



PRETTY BOY II literally lived up to his name when exhibited in 1938 at the Southwestern Exposition and Fat Stock Show at Fort Worth by Gordon Grote, Mason County 4-H Club youth. Judges thought the Mason County calf was the prettiest of the lot and Grote's efforts were climaxed with the animal being awarded the grand championship. The Hereford calf, bred by M. E. Grote, is pictured above with its youthful exhibitor. The price paid, \$1.16 a pound, set a 1938 high for show calves in Texas. A consistent exhibitor at the San Angelo Fat Stock Show, young Grote's gross total income from six years' efforts as a 4-H Club boy brought \$1,471 from prizes and \$7,994 from sales of 52 calves. He is studying animal husbandry now at A. & M. College.

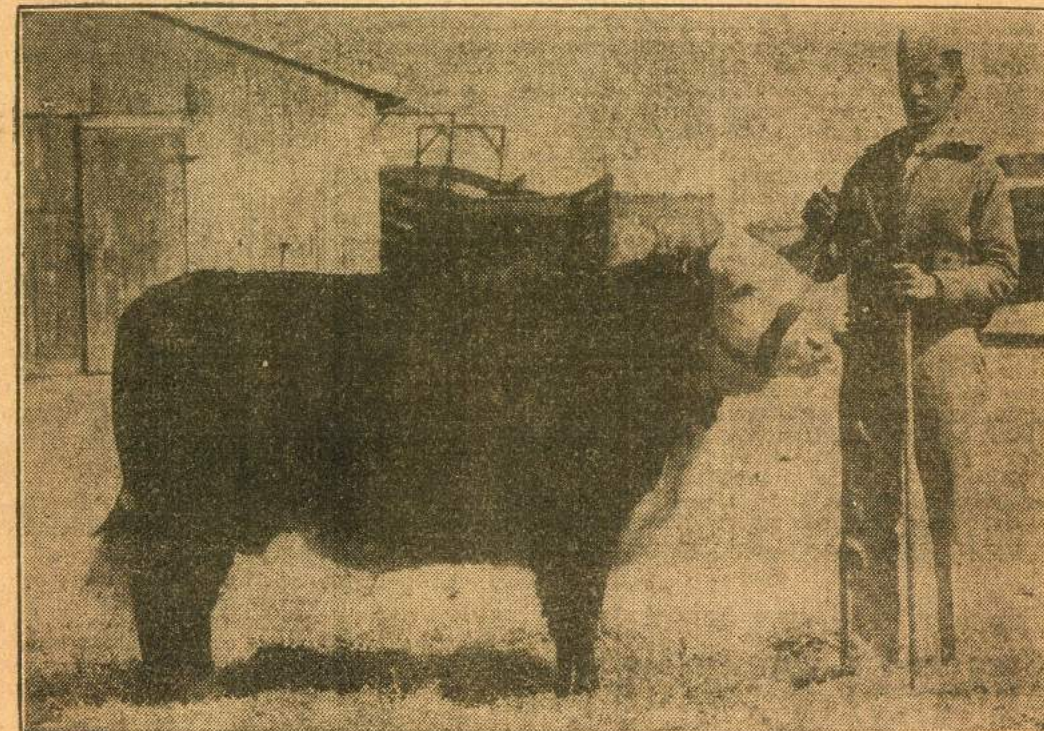


MASON COUNTY flung its Hereford banner high in the air in 1937 when J. D. Jordan exhibited Texas Tpy eto win grand championship honors at the American Royal Livestock Exhibition in Kansas City. The winners are shown above. The Jordan name, already a popular one in Hereford circles, was further entrenched by the victory, as the calf came from the herd of Frank Jordan. He now is a sophomore at A. & M. College, studying animal husbandry.

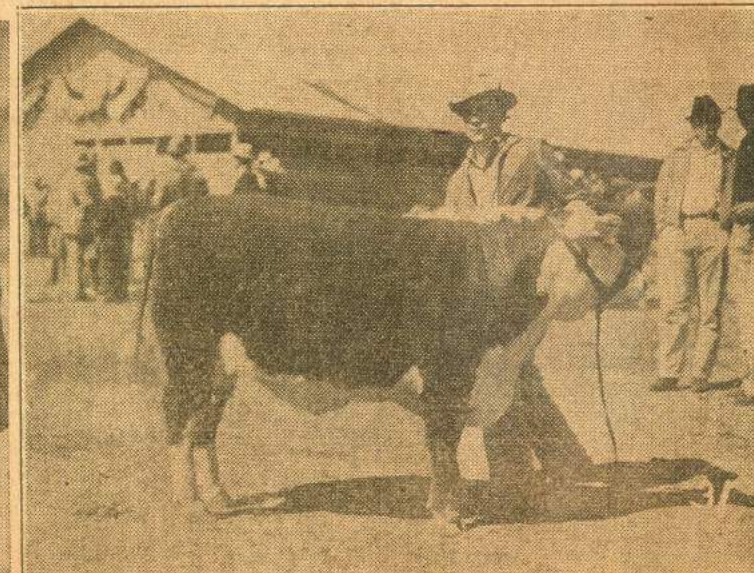
GRAND CHAMPIONS ALL—

MASON COUNTY

4-H CLUB BOYS AND HEREFORD CALVES

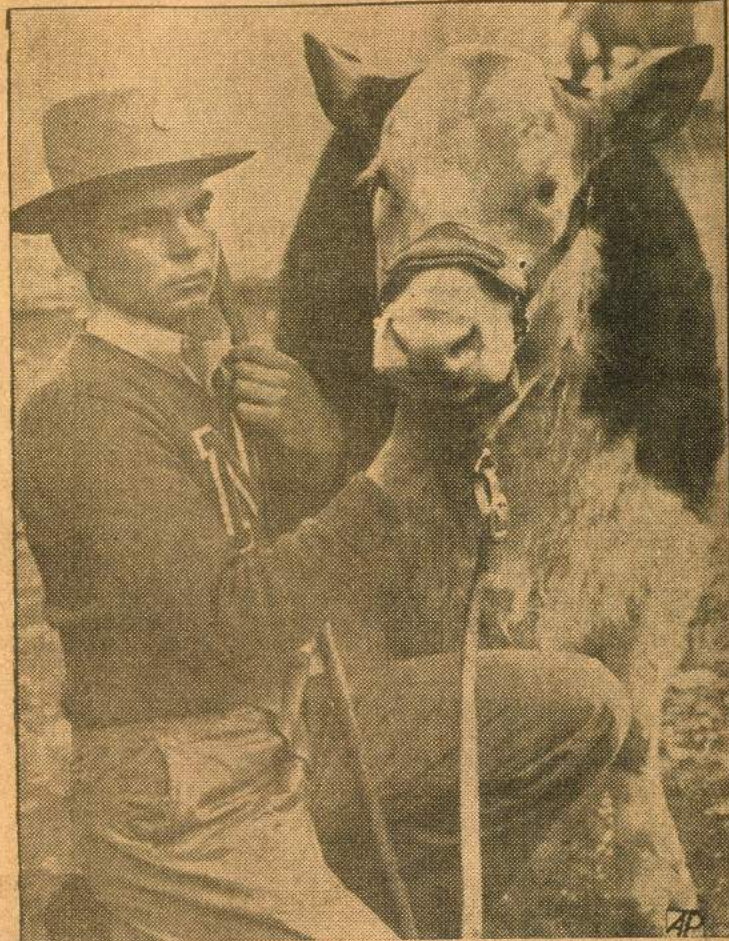


THE BEST IN THE LOT at the Amarillo Fat Stock Show in 1935 was "J. D. Special," shown above with its 14-year-old exhibitor, J. D. Jordan, the Mason County 4-H Club boy whose winnings became synonymous with Hereford shows throughout the nation. The calf shown above, from the herd of Frank Jordan, sold at the Amarillo event for \$508.



HEREFORD PRIZE EARNINGS during 4-H Club days in Mason County provided funds with which James Grote of Mason attended Texas A. & M. College, where he continued livestock studies. The young winner is pictured above with his calf which won grand championship honors in 1935 at the San Angelo Fat Stock Show. The winning calf was from the herd of his father, M. E. Grote. He had little difficulty at A. & M. in becoming a member of the college judging team, and scored fourth place in individual competition at the International Livestock Exposition at Chicago.

BLUE RIBBONS, a habit with Mason County 4-H Club boys, were pinned on the Hereford calf pictured above at the 12th annual Interstate Junior Livestock Show in San Francisco last year, with the final one being symbolic of grand championship honors. Its exhibitor, Marvin McMillan, Jr., is shown holding the prize animal and at his side is John Burns, Fort Worth, who judged the show. The calf was selected by young McMillan from the herd of Fitzsimmons Land and Cattle Co. of Llano.



LOVE FOR TEXAS is shown by Mason County 4-H Club boy winners in the naming of their championship calves. Clifford Jordan is pictured above with Texas Superior, a Hereford that took reserve grand champion honors at the Denver show in 1939 and then went on to the Golden Gate Livestock Show in San Francisco to cop the grand championship.



SAN ANGELO hailed a Mason County winner in 1937, when Clifford Jordan won grand championship honors with Jordan's Famous, with whom he is pictured above. The calf, from the D. A. Jordan herd, commanded 50 cents a pound when it sold after the San Angelo event. Mason County 4-H Club boys have been consistent winners at the San Angelo Fat Stock Show.



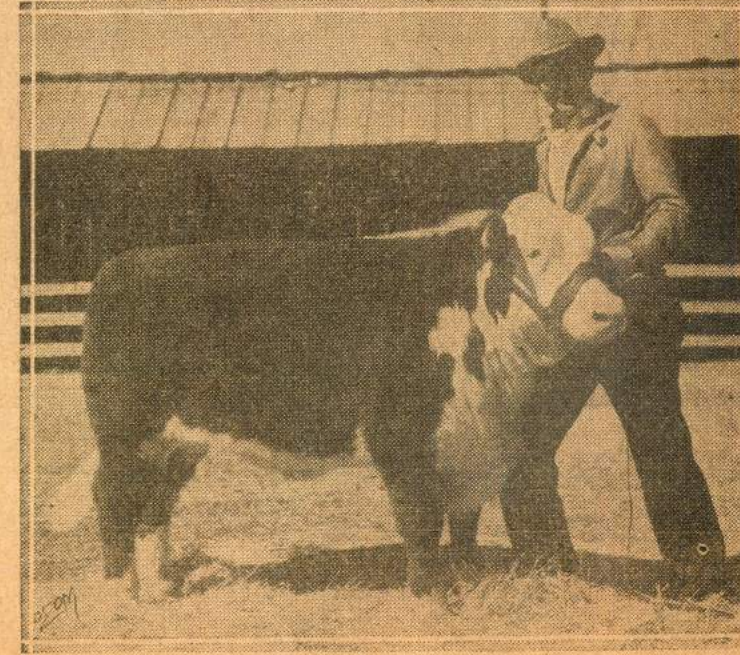
ANOTHER GRAND CHAMPIONSHIP went to Mason County in 1937 when Byron Eckert exhibited the No. 1 Hereford steer at the Fort Worth Fat Stock Show. The proud exhibitor and the winning calf, selected from the K. M. and Elgin Eckert herd, are pictured above. Popularity of the winner at the Fort Worth exposition is shown by the fact the Mason County winner sold at \$11.12 1/2 cents a pound—a healthy premium for long days of effort to produce a winner. The victory added further laurels to the Hereford breeding and feeding ability of another member of the Eckert family. He is a sophomore now at the University of Texas, studying law.

CONSISTENT winnings in Hereford shows throughout the nation were registered in behalf of Mason County during the 4-H Club days of J. D. Jordan, pictured above with a winner which brought him 66 cents a pound at the Amarillo Fat Stock Show. Another view of young Jordan and the championship calf is shown at the right, top of page.

His winnings were registered at San Angelo, Fort Worth, Mason, Amarillo, at the Centennial Show in Dallas, and at the American Royal in Kansas City, giving the name of his family and his county a special page in Hereford history of the Southwest.



MAYFIELD KOTHMANN, Mason County 4-H Club boy, took nation's top honors in 1939 by winning the grand championship of International Livestock Exposition at Chicago with his prize Hereford calf, Lucky Boy II. The youthful feeder and the winning calf, pictured above, topped the class from 2,000 entries at Chicago. His Lucky Boy took top honors in 1938 at the American Royal in Kansas City, and Lucky Boy III now is on feed in Mason County, to be exhibited in 1940. The International winner came from the herd of K. M. and Elgin Eckert. Young Kothmann was feted in San Angelo last Dec. 27 at the "Winners Banquet" sponsored by the San Angelo Fat Stock Show and is to be honorary judge of the Hereford division at the Fat Stock Show here in March.

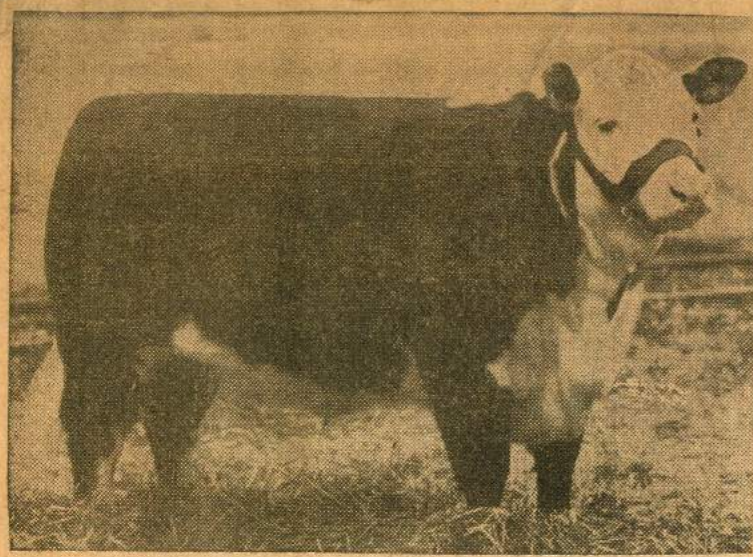


ANOTHER CHAMPIONSHIP for a Mason County 4-H Club boy was won at the El Paso Fat Stock Show, the prize animal being pictured with Sammie Hoerster, the exhibitor, above. It had been selected from the E. Kothmann herd and the young feeder parted company with the winner when it was sold to the El Paso Chamber of Commerce for \$700. The calf had been donated to the Mason County boys by a chemical concern in recognition of outstanding feeding efforts, and young Hoerster was selected as its feeder in 1935. He attended A. & M. College two years and is a third year student in University of Texas, Medical Branch, Galveston.

