who are earnestly invited to come in person and do their own guessing. Our season circular will always give general conditions as to pasture, average age of drop, and everything which can possibly be furnished in the way of information as to the season's offering.

**Open Orders**

While we much prefer that buyers come in person, the bulk of S. M. S. Cattle are sold by mail on open order and shipped without buyers seeing them until arrival at home. It is an exceedingly difficult thing to convey an adequate idea of cattle by correspondence. A calf which may fairly jump into one's eyes when seen in the pasture may look pretty hard after his punishment of weaning and shipping from 500 to 1,500 miles. That this calf does well and is an endorsement for us eventually has been demonstrated so many times we have no misgivings about his outcome. We permit no topping; a buyer, whether present or absent, whether a personal friend or a new acquaintance, gets the same treatment. We have succeeded far beyond our expectations; open order buyers have been most generous in writing that cattle have not only been satisfactory, but beyond expectations, and the percentage of return orders is most gratifying. We shall appreciate having parties who are sending open orders for the first time ask us every conceivable question. We much prefer

not to fill the order at all than have any discussion about it when filled, and to that end if we discover in the correspondence any indication that the buyer does not feel just sure we will refuse to book order unless he comes in person. It means more to us than to the buyer to have him satisfied, and we would rather not fill the order than have him dissatisfied.

### **Brands and Marks**

All S. M. S. Cattle are branded S. M. on the left side and S. on the left hip; both S's are put on backward. Four-inch letters are used. All S. M. S. Cattle are marked by undersloping the left ear; this mark does not disfigure.

Branding is entirely an advantage to the buyer, where a brand distinguishes a known line of breeding. Beef buyers from long experience know just how S. M. S. Cattle will kill out. They have the reputation of being "good dressers" and are in every sense a known quantity.

### **What Buyers Should Expect**

We ask buyers to expect to find in the S. M. S. Herd a great lot of breeding cows and bulls, strong boned, large framed cattle of excellent growth, and true breed color, good backs and general beef instinct, averaging from twelve to sixteen crosses, and practically full blood from a beef standpoint. Cattle as good as are to be found in America, raised in large pastures, well grown and of good weight for their respective ages.

A careful investigation of the S. M. S. breeding herd leaves very little guesswork about its product. We feel that every buyer should make one trip of inspection some time between June 1st and October 1st, and satisfy himself as to the breeding herd and our methods. We can show him in one day, if necessary, all of one ranch, but should have at least two days. For instance, we can leave Stamford at 8:00 a. m. and go to the Throckmorton Ranch 35 miles distant, show every class of cattle satisfactorily and return to Stamford by 6:00 p. m. in time to catch either of two night trains out. Or giving three days to it, we can make the Tongue River Ranch (Narcisso), or West Pasture Spur (Crosby County Ranch), both about 100 miles distant. No hardships, good roads, good food, clean beds, no camping out.

## **BREEDING SECTION**

### **History and Breeding Policy of the S. M. S. Ranch**

Swenson Bros. of Texas also compose the firm of S. M. Swenson & Sons, 61 Broadway, New York. Frequent visits of inspection are made by the owners, and they direct personally the S. M. S. Ranch policy.

We are often asked what S. M. S. means. The letters are the initials of S. M. Swenson, father of Swenson Bros., and were chosen by them for their recorded brand on cattle.

### **The S. M. S. Brand**

Aside from the sentimental reason which prompted Swenson Bros. to choose their father's initials for their legal brand, it is a matter of greatest importance to have a brand which cannot be easily changed, or "burnt," as it is called in Texas, when a cattle thief works on a brand. The letters S. M. S. used as we use them, backward S and a sort of tail on each end of the M, make a very difficult brand to change. Cattle thieving is worse than it has been for years, and never in the history of the business has branding been more necessary as a protection as well as identification.

### **S. M. S. Goal**

The S. M. S. breeding policy has been focused to the production for feeding purposes of calves and yearlings which will develop into early maturing finished beeves, that will sell in the top row of the markets; cattle which will do their full share in the breeding problem. (See "Topping the Market and Making a Profit" under General Observations.)

### **S. M. S. Breeding Herd**

The basis of, and distinct feature of, the S. M. S. Breeding Herd is Hereford. We are idealists in trying to produce an ideal commercial beef animal, but are not idealists as to breed purity. The undercurrent of Shorthorn in S. M. S. Cattle we are convinced is a valuable adjunct in their outcome and feeding value.

We have always believed in a Shorthorn undercurrent in large pasture work, and from the start have, by the use of good Shorthorn Bulls and selected Shorthorn Heifers, thrown a strain of Shorthorn through the entire herd, which we estimate at about 10 per cent. We must make ourselves plain, however, that the S. M. S. Herd is intensely Hereford and that 90 to 95 per cent of our calves show distinct Hereford characteristics, but that all have the Shorthorn undercurrent. There are no off colors in the S. M. S. Herd. Every animal shows either distinct Hereford or Shorthorn character. There are some distinctly spotted animals which go into the cut, but are usually among the best cattle.

The Hereford Shorthorn breeding problem is one that we shall not burden this booklet with beyond the statement that we believe the two blood strains unite beautifully for a beef result in the matter of scale, quality and weight without detriment to the early

#### BREEDING SECTION—Continued

maturing instinct retained by the great predominance of Hereford in the combination; in fact, perfectly marked Shorthorn S. M. S. Calves show very early maturity; such a load once won everything in its class at the International show and is illustrated in this booklet. See cattle fed by Isaac Funk, International, 1907, Page 96.

The result of this undercurrent we think is vindicated in our results and we will be glad to give any one interested all the information from our viewpoint he may want.

We have had our critics, but it has been our practice to discuss the S. M. S. breeding policy with feeders from every part of America during the past ten years, the great bulk of whom endorse the undercurrent of Shorthorn.

The weights and prices S. M. S. Cattle have been showing in all the great markets during the past ten years are a most convincing endorsement of the S. M. S. Breeding Policy. We study very carefully the outcome of S. M. S. Cattle and follow every load so far as possible to obtain the actual market result, and the feeder's estimate of the way S. M. S. Cattle do their part in his problem.

We will appreciate everything feeders can send us in the way of data about the way S. M. S. Cattle handle and result.

#### *Foundation*

The S. M. S. Breeding Herd was founded in 1882, upon a lot of selected Texas cattle and some Cross-bred Shorthorn and Hereford Heifers brought from the North. In that same year Registered Hereford Bulls were drawn from some of the great herds; bulls whose dams and sires are vital in Hereford history and whose blood is today in the great prize winning herds of both England and America.

The policy of good bulls has been followed unremittingly since the foundation of the S. M. S. Herd, and drafts have been constantly made from Registered American herds and English importations, covering a very wide range of registered thoroughbred breeding, and we have an S. M. S. Hereford Registered herd of about 150 cows (see illustration). We also have an Unregistered herd of full blood cows, known as the Ellerslie herd, the name taken from a small ranch of five sections near Stamford, where they were kept until they overflowed and now occupy what is known as Flat Top Mountain pasture, 40,000 acres.

#### *Do Not Breed Yearling Heifers*

No S. M. S. Heifers are bred under two-year-olds. This is a policy worked to very carefully, but in spite of every precaution S. M. S. bulls will get into the heifer pastures and a limited number will show calves. Feeders who take out S. M. S. Yearling Heifers should watch for these evidences in ample time to protect favorable marketing.

#### *The Ellerslie Herd*

The Ellerslie Herd comprehends 1,600 head of unregistered full blood cows which are very carefully pruned each year and crossed with Registered Hereford Bulls.

#### BREEDING SECTION—Continued

We consider the Ellerslie Herd one of our greatest assets because we draw from it the great bulk of the bulls which are producing S. M. S. Commercial Cattle.

#### *Registered Herds*

We make steers of about 25 per cent of the total drop, a cut probably larger than that used in the bull product of any American Herd.

In addition to this cut, we prune breeding bulls, all ages, ten per cent every year.

All Heifers and Cows in the Ellerslie Herd are vigorously cut every year and the entire herd is kept up to a strong and vigorous individual standard.

We usually have 200 each Ellerslie Bulls and Ellerslie Heifers to sell every year. Several cars of the Ellerslie Heifers go to the Corn Belt or Eastern States every year or to the far West or North.

Two Registered Herds are maintained on the S. M. S. Ranch—one of about 150 Hereford Cows and the other of some 50 Shorthorn Cows. Both herds are illustrated in this booklet.

#### *The Law of Selection and Maternal Influence*

In the accumulation of S. M. S. Breeding Cows we have worked persistently with the greatest force in breeding—"THE LAW OF SELECTION." We have kept only our best, sending the undesirable female to the block as far as possible, at an age before maternity. A constant culling in all S. M. S. Cattle occurs from a quality standpoint, and the average age is kept down to strong, vigorous dams.

In applying "The Law of Selection" we work from the standpoint of "GET" as strong as from individual merit, and try to combine both. Nor is the matter of milk overlooked; the nourishment a cow appears to be able to give her calf receives serious consideration. Every cow with a spoiled teat or any physical defect is cut.

We appreciate the advantage of and necessity for good sires, but go beyond that into the conviction that great dams are of equal importance and that the breeder of anything that lives cannot afford to lose sight of maternal influence in breeding. Good sires may be had by going into market on short notice. A great cow herd can only be had by accumulation. The S. M. S. Commercial Breeding Herd represents the top of thirty-four years improved breeding and selection, and is practically pure bred from a beef standpoint, averaging fourteen crosses or 99.999 per cent pure.

#### *S. M. S. Cattle Uniform at all Ranches*

S. M. S. Cattle are uniform at all ranches. Heifer stuff is constantly thrown from one ranch to another, and bulls are changed from ranch to ranch. In past five years we accumulated 8,000 cows to stock a part of the old Spur Range, which we have under lease. Heifers from all the other ranches were used in that accumulation.