GRAND CHAMPIONSHIP honors at the National Western Livestock Show in Denver in 1938 were copped by a Mason County 4-H Club boy when Gordon Grote exhibited Pretty Boy, with which he is pictured above. The calf came from the herd of M. E. Grote and added laurels to the far-flung Mason County winnings.



The Southwest lauded the Mason County entry at the 1939 Fort Worth Fat Stock Show, when Oliver Grote exhibited the grand championship calf from the herd of M. E. Grote. The young winner and the best calf of the lot are pictured above with Paul Whiteman, orchestra leader and other admirers.



August Jordan and his 880-pound Hereford which took first honors at the San Angelo Fat Stock Show in 1934 are shown, upper left, before the calf, from the August Jordan herd, sold for 60 cents a pound. Upper right pictures Mayfield Kothmann and Lucky Boy 1st, grand champion at the 1938 American Royal in Kansas City. The calf, from the Frank Jordan herd, sold at \$1 a pound. At extreme left is the 1933 grand champion of both the San Angelo and Fort Worth fat stock shows, shown without its exhibitor, J. D. Jordan, Mason County 4-H boy, who picked the winner from E. O. Kothmann's herd. It sold at Fort Worth, weighing 860 pounds, at \$1.50 a pound.

Wherever stock shows are held, whether they be on the Pacific Coast, at the American Royal in Kansas, the International in Chicago, or in the Hereford country of West Texas, the judges can't take their eyes off Mason County 4-H Club entries. Such success not only reflects on the boy exhibitors and County Agent Frank Newsom for his guidance, but on the fine Hereford herds in Mason County, from which they are selected for feeding as calves. Blue ribbons, emblematic of championships, have become the trademark of Mason County.



Mayfield Kothmann and his 1938 Amarillo winner, from the herd of K. M. and Elgin Eckert which sold at 66 cents a pound, are shown above, left. Victor Lehmborg and his San Angelo champion in 1938, herd by Robert Priess, are picture above, right.

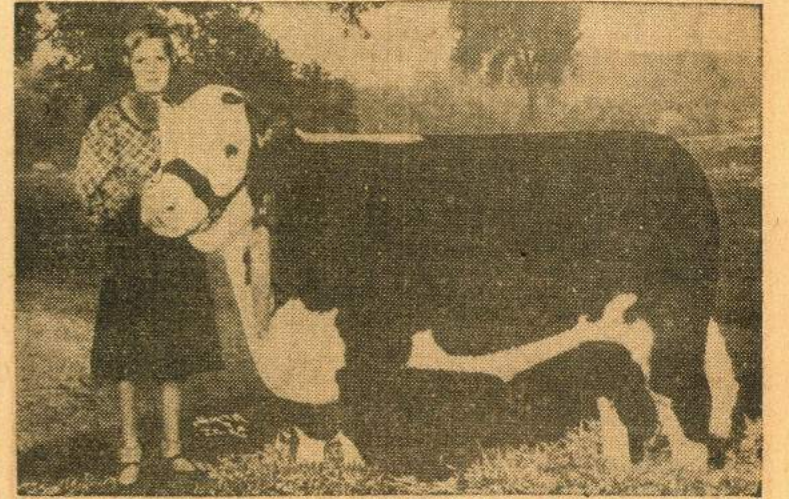


The happy exhibitor above is Franklin Hoerster, Mason County 4-H Club boy, whose Mason's Pride, bred by Elwood Kothmann, won the 1939 grand championship at Houston, selling for 80 cents a pound. At the left are the grand champion car lots of Hereford fat steer calves, the top picture showing Grote Brothers' 1936 winners at Fort Worth; below, the open class winners at Fort Worth in 1939, fed by Oliver Grote, who picked them from the M. C. Grote herd. Whether shown as prime individuals, or in carload lots, one has become accustomed to finding the Hereford show winner a result of Mason County 4-H Club boy efforts. Top breeding plus scientific and intensive feeding procedures have brought honor and glory to Mason County.



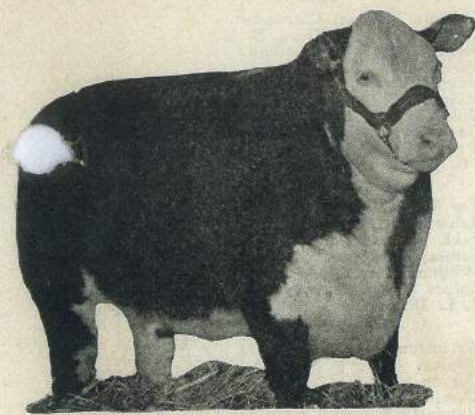
Clifford Jordan, Mason 4-H Club boy, and his 1938 grand champion Hereford at Houston, picked from the D. A. Jordan herd, are shown above. J. D. Jordan and his 1937 San Antonio grand champion, Lone Star, from the Frank Jordan herd, which sold at 60 cents a pound, are shown below.

The Jordan family of Mason County is known throughout the cattle country, the boys for their feeding victories in livestock shows and elder members for the excellent breeding of Hereford herds, from which the winners have been selected.

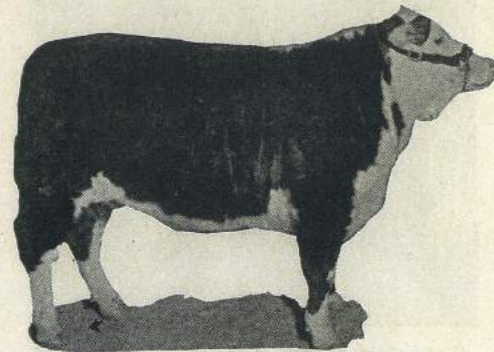


Hazel Hoerster of Mason County showed "Hazel's Repeater" to the grand championship at Houston in 1933, the 800-pound Hereford selling at 50 cents a pound. They are pictured above, top, while the bottom picture shows John Carleton Eckert and his San Antonio grand champion, Popeye, in 1939, which sold for \$1.21 a pound. It was bred by K. M. and Elgin Eckert.

Purina Salutes the Winners



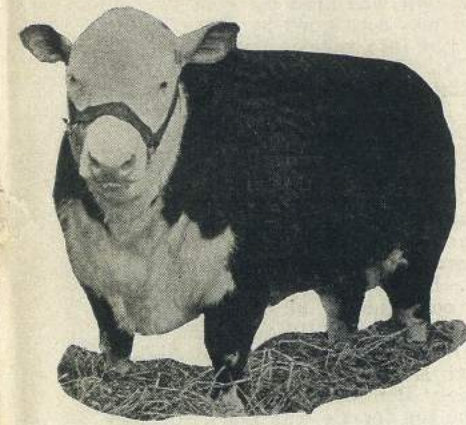
Grand Champion Calf, San Francisco
Fed by Clifford Jordan



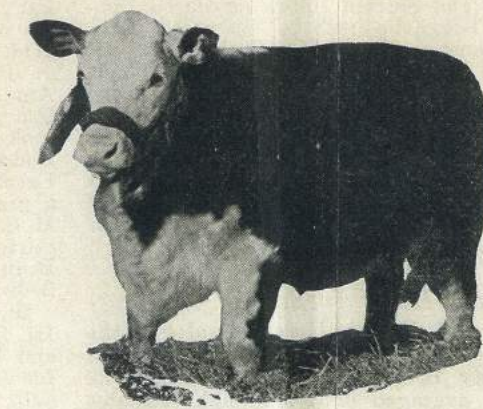
Grand Champion Calf, Houston
Fed by Franklin Hoerster



Grand Champion Calf, Amarillo
Fed by Stanley Plueneke



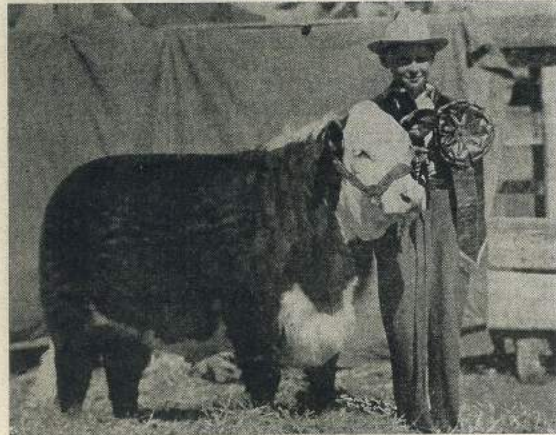
Grand Champion Calf, San Antonio
Fed by John Carlton Eckert



Grand Champion Calf, San Angelo
Fed by Oliver Grote



Grand Champion Calf, Kansas City
Fed by Mayfield Kothmann



Grand Champion Calf, Fort Worth
Fed by Oliver Grote

Mason, Texas
March 17, 1939

Purina Mills
Fort Worth, Texas

Gentlemen:

I am sure you will be glad to know that Purina Steer Fatena and Purina Omolene was an important part of the ration of my 1939 Grand Champion Fat Steer and my Grand Champion Carload of Fat Steers at the Fort Worth Fat Stock Show.

I do not believe that I could have obtained the smooth, firm finish that these calves had without the help of Steer Fatena and Omolene.

These calves were all from the breeding stock of my father, M. E. Grote, and we are both mighty well sold on the results we get year after year from feeding Purina Products. As you know, my brother Gordon had the Grand Champion steer at last year's Fort Worth Show.

Yours truly,
Oliver Grote

We congratulate these Mason county boys who have brought honor to the State of Texas by winning these Grand Championships at all of these outstanding shows.

We are proud of the fact that Purina Chows were an important part of the ration fed by all the winners shown here.

It's hard to beat a combination of *Good Stock, Good Management and Good Feed.*



FRANK NEWSOM
County Agent
Advisor to 4-H Club
boys in Mason
county.



Champion Carlot Fat Calves, Fort Worth
Fed by Oliver Grote



Purina Steer Fatena, a fattening and finishing supplement to home grains, is fed by leading cattle feeders in the Southwest and in the Corn Belt. It is a notable fact that almost daily Steer-Fatena-fed cattle are market toppers at many of the principal livestock markets of the country.

Purina Cattle Checkers, the well known range feed, has been a favorite of Texas Ranchmen for many years. Cattle Checkers provides a scientifically balanced feed that brings cattle through the winter in better condition, means bigger and better calf crops.



Purina Mills maintains a feeding advisory service available for livestock feeders. If you would like information on rations for fattening steers or calves, creep-feeding calves, etc., write—

Purina Mills, Fort Worth, Texas

Again Purina Salutes the Winners



Grand Champion—Amarillo
Fed and Shown by Rae Lehmborg
Mason, Texas



Reserve Grand Champion
1939 International—Chicago
Fed and Shown by Jack Baker, Bluff Dale, Texas



Grand Champion, San Antonio
Fed and Shown by Fritz E. Lehmborg, Mason, Texas
Frank Newsom, County Agent, Mason County
Shown in Picture With Lehmborg



First Prize Carlot in Their Weight Class,
Fort Worth
Bred, Fed and Shown by
Brook Hereford Ranch
Brady, Texas

Mr. Jas. M. Brook, Prominent Hereford breeder,
also Pres. Texas Hereford Breeders Assn.,
says—

“We have been wintering our cattle on Cattle
Checkers since the fall of 1933.

“We have fed hundreds of tons of various
kinds of feeds on the range from time to time
and have never found anything we like as well
as your Cattle Checkers.

“We fed out the first prize carlot in their
weight class for the 1940 Fort Worth Show.
Purina was an important part of the ration.

“Purina products are also used in the feeding
of our registered cattle, resulting in fine growth,
bloom and finish.”



GRAND CHAMPION FAT STEER
1939 International, Chicago
Fed and Shown by Mayfield Kothmann, Mason, Texas

Mr. Grote has this to say about his results with
Purina—

“For the last five years we have had the
Grand Champion Carload of fat steers at the
Fort Worth Fat Stock Show.

“During the past six years my brothers and
I have had seven Grand Champions on individ-
ual steers including Grand Champions of the
1938 and 1939 Fort Worth Shows.

“My brothers and I have always used Purina
in our rations and we do not believe we could
have won so many times without the help of
these feeds.”



Grand Champion Carlot Fat Steers
Fort Worth
Fed and Shown by Oliver Grote
Mason, Texas



Purina Steer Fatena is a fattening and fin-
ishing supplement to home grains. It is a
notable fact that so many winners at the big
shows as well as market toppers at principal
livestock markets are fed Purina.

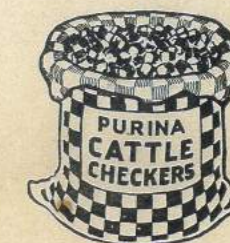


We congratulate these winners who have brought added
honor to Texas by their outstanding achievements
at these big shows.

We are proud of the fact Purina Chows were an important
part of their ration. Good stock—good management
and good feed make a winning combination.



Purina Cattle Checkers, the well known
range feed, is fed year after year by many of
the leading ranchmen of the Southwest.
These steady customers are the best evidence
that Cattle Checkers do a good job.



Our feeding advisory service is available to all livestock feeders. If you want information on rations for fattening or for feeding on the range, either cattle or sheep—Write

PURINA MILLS, Fort Worth, Texas

Raising Champ Steer Is Like Coaching Grid Team,' Says Winning County Agent



Oliver Grote and His Winning 'Real Prince'

Mason Folk Mighty Proud After Lad Bags Blue Ribbons

Mason County folk are bursting with pride today.

When little Oliver Grote towed his grand champion steer out of the stock show arena yesterday, it was the fifth grand champion to be acclaimed from Mason County in six years.

Such a record can't be an accident.

Yet, if you're going to believe the man responsible for this consistent winning, it all looks amazingly simple. Lean-faced, lanky Frank Newsom, Mason county agent, disclaims any secret formula. Just follow a few rules," says he, "and you come out with a winner."

Like Training Team

Frank compares bringing up a grand champion steer to whipping a football team into championship caliber.