### **Grass and Water**

In some respects the ranch business has not changed much since Father Abraham's time.

Grass and water were his problems, and will be those of every ranchman for all time. Grass in a general way is a simple thing if overstocking is not permitted, but that takes lots of courage and caution.

The S. M. S. Ranch Policy is extravagant in the matter of keeping long on grass; 15 acres is allowed for each grown animal in normal times, and with an indication of unfavorable winter conditions 20 acres or as much more as will assure safety.

It is often a temptation to let it run down to ten acres. For instance, during winter 1915 3,000 more cows could have been wintered with safety on the S. M. S. Ranches, which figured out into grass means 45,000 acres of protective extravagance from one standpoint.

Again in the winter 1916 with stock water short we found ourselves with all our caution right on the edge, and in June, 1917, we sold 2,000 Yearlings and two-year-old Heifers for breeders as an insurance policy against winter maintenance as a result of the continued drought.

We give this data to illustrate that S. M. S. Cattle are what they are because they are always given favorable conditions for development.

Water on the S. M. S. Ranches is figured never to be more than two miles from the most distant grazing area, and like grass, water is an S. M. S. extravagance, since a fortune has been spent to have it well distributed and in ample supply.

More than \$75,000.00 has been spent in the extermination of Prairie Dogs, which were destroying one-third of the grass. An apparent extravagance in these matters has not only been a net economy in money, but the fact that S. M. S. Cattle are always fully maintained and given every favorable opportunity for development shows in their size, bone, weight and general quality, attractiveness to buyers and final outcome.

## **GENERAL OBSERVATIONS**

### **S. M. S. Show Policy and Show Record**

The very essence of our business is to produce commercial cattle of high average quality. No breeder can produce all tops, and any topping done must affect the commercial average.

We do not select any show loads for ourselves, or to sell or to put out in any way, and do not permit any topping of any character. The S. M. S. Commercial average, therefore, represents the full strength of the herd. It was our early custom to show direct one or two loads of S. M. S. Feeder Calves, but after winning all possible feeder prizes including Grand Championship for feeder cattle, all ages, at the Chicago International of 1904 with a load of S. M. S. Steer Calves, we discontinued showing direct. We had up to that time put out a selected load every year with some feeder, which made good records, but that, too, was discontinued and we devote ourselves entirely to demonstrating the strength of S. M. S. Standard or Commercial average by encouraging feeders to show Fat S. M. S. Yearlings taken from us as Standard Calves, and practically every International since that time has found S. M. S. Finished Yearlings, selected from Standard car loads, in the winning classes—several times champions by ages.

It is much more difficult to pick calves than older cattle for show purposes. Therefore, the feeder who is to show should have a greater number to select from. Prize winning show loads of 20 head of feeder calves bought at a long price and taken out to feed and return 15 head of Show Cattle have been beaten very often by S. M. S. Cattle where 15 head have been selected from a standard car of 52 head, fed commercially until the doers demonstrated themselves and the best carried on for show. Every commercial load of S. M. S. calves will demonstrate a show top—two such loads have at different times won everything but Grand Sweepstakes at the Chicago International. The buyer of two loads naturally has a better chance, and yet the greatest winning ever made was by a load selected by the feeder from 50 Commercial Calves. We will be glad to give anyone contemplating feeding S. M. S. Cattle for show purposes exhaustive data as to show records and methods. We have for many years duplicated all prizes taken by S. M. S. Cattle at the Chicago International, and Kansas City Royal. Buyers are, however, asked to inquire about this policy from year to year as this booklet will cover a period of probably four years, from 1917, and something might change our plan of duplicating prizes.

At the International of 1916 J. W. Frazier of Rardin, Ill., showed a load of S. M. S. Fat Yearlings which won the grand championship for Hereford Yearlings; weighed 1,133 pounds; sold at 17 $\frac{1}{4}$  cents; dressed 65.22, and received in prizes a total of \$600.00. We issue a very handsome illustrated booklet covering the history of the Frazier load, which will be sent upon application. Mr. Frazier's cattle were selected from three loads of S. M. S. Standard Steer Calves and defeated a number of loads which had been selected as calves out of celebrated herds.

At the Fort Worth Fat Stock Show, March, 1917, Mr. Dan D. Casement of Manhattan, Kan., won first on yearling steers and Grand Sweep Stakes on dressing contest; weight, 1,163; price, 17 cents; dressing record, 65.41. Both the Frazier and Casement loads are illustrated in this booklet and other illustrations show the persistent winnings of S. M. S. Cattle at the International since 1904. Special attention is called to illustration of load of Short Horns at International of 1907 fed by Mr. Isaac Funk of Bloomington, Illinois. This load is specially interesting because it shows that Short Horns from a Hereford herd defeated straight Short Horns. Page 96.

### *Weight of Calves When Received and Outcome*

In older cattle buying weights and selling weights have a very close relation, but in calves a very little difference in age will show big in weight, and yet have very little effect upon the finished beef. For instance, November 5th, 1915, L. T. Arterburn of Kansas, Ill., received 52 head of S. M. S. Standard Steer Calves, which weighed empty out of cars 312 lbs. He sold the full number, 52 head, straight on Chicago market December 9th, 1914, at \$11.35 per cwt.—top for day, weight 1,126 lbs. A gain of 814 lbs. from empty off cars from S. M. S. Ranch to market weight in 13 months and 4 days—260 per cent. Dressing record 63.54. All bought commercially, fed commercially, marketed commercially. We could fill pages with data showing instances like above to illustrate that the actual weight of a calf with the natural variation of age and influence of season is not vital, but that the real problem of the feeder is to get quality, uniformity of nativity and breeding, uniformity of type and early maturing beef instinct. These are factors which will tell a stronger story in the finish than a few extra pounds when received. Well bred Texas calves will not show the weights at weaning time that calves of the same age from the North or West will, but will outgrow them and show heavier weights on the same feed at the finish.

It is the demonstration every year with dozens of feeders in many different states the practical truth of the foregoing, that S. M. S. business has been built upon.

### *Topping the Market and Making a Profit*

S. M. S. Cattle topped the Chicago, Kansas City, St. Louis and Indianapolis markets as finished beef in second hands more than fifty times during 1915. They topped the same markets more than seventy times in 1916 and as this record is made in June, 1917, they have been persistently topping the markets in 1917, and as a special case in point between May 15th, 1917, and June 12th, 1917, they made four new records in Chicago and St. Louis.

In addition to the records which we have of S. M. S. Cattle topping the market, there have of course been instances which we did not catch.

In addition to the actual topping of markets many feeders throughout Ohio, Indiana and Illinois who sell at home to some of the smaller killing markets report prices weighed out in their own feed lots fully in line with the top prices of central markets.

Some of the articles in public print during the past year show what feeders have done in the way of a profit on S. M. S. Cattle. Mr. J. W. Frazier of Rardin, Illinois, in the Breeders' Gazette of February 22nd, shows that 165 head made him an average profit of \$27.00 per head, which was helped quite a bit by his winnings at the International. Mr. Dan D. Casement of Manhattan, Illinois, in the Breeders' Gazette of June 7th, and the Texas Cattleman issued for June, apologizes for having made a profit of about \$17.00 per head on 120 head. His profit, too, was helped by winnings at Fort Worth. Mr. C. E. Jones of Plattsburg, Missouri, and his partner, C. M. Killgore, Nashua, Missouri, show a profit of \$14.70 per head on 300 head of yearling steers marketed in the fall of 1916, every load topping the Kansas City market. Mr. H. Y. Beebe of Carrollton, Illinois, made four new records in the St. Louis and Chicago markets during May and June on fed heifer yearlings and reported profit, without taking into consideration the manure value, something over \$13.50 per head on 152 head.

We could fill pages with specific advices from feeders who advise that S. M. S. Cattle have been profitable.

One of the most remarkable instances reported to us is that of some steers sold as cutbacks and that 50 of them the tails of 200 cutbacks topped the Kansas City market on April 12th, 1916. If the tail-ends of S. M. S. Cutbacks will top the market it is not strange that S. M. S. Standards sell in the top row.

During the past twelve years more than 90 per cent of the people who have fed S. M. S. Calves and Yearlings have told us that the cattle have made a profit, and that is a remarkable record when the ups and downs of the market are considered over that long period, and can only be explained by the fact that young and growing cattle make gains at a smaller cost and can be juggled to the market over a period of many months without detriment to the cost of feeding.

### *Domestication and Acclimation*

Any ordinary Corn Belt fence will hold S. M. S. Cattle; they handle very soon as easily as natives, and we never have any complaint as to domestication. There is, however, a simple rule that is well to remember when handling cattle bred in large pastures, and that is never try to do anything with one by itself; if one gets out turn another one to it and it will drive anywhere. S. M. S. Cattle will stand exposure or hardship better than native cattle. We have shipped them all over the United States and in all sorts of weather. We have never had a complaint and have often been told that they wintered better than natives, certainly as well. See comment under illustration page 88.

Shipment from pastures to Corn Belt gentles S. M. S. Cattle so that they can be easily driven along ordinary roads and through villages from cars upon arrival. Thousands of them are handled that way every year without complaint, and complete domestication seems to follow quickly.

### *Points From Which S. M. S. Cattle Are Shipped*

S. M. S. Cattle are produced in four distinct pastures of about 100,000 acres each. Such major tracts are in charge of competent foremen who have grown up with the business, and have been in the S. M. S. service from ten to thirty years. Each pasture has its subdivisions and up-to-date equipment for handling cattle. There is a constant interchange of cattle between pastures, and the entire S. M. S. Herd is one quality, one type, and one standard throughout.

In earlier days all Sale Cattle were assembled at Stamford in the fall when shipments were made of all sold, and the balance were maintained on a good growing ration for delivery as sold. A market is assured for our product to go in the fall. Railroad facilities are better, and everything has been focused to handling with short drives, and shipment by ranches from nearest railroad point.

The S. M. S. Tongue River Ranch is located in Motley and Cottle counties. The Quanah, Acme and Pacific Railroad runs through the north end of the ranch, with a station, Narcisso, in the pasture about eight miles from headquarters, from which all Tongue River cattle are shipped. Calves are loaded within 24 hours after being taken off mothers, and get a good graze and good water a few hours before loaded.

#### GENERAL OBSERVATIONS—Continued

The West Pasture Spur S. M. S. Ranch is located in Crosby and Garza counties, 20 miles west of Spur on the Stamford & North-western Ry.—a part of the Fort Worth & Denver System. It was formerly a part of the celebrated Spur Range.

Cattle from this ranch are shipped from Spur 48 hours after being taken off dams. They rest one night in a special hold pasture and corrals, are watered and grazed both days.

The S. M. S. Throckmorton Ranch is in Throckmorton County, 35 miles from Stamford. The nearest railroad point is Haskell, 17 miles, and for several seasons we have shipped from that point 48 hours after taking off dams. Calves held for one night in special hold pasture or corral on edge of pasture—well grazed and watered. We have, however, worked out another plan which may contemplate shipment from Stamford.

Flat Top Mountain S. M. S. Pasture is about five miles from Stamford, and is entirely devoted to the S. M. S. Unregistered Full Blood or Ellerslie Herd—all shipments are made from Stamford.

#### **S. M. S. Headquarters**

Stamford, Jones County, Texas, a town of some 5,000 inhabitants, a beautiful clean little Western town with good hotels, paved streets and concrete sidewalks, is headquarters for the S. M. S. Ranch. The Manager and Superintendent of the S. M. S. Ranch have their homes in Stamford, and there is always some one in the S. M. S. office to give prompt attention to visitors or to mail.

#### **Visitors Should Come to Stamford**

Visitors who drop in without notice should come to Stamford as against trying to reach any of the ranches direct. Notice of coming will be appreciated so far as it may be possible to give it. Our management may have a pasture trip in view that can be easily juggled to the convenience of a visitor.

The S. M. S. office is just across the street from the Stamford Inn. Visitors who come without notice or are not met at the trains should come direct to the S. M. S. office if during business hours so that we will not get away on some pasture trip.

If arrival occurs after business hours go to Stamford Inn and call up F. S. Hastings, Manager, Phone 66, or A. J. Swenson, Superintendent, Phone 102.

#### **How to Reach Stamford**

Stamford is located in the north part of Jones County, Texas, on the Wichita Valley Railroad, a part of the Fort Worth & Denver System, and on the Texas Central—a part of the Missouri, Kansas & Texas System. It is about 185 miles due West of Fort Worth. Visitors should consult time tables on Texas and Pacific out of Fort Worth via Texas Central from Cisco or via Wichita Valley from Abilene—Fort Worth & Denver time table out of Fort Worth via Wichita Valley from Wichita Falls.

The M. K. & T. time table via Texas Central from Waco and via Whitesboro and Wichita Valley from Wichita Falls. Home-seekers' tickets are sold on certain dates from all Corn Belt points, the particulars of which may be had from local agent in buyer's home. We will be glad to advise any one coming of their probable best route.

#### **A Known Quantity In Corn Belt**

S. M. S. Cattle have become a known quantity in the Corn Belt. Their uniformity of breeding, development and the satisfactory prices they have commanded in finished form have been demonstrated for so many years and so many times every year over such a wide area, that we feel they have established a standard of their own about which any prospective buyer can satisfy himself by general

#### GENERAL OBSERVATIONS—Continued

inquiry, or we will be glad to furnish a list of the nearest feeders who may have S. M. S. Cattle on feed. A visit to such cattle may be more satisfying than the long trip to Texas.

#### **Winter Help**

Every S. M. S. Pasture comprehends near the base or "Headquarters" feeding pastures in which the grass has been saved for winter use, and in which there is good natural shelter such as thick brush or canyons or bluffs for protection against "Northers," the cold north winds which are harder on cattle than low temperature.

Weak cattle are concentrated to these pastures from the whole ranch and fed sorghum hay, or cake or maize heads on grass, as circumstances suggest. A distinct Hospital pasture with sheds is provided for the very weakest cattle. The bulk of cows wintering with a calf at foot get onto the feed grounds with their calves by the middle of January, and remain until April 1st, a fact which should be of special interest to the buyer of yearling steers, since it means that they have received good winter help in addition to their mother's milk and in turn that the help given her has its influence on the steer.

#### **Length of Service S. M. S. Men**

A very interesting thing in connection with the S. M. S. Ranches is the length of service of so many of its employees. All of the head men have been with the company from fourteen to thirty-five years.

Every foreman hires his own men and is made responsible for them. Team work throughout the whole system of ranches is in evidence and promotion to the better positions is made from among employees as against going outside. It is, however, very slow as the better jobs are held by men who have had them for years. This long service with its systems of team work means everything in the building up and maintenance of a herd, and the trimming of sale cattle to a standard.

#### **Swenson Lands Near Stamford and Spur**

The object of this booklet is not to sell lands, but for the information of those interested we own a great deal of very fine agricultural land which is on the market or likely to be at any time. Information will be furnished upon application. We also beg special attention to the information in the pages following relative to Spur Ranch Lands and Spur Farm Lands in tracts to suit purchaser.

The Spur Ranch, some 438,000 acres, and the Spur Cattle were acquired in 1908 by a syndicate of which S. M. Swenson & Sons are a part, and have the actual management of.

Spur Cattle were never confused or interbred with S. M. S. Cattle. They were sold in 1910 as a herd and the Spur management devotes itself entirely to the sale of farm and ranch lands which are referred to and illustrated among the last pages of this booklet. It will probably be a matter of interest to the cattle world to know that many small ranch tracts of from one to ten sections have been sold during the past few years on which the buyers by making winter provisions can carry twice or three times the number of cattle

that can be carried on same area in big pastures, with a larger percent of calf drop and smaller percent of loss. This is the evolution of the cattle business, and Corn Belt farmers who have sons they would like to interest as stock farmers will do well to investigate the Spur offering.

### *Correspondence as to Jobs on S. M. S. Ranch*

We get a great many letters from men and boys all over United States wanting "a job" on the S. M. S. Ranch. Some on account of bad health, others from boys wanting a vacation job or lured by the "Wild West" idea. From earnest young men just out of Agricultural Colleges, many from people who seem to think that ranch life is a good deal of an outing riding around on a good horse. There are, too, letters from people who know what work is and want to do it.

Pressure has often been brought to bear upon the owners and the management to find room for those in ill health, or boys who want to learn the business, and it is often a real heartache to reply to these letters with the information that we employ only skilled help, and that only upon application in person, which means that our force is drawn from the surrounding country, and from men and boys brought up in cow-work. Few succeed in cow-work who have not grown up with it as boys. Each foreman hires his own men and is made responsible for them. The ranch discipline would be entirely destroyed if we sent to the foremen invalids or men not qualified for the work, or novices. We are in the deepest sympathy with people who are in bad health, but cannot make a special provision for them, nor can we mix them with the workers without complications too serious to be considered.

One of the hardest tasks the management has is to make the invariable answer that we cannot consider "long distance" applications for work, or to teach the business or furnish a haven for the sick. This paragraph is not written to save ourselves the trouble or work of answering letters, but rather the regret of being unable to consider them, and the hope that it may save some one disappointment.

### *Information*

Write for any special information wanted. We are at all times glad to answer questions, and nothing pleases us more than to have anyone interested in S. M. S. Cattle go to the bottom of things.

### *Closing Thought*

There must be two basic facts in connection with the records S. M. S. Cattle are making and the advice we get from customers that they are satisfied with the cattle:

First: That we have the goods;

Second: That we give a fair deal.

F. S. Hastings, Mgr.

Very truly yours,  
SWENSON BROS.,  
Stamford, Jones County, Texas.

## *SOME GLIMPSES INTO RANCH LIFE*

*By Frank S. Hastings, Manager S. M. S. Ranch*

As I approach this end of the booklet, a subject which looked very simple and clear when friends in the Corn Belt suggested it, I find it so disconnected and such a mass that to whittle out a story of real interest is a much harder task than at first seemed likely. Things which were striking in their newness when I came to Texas in 1902 have, in the course of intimate association with cowmen, cowboys and cow camps, become a part of my life, and I may miss some of the very best of it, because it no longer is a novelty to me.

The notes made since it was decided to add this section cover such a wide range that their treatment must be fragmentary, but what is put down is entirely true and real, because while I might impose upon some of our Eastern readers, I have a very grim lot of critics in the cow camps with whom a clean record is as dear to me as any factor in my life.

A Ranch in its entirety is known as an "Outfit" and yet in a general way the word "Outfit" suggests the wagon outfit which does the cow-work and lives in the open from April 15th, when work begins, to December 1st, when it ends.

The wagon outfit consists of the "Chuck Wagon" which carries the food, bedding and tents, and from the back of which the food is prepared over an open fire. The "Hoodlum Wagon," which carries the water barrel, wood and branding irons, furnishes the chuck wagon with water and wood, the branding crew with wood and attends all round-ups or branding pens with supply of drinking water.

The Remuda (cow ponies) and Horse Wrangler always travel with the "Wagon." Remuda is the Spanish word for Saddle Horses.

The wagon crew consists of the Wagon Boss, usually foreman of the ranch, Cook, Hoodlum Driver, Horse Wrangler, Straw Boss, next in authority to Wagon Boss, and eight to twelve men as the work may demand. In winter the outfit is reduced to the regular year-around men who are scattered over the different ranch camps.

Before plunging into my subject I want to give some information which may be of deepest interest to our readers, as it has been to people who have visited us, and that is, reliable books as to ranch and cattle. Andy Adams of Colorado Springs, Colo., has written two very fine stories—"The Log of a Cowboy," which puts into one story of conducting a trail herd from the Rio Grande to Montana in the old trail days, all the incidents which could have occurred in a good many trail herds. Also Wells Bros., which is a story laid on the Beaver River in Kansas, and shows how men got rich buying the throwouts of herds as they passed North. Mr. Adams is an old Trail Boss; everything he writes is clean and clear, and both stories will be enjoyed by anyone who loves out-of-doors.