"First you have to have the material," he explains. "Dutch

Steers Judged by Meat Quality

What makes a grand champ? The curling and the manuring that the prize animals get before they parade to the arena?

No, nothing like that. Primping doesn't enter into it, says John C. Burns, the first steer judge of the Fat Stock Show.

"I select the steer that will yield the highest percentage of the best quality carcass, combined with balance of conformation and smoothness," he says.

He examines first the loins, ribs and hindquarters, because they furnish the highest priced cuts of beef, and he also looks for thickness and firmness of flesh—which indicate a high percentage of lean and "well-marbled" tender meat.

Meyer can tell you that."

He pointed at the plump brown-coated steer that had just been named grand champion.

"We had 'Real Prince' selected as top calf of the bunch when it was about three weeks old. It stood out like a sore thumb.

Boys Coached

Then the county agent told how he coached his 4-H Club boys to bring in champion stock. First comes enthusiasm. The boys must be encouraged when they are low in spirits after long hours of seemingly profitless work. A view of the championship goal is kept before them continuously.

Parents must co-operate without actually doing the work and relieving the boys of responsibility. Mr. Newsom described his visits of inspection at 30-day intervals to check on progress of weight and feeding rations. "If the weight isn't exactly right, I come back oftener until it is," he said. "Feeding must be as regular as that of a six-week-old baby."

Four Champions

When you get a boy to watch over his baby beef unceasingly, without any lag in interest, the result is a star pupil like Oliver Grote. The freckled youngster brought a whole carload of baby beeves to the show, came out with first place in the senior and junior classes, grand champion of 4-H, champion Hereford and finally the grand champion of the show.

County Agent Newsom has other pupils who have "brought home the bacon" this year. There is Franklin Hoerster, whose steer won the grand championship at the Houston show; Stanley Pleunneke, grand champion winner at Amarillo this year; John Carlton Eckert, grand champion win-

Champion Steer Brings \$1.26 Lb. at Fort Worth

FORT WORTH, Tex., March 17 (P).—The grand champion steer of the 1939 Southwestern Exposition and Fat Stock Show brought \$1.26 a pound at the auction here today.

The purchaser of the 850-pound Hereford, shown by 11-year-old Oliver Grote of Mason County, was the Pabst Brewing Company of Chicago.

The price was the highest of any of the shows during the current season and topped by 10 cents the price paid for the grand champion steer here last year when Gordon Grote, brother of the exhibitor of the 1939 champion, was the winner.

The reserve grand champion of this year's show, an Aberdeen Angus shown by Oklahoma A. & M. College, was sold to Hotel Texas on a bid of 26 cents per pound. Henry Love, manager, entered the winning bid.

Champion shorthorn steer in the boys' baby beef club, fed and exhibited by Gus Goesch of Whitney, also went to Hotel Texas on a bid of 20 cents a pound.

Fort Worth Kiwanis Hosts to Club Boys

County Agent Frank Newsom, Mason County 4-H Club boys and their parents, who were in Fort Worth for the stock show, were guests last Thursday of the Kiwanis Club of that city, at the club's regular weekly luncheon. Not all the boys or their parents who attended the show were in Fort Worth on Thursday, but there was a nice sized delegation to attend.

Mr. Newsom spoke to the club giving a history of Mason County 4-H work and methods after which the boys were introduced and a summary of their achievements was given.

Those in attendance were Mr. and Mrs. Marvin Grote and son, Oliver, Franklin Hoerster, Mayfield Kothmann, Louis Eckert, Marvin Mc-Millan, Jr., Ernest Lehberg and Mr. Newsom. There were about 300 persons attending the luncheon. Mr. Newsom was also a guest during the week of the North Side Kiwanis Club in Fort Worth.



The sign says it all.

ANOTHER CHAMPION FOR MASON AT LARGEST SHOW

BOY WINS TOP STEER HONORS

12-Year-Old Oliver Grote
Captures Championship
From Colleges, Experts.

Steers fitted by professional feeders and agricultural colleges were forced to yield honors to an animal belonging to a 12-year-old 4-H Club boy when the purple rosette was passed out Monday to the grand champion steer of the Southwestern Exposition and Fat Stock Show by John C. Burns, Fort Worth.

The winning steer was Real Prince, a beautiful Hereford tipping the scales at 850 pounds and groomed to perfection by his young feeder, Oliver Grote, son of Mr. and Mrs. M. E. Grote of Mason.

Oliver started Real Prince on his triumphant march to fame and grand championship prominence last Saturday when he first won the Hereford championship in the Boys' Baby Beef Show and then captured the grand championship honors of the boys' show from the champion Shorthorn and Aberdeen-Angus. The final test of his showmanship and the quality of his steer came a few minutes after noon Monday when he came in competition with the champion Aberdeen-Angus steer, A Page, fitted by Oklahoma A. & M. College's animal husbandry department, a group of men who have won many honors with fat steers in all sections of the United States, and the Shorthorn champion from the well known herd of Sni-A-Bar Farms, Grain Valley, Mo., both winners in the open classes.

Grote's Calf Grand Champ At Fort Worth

FORT WORTH, March 13. (AP) — Twelve-year-old Oliver Grote's 850-pound Hereford was declared grand champion steer of the 1939 Southwestern Exposition and Fat Stock Show today.

Young Grote, Mason County 4-H Club member, is a brother of Gordon Grote, who showed the grand champion steer here last year.

Grote's championship award yesterday was his second in recent days. The youth exhibited the grand champion of the San Angelo show here week before last.

OLIVER GROTE CALF PLACES HIGHEST AT FORT WORTH

MASON BOY'S BABY BEEF HEREFORD IS WINNER

Oliver Grote, a 12-year-old 4-H Club boy from Mason County, carried off top honors in the Hereford division of the Boys' Baby Beef Show when judging of the livestock entries at the Southwestern Exposition and Fat Stock Show got under way Saturday.

Grote, younger brother of Gordon Grote, exhibitor of the grand champion steer of the 1938 exposition, was awarded the championship in the Hereford division with his entry in the junior class.

His entry in the senior class also was a first place winner.

Second place winner in the senior division, calves weighing more than 900 pounds, was taken by Russell Sadler, 4-H Club boy from Martin County.

In the junior division, for calves weighing under 900 pounds, second award went to Robbie Gill, vocational agriculture student of the Hamlin High School.

Quality of Animals High.

John C. Burns, judge of the entries in the Baby Beef Show, said the quality of the animals shown was unusually high this year. The number of exhibits entered also set a new high record, he said.

The Hereford champion steer shown by Grote, by winning today, thereby becomes eligible to compete for grand championship honors in the fat steer judging which will start Monday.

Mason County has been a consistent winner of grand championships for several years.

Judging of the baby beef exhibits was conducted in the Coliseum arena. Simultaneously in the arena 14 teams of senior college students from 12 States were competing in a livestock judging contest.

Youth Exhibits Cham- pion Carload; Sell Friday

Mason County boys have stood well at the top in all the classes they exhibited in at the Fort Worth Southwestern Exposition and Fat Stock Show which opened last Friday. Oliver Grote, 12-year-old son of Mr. and Mrs. Marvin Grote of this county has made the most sensational winnings of the year by duplicating at Fort Worth the grand championship which he was awarded at San Angelo. In addition, the boy showed the grand champion carload of the Fort Worth Show, having taken in all 18 calves to the exhibit.

It is difficult to give a resume of all the winnings and the prize money received since most of the exhibitors and County Agent Frank Newsom are still in Fort Worth where they will remain until after the auction sale tomorrow, Friday.

"Real Prince" and "Spot" were the two calves Oliver showed to win first places in junior and senior Hereford divisions of the boys 4-H show. "Real Prince, the junior first place winner was then declared grand champion of the boys' show and latter grand champion of the entire exhibit. All of the calves Oliver fed this year were of the Grote's own raising.

With a cool wind adding new zest to festivities, the Southwestern Exposition and Fat Stock Show played host Wednesday to five out-of-town delegations which converged on the city by special train and motorcade.

A majority of the visitors arrived in time to see Oliver Grote, 12, of Mason County prove he not only can make a champion out of one steer but he also can turn the trick with a dozen or more.

The 4-H Club boy, who already had won the grand championship of the show with his steer, "Real Prince," Wednesday was awarded highest honors in the carload of fat steers judging department. His entry consisted of 15 steers.

WORTH FOOD MARKET'S *Annual Meat Treat!* **THE GRAND CHAMPION CARLOAD**

The Best of Good Ol' Texas Beef—
 from "Deep in the Heart of
 Texas" Where Good
 Beef Grows!



Dressed by
 Armour & Co.
 Fed and Exhibited by
OLIVER GROTE,
 Mason, Texas

Our Policy: Best Meats
 in Fort Worth!
 Here Are the
 Grand Champs!

**NOW
 PROPERLY
 AGED**

FAT STOCK SHOW **BEEF SALE!**



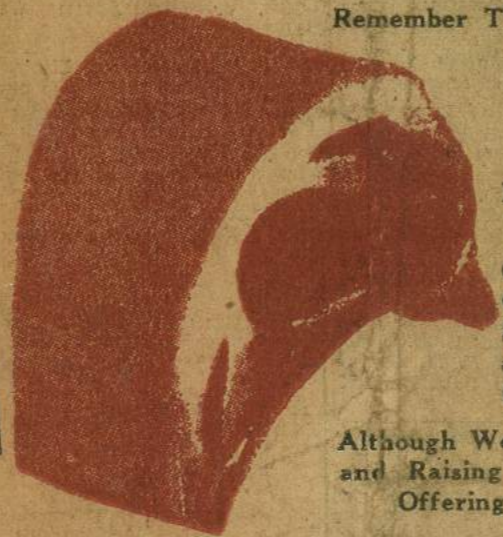
Remember This Is "Grand Champion Quality," Not Something Just as Good!
 So Get the Real Thing! **HIGHEST QUALITY!**
GRANDEST MEAT PRODUCED!

AT NO ADVANCE IN PRICE!

No Meat Will Give Your Family So Much Mealttime
 Enjoyment—Give Them That Extra Thrill!

OUR CUSTOM: Every Year at This Time We Offer
 Our Customers an Extra Special Treat—Fat Stock
 Show Beef. This Year Our Buyers Were Exception-
 ally Fortunate in Bidding Successfully for the "Grand
 Champion Carload Fat Hereford Steers" of the Show.

Although We Paid a Premium for Them to Encourage the Breeding
 and Raising of Fine Quality Cattle, Lambs and Hogs—We Are
 Offering It to You "AT PRICES OF ORDINARY BEEF"!



GRAND CHAMPION **BEEF ROASTS**

SHORT RIBLb.	19¢	Blade Rib . . .Lb.	27¢
SEVEN ROAST .Lb.	25¢	SHOULDERLb.	29¢
CHUCK ROAST .Lb.	25¢	Prime Rib . . .Lb.	31¢

GRAND CHAMPION **BEEF STEAKS**

Seven Steaks .Lb.	27¢	Club Steaks .Lb.	37¢
Round Steaks .Lb.	37¢	Rib Steaks .Lb.	37¢
Sirloin Steaks .Lb.	37¢	Porterhouse .Lb.	40¢

CAR LOT BEEF CATTLE SOLD YEAR 1941

NO	HEAR	EXHIBITOR	CONSIGNER	ORIGIN	PRIZE	WEIGHT	PRICE	YIELD	PURCHASER
15		Oliver Grote	Texas L. S. Mktg	Mason, Texas	Grand Champion	12,882	\$16.00	.6534	A & P Stores, Fort Worth, Tex. (Killed by Swift & Co)
15		P. R. Bonds	Schwartz-Corbett	Hicks, Texas	Carload Strs. Reserve Champ.	15,476	12.50	.6347	Neuhoff Brothers Packing Co Dallas, Texas.
15		P. R. Bonds	"	"	Carload Strs. 1st Prize Strs.	17,232	11.75	.6341	Safeway Stores, Ft. Worth, Tex. (Killed by Swift & Co)
15		L. R. Beckham	Texas L. S. Mktg	Abilene, Texas	1st Prize Strs	14,608	11.50	.6288	Worth Food Markets, Ft. Worth, (Killed by Armour & Co)
15		Guy Caldwell	"	"	1st Prize Hfcs.	11,776	11.50	.5951	Swift & Company
15		W. A. Davis	Daggett-Keen	Eldorado, "	Under 800 lbs 2nd Prize Strs.	18,158	10.75	.5857	Armour & Company
15		G. M. Caldwell	Texas L. S. Mktg	Abilene, "	Over 1150 lbs 2nd Prize Strs.	16,660	11.25	.6325	A & P Stores, Fort Worth, Tex. (Killed by Swift & Co)
15		Miss Mildred Caldwell	"	"	2nd Prize Hfcs.	12,154	10.50	.6089	Armour & Company
15		Guy Caldwell	"	"	Under 800 lbs. 3rd Prize Strs.	16,320	11.00	.6276	Swift & Company
15		Jim Herring	Daggett-Keen	McGregor, "	1051 to 1150 lbs. 3rd Prize Hfcs.	10,534	10.25	.5916	Armour & Company
					Under 800 lbs.				



STOCK SHOW WINNERS—Lower right: Edward Roeder, Yorktown, shows off "Stubby," grand champion steer calf of show. Above left: Leo Turner and calf, winner of milk fed class under 850 pounds. Upper center: Oliver Grote, Mason, and show reserve champion. Upper right: Two information girls get a shine. Left to right, they are Evelyn Johnson, 427 University Avenue, and Virginia Morehouse, 746 Patterson Avenue.



FORT WORTH STAR-TELEGRAM—SUNDAY

Proud Exhibitors and Buyers Look Over Record-Price Champions



Henry Love, manager of Hotel Texas, at right, takes a look at the grand champion of the show, which he purchased at \$2 a pound after spirited bidding with Harry W. Chesley Jr. of Chicago, representative of the Pabst Brewing Company. Chesley, at left, stands by the reserve champion which he purchased on a bid of 59 cents a pound. Standing between the two champions, left to right, are C. C. Crumpley and R. G. Brantley, both of the Dallas office of Pabst Brewing Company.

Auction of Champions Set Today

'Sweetwater's Best' to Lead
Parade of Bluebloods to
Ring; High Prices Due.