Mr. Adams' books are published by Houghton, Mifflin & Co., Boston and New York.

SOME GLIMPSES INTO RANCH LIFE—Continued

Prof. John A. Lomax, of University of Texas, in his book "Cowboy Songs," has compiled the only authentic printed collection of "Cowboy" songs. This has been a very difficult task, because they have rarely been ever put into writing, but have been transmitted or circulated by word of mouth. And in this connection an interesting line of comment may be made. All cowboys sing. They may not have a true note or be able to carry a tune, or as often happens, they may have beautiful voices, but they all sing when on "night herd." The absolute loneliness in riding night herd will make a man sing who never sang before, but there is a trade or business reason as well. Cattle at rest may stampede upon hearing any strange noise. The cowboys sing as they ride around the herd killing most of the strange noises or an unconscious feeling of protection is felt by the cattle as they hear the human voice. The days of "Singing to the Cattle" are almost past, as there are not many long movements and a small holding pasture as against holding in the open is usually available.

Cowboy songs are most all sad—both in tune and theme, which is hard to reconcile with their carefree natures. Most of them sing in a high voice; it is too bad that the Victor people have not caught a good record of this passing phase of American music.

It may surprise our readers to learn what a deep interest Educational Institutions are taking in preserving authentic data as to the West.

Harvard University contributed liberally to Prof. Lomax's expenses in gathering cowboy songs, and that and other colleges are giving him co-operation in the collection of cowboy and general Western verse, which will be published when completed. Prof. Lomax visited the S. M. S. Ranch in fall of 1916 and gathered much of his material for a lecture at Princeton College on cowboy dialect and vernacular delivered before the American Dialect Society in December, 1916. Cowboy songs by John A. Lomax are published by Sturges, Walton Co., New York.

C. C. Walsh, President of the Central National Bank of San Angelo, Texas, has written some very readable Western verse in very simple and understandable rhyme under the title, "Early Days on the Western Range," published by Sherman, French & Company, Boston, Mass. The story is told by an old-time cattleman who has been through it all, beginning with the passing of the buffalo and through the evolution of the cattle industry to the present time. It carries a rare description of old time days and a quaint philosophy throughout which often rises to something akin to greatness and pictures a phase of American life which is fast disappearing. It is well worth a place in the library of anyone who loves the West.

Larry Chittenden, formerly of "Skin Out" Mountain Ranch, near the S. M. S. Flat Top Mountain Ranch, and known as the "Poet Ranchman," has published a very popular volume of poems under the title of "Ranch Verse," among which "The Cowboy's Christmas Ball" is always called for on any festal cowman occasion, and often during some little breathing spell in the Cattle Raisers

SOME GLIMPSES INTO RANCH LIFE—Continued

of Texas Convention some one will suggest "That we have Ed Crowley of Fort Worth recite 'The Cowboys' Christmas Ball.'" The characters and brands are genuine, and the following two verses will give the swing:

"The leader was a feller that came from Swenson's Ranch,  
They called him 'Windy Billy,' of 'little Deadman's Branch.'  
His rig was 'kinder keerless,' big spurs and high-heeled boots;  
He had the reputation that comes when 'fellers shoots.'  
His voice was like a bugle upon the mountain's height;  
His feet were animated, and a MIGHTY MOVIN' SIGHT,  
When he commenced to holler, 'Neow, fellers, stake yer pen!  
Lock horns ter all them heifers, an' russel 'em like men.  
Saloot yer lovely critters; neow swing an' let 'em go,  
Climb the grapevine 'round 'em—all hands do-ce-do!  
You Mavericks, jine the round-up—Just skip her waterfall.'  
Huh! hit wuz gettin' happy, 'The Cowboys' Christmas Ball!  
The boys were tolerable skittish, the ladies powerful neat,  
That old bass viol's music JUST GOT THERE WITH BOTH FEET!  
That wailin', frisky fiddle, I never shall forget;  
And Windy kept a-singin'—I think I hear him yet—  
'O Xes, chase your squirrels, an' cut 'em to one side,  
Spur Treadwell to the center, with Cross P Charley's bride,  
Doc Hollis down the middle an' twine the ladies' chain,  
Varn Andrews pen the fillies in Big T Diamond's train.  
All pull yer freight together, neow swallow fork an' change  
Big Boston' lead the trail-herd, to little Pitchfork's range  
Purr 'round yer gentle pussies, neow rope 'em! Balance all!  
Huh! hit wuz gettin' active—'The Cowboys' Christmas Ball!'"

B. M. Bower comes nearer getting the swing of bunk house and cow camp talk and josh than any writer we have read—particularly so in "Chip of the Flying U"—and there is nothing harder to catch than the unique directness of cowboy talk and wit.

In private life B. M. Bower is Mrs. Bertha M. Sinclair, who, with her secretary, Miss Ella Ironside, is spending a month on the S. M. S. Ranches in her "Little Gray Car"—The Overland Country Club, studying modern ranch methods and obtaining from the cowboys new material for her stories and scenarios. Mrs. Sinclair was raised on the Montana Ranges and few writers of Western life love it as she does or understand it so well.



SOME GLIMPSES INTO RANCH LIFE—Continued

The Bower books are published by Little, Brown & Company, Boston.

Ralph V. Carr has written some very clever verses on Western life under the title of Cowboy Lyrics, published by Small, Maynard & Company, Boston, Mass.

Any of these books may be had through any bookseller. All of these notices are made without solicitation on part of the authors.

In almost everything industrial the problem is reduced to "Men," but in the Ranch it is reduced to "Men and horses." One might almost say to horses, since the love of a horse explains why there are cowboys—not rough riders, or the gun decorated hero of the moving picture, but earnest, everyday, hardworking boys who will sit twenty-four hours in a saddle and never whimper, but who "Hate your guts" if you ask them to plow an acre of land or do anything else "afoot."

Every cowboy has a mount of from eight to fourteen horses regulated by his work, and the class of horses. A line rider can get along with fewer horses than a "wagon" man, and the man with a good many young horses needs more than the man with an older or steadier mount. Every one of these men will claim they are "afoot" and that "There aint no more good cow ponies," but woe to the "outfit" that tries to take one of the no-accounts away, or as the saying is "Monkey with a man's mount."

Horses are assigned and then to all intents and purposes they become the property of the man. Some foremen do not let their men trade horses among themselves, but it is quite generally permitted under supervision that avoids "sharking."

Every horse has a name and every man on the ranch knows every horse by name, and in a general way over all the S. M. S. Ranches with over 500 cow ponies in service the men know all the horses by name, and what horses are in each man's mount. A man who does not love his mount does not last long in the cow business. Very few men are cruel to their horses, and a man who does not treat his mount well is only a "bird of passage" on most ranches, and always on the S. M. S. Ranch. There is an old ranch saying that between the shoulder and the hip belongs to the rider, and the rest to the company. Beating over the head or spurring in the shoulder means "time check." Cowboys' principal topic is their horses or of men who ride, and every night about the camp fire they trade horses, run imaginary horse races or romance about their pet ponies.

As shown, every cowboy has a mount of from eight to fourteen horses during grass time which get no feed except the regular grazing. There is always one gentle horse that can be staked without cutting himself on the rope. This is known as a night horse (often left saddled) and which can be gotten quickly if anything goes wrong. About the ranch one or two horses are kept up to "rustle" all the horses in the morning, but when working with the "wagon" most of the boys still stake a night horse. The custom is dying with the decreased occasion for holding cattle at night, as the "night horse" was always used on guard.

I shall speak of horses in the main as with the wagon. All the saddle horses of an outfit thrown together are called the Remuda—pronounced in Texas Remoother—slurring the "ther." The Remuda is in charge of a man, usually a half-grown boy known as the "Horse Wrangler," whose duty it is to have them in a band when wanted to change mounts, and to see that they are watered and

SOME GLIMPSES INTO RANCH LIFE—Continued

grazed and kept from straying. They are always assembled early morning, at noon and at night, and at such other times as the work may demand a change, as for instance, in making a round the boys use their wildest and swiftest horses—usually their youngest, to tame them down. When the round-up is together they use their "cutting" horses which are as a rule their oldest and best horses.

The Remuda for an ordinary outfit will number from 125 to 150 horses. The Wrangler must know every horse by sight and name, and tell at a glance if one is missing. The Remuda always trails with the wagon, but is often sent to some round-up place without the wagon. A horse is a "Hoss" always in a cow camp. Horses ridden on grass may be called upon to be ridden until down and out, but are not hurt as a grain fed horse would be, and when his turn comes again in a few days is chipper as ever. In winter every man takes two or three horses, feeds them on grain, and rides them every day. Often two horses, just broken "brons," are added and fed grain and gentled by riding. The winter work is usually just routine riding in pasture or "line" and not as severe as summer work on horses. A summer horse is ridden rarely more than twice a week. The horse breaker or "Bronc Buster" usually names horses as he breaks them, and if the horse has any flesh marks or distinct characteristics it is apt to come out in the name, and any person familiar with the practical can often glance at a horse and guess his name. For instance, if he has peculiar black stripes toward the tail with a little white in the tail you are pretty safe to guess "Pole Cat." If his feet are big and look clumsy, "Puddin Foot" is a good first chance. The following names occur in three mounts, and to get the full list I had to dig hard, and both men left out several horses until I asked about them, because always the suspicion that something was going to be done that would take a horse:

Red Hell, Tar Baby, Sail Away Brown, Big Henry, Streak, Brown Lina, Hammer Head, Lightning, Apron Face, Feathers, Panther, Chub, Dumbbell, Rambler, Powder, Straight Edge, Scissors, Gold Dollar, Silver City, Julius Caesar, Pop Corn, Talameslie, Louse Cage, Trinidad, Tater Slip, Cannon Ball, Big Enough, Lone Oak, Stocking, Pain, Grey Wonder, Rattler, Whiteman, Monkey Face, Snakey, Slippers, Jesse James, Buttermilk, Hop Ale, Barefoot, Tetotler, Lift Up, Pancho, Boll Weevil, Crawfish, Clabber, Few Brains, Showboy, Rat Hash, Butterbeans.

There is another class of names which are pretty well scattered through the cowboys' list; some of them really funny, but which might not prove altogether polite reading, or to put it in cowboy parlance might be "Vulgary."

Only geldings are used in outfits; stallions are worked or ridden in winter, but no mares are used except as the property of some individual, then never in the Remuda.

The S. M. S. Ranch has 1,100 horses; 500 are used for cow-work and 100 for driving, farm work, freighting, etc. The balance are brood mares or young stuff coming along. Every cow pony, work horse or mule has a name, and every man who has been on the ranch any time knows every horse by sight and by name and whose mount he is in.

A "Bronc" is a horse recently broken or about to be broken. The "Bronc Buster" rides him a few saddles. This pony is known as a Bronc the first season and as "Last Year's Bronc" the second season. Most all of the Broncs pitch some, but very few of them long or dangerously. Modern methods of breaking have reduced the percentage of bad horses—many would not pitch at all after the

SOME GLIMPSES INTO RANCH LIFE—Continued

first few times if the rider did not deliberately make them. It is hard to get the old hands to ride anything but a pretty gentle horse, and yet there is always some one in the outfit who glories in mean horses, most of which are really fine animals, except for their "morning's morning," but the rider who likes them usually has no trouble in getting them. Every cowboy must, of course, be able to handle a mean horse if necessary.

An "Outlaw" is a horse which no amount of riding or handling will subdue. He is "turned in" and sold in the "Scalawag" bunch which goes out every year, and includes the horses no longer fit for cow use. They are bought by traders who take them into some of the older Southern States and sell them to the negro tenants for cotton horses.

A "Sunday Hoss" is one with an easy saddle gait—usually a single footer with some style. The boys go "Gallin" Sundays and in every mount of the younger men there is apt to be such a horse, but not in any sense saved from the regular work for Sunday.

A cow horse is trained so that he is tied when the reins are down. He can, of course, drift off and when frightened run, but stepping on the reins seems to intimidate him into standing as a rule. There are two reasons for this: First, the cowboy frequently has work where it is vital to leap from his horse and do something quick; second, that there is rarely anything to tie him to; though even when tying a horse a fairly even pull will loosen the reins. Cow horses are easily startled and apt to pull back and break the reins.

The regular cowboy gait for pasture riding or line work or ordinary cross country riding is a "Jiggle"—a sort of fox trot that will make five miles per hour. For the round-up hard running is necessary part of the time and usually a stiff gallop the balance.

Cowboy life is very different from the ideas given by a Wild West Show or the "Movies." It is against Texas law to carry a pistol and the sale is unlawful. This, however, is evaded by leasing for 99 years. Occasionally a rider will carry a Winchester on his saddle for coyotes or Lobo wolves, but in the fourteen years the writer has been intimate with range life he has never seen a cowboy carry a pistol hung about him, and very few instances where one was carried concealed. There is always a gun of some sort with the outfit carried in the wagon.

Little spats and sometimes serious enmities occur between the boys, but the general rule in case of a fight is that both men are discharged. A quarrelsome element is weeded out, and as a rule an "Outfit" is a very congenial bunch of men, and this is specially true if the cook is good and more so if he is not cranky. "Tehy as a cook" is a by-word on the range. The S. M. S. Outfit has been quite happy in the main with its cooks.

Nicknames are the rule. Anyone is comparatively safe to say "Hello, Red" to a man with red hair, or as the range word has it "Red Pointed." Every outfit has its "Slim" and "Shorty" which may fit or be the opposite. "Big Boy" or "Big Un" is apt to be in evidence. Then come names which require special explanation. "Paint" came from the fact that his first job on the ranch was painting a wagon; "Doc" from having doctored a horse. A remarkable case occurred in Stamford where a man came looking for a brother by the name of Dave Taylor whom no one could locate. The man went away and came back saying that his brother must live here.

SOME GLIMPSES INTO RANCH LIFE—Continued

Then someone said wonder if it could be "Queenie" Taylor, and sure enough it was. The nickname had come from the old open range days—had been adopted to the extent of signing checks, etc. While, of course, we have every man's name right on our pay roll, we are often unable to call men by their real names on sight, because so thoroughly established is his nickname.

Another unusual nick name is that of "Scandalous John"—and came from a chance expression. John Selman is one of the best riders in the West; the first day he came to the ranch his mount was "cut out" to him and his attention called to an unusually bad horse, which John proceeded to "Try out," with the result that the horse "Went out of his head" and "Got him a man." As John got up off the ground and started for his horse he exclaimed, "My! but didn't he pitch scandalous." Someone said, "Go to him, Scandalous John," and the name stuck. John is a very modest sort of fellow—in fact, he is inclined to belittle his real worth and speaks of his wife as "That widow woman." But the worst part of the whole custom of nicknames is that they are often extended to a man's wife and the boys often call Mrs. Selman "Mrs. Scandalous."

Al Bingham, now of Red Arroya Camp S. M. S. Ranch, was nicknamed "Cornwallis," because something about his beard suggested a picture of General Cornwallis in an old Geography. I have heard the Bingham brothers spoken of as the "Cornwallis boys." Mrs. Bingham answers to the name of Mrs. Cornwallis very often, and they named their oldest boy "Wallace."

I remember asking an old-timer whose boy was called "Bud" what the boy's real name was. He thought a moment and said, "I declare, I have forgot," and calling to his wife he said, "Mommie, did we ever give Bud a name?"

Every cowboy furnishes his own saddle, bridle, saddle blanket and spurs; also his bedding, known as "Hot Roll," a 16 to 20-oz. canvas "Tarp" about 18 feet long doubled and bedding in between usually composed of several quilts known as "suggans" and blankets—rarely a mattress, the extra quilts serving for mattress. The top "Tarp" serves as extra covering and protects against rain. This bed also serves to hold the scant wardrobe men carry with them on the work, but it is remarkable how on any occasion necessary they will show up with a clean soft white shirt and clean pair of pants—coats are only used when weather demands. What is known as a "War Bag" is carried by many of the boys in their beds to protect wardrobe, tobacco, etc. It is too nondescript to describe—may be anything from a flour sack to a rather pretentious container.

Teepee tents for two or three persons are carried and sometimes an "Outfit" wall tent, but only used in extreme weather. Two boys usually "throw together" in a partnership bed or Teepee.

Working outfits are composed as far as possible of unmarried men, with the exception of the Wagon Boss who is usually the Ranch foreman. They rarely leave the wagon at night, and as the result of close association an interchange of wit or "josh," as it is called, has sprung up. There is nothing like the chuck wagon josh in any other phase of life, and it is almost impossible to describe, because so much of it revolves about or applies to the technical part of ranching. It is very funny, very keen and very direct, and while the most of it is understood by an outsider, he cannot carry it away with him.

SOME GLIMPSES INTO RANCH LIFE—Continued

At headquarters a bunk house is always provided which usually is known as "The Dog House" or "The Dive." No gambling is permitted on the ranches, but the cowboys' great game, "Auction Pitch," or dominoes or stag dances or music fill the hours of recreation divided with the great cowboy occupation of "Quirt" making, in which they are masters. The use of liquor is not permitted on the S. M. S. Ranches, or by the men when on duty away from the ranches.

Line Riding is brought from the old days of open range when men rode an imaginary line and turned their cattle back from it. In modern ranching it means to ride along a wire fence as often as needed—usually twice each week, and see that it is kept in repair. All Texas ranches are fenced—there is no open range in Texas.

The word "Camp" as applied to a ranch means a house unless the wagon is understood. Line camps are placed at convenient points over large ranches. Most 100,000-acre tracts will have a headquarters and three line camps.

Visitors are often interested in the meaning of odd words, and what follows is the result of questions:

To "Chouse" means to stir the cattle up more than is good for them. For instance, a man who does not know his business and tries to cut cattle out of a herd will "chouse" them while a man who does know his business will do little more than move the animal he is after.

A "Starve Out" is a pasture of very few acres at a permanent camp—usually without water and grass used up, into which horses are thrown over night to avoid catching or ruzzling in morning.

A hill of any kind is a "Pinnacle."

"A Leggins case" is where a man has broken some cowboy rule of etiquette and is held over the wagon pole while he is given so many strokes with a pair of "chaps"—leggins. This is always in fun but is pretty rough fun sometimes.

If a boy is going to see one girl pretty regular he is "sitting her." Distance does not mean anything; boys often ride twenty miles to a dance, or to make a social call—a practice, however, discouraged by most foremen on account of the tax on horseflesh or loss of sleep unfitting the boy for work.

A "Sleeper" is a calf which some cattle thief catches and marks with the ranch earmark before it is branded. The earmark is used for quick identification, as hair often grows over the brand so as to render it hard to see. A calf with an earmark is likely to be overlooked by the pasture rider when hunting unbranded calves, and at the proper time and age the thief will drift it off, sometimes killing the mother so she will not bawl, and attract attention, and the method of killing will suggest accident.

The use of the rope is discouraged on modern ranches except when absolutely necessary, as animals are so often hurt.

A "Maverick" is an unbranded calf which has been missed; its early application was to a calf well along towards a yearling which had been weaned. The history of early range work found the maverick "Fair Game" under the code of many cow men, and he

SOME GLIMPSES INTO RANCH LIFE—Continued

is still the "loot" of the modern cow thief. In a general way, however, an unbranded calf between six months and a year old, whether at foot with mother or weaned, is spoken of as a maverick.