Hundreds of Buyers Are
Expected to Bid on Stock;
Reserve Winner on List.

Champions and grand champions will be as common as ordinary animals Friday morning when several hundred buyers gather at the auction ring at the Southwestern Exposition and Fat Stock Show to bid in the greatest annual auction sale in the history of the show.

Leading the parade of champions at 9 a. m. will be "Sweetwater's Best," grand champion steer of the show. Kenneth Lewis, Nolan County 4-H Club boy from Sweetwater, brought the steer here to be shown in the club class for Herefords weighing over 900 pounds, and went on to take the grand championship from three open class animals.

The grand champion of the show last year sold for \$1.26 a pound, the top price paid in sales up to that time in 1939, but well under the \$3.35 a pound paid at the 1938 International in Chicago, where traditionally the top price is brought.

Chance for Big Price.

At the International last December, however, the grand champion steer, a Hereford from Mason County, was sold for only \$1.35 a pound. Four times in the last 10 years the top steer at the Fort Worth show has sold for more than that price, and there is a chance that "Sweetwater's Best" will go under the hammer of Auctioneer Earl Gartin for a price to top that of the International.

After the grand champion will come the reserve champion, a Hereford owned by Oliver Grote of Mason, who last year sold his grand champion here for \$1,039.50. The reserve champion at the 1939 show was sold for 26 cents a pound.

Two other leaders, the champion boys' Angus and the champion Angus steer of the open classes will be among the first animals auctioned in the cattle division. G. C. Whatley Jr. of Groom will sell his boy's champion, and James B. Hollinger of Chapman, Kan., will lead the champion Angus into the ring.

Two Lambs on List.

The grand champion lamb and the boys' champion lamb, both Southdowns, will be the only lambs auctioned off individually, the first by Dwight Winchester of Waukomis, Okla., and the second by Billy Rodgers of Lubbock.

Wayne Grogan, Deport 4-H Club boy, will sell his grand champion barrow, a 210-pound Berkshire that took both the club and the open grand championship after winning its class.

The carload sales will put up the champion lambs, barrows and fat steers on auction along with other champions and class winners. O. C. Wright of Dallas will sell the champion carload lambs, Texas Agricultural Experiment Station the barrows and Oliver Grote the champion carload fat steers.

Many Prize Winners.

The carload of fat steers last year sold at 15 cents a pound for a total of \$1,858.46, and the lambs at \$12.75 per hundred pounds for a total of \$381.27.

Also offered in the carload sales will be the first prize winner in the competition for fine wool lambs, and the blue ribbon boys' carload of fine wool lambs. Others are the second carload of milk fed lambs, and the second, third, fourth and fifth carload winners in the boys' fine wool class.

Prize carloads of steers on sale will be the first prize winners in the competitions for animals weighing over 1,175 pounds and for animals weighing 950 and 1,175 pounds, the second prize winner in the heavy division, and the second, third, fourth and fifth place carloads in the light class.

Following these champions and grand champions into the auction ring will be 252 prize winning and show steers in the Hereford, Angus and Shorthorn classes, led by 10 first prize winners from all three breeds in both open and boys' competition.

One hundred and thirty-one of these steers, which will be auctioned off as individuals, took prizes in their weight classifications.

Champions All



Best Steer



Reserve Champion



Best Angus



Best Boys' Lamb



Best Barrow



Best Carload



Best Lamb

Grand champions of the Southwestern Exposition and Fat Stock Show which will be sold at Friday's auction, top to bottom:

"Sweetwater's Best," Kenneth Lewis' Hereford and grand champion steer of the show; the reserve grand champion steer, Real Prince II, a Hereford shown by Oliver Grote, 13-year-old Mason County boy; the champion Angus steer of the boys' baby beef show, shown by G. C. Whatley Jr. of Groom; champion fat lamb of the boys' lamb show, shown by Billy Rodgers of Lubbock; the best barrow, exhibited by Wayne Grogan, Deport; champion carload of fat steers, shown by Oliver Grote, and the grand champion fat lamb of the exposition, a

MASON CALVES TOPS AT SAN ANTONIO STOCK SHOW

LEHMBERG CALF HIGHEST AWARD

Reserve Championship To M. Kothmann

Milk Fed Class First

The first class to face the judge was the heavy Milk Fed entries, open to calves weighing 850 pounds and over. Forty-two calves competed.

Fritz Lehmborg was first in this class with the calf which later took the Grand Championship. The following four places were taken by Mason County boys with Ray Lehmborg, second; Franklin Hoerster, third; Oliver Grote, fourth; Mayfield Kothmann, fifth; Billy Arledge of Roscoe, Nolan County, sixth; Grote, seventh; Delma Alford of Waeider, Gonzales County, eighth; Kenneth Lewis, Sweetwater, Nolan County, ninth; and Johnnie Hoffmann, Bexar County 4-H Club boy, tenth.

Group of Three

The group of three calves fed by one individual was the third act of the program. Marvin McMillan Jr., Mason, took first; Kenneth Lewis, Sweetwater, second; Oliver Grote, Mason, third; Franklin Hoerster, Mason, fourth; and Wesley Crenwelge, Fredericksburg, Gillespie County, fifth.

Premiums for the winners of each class, heavy and light, dry lot and each class of milk fed calves were as follows: First, \$14; second, \$12; third, \$10; fourth, \$9; fifth, \$8; sixth, \$7; 7th, \$6; eighth, \$5; ninth, \$4 and 10th, \$4. Cash awards in the group of three calves were: First place, \$14; second, \$12; third \$9; fourth, \$7, and fifth, \$6.

In addition to the cash premiums a number of special awards will be presented to winners of the 1940 show. The American Hereford Association will add 25 per cent to the premiums offered by the Stock Show Company, in the event premiums amount to \$4 or more. The award is confined to Hereford breed winners.

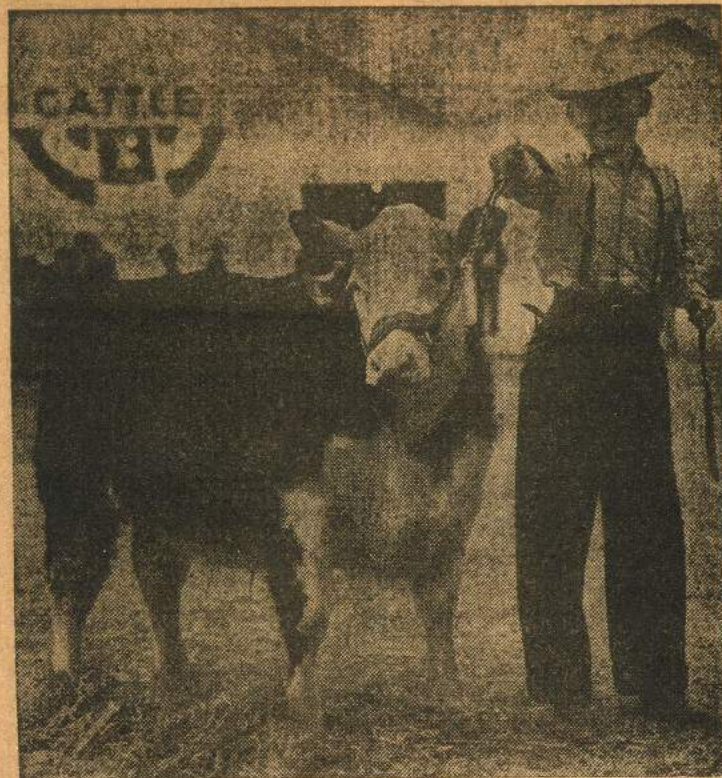
Texas, a 1,200 pound Hereford baby beef, exhibited by Fritz Lehmborg of Mason County was awarded the grand championship of the fifth annual Southwest Texas Boys' Fat Stock Show, which opened Wednesday in San Antonio.

The reserve grand champion is also a Mason County 4-H Club calf, the entry of Mayfield Kothmann, who won national fame last fall by showing the grand champion of the Chicago International Livestock Show. Both grand champion and reserve champion are herefords of Mason County raising. The grand champion is a half brother of the steer shown by young Kothmann at the International and is of K. M. and Elgin Eckert breeding. The calf won first place in the over 1,000 pound class at the recent Mason County 4-H Club Show and was awarded third place in the judging for grand championship. It is the same animal that Fritz showed at the Kansas City Royal last fall.

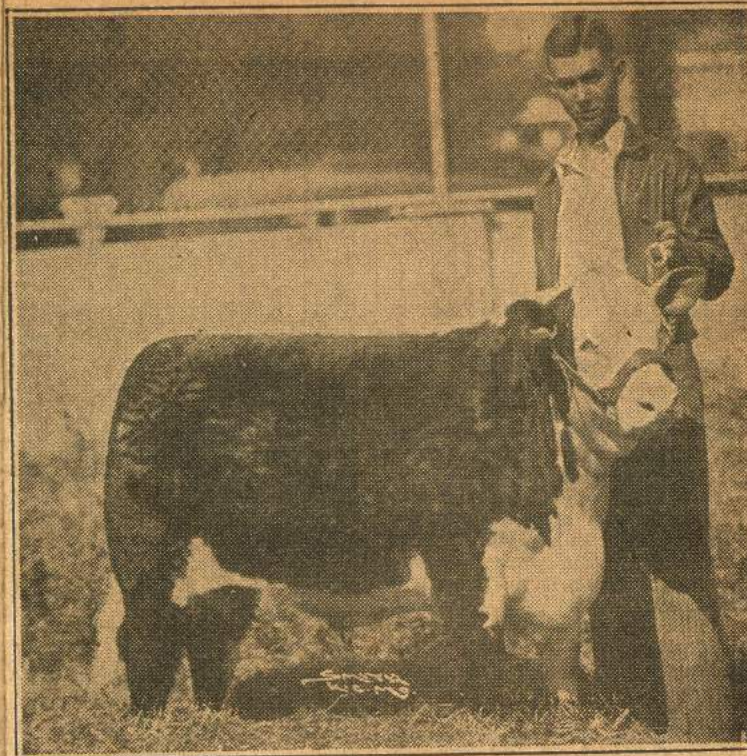
Marvin McMillan, Jr., who won first place in the class of lightweight milk fed entries, placed first on group of three calves fed by one individual with Oliver Grote's three calves placing third and Franklin Hoerster's fourth. One of R. B. Tate's 4-H Club boy feeders from Sweetwater placed second on group of three. Mr. Tate was succeeded here in 1936 as county agent by Frank N. Newsom, who is in San Antonio with his group of boys for the show.

There were 42 calves that competed in the class of heavy milk fed calves, open to animals weighing 850 pounds and over. The five top places were won by Mason County youths with the calf that was later chosen grand champion topping the list. Ray Lehmborg was second; Franklin Hoerster, third; Oliver Grote, fourth and Mayfield Kothmann fifth.

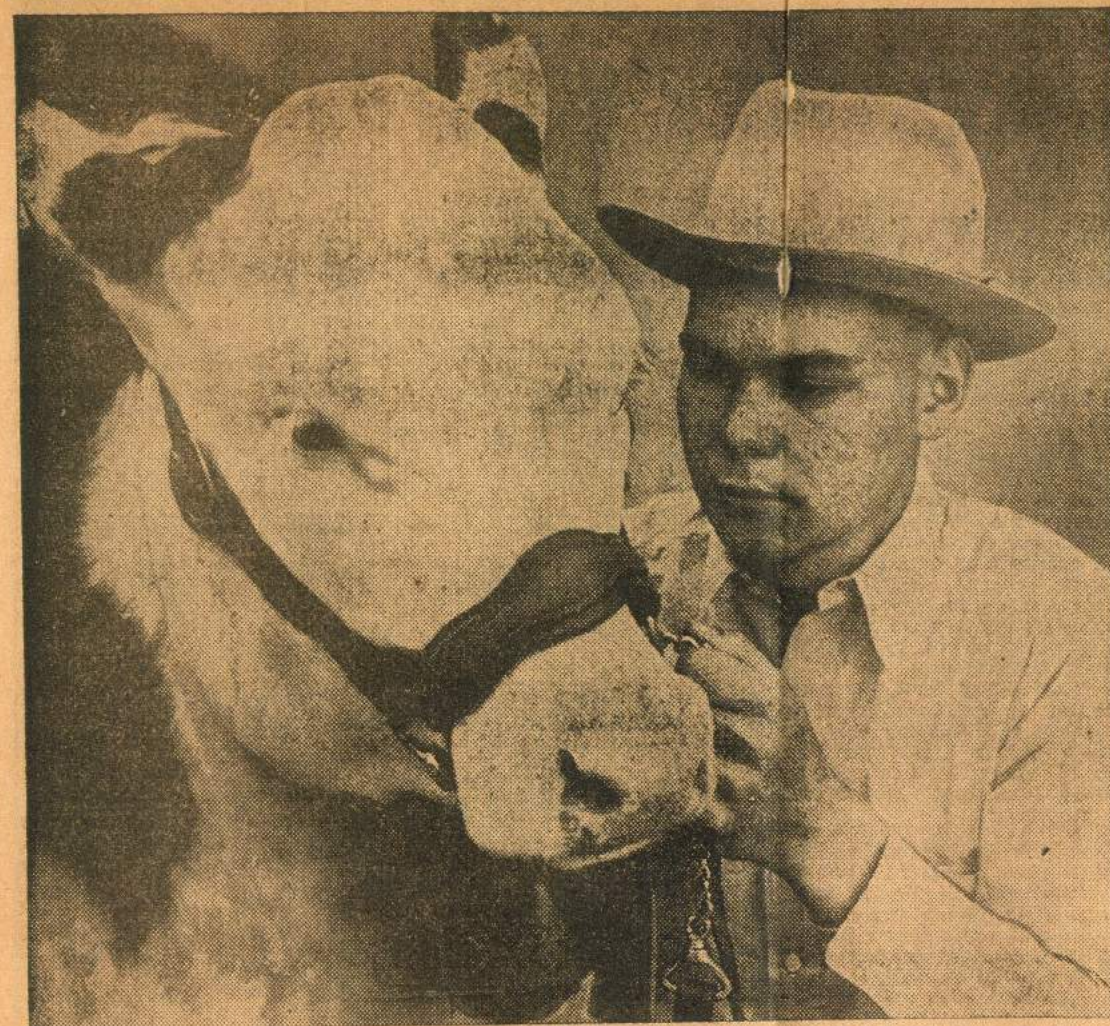
In the class of light weight milk fed calves in which Marvin McMillan, Jr.'s entry was first, Roy Henke of Kerrville was second; Louis Eckert, Jr., of Mason, third; Roy Lehmborg, fourth; McMillan, fifth; Kenneth Lewis of Sweetwater, sixth and Milton Eckert of Mason, seventh.