A "Dogie" has been described by a cowboy as a calf whose mother has died and whose father has run off with another cow. Little calves sometimes lose their mothers, but make a living and pull through but rarely amount to much. Most ranches keep a bunch of cows broken to foster motherless calves. It is no unusual sight to find on the S. M. S. Ranch at headquarters a cow suckling three calves. These cows are always fed.

A cowboy on the way with cattle train went into a lunch counter and ordered milk toast. The waiter using his vernacular bawled out: "One grave yard stew." The puncher said, "Hold on, pard—eat that yourself and give me ham and—, I'll pay for both."

Cowboys often have to drink pretty tough water, particularly after cattle have gone through it and "riled it up." A cowboy when asked if the water over in a certain draw was all right replied: "Yes, but it's a little thick and you may have to chew it a little before you swallow it."

A cowboy came into a train and met another cowboy whom he greeted with, "Where you goin'?" Getting the reply, "Me? Why I'm goin' crazy." Then, like a flash, the retort, "Well, you won't have to camp 'ary night."

Sun time is often used on ranches remote from the railroads. The headquarters of a ranch was just 100 miles from a railroad in four different directions. A visitor at the ranch asked a very bright ranch woman why they preferred sun time to railroad time, and she replied that it was not a matter of preference,—that they were just as far from the railroad as they were from the sun and that it made no difference.

There is a directness about the cowboy's mind which is very simple, and while I cannot hope to do more than touch the edges, a few illustrations may convey the idea.

A cowboy from some other ranch got to old Spur Headquarters about ten at night, and at three o'clock in the morning the rising bell rang a few minutes before breakfast. As he left he remarked: "A man can sure stay all night quick at this ranch." Another one in indicating that it might take him some time to pay for something said: "I will give you so much cash and a 'Slow note' for the balance." Bankers will appreciate how slow a "Slow note" can be. The same directness of thought enters into everything they say, whether serious or flashes of wit.

The following letter from a cowboy who went in charge of a train of cattle—and got into a wreck—brought forth the comment from Wm. Lyon Phelps, Professor of English Literature, Yale University: "There is one thing in which any professor of literature

SOME GLIMPSES INTO RANCH LIFE—Continued

might imitate him—he leaves absolutely no doubt as to his meaning or intention.” And Professor G. A. Kittredge of Harvard writes: “That cowboy letter is hard to beat.”

Caldwell, Kas., Nov. 30, 1906.

Mr. F. S. Hastings,  
Stamford, Texas.

Dear Sir:

6:30 this morning in going to the Stockyards to feed at this place another train run in to my stock train. On an open switch, & killed 2 cows & crippled 4, & the rest of the cows in that car is now all over Town. so I got one car less. & few cows in another car is feeling sore & some of them only got one horn left.

The Crew of both train jumped off & myself. so it was no one hurt. It was not enough left of the engine & one stock car to tell the fait. 8 or 10 of the Kansas cow boys is out all over Town picking up our Cattle—wish you could see them coming down the street driving one or two of them cows—I think they got about 10 of the cows in a Pen (down in Town) & they heard of 5 cows in a corn-field just a little while ago, so I guess they will get most of them back today. I will leave here about 5 P. M. will make tomorrow market.

Yours truly,

Dock.

P. S.—This R. R. ought to take charge of this whole shipment & Pay for same.

P. S.—The Sheriff shot one cow on the street just a little while ago.

P. S.—The cows down in town is making the horses run off with buggys and running all the women out of town.

P. S.—I think this will cost the R. R. a good deal in this town.

P. S.—The Rail Road they give me a poor & sorry run.

P. S.—They run my cattle 40 hour before this happened without feed—(how about that).

Cowboys are as deferential and respectful as any men in the world and yet they are not respecters of persons as to being awed. They never “todie” and their nonchalance is unique. A fair illustration occurred when one of the owners visited the ranch and rode up with the writer to a trail herd. The writer went over to one of the old boys and said: “The High Boss who pays our wages is over in the machine; I guess you better come and shake hands with him.” The cowboy said, “All right, I’ll do it, but there ain’t any sense in it, and it’s just a waste of time.”

A person who does anything unusual, as a buffoon, or wit, or in horse play, is a “sight.”

A man who is outstanding in something is often called an “unexception.”

Anything that is new and the name of it is not known is a “ditty,” as, for instance, a new tool.

SOME GLIMPSES INTO RANCH LIFE—Continued

If anyone is eager to do something they are “Rarin’ to go.”

Throwing a cow at the end of a rope so that she falls and turns over is “turning her moccasins to the sun.”

A thin cow in early spring is often referred to as “just a ball of hair.”

An “Eye Baller” is a man who always has his eyes open for something which does not concern him.

A foreman with a bunch of his men about him about to go on a long hard round-up at fast pace is apt to say: “Tie your hat to your saddle and let’s ride.”

“To prow” means that after a territory has been worked by regular round-up to get the cattle out, the men will be sent back over it to look into every nook and corner; or it may mean looking for stuff by close individual search instead of round-up.

“Always another verse”—an expression used to show that there are always two sides to a story, or that there is a sequel.

“Layed ‘em down”—a synonym for death.

How cowboys keep pace with things is illustrated by a new expression which has come with the Victrola. Anyone who tells a big story or what is sometimes called a “windy” is now spoken of as “Playing a record.”

A rider is sometimes called a “saddle warmer.”

A sweater is some one who tries to hang around cow camps and get meals, or otherwise sponge.

It is a cowboy superstition that if you kill a rattlesnake and hang him in a tree three days with his belly to the sun it will rain but the sign is not working in June, 1917, as I write.

I remember a little incident where someone had told a simple story which carried that “Touch of nature which makes the whole world kin.” A tender-hearted cowboy brushing away a tear that he was trying to conceal said: “The smoke of your camp fire got into my eyes.”

The Bronc Riding Show at fairs or picnics in a cattle country is still the great attraction for cowboys.

#### SOME GLIMPSES INTO RANCH LIFE—Continued

These shows are always run by ex-cowboys and always carry one noted "Outlaw" horse, which has never, or rarely, been ridden and a prize is usually offered for anyone who will ride him. The announcer, when telling that someone will try to ride the horse, always says: "Mr. So and So will 'Ride At' the horse." There is a distinct difference on the range between riding and "Riding at a horse."

The Grape Vine Telephone or Telegraph is a cowboy name given to the unknown news service which extends over vast distances and into almost inaccessible places where there is no phone or telegraph service and in much quicker time than it seems possible to cover the distance by horse or conveyance.

In my own experience, going as quickly as it could be done by any possible means between points, I have been calmly asked about something which occurred just before leaving and about which no advance information could have been had by the very nature of the thing. This has been a characteristic which most writers of frontier life have noted.

Frank Spearman in his wonderful mountain story, "Whispering Smith," gives the best illustration I have ever read of it in telling how the killing of Du Sang in Williams' Cache was known on the streets of Medicine Bend hours before it was possible for a horse to cover the distance. There is no single phase of life on the range which has filled me with more wonder than the mystery of the "Grape Vine" system of news service.

Brands read from left to right and down. A letter branded on its side is called "Lazy"  $\phi$ . A letter with extensions at the top like U with wings  $\text{—U—}$  is called "Flying."

It is very difficult to find a brand that can not be changed into something else. When this is done it is called "Burning a Brand." This, done some time after the original brand has been put on, can always be proven by killing the animal and holding the hide to the light—a method often resorted to by the Cattle Raisers Association of Texas, whose inspectors are in every market, when the ownership of cattle is questioned. When a brand is barred—branding a bar through the middle of brand, indicates that some other brand on the animal establishes ownership.

A brand is "Stamped" when it is put on with an individual letter or character. It is "Run" when a hot iron is used as one would a pencil and it is a work of art to "Run" a brand nicely. A "Maverick Ring" is a simple iron ring about three inches in diameter, which cowboys carry on their saddles to brand unbranded calves as they run across them after the regular work is done. The calf is roped, thrown and hog tied—a fire is built—the ring heated—two crossed sticks used to hold it firm and the brand is "run" on.

☞ The cook saves all flour and sugar sacks for dish cloths, or as they are known on the "tealess" range, "tea cloths."

☞ Nature is very strong and sure in determining ownership. A calf at foot with a cow must either carry her brand or is entitled to have it put on.

#### SOME GLIMPSES INTO RANCH LIFE—Continued

Both a cow and calf will always go back to where they last saw each other. I have known a calf three weeks old, branded by mistake and carried off with some bunch of strays, to come back fifteen miles through five or six different barbed wire fences and suckle a cow that had evidently lost it by the way she bawled around. A cattle thief has to be careful about stealing a calf, because the cow will bawl for several days and attract attention.

A friend well posted in ranch matters has read the advance copy of this article, and suggests that I clear up the word "Rustler" and jumps upon me pretty hard for not having devoted something special to the "Cutting Horse." As a matter of fact the whole topic is so far reaching that I could go on indefinitely. I am, however, glad to cover these two features, and they are introduced haphazard.

The word "Rustler" is identified with early range days as applying to men who stole cattle in various ways, branding mavericks or actually getting off with a bunch in someone's else's brand. It was used more in the Northern ranges than in the South, in which latter country they usually used the word cow thief when speaking of the individual, and instead of saying "He is rustling on us," said "He is working on us."

Cow thieving has been a very continuous and persistent pastime in S. M. S. territory, and I have tried to leave nothing undone to protect S. M. S. property and cooperate with the Cattle Raisers Association of Texas in keeping down cattle stealing, but I have not heard the word Rustler applied to cow thieves a dozen times.

We speak of Rustling horses, which means to go out in the pasture and get up the saddle horses. The words "Horse Wrangler" and "Horse Rustler" are synonymous. The words Hustler and Rustler as applied to men in everyday life as a fellow with "Pep" are synonymous. Owen Wister in The Virginian, both as book and drama, has made the word "Rustler" quite familiar to the public as a cow or horse thief, but if you happen to be in Texas and hear some man referred to as a Rustler give him another chance until you hear them add the word cow thief to it.

A Cutting Horse is the realization of the cowboy's dream. Every mount necessarily comprehends horses that can be ridden with greater or less effect to get cattle of a certain class wanted cut out of the round-up, but the real cutting horse is one which has the instinct and knows the business as well as the rider—often much better.

Almost every outfit will have in the Remuda a horse or two which the boys will bet "Will cut without the bridle." This means that the horse will be ridden into the herd, the animal wanted will be selected, and the rider will start the horse after the animal so that he knows the one wanted—then the bridle will be slipped from his head, the rider will fold his arms and the horse will take the animal out of the herd without any help except the pressure of the rider's knees, and there are horses where the boys will not even give that help. These sort of horses do what is called "Chopping" and get their animal out so quietly that they rarely have any running to do, but if necessary they will do it.

SOME GLIMPSES INTO RANCH LIFE—Continued

In a less extreme way good cutting horses are a very necessary part of the mount of every cowboy. They are usually horses eight to fifteen years old, and training has much to do with their proficiency, but they must have the instinct as truly as the bird dog. They counter every move of the animal they are following, often seeming to anticipate him and watch for the chance which by a quick movement will get the animal in the clear, and then it is usually the rider's fault if the animal gets back into the herd. Such horses have no price, and to see a fine cutting horse do work with a good cowman up is one of the prettiest out-of-door sights to be seen.

Cowboys have two distinct vanities—hats and boots: Stetson Hats, familiarly known as "John B's," and "Shop made" boots. Hats are a very simple proposition as all frontier stores carry a line of the very best, and there are places in San Antonio, Ft. Worth, Kansas City where the \$10 and \$12 qualities are carried, but when it comes to boots, the best bootmaker has so much business, all-hand sewed work, and the boys won't stand for having it done by a helper, that he is often indifferent or has spells when he won't work, and the average cowboy will go weeks with a makeshift to have his pet bootmaker turn out a pair.

Twenty to twenty-five dollars is the price now. All cowboys wear high heels which most people cannot understand. The explanation is that when riding hard the foot goes into the stirrup to the heel, and the high heel prevents foot from slipping through, and largely avoids the most dangerous of all things, "A foot hung in the stirrup" when a horse falls.

Bright silk handkerchiefs at one time were worn about the neck, but those have given away in the main to a black silk handkerchief worn with the knot at back of neck—the full part of the handkerchief is drawn up over the mouth and nose when trailing in the dust, or when working near the fire when branding.

Cowboys in their hard work get to be about as ragged a bunch as one will see, and yet as if by magic they can turn into about as neat a bunch as one will see.

A part of the education of every cowboy, cowmen, or for that matter any frontiersman, is at least a rude knowledge of cooking and house work.

Very often line camps are occupied by unmarried men; this is particularly true of temporary winter camps, and "batching" becomes necessary. The housewife is often sick or taken up with care of children, or called away, and the frontiersman who is above the kitchen, or does not know how, is in a bad fix. So they all know how, and as a rule cook well. Every up-to-date girl on the frontier or in the cattle country requires a certificate that the lad who "comes a-wooing" can handle a dish cloth or toss a pancake, and she usually gets it by trying him out in her own kitchen. On the other hand it is no unusual thing for a man to give his wife an ax for Christmas, and the garden plot would often suffer but for her hoe.

Social exchanges grow more frequent as a result of the rural telephone service which has done more for ranch women than any other factor—not only the joy of daily chats, but the natural result of seeing each other more frequently and that greatest of all boons, a knowledge that the doctor can be reached.

SOME GLIMPSES INTO RANCH LIFE—Continued

The auto, or perhaps more properly speaking the Ford, has had its human as well as business mission. Country doctors of excellent skill cover immense territory and can make a good living as against the precarious one by team. It is no unusual thing when strangers in a country traveling by auto inquire about a road to have some one say: "There is a good auto road made by a doctor."

The old-fashioned dance with a fiddle and guitar, or an accordion or mouth organ with the "Square Dance" and rhyming caller, have given away to some extent to the Hesitation or the Fox Trot, but the "Square" still holds the cowboy heart. The calls are very difficult to catch as every caller sings them to a perfect meter and cadence of his own. I have had more requests for dance calls than anything else in rewriting "Glimpses" and am reminded that I have probably already added too much, but must find space for the dance calls which follow. I wish my readers might see the sight as I saw it when these calls were caught. All one brisk continuous beautiful rhythm of laughing boys and girls in the earnest business of a good time and all done with a grace of its own as individual in activity as the minuet in stateliness. And, Oh! may this good old-fashioned square and the country fiddler and the clean good time for our boys and girls be a part of American country life forever.

The rhymed dance calls are chanted between the spoken calls and are supplementary to them in both of the calls given.

CHASE THAT RABBIT DANCE CALL.

From Lecture by John A. Lomax on "Cowboy Lingo."

"Swing your partner round and round;  
Pocket full of rocks to hold me down;  
Ducks in the river going to the ford  
Coffee in a little rag, sugar in a gourd.

"Swing 'em early, swing 'em late,  
Swing 'em round Mr. Meadow's gate.

"Ladies to the center, how you do,  
Right hand cross, and how are you.

"Two little ladies, do-ce-do,  
Two little gents you ought to know.

"Swing six when you all get fixed  
Do-ce, ladies, like picking up sticks.

SOME GLIMPSES INTO RANCH LIFE—Continued

"Chicken in the bread tray kicking up dough,  
'Granny, will your dog bite?' 'No, by JO.'

"Swing corners all,  
Now your partners promenade the hall.  
You swing me and I'll swing you;  
All go to heaven in the same old shoe.

"Same old road, same old boy  
Dance six weeks in Arkansaw.

"Walk the huckleberry shuffle and the Chinese cling,  
Elbow twist and the double L swing.

"Everybody dance as fast as you can;  
Catch your partner by the hand.  
Two little sisters form a ring,  
When you form it everybody swing.

"Meet your partner, pat her on the head,  
If she don't like coffee, give her cornbread.

"Bird hop out, crow hop in,  
Eight hands up and goin' agin.

"Girl after boy!  
Chase that rabbit, chase that coon,  
Chase that baboon round the room!  
Reverse!  
Chase that rabbit, chase that squirrel,  
Chase that pretty girl round the world!  
Promenade!

SOME GLIMPSES INTO RANCH LIFE Continued

"All hands up and circle round  
Don't let the pretty heifers get out of town!  
Everybody dance!  
Swing your partners, swing 'em one and all,  
Corral them pretty mavericks up and down the hall!  
Whoop-ee, everybody prance!

"Four ladies domineck, four gents shanghi,  
Then build your hopes on the sweet bye and bye!

"Do-ce, ladies, ain't you old enough to know  
That you'll never get to heaven till you do-ce-do?"

OCEAN WAVE DANCE CALL.

Furnished by Mrs. Al Bingham.

Break an Indian trail home, in the Indian style,  
Stop and swing the lady behind you once in a while—  
The lady behind you once in a while;  
Swing the lady behind you once in a while,  
Now your pardner, and go hog wild.

Swing 'em right and swing 'em wrong,  
Now your pardner, and carry her along.  
Wave the ocean, wave the sea, wave my true love back to me.  
Wave 'em up and wave 'em down, six hands up and 'round and 'round.  
Do ce do. Watch 'em dance and watch 'em prance,  
Swing 'em all around the Swenson Ranch.

Wave the ocean, wave the sea, wave that pretty girl back to me!  
Circle eight till you all get straight;  
Walk the Huckleberry Shuffle and the Chinese Cling!  
Elbow twist and the double L swing.

SOME GLIMPSES INTO RANCH LIFE—Continued

You swing me and I'll swing you,  
And we'll all dance in the same old shoe;  
The same old boys, the same old trail,  
Watch that possum walk the rail!

Wave 'em up and wave 'em down, and wave 'em all way 'round and round.  
Circle eight 'till you all get straight,  
And swing them ladies like swingin' on a gate.  
Swing right and wrong, all night long,  
Watch your pardner and watch her close,  
When you meet her double the dose!

Swing 'em right and swing 'em wrong,  
Now your pardner and carry her along.  
Wave the ocean, wave the sea, wave my true love back to me.  
Wave 'em up and wave 'em down,  
Six hands up and 'round and 'round.

Wave the ocean, wave the sea, wave my true love back to me.  
Circle eight 'till you all get straight,  
Swing them ladies, first by the right, then by the wrong,  
Now your pardner and carry her along.  
Wave the ocean, wave the sea,  
Wave my true love back to me.  
Wave 'em up and wave 'em down, wave 'em all the way 'round and 'round.

Circle eight 'till you all get straight,  
Swing them ladies like swingin' on a gate,  
Left foot up, and right foot down,  
Make that big foot jar the ground.

Swing your corner if you're not too slow,  
Now your pardner and around you go,  
For the last time—swing and go somewhere,  
You know the place and I don't care.

SOME GLIMPSES INTO RANCH LIFE—Continued

Someone has said "That no one could look into the firmament and be an infidel."  
I have often thought of this when "Sleeping out" with the boys. People who just go out and look up at the stars at night do not see them, they just see a few, but the cowboys see them and love them and with the old-timers they were guide and clock and almanac. Sometime when you think things are all wrong and that maybe you have been forgotten, get out somewhere with your cot and spend a night with the stars. You will be timid at first, because you have to get acquainted with them—they are shy and stay hidden until your eyes begin to understand them and become more friendly—then they will begin to come out in hundreds and thousands as though God were counting his angels and when you fall asleep there will be quiet and rest in your heart and no matter what the sorrow you will be ready to face it in the morning. Robert V. Carr has written some beautiful lines on "sleeping out" which are well worth a place in our Glimpse Into Ranch Life.

SLEEPIN' OUT.