FIRST HONORS in the San Angelo Fat Stock Show were won in 1939 by Oliver Grote, Mason County 4-H Club youth, in exhibiting a Hereford calf from the herd of M. E. Grote. Not only did young Grote, pictured above holding the prize animal, add further honors to his county, but more firmly established his family name in the breeder-feeder history of the Southwest. Members of the Grote family have contributed much to development of Hereford herds in the Mason country.



THE WINNER OF THE YEAR was J. D. Jordan, Mason County 4-H Club boy, in 1936, when he showed Texas Pride, with which he is standing in the above picture, at the American Royal Livestock event at Kansas City. The calf, grand champion, came from the herd of Frank Jordan, and contributed toward young Jordan's being named the champion 4-H livestock boy of the southern states, which carried with it a \$200 scholarship award. A feeder from the time he was 10 years old, Jordan took prizes of \$1,116.86 on 40 calves on which his sales return aggregated \$5,420.15.

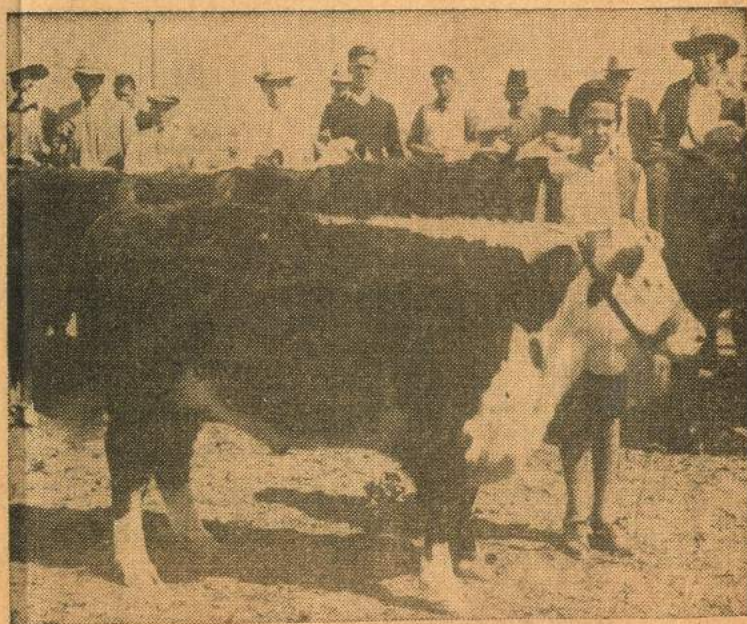


PRETTY BOY II literally lived up to his name when exhibited in 1938 at the Southwestern Exposition and Fat Stock Show at Fort Worth by Gordon Grote, Mason County 4-H Club youth. Judges thought the Mason County calf was the prettiest of the lot and Grote's efforts were climaxed with the animal being awarded the grand championship. The Hereford calf, bred by M. E. Grote, is pictured above with its youthful exhibitor. The price paid, \$1.16 a pound, set a 1938 high for show calves in Texas. A consistent exhibitor at the San Angelo Fat Stock Show, young Grote's gross total income from six years' efforts as a 4-H Club boy brought \$1,471 from prizes and \$7,994 from sales of 52 calves. He is studying animal husbandry now at A. & M. College.

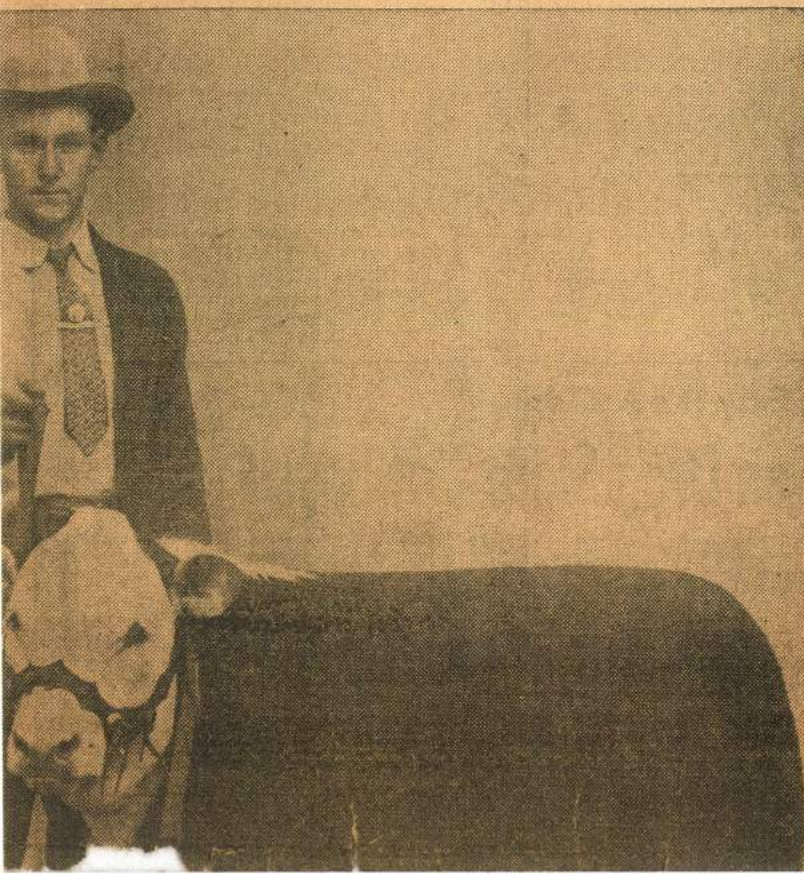


MASON COUNTY flun... 1937 when J. D. Jordan ex... p... ship honors at the A... Kansas City. The winners already a popular one in l... by the victory, as the calf e... now is a sophomore at A. &

how went to Victor Lehmborg and his Hereford calf, Robert, shown top, extreme cents a pound. At its right is Art Favorite, the calf bred by D. A. Jordan, s pictured without its exhibitor, August Jordan, who sold the winner for \$125



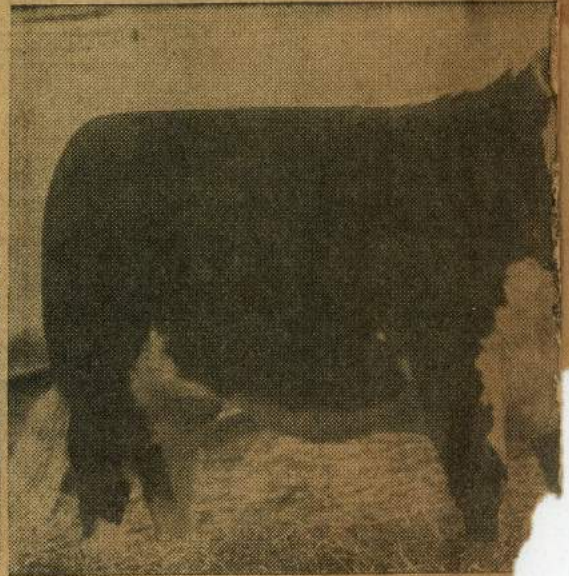
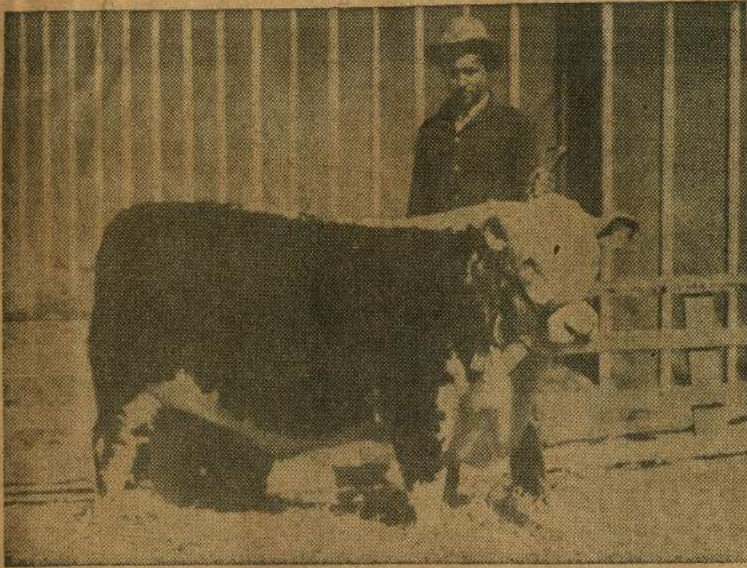
A Mason County girl showed the way in 1932 when the San Angelo Fat Stock Show was inaugurated. The winner, Audrey Fay Kidd, is shown above with the winning calf, bred by Ben P. Kidd. Besides the honor, she received 75 cents a pound when the calf was auctioned.



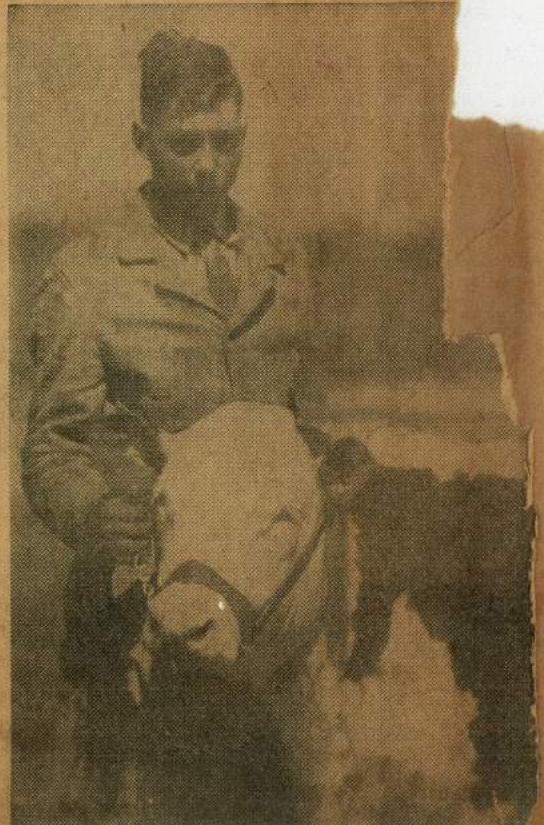
Winners Wherever Shown—

MASON COUNTY

4-H Club Boys and Prime Hereford



Grand championship honors of the 1937 A. left. The prize calf netted the Mason County which was grand champion of the 1935 For a pound.



Bobbie's Pride and its exhibitor, Byron Eckert, are shown above after

1939 EXHIBITOR AND GRAND CHAMP



This little fellow, **OLIVER GROTE**, Mason County club boy, won't be an exhibitor here this year but there'll be some of his fellow club members making competition stiff in the baby beef show. Grote is shown with his grand champion calf of the 1939 show. The lad took another calf, which was not sold here, on to the Fort Worth show and gathered in the grand champion title there, also.

**MASON CLUB CALVES
GIVEN MORE PUBLICITY**

Mason County livestock production and particularly the records made by local 4-H Club boy feeders with their baby beeves during previous years came in for a large share of attention in Sunday issues of the San Angelo Standard-Times and the Fort Worth Star-Telegram. Both newspapers issued their annual livestock editions Sunday.

The San Angelo paper carried a double page spread of pictures with brief caption beneath each illustration showing Mason County feeders and their grand champions beginning in 1932 with Miss Audrey Fay Kidd (now Mrs. Francis Kothmann) and her San Angelo show champion on through the years up to the present, including as the latest picture Mayfield Kothmann and Lucky Boy II, grand champion of the recent Chicago International Show. The heading of the fine group of pictures is "Winners Wherever Shown—Mason County 4-H Club Boys and Prime Hereford Calves."

The Fort Worth newspaper carries a complete list of grand championship winnings of Mason County feeders through the past eight years.

**MASON YOUTHS WIN BY
USING COMMON SENSE**

San Angelo Times, Oct. 30.—Those Mason boys—what's that extra something they have when it comes to feeding cattle?

That's a question heard often in the livestock circles of Texas—and the nation, for that matter, because there have been instances at national livestock shows where an owner of a seemingly champion steer would have carried off the coveted blue ribbon if it hadn't been for a Mason Hereford that looked a little better.

They do something extra, all right, County Agent Frank Newsom admits but he's quick to tell and show you that it's not a trick, but just plain horse sense—or Hereford sense. He demonstrated at the feeding pens of 13-year-old Oliver Grote, 4-H Club boy who is following in the steps of his brothers. Grote won the championship with a carload of steers at Fort Worth last March, and it was the fourth time that a Grote had won.

Newsom pointed out some things in a feed pen. There was a post oak arbor adjoining a tin roof shelter. "In the heat of the day," he said, "you'll find every steer under the arbor, where it's cool." Then Newsom pointed to automatic feeders—no loss of feed, and feed when they want it—and then he called attention to a board rail on the fence, little more than knee high off the ground. That protects the hair coat. Mason boys, like Newsom says, don't forget anything. There's even clean, inviting sand under the arbors.

Last week the diet for the pampered steers in the Grote pens was made up of the following: Forty-five per cent ground yellow corn, 10 per cent ground barley, 20 per cent shelled oats, 10 per cent of one variety of sweet feed, five per cent of another variety, 10 per cent cotton seed screenings. Rations are changed about every three weeks or 30 days.

^{NEWS} Mason Co. Herefords Win At Dallas Fair

Three Hereford calves and a registered bull were exhibited in the Dallas Fair livestock show last week from Mason County to carry off coveted honors. All three of the calves were entered by Oliver Grote and were from the herd of Marvin Grote. In the junior Hereford steer class two of the calves placed first and third and in the senior steer division fourth place while the group of three calves placed second.

The calf showing is considered good by Frank Newsom, Mason county agent, for the calves were all light and were shown just about four and a half months before they are to be ready as they are being fed for the spring shows rather than fall.

Mr. Jordan received a \$25 premium on Mason Fair Chief and Oliver Grote, who was assisted by his brother, Gordon, A. & M. College student, to show the calves, received \$40 and \$25 prizes in the junior division and \$20 for the fourth place senior calf and \$30 for the second place group racing.

Hereford Steers at Dallas.

Steers calved Jan. 1-May 31, 1938—

1. and 2. Oklahoma A. & M. College, Stillwater, Okla., on Real Tone and College Chief. 3. Silver Creek Farms, Fort Worth, on Real Silver.

Steers calved June 1-Aug. 31, 1938—

1. Jack Baker, Bluff Dale, on Superior. 2. and 4. Okla. A. & M., on Mischief Tone and Lassie's WHR. 3. John Henry Dean, Jr.

Steers calved Sept. 1-Dec. 31, 1938—

1. Winston Bros., Snyder, on Trade Mark.

2. Weaver Ivey, Richland Springs, on W. Lee O'Daniel. 3. Okla. A. & M., on TR Tone. 4. W. T. Montgomery, San Antonio, on Monty's Boy. 5. Oliver Grote, Mason, on Real Prince. 6. Texas A. & M. College, College Station, on Lucky. 7. Jack Baker, on Ned.

Steers calved after Jan. 1, 1939—

1. Oliver Grote, on Jumbo. 2. Justin McBride, Brownwood. 3. Oliver Grote, on Dud. 4. Okla. A. & M., on C. Progress.

Champion Steer—Jack Baker, Bluff Dale.

Group of Three Steers—1. and 3. Okla. A. & M. College. 2. Oliver Grote.



my carload of calves
in my feeding lot



Jumbo placed first
in gr. class at the
State Fair.

in my feeding lot



Jumbo placed first
in Jr. class at the
State Fair.

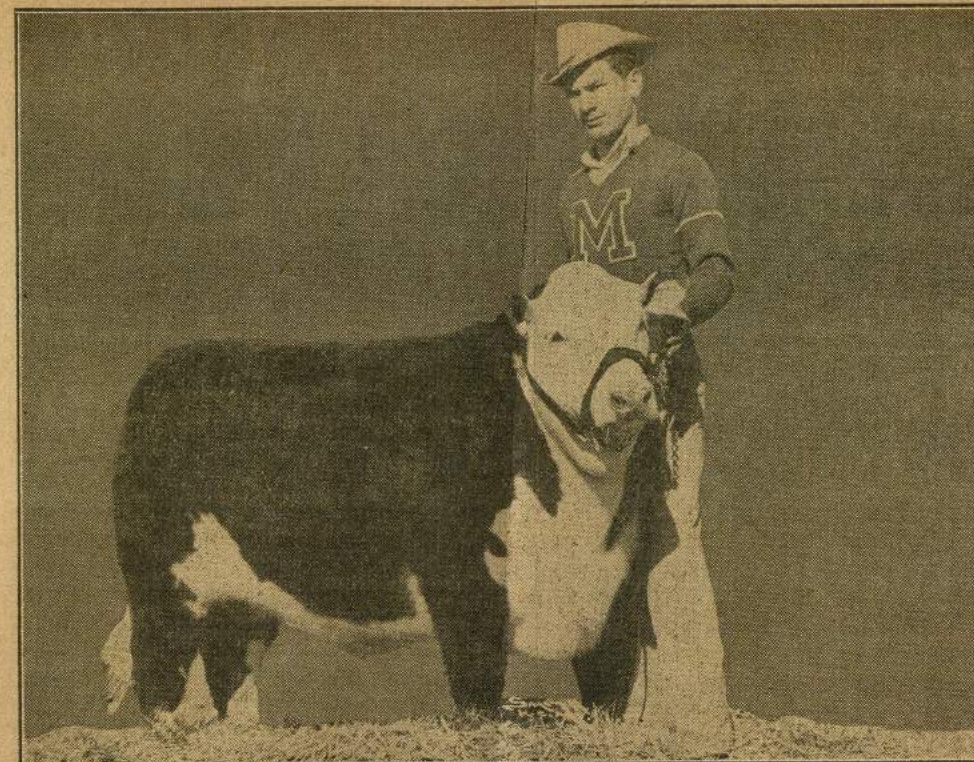
Fort Worth Trade Trippers in Mason

A group of 51 Fort Worth business men paid Mason a visit Wednesday at noon as a part of a two day good will tour over southwest Texas. The visitors arrived at about 12:30 o'clock from Kerrville where they spent Tuesday night and were met on the highway near the Marvin Grote ranch by County Agent Frank Newsom and a delegation of Mason ranchmen and business men and were escorted on a tour of the Grote ranch to see Oliver Grote's calf feeding demonstration.

Individuals making the tour and the firms they represent were as follows: A. A. Lund, trip chairman, Armour & Co.; J. B. Armstrong, Axtell Company; Ed Baty, Blackstone Hotel; Howard Beers, State Reserve Life Insurance Co.; Lorin Boswell, Boswell Dairies; A. B. Chambers, Fort Worth Paint Co.; Champ Clark, First National Bank; Grover C. Cole, Harveson & Cole Funeral Home; Howard Colling, Hotel Texas; Chas. G. Cotten, Fort Worth Chamber of Commerce; R. E. Cox, R. E. Cox Dry Goods Co.; J. D. Davis, Stonestreet & Davis; E. E. Dickie, Williamson-Dickie Mfg. Co.; J. R. Edwards, Western Feeders Supply Co.; James M. Ellis, James M. Ellis & Son; John H. Eriksen, Continental National Bank; Ed Ernest, Southwestern Bell Telephone Co.; Jerry Fite, Stafford-Lowdon Co.; A. D. Gillespie, Mrs. Baird's Bakery; V. G. Griffing, Armour & Co. W. A. (Bill) Grimes, Monnig Dry Goods Co.; John Hendrix, Southwestern Exp. & Fat Stock Show; Max Highfill, Lawrence, Highfill & Terry; Tom Hogle, Coffey Clinic; William Holden, exec. vice-president Fort Worth Chamber of Commerce; George McKenna, real estate operator; Jim McMullen, Fort Worth Star-Telegram; John H. Maxwell, Maxwell Steel Co.; Sam Milstead, Burton-Lingo Lumber Co.; James P. Mitchell, Texas Employers Ins., Association; Roy Naugle, Texas & Pacific Coal & Oil Co.; C. L. Oden, Continental Oil Co.; H. G. Parr, Well Machinery & Supply Co.; Normand K. Patton, Montgomery Ward & Co.; W. L. Pier, Fort Worth National Bank; J. R. Plummer, Commercial Standard Ins., Co.; Geo. W. Putnam, Westbrook Hotel; E. D. Rutledge, DuBose, Rutledge & Miller; A. B. Sammons, Sloan Lumber Co.; W. C. Schutts,



LEFT—
1939 Chicago International Grand Champion Steer, Mayfield K o t h m a n n, Lucky Boy II. Sold \$1.35 lb. to Pfaelver Bros.



RIGHT—
1939 San Francisco Junior Interstate L. S. Show. Marvin McMillan, Jr., (Show Boy). Sold \$1.00 lb. to Berkeley Markets

SEVEN GRAND CHAMPIONSHIPS IN 1939—ALL OF THEM SHOWN ON THIS PAGE

4-H CLUB SHOW

BIGGEST LITTLE SHOW IN THE WORLD

WED.-THURS., FEBRUARY 7 & 8, 1940
AT FAIR GROUNDS--MASON, TEXAS

Judging of 115 Lambs, 25 Hogs and Hereford Breeding Cattle, Feb. 7 at 9:00 a. m.

Judging of Baby Beeves Thursday Morning, February 8 at 9:00 o'clock

4-H Auction Sale of Calves, Lambs and Hogs Wed. Feb. 7th at Noon.

10 BULLS AND 10 HEIFERS AT

RODEO EACH AFTERNOON

4-H Auction Sale of Calves, Lambs and Hogs Wed. Feb. 7th at Noon.

40 BULLS AND 10 HEIFERS AT
AUCTION 12 O'CLOCK NOON,
FEBRUARY 8th.

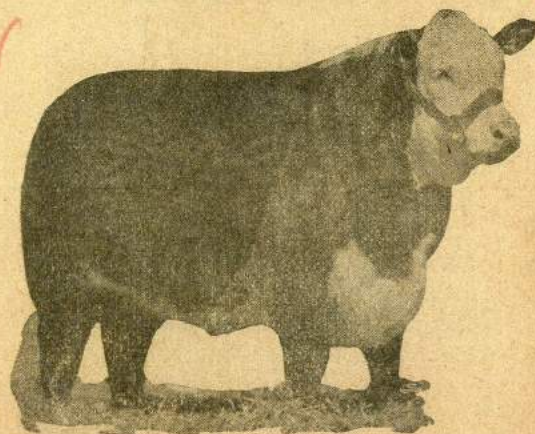
RODEO EACH AFTERNOON
Dinner Served on the Grounds Early Each Day.

THIS ADVERTISEMENT IS CONTRIBUTED BY THE FOLLOWING PROGRESSIVE BUSINESS FIRMS OF MASON:

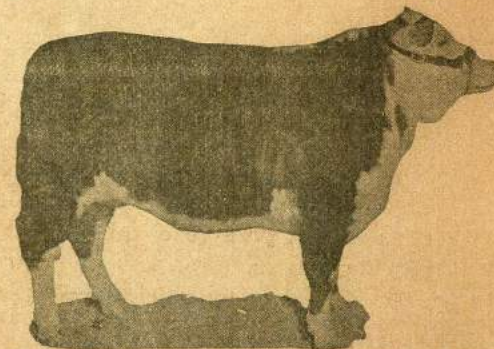
Louis Schmidt
R. Grosse & Sons
E. Lemburg's
Mason Feed Store
Citizen's Service Station
Eckert Motor Company
Reichenau Radio & Electric Co.
Manhattan Cafe
Doell's Men's Store
Mason Grocery Company
Louis C. Probst
Cash & Carry Store
Mason Warehouse Association
Hofmann Boot & Shoe Shop
Mason Electric Shop
Dooley's 5-10 and 25c Store

Mason Drug Company
Dannheim Grocery
Willmann Variety Store
Splittgerber Market
Lemburg's Grocery
Wood Auto Company
H. J. Hofmann & Son
Hotel Drug Store
Western Auto Associate Store
H. P. Gartrell
West Side Grocery
Larimore & Grote
Behrens Appliance Shop
Reardon Grain & Produce Co.
West Texas Utilities Co.
Mason National Bank

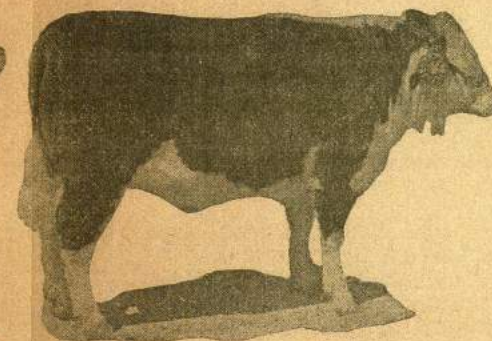
Hofmann Dry Goods Co.
Commercial Bank
(Unincorporated)
Little Boy Blue Feed Store
Dr. Pepper Bottling Co.
Cooper Bros. Grocery & Market
Bowdry's Drug Store
May's Men's Store
Piggly - Wiggly
Dannheim's Magnolia Service Station
F. Lange
Burnett & Comer
Acme Garage
Hotel Coffee Shop—Don Chism, Mgr.
Leslie Motor Company
Your Dodge and Plymouth Dealer
Mason Wool Growers Warehouse



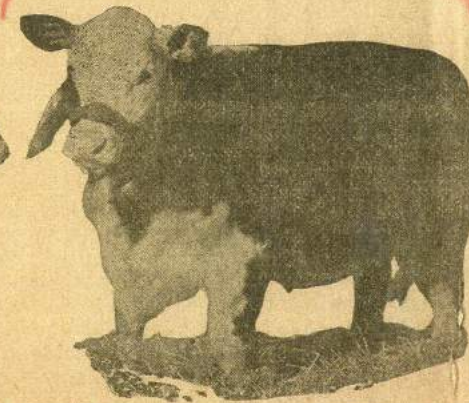
Grand Champion Steer, Fort Worth, 1939; Champion Club Steer, Fort Worth, 1939. "Real Prince," fed by Oliver Grote. Bred by M. E. Grote. Sold \$1.26 lb. to Pabst Brewing Co.



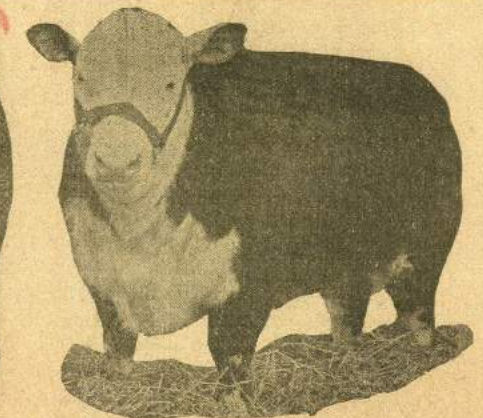
Grand Champion Steer, Houston, 1939. "Mason Pride," fed by Franklin Hoerster. Bred by Elwood Kothmann. Sold for 80c lb. to George Kelly. Also Grand Champion Mason Show, 1939.



Grand Champion Steer at Amarillo, 1939. Fed by Stanley Pluenneke. Bred by D. A. Jordan. Sold at 66c lb. to Phillips Petroleum Co.



Grand Champion, San Angelo, 1939. "Pete," fed by Oliver Grote. Bred by M. E. Grote. Sold 52c per lb. to Naylor Hotel.



Grand Champion Steer San Antonio, '39. "Popeye," fed by John Carlton Eckert. Bred by K. M. and Elgin Eckert. Sold \$1.21 lb. to St. Anthony Hotel.