Once let a feller git in tune  
With all outdoors, there hain't no use  
For him to think he kin forget,  
Or from the wild's big ways jar loose.  
He's always thinkin' 'bout them nights—  
Jes' listen now, and hear him sigh,  
A-dreamin' of an old tarp bed,  
And sleepin' out beneath the sky.

There hain't no bunk in any house,  
That to the warm earth kin compare;  
She's sort o' kind and comfortin',  
And gives you strength as you lie there.  
And then, besides, you gulp all night  
The clean, sweet air; and in the morn  
There hain't a doubt or fear but what  
Your rested soul jes' laughs to scorn.

What woman has done to bring Texas ranching up to its splendid standing through all the early years of hardship, and the mission the cowboy has had in that work, leads me to a tribute to each as I close my story.



SOME GLIMPSES INTO RANCH LIFE—Continued

The epitaph of the Frontier woman will never be written; her heroism, her part in bringing the wilds into civilization; her mission in pushing forward the faltering steps of the man; the courage she gave him to fight on—no tongue can tell—no pen portray. Far from the companionship of her own sex; often without them or without doctor in "woman's hour," she has left her impress upon the American nation that tells its story every day in high places, in clean manhood and womanhood, in conception of duty and inherent knowledge of right and wrong.

In Texas, perhaps more than any state, for a period between the 70's and 1900, women knew great hardships by reason of the scant population of a Cattle Country. The dangers which the early settlers passed through had their heroism, but none greater than those of times of greater personal safety and less companionship.

The frontier woman is disappearing as lonely wastes become more rare, but even in the improved environment she is yet one of the sturdy glories of American motherhood.

And now to the Cow Boys:

Early American cowboy history, particularly in the Northwest, comes to us largely in the way of stories of "shoot-ups" and drunks, which even then were a mighty small part of a hard working life. Men, too, from all walks of life, many of them who had to leave their own country, but all with a spice of daredeviltry, sought the wild free life in which, when on dress parade, they tried to live up to the reputation of being "Wild and woolly." The "Bad Man" often hung his hat up on their hook, and the "Rustler" often was a "puncher"—had to know the business to do his thieving. So with many the idea of the cowboy still suggests, helped by the movies, a rather tough bunch.

Nothing could be farther from the truth of the cowboy of the past twenty years. As in any walk in life some of them like booze, but that is growing into disuse and a much smaller percentage of cowboys abuse liquor than in everyday walks in life.

They are as a class an industrious, hardworking lot of men with a strict sense of right and wrong—with the deepest respect for property, law and order and fairness and respectability. It is a custom to drive young girls ten miles to a dance, often leaving home after dark and returning in the dark through lonesome pastures. Mothers do not hesitate to let their daughters go, and in all the years of the writer's frontier work he has never known of an instance where the custom has been abused, and he recalls what one mother said to him: "My girl is safer riding ten miles with one of these boys in the pasture than walking three blocks in the city."

The cowboys that I have known have, as a class, been men whom it has been a privilege to know; some of them have been the dearest friends of my life, and it has been a great haven of rest to me to have lived in the midst of their great simple-hearted lives.

## STOCK FARMS AND SMALL RANCHES FROM SPUR RANCH LANDS

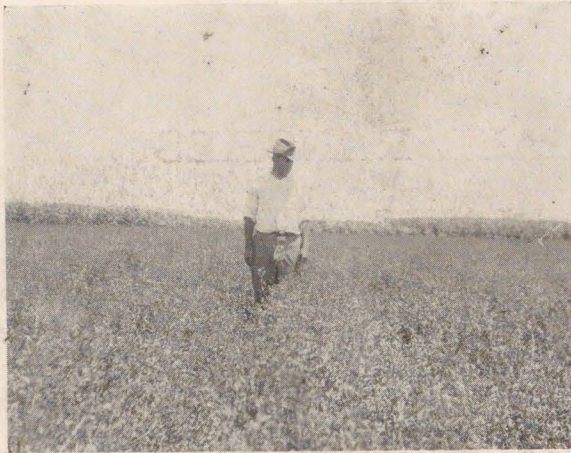
This famous West Texas cattle ranch has been sub-divided, and from it the man who is looking for a location for small stock ranches has a wide range of selection from which to secure tracts in size and character to meet his needs.

We offer this opportunity with wide areas of ranch lands which have for many years been sending to the markets well-bred and well-matured cattle, big in bone and heavy in flesh. Breeding and range conditions here are perfect; nutritious grasses in great variety; abundant protection—above the quarantine line. Water easily and reliably procured; invigorating climate; good rainfall; light winters; quick run to market (two shipping stations within the lands) combine to make it unexcelled for stockraising. The proof is on the range at all seasons of the year. The lands are below the plains, in the rolling country in the upper Brazos drainage.

With the grazing land we can furnish any desired percentage of adjoining high class farming land for raising winter feed, maize, kaffir corn and sorghum, pasture grasses, etc.

The best informed cattlemen look for a continuance of high prices for the future. Slaughter is now exceeding production, and there will always be an eager market for finished beef. The signs of the times all point to the wisdom in raising calves instead of buying them. The profitable result of the business is assured; the nature of the business is appealing. The lands in the Corn Belt are too expensive for the purpose. Leasing can no longer be depended upon.

A stock farm within the Spur Ranch is at once a profitable investment, and the basis of a splendid living. Price varies with the percentage and character of farming land included. Terms one-fifth down, balance in one, two, three, four, five and six years—notes payable on or before maturity.



UNIRRIGATED ALFALFA, SPUR, TEXAS

## SPUR FARM LANDS

To the man who wishes to engage in straight farming, we offer high class farm lands, suited to a great variety of crops, and sold on same terms. The farmers here are prosperous and contented, and the reliable production of these lands is proven by the many successive years of good results on farms within the body. Character of land, productiveness of soil, prices and terms considered, there is no better proposition anywhere for the man who is seeking a farming home. A farmer can own six to eight acres of fine land here for the present price of one in the Corn Belt. He can farm more acres and increase his income. The renter can become master of his own acres.

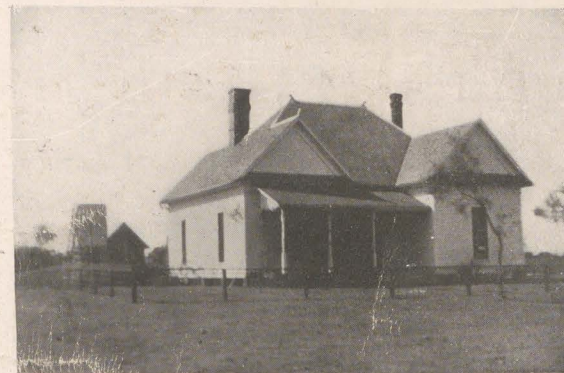
Any good farmer can make these lands pay themselves out at the prices and terms offered. The lands and conditions will stand the thorough investigation which every careful farmer will give before deciding to buy a home.

The citizenship of the country is good, with ample school and church facilities provided.

It will be a pleasure to send detailed information and free illustrated booklet upon application.

CHAS. A. JONES,  
Spur, Dickens County, Texas.  
Manager for S. M. Swenson & Sons.

See following pages for illustrations in connection with Spur Farm Lands.



The Home.



The Barn.

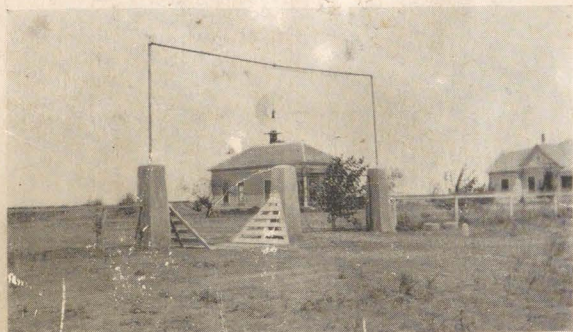


Iron Pool Fed by Windmill.

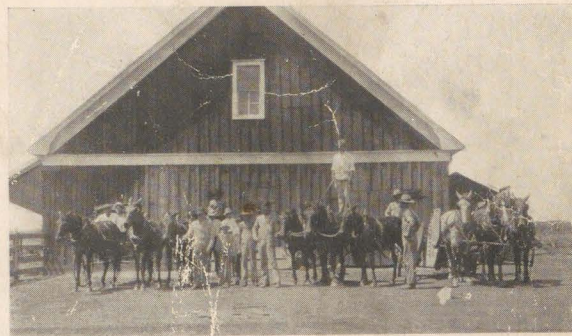


A Spur Ranch Field of White Kaffir Corn. Note the character and abundance of grain and roughness.

Scenes from a Representative Small Ranch. The Spur Ranch offers Wonderful Opportunities for Similar Ranches, in Extent to Suit the Purchaser. All of the Ranch Scenes in this Booklet are Typical of the Spur Ranch Country, as Illustrations are Made from Views on it or at Neighboring Ranches.



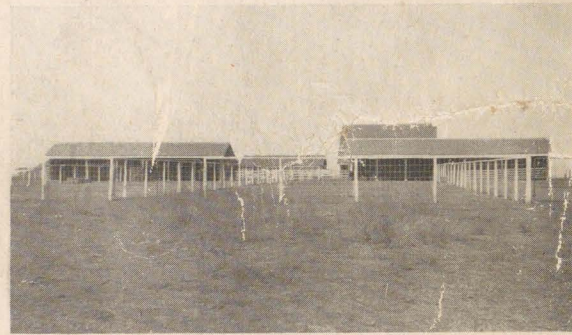
Entrance—Spur Experiment Station.



Harvest Crew—and showing substantial type of barns used.



A corner of the young orchard.



A section of sheep sheds.

The well equipped and ably managed State Experiment Station at Spur, owned and operated by the State of Texas, offers inestimable advantages to farmers and stock raisers.

One of, if not the largest in the State, the Spur Station has the added importance of practical experiment work in the breeding and feeding of live stock as well as extensive work in agriculture.