17
CO-OPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS

STATE OF TEXAS

AGRICULTURAL AND MECHANICAL COLLEGE OF TEXAS AND
UNITED STATES DEPARTMENT OF AGRICULTURE CO-OPERATINGCOUNTY AGENT WORK
EXTENSION SERVICE

Form D-60

TEXAS 4-H BOY CLUB RECORD

Oliver S. Grote

Mason, Texas

Beef calf, swine, corn

(Name)

(Address)

(Kind of demonstration)

HISTORY OF DEMONSTRATION

Write a simple, accurate narrative of how you grew your crop or livestock. Let it include all the points of production or management from date of beginning to close of report at end of the year; such points as initial cost, breed or variety, cost and kind of feeding or cultivation, final weights and receipts, profit or loss, or any other point which you think contributed to your success. Use back of this sheet to write story of the effect of demonstration.

I held one calf over from my 1942 demonstration he weighted 825 pounds and I vauled him at \$123.75. I also bought one for \$30.00. They were fed in my feeding pen and also were ran out in a oats field part of the day. There ration contained corn, oats, barley, mulefeed, cake, and bran. The small one nursed for a few months before weaning.

They were taken to Houston were they placed 4th. and 9th. for a prize of \$23.00. They were sold for \$500.37. This made my receipts \$523.37, my expenses were \$386.75, this left me with a profit of \$136.62.

On December 10, 1942 I bought 20 hogs for \$300.00. I placed them in a large pen in which there was a self feeder, a protein feeder, water trough, and lots of shade and shelter.

Clean water, ground wheat, and protein supplement were kept before them at all times. They were weighted regular to see how they were gaining. Before the shows they were clipped and washed.

I took three to Houston where they placed seventh in the open class group of three for a prize of \$3.00. They were sold there for \$131.14.

The rest were taken to the Mason show were three placed forth, sixth, and twelfth. One was sold there for \$43.20, while the remaing were shiped to the Ft. Worth market where we (the Mason county club boys) saw them sold and visted the stodkyards and apacking plant. My 14 sold for \$497.28.

I kept one for a brood sow valed at \$33.00. My total expenses were \$445.40 and my total receipts were \$710.00. This left me a net profit of \$265.22.

In December I rented 16 acres of land from my father for \$100.00 en which to plant corn. The lend was broke and then bedded before it was planted the 21st. of March. I used $1\frac{1}{4}$ bu. of Hybrid seed corn at a cost of \$6.00. I cultivated my crop three times. The cost of running the tractor was \$25.00. The corn was broke late in August. The hired labor for pulling the corn was \$48.00. The total cost was \$179.00.

The yield was estimated at 400bu. the selling price being \$1.50 a bu. , this made the income \$600.00. This projected netted me \$421.00.

EFFECTS OF DEMONSTRATION

Write a brief sketch of the effects of your club work on yourself, family and neighborhood. Tell about sale of improved seed, livestock and other products, or of improvements adopted by yourself or others. Also give account of number of visits people have made to your demonstration, exhibits you have put on, talks you have made, articles written about your demonstration, or other services rendered.

I have learned that if you pay a little more to get the best seed it will pay big dividends in the end. I have also learned that the right management at the right time helps to gain the goal faster and cheaper.

By feeding hogs, other non club members have seen my demonstration and have become club members also. It has shown my county that the right feed and the proper management is certain to bring good results. I also got to go on a trip to the stockyards and a packing plant in Ft. Worth. This was a very interesting and educational trip.

My steer feed lot has been visited by many people. It has proved to them that a balanced ration fed to cattle is cheaper in the long run than just one or two grains.

ON COUNTY YOUTH CITED AS CHAMPION 4-H MEAT PRODUCER

Mason County, whose youth has made a practically routine business of winning cattle shows wherever they competed, came through again this year as Oliver Grote, 17, was named 1943 champion 4-H Club meat animal producer.

Named by the state 4-H Club office for his outstanding record of achievements in growing and fattening livestock according to the wartime demands, he received from Thomas E. Wilson, Chicago, a 17-jewel gold watch, the state award in the current national meat animal contest.

During his six years in club work young Grote has handled 94 baby beeves and 20 hogs. On these he won a total of \$2,419.79 in prizes to bring his total income all projects to \$17,787.17.



STATE 4-H CHAMP—
Young Oliver Grote, shown here with one of his fine beeves, upheld Mason County's reputation for winning livestock laurels when he was named champion 4-H Club meat producer for 1943.

Mason County Youth Cited As Champion 4-H Meat Producer

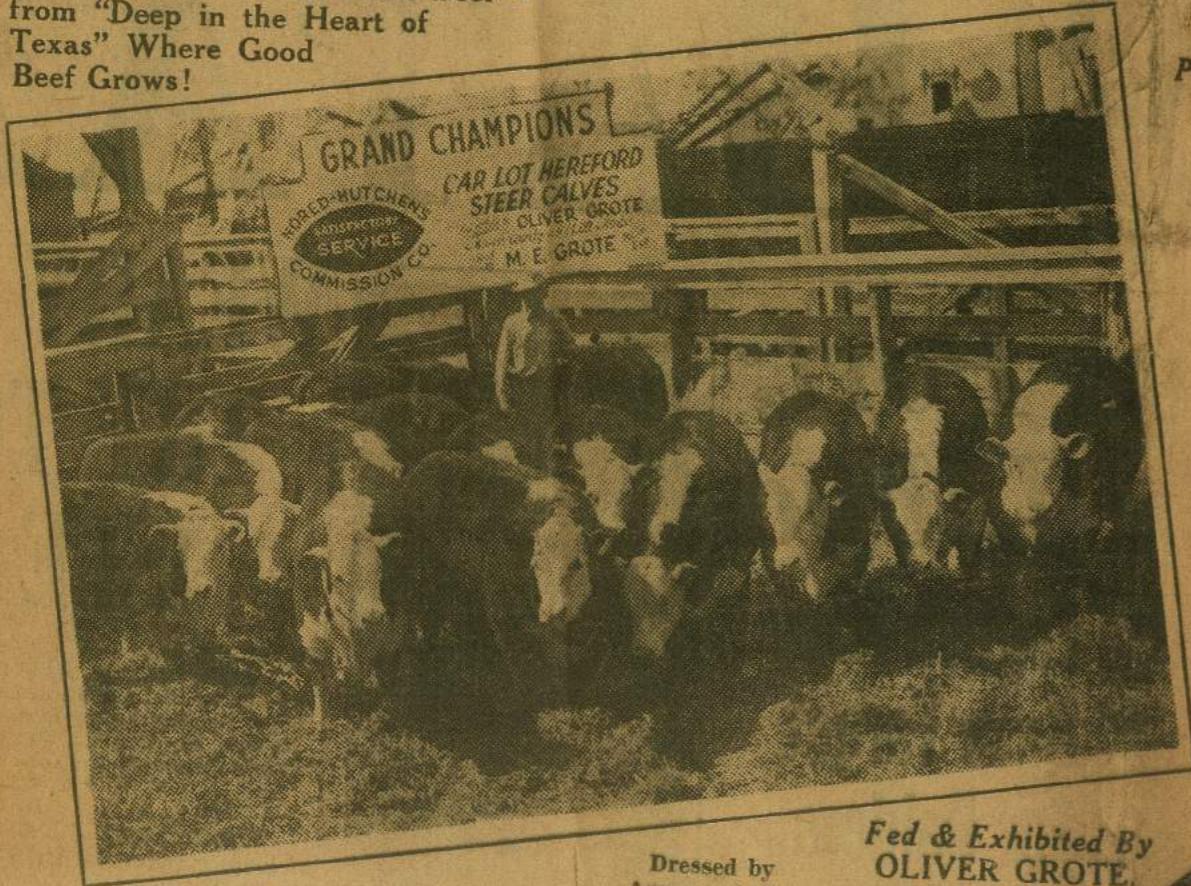
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WORTH FOOD MARKET'S *Annual Treat!* **GRAND CHAMPION CARLOAD**

The Best of Good Ol' Texas Beef—
 from "Deep in the Heart of
 Texas" Where Good
 Beef Grows!



Dressed by
 Armour & Co.

Fed & Exhibited By
 OLIVER GROTE,
 Mason, Texas

Now
 Properly
 Aged

FAT STOCK SHOW **BEEF SALE!**

Remember This Is "Grand Champion Quality"—Not Something Just As Good! Get the Real Thing—Grandest Meat—At Low Prices! If Other Meat Gives So Much Real Mealtime Enjoyment! You'll Want Your Family to have This EXTRA "Eating Thrill" Too!

Grand Champion **BEEF ROAST**

SHORT RIB.....Lb.	19c	Blac Rib Lb.	27c
SEVEN ROAST.....Lb.	25c	SHOULDER	29c
CHUCK ROAST.....Lb.	25c	ROUND.....Lb.	29c
		Prine Rib Lb.	31c



Grand Champion **BEEF STEAKS**

SEVEN STEAKS.....Lb.	27c	CLUB STEAKS.....Lb.	37c
ROUND STEAKS.....Lb.	37c	RIB STEAKS.....Lb.	37c
SIRLOIN STEAKS.....Lb.	37c	PORTERHOUSE.....Lb.	40c

The Fort Worth Press

Street Sales

Weather: Occasional light rains ending this afternoon; continued cool tonight

PRICE

VOL. 21, NO. 162

FORT WORTH, TEXAS, THURSDAY, APRIL 9, 1942

U.S. LOSES BATAAN

Enemy Planes Bomb Ceylon Port; British Counter-Attack in Libya

Swift Action Flares Over Mediterranean

Malta Under Attack; Gibraltar's Cannon Heard During Night

By WALTER COLLINS
United Press Correspondent

CAIRO, April 9.—British Empire forces, in a swift, hard counter-thrust, struck back today at the Axis forces pressing out from their positions between Derna and Tobruk on the Libya front, and took a number of prisoners.

The British forces struck at an enemy force which was try-



Reds Shatter Biggest Nazi Tank Attack

Machines Destroyed As They Advance In Waves On Russians

By United Press.

KUIBYSHEV, Russia, April 9. The Russians have smashed on the southern front the most powerful German tank attack since the invader lost the battle for Moscow, official dispatches said today.

The battle raged for 10 days, as the Germans tried with every weapon and man at their com-



English Navy Base Target For Raiders

Trincomalee, Object



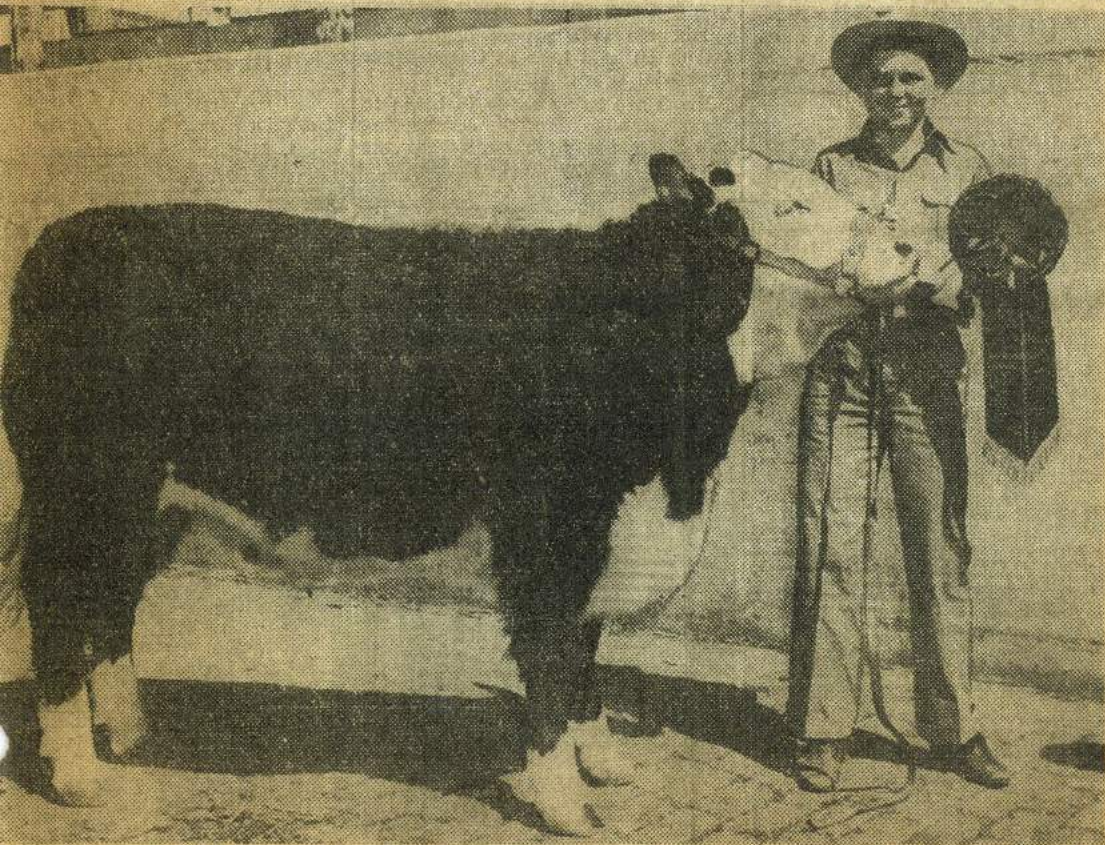
WEARY TROOPS TRY TO HOLD ISLE

By United Press.
WASHINGTON, April 9.—Secord said today that a force of only 36,000 men was left down fighting before overwhelming Japanese forces on Bataan. He promised that the invaders eventually are driven out.

By UNITED PRESS

The tired men of Bataan join the ranks of the heroes of the Little Big Horn.

Young Farmers Have Their Day at Show



Young farmers had their day at the Southwestern Exposition and Fat Stock Show in Fort Worth Saturday. At top are five of the thousands of Future Farmers of America who thronged the exposition grounds. Left to right, LeRoy Barrett, Belton;

Hal Cunningham, Belton; Don Grigg, Sherman; John Billy Mathis, Sherman, and Charles Kelly, Belton. At bottom is Oliver Grote, 12, 4-H Club member from Mason, shown with his champion Hereford, "Real Prince," also declared grand

—Star-Telegram Photos. champion of the Club Boys' Baby Show Saturday. Oliver, who is holding his blue ribbon, awarded Saturday, is a brother of Gordon Grote, Mason County 4-H Club member whose Hereford baby beef entry was grand champion of the 1938 show.

MANAGEMENT GETS SET FOR LARGE CROWD

Visit to Exposition to Be Mrs. Roosevelt's First; O'Daniel's First Return.

Mason County Again Scores When Oliver Grote's Baby Beef Is Named Champion.

Elated over attendance records rung up on the opening days of the forty-third Southwestern Exposition and Fat Stock Show, the management made special preparations Saturday night for handling the throng expected Sunday.

Honor guests of the exposition Sunday will include the First Lady of the Land, Mrs. Eleanor Roosevelt, and the First Family of Texas, Governor and Mrs. O'Daniel and their children.

Both the President's wife and the Governor's family are to witness the night performance of the World Championship Rodeo and Horse Show. Mrs. Roosevelt, who is the weekend guest of her son, Elliott, will witness the Fort Worth rodeo for the first time.

O'Daniels' First Return.

For Governor O'Daniel and his family, it will be their first visit to their home city since he became the State's Chief Executive in January.

Future Farmers of America, more than 12,000 of them from nearly every section of the State, attended the exposition Saturday and witnessed the opening events of the livestock judging in the Coliseum arena.

They cheered lustily when Oliver Grote, 12-year-old Mason County boy, was awarded the grand championship in the Boys' Baby Beef Show for his entry, "Real Prince," in the junior Hereford class.

Will Compete Again.

Grote also took first place in the senior Hereford class with his "Spot."

Grote's champion, as well as the champion Shorthorn, shown by Gus Boesch Jr., FFA club boy of Whitney, and the champion Aberdeen-Angus, entry of Joe Dean Clough of Munday, a Knox County 4-H Club

Naylor Buys Grand Champion Mason Calf For \$416

Mayer & Son Pay \$165 For Fat Lamb King

Hotel Cactus And Auction Firm Get Reserve Winners

Champions of the men's Hereford show and the registered sheep show predominated in the stock sent out by train. All of the blue ribbon winners in the fat lamb show—all of them shown by Sterling County 4-H Club boys and Sterling City vocational agriculture pupils—were sold in the auction here. So were the grand champion of the baby beef department and both winners of the dry lot calf division, as well as 68 other calves.

On a per pound basis, R. D. Garrett's grand champion fat lamb brought the top price in the auction here yesterday. The Sterling Future Farmer's sheep was worth \$165 in the winning bid called by Edwin Mayer for Sol Mayer & Son over the \$160 final offer of Foster Rust, bidding for Hemphill-Wells Co.

\$550 For 11-Year-Old

But 11-year-old Oliver Grote, Mason County 4-H Club boy, was the big-moneyed man of the day. His grand champion calf was worth \$416 to the Naylor Hotel, for which G. S. Foscoe was bidding. With the 52-cents-a-pound sale, young Grote's prize and sales income from the show here approached \$550. He'd sold only one calf. He'll take 18 to the Fort Worth show, including 15 for carload competition in which he and his brothers have been the grand champions there for the last three years.

WEST TEXANS TAKE PRIZES

SAN ANGELO, March 7.—Selling 71 fat calves and 461 fat lambs in the auction formally closing the eighth annual San Angelo fat stock show and rodeo, 4-H club boys and Future Farmers of America from 36 West Texas counties tonight shared approximately \$10,000 in sales receipts. The boys also had a big share in the \$3000 in show premiums.

Oliver Grote of Mason, whose grand champion calf sold for \$416 at 52 cents a pound, boosted his total receipts to approximately \$550 and was taking 18 calves to Fort Worth where he and his brothers have won the grand championship the last three years. R. D. Garrett of Sterling City received \$165 for his 125-pound grand champion lamb. Price averages were more than \$1 a hundredweight over the market, officials said.

Future Farmers of America and 4-H Club boys drew down extra pocket money and San Angelo hotels, cafes, and grocery stores, as well as some of the packing companies, insured a supply of extra quality beef and mutton meats as 525 head of fat stock went across the auction block at the fairgrounds this morning.

Oliver Grote, 11-year-old Mason County 4-H Club boy, topped the San Angelo Fat Stock Show sale when his grand champion calf, the milk fed junior winner, brought 52 cents a pound from G. S. Foscoe, manager of the Naylor Hotel. The sturdy steer weighed in at 300 pounds following the sale. On that weight, he would gross \$416.

The grand champion was the only calf sold by young Grote here. The lad will take four others which he showed here to the exposition at Fort Worth, will have a total of 18 head there, including 15 with which he hopes to maintain the Grote carlot championship winnings for the fourth straight year.

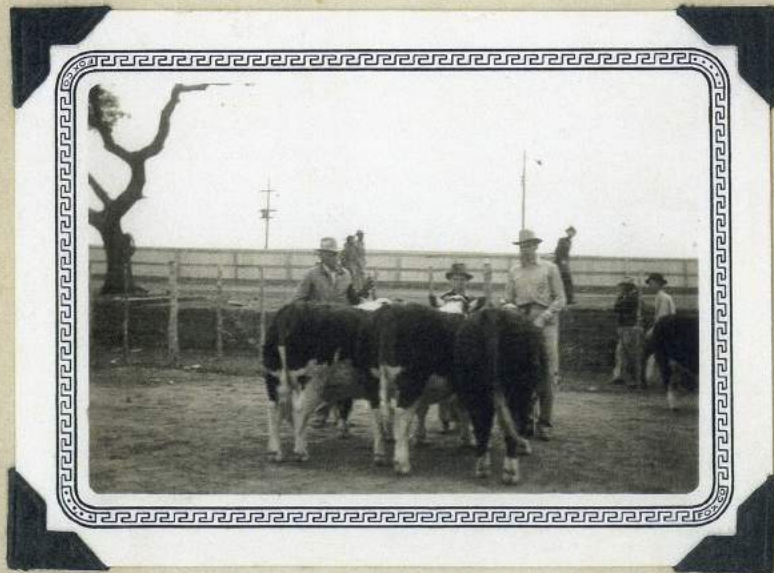
\$1 A Pound For Boy Scouts

Bidding for Sol Mayer & Son, Edwin Mayer paid \$165 for the grand champion lamb exhibited by R. D. Garrett, Sterling City Future Farmer. His winning bid bested by \$5 the final offer of Foster Rust, who was bidding for Hemphill-Wells Co.

Snapshots at the Mason Show

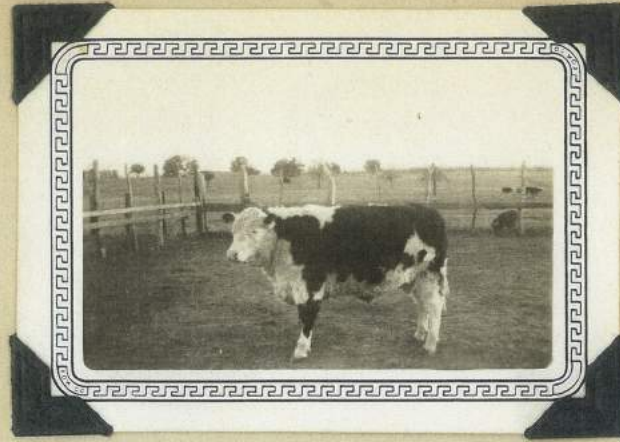


*The junior class.
Real Prince stood second
in this class.*

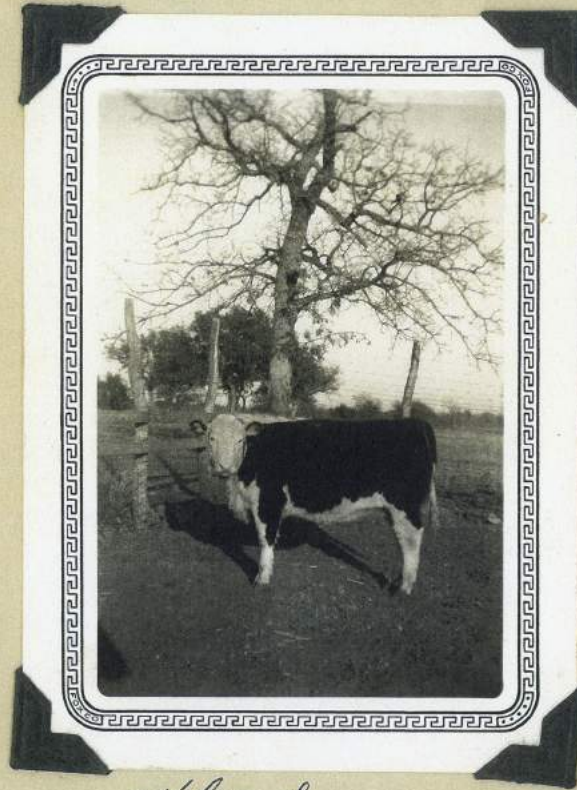


*My group of three which
placed second at Mason
and first in San Antonio*

Snapshots in my feedlot



Spot



White Legs



Real Prince

Oliver Grote Is Out For Title Again; Won In '39

At 15, Mason County Boy Is a Veteran Exhibitor—Two Brothers Won Before Him

A 15-year-old boy, with painstaking strokes, combed the red curls on the back of the big Hereford steer.

"That's Oliver Grote down there," said Mason County Agent Frank Newsom, pointing to the hard-working youth.

It was the same Oliver Grote who three years ago at the age of 12 exhibited the grand champion steer at the Southwestern Exposition and Fat Stock Show. Oliver is back again with four handsome steers as individual entries, and 15 others to be entered in the carlot contest.

"Gosh, I hope I win—that's about all I can say," Oliver told reporters modestly. "Some of the other fellows also have some fine stock."

Oliver admitted that one of his steers had been first in its class at both Dallas and Houston. He referred to the four individual entries as Dick, Real Prince, Spot and Jim.

Naturally they all have six-bit names which will be given out to the public if they win the big prize. But the common names suit Oliver.

Not contented with winning the grand championship in 1939, Oliver came back to show the reserve champion in 1940. He is following closely—if not overstepping—the footprints of his older brothers, Gordon, 20, and Jim, 23, who had steers which won the grand championship here. Gordon took the title in 1938, the year before Oliver, and made enough money to go to Texas A. & M. Jim is now in the Army.

Both Oliver and Gordon have made as much as \$4000 in one year by exhibiting bluebreds over the country.

Gordon's prize four here this year have been nursed from the time they were born about a year ago. The youth spends a busy day with his cattle, even on school days. When the calves were small, he got up early to place them on nursing, put out grain and hay for feed and the rest of the day.

The past few months he has been leading them around, so they will be accustomed to walking before judges in the livestock arena. For even a steer must show personality.

First prize winning fat steer in the open class for Herefords weighing over 1,150 pounds went to Stanley Glover of Benjamin. Oscar Hackfeld, Loraine, had the first prize steer in the class scaling 1,026 to 1,150 pounds. Texas A. & M. College had first prize winner in the class weighing 900 to 1,025 pounds, and the first prize winner in the class under 900 pounds went to Oliver Grote, Mason, who has won many prizes at the Fort Worth show.

Oklahoma A. & M. College at Stillwater had the first prize winning Shorthorn steer weighing more than 1,150 pounds. Sni-A-Bar Farms, Grain Valley, Mo., had the first prize steer in the class weighing 1,026 to 1,150 pounds, and then took first prize in the class weighing 900 to 1,025 pounds and also that under 900 pounds.

This last steer was named champion Shorthorn steer.

The reserve champion Shorthorn steer was owned and shown by Joe Herring, F. F. A. student at Whitney, and was the same animal that was named champion Shorthorn steer of the boys' baby beef show.

Second at Chicago.

The champion Aberdeen Angus steer is named "Blackout" and he blacked out all chances for club boys to show a champion in the division this year. "Blackout" is the property of Robert F. Cresap, White Heath, Ill., and was the winner of the class for steers scaling over 1,150 pounds. He was second prize steer at the Chicago International Livestock Show last Fall. He is a big steer but a compact animal and pleasing to the eye. In winning the championship honors for the Aberdeen Angus division he defeated a nice class of first prize winning steers in the other weight classes.

Grote had the first prize winner in the class weighing 1,026 to 1,150 pounds. Robert Miller of Arcola, Ill., showed the first prize winner in the next class, 900 to 1,125 pounds.



This is a carload of calves I exhibited at Fort Worth and won Grand Champion of the Show



STOCK SHOW WINNERS—Lower right: Edward Roeder, Yorktown, shows off "Stubby," grand champion steer calf of show. Above left: Leo Turner and calf, winner of milk fed class under 850 pounds. Upper center: Oliver Grote, Mason, and show reserve champion. Upper right: Two information girls get a shine. Left to right, they are Evelyn Johnson, 427 University Avenue, and Virginia Morehouse, 746 Patterson Avenue.





...in the door and in doing
out of the machine while it
aveling at about 45 miles an
She was taken to a hospital
Antonio where her injuries
pronounced not serious. Mrs.
ild's aunt, Mrs. Sudie Swope,
aturday afternoon to spend the
end in Comfort with her.

—x—
l the News to a friend.

sell—selected for type, breeding and fleshing
ability.

Sale of Breeding Cattle 12 Noon, Feb. 8th.

EARL GARTIN, Auctioneer — WALTER BRITTON, Auctioneer
Frank Farley, Hereford Journal — Pete Peterson, Cattleman
Eddie Johnson, Texas Hereford Ass'n.

THE RECORD..... Facts That Concern You

No. 14 of a Series

"IT'S ONLY A BLOCK FURTHER
TO BILL'S TAVERN ...
LET'S GO THERE!"



"YOU'RE RIGHT, JOE, IT'S
A CLEAN, DECENT PLACE AND
THE BEER IS GOOD, TOO!"

YOU'RE DOING YOURSELF A GOOD TURN

AND US TOO... if you do these things: **One...** Patronize only the reputable places where beer is sold.

Two... Learn about, and if possible co-operate with, beer's new "self-regulation" plan to eliminate beer retailing abuses.

Beer's "clean-up or close-up" pro-

gram (in cooperation with law enforcement authorities) should interest every social-minded person.

We want *you* to have our interesting *free* booklet describing it. Ask us for it. Write: United Brewers Industrial Foundation, 19 East 40th Street, New York, N. Y.

BEER...a beverage of moderation



my carload of calves
in my feeding lot



Jumbo placed first
in Jr. class at the
State Fair.





Oliver S. Grote 13 years of age. Mason, Texas





1911
10/10/11



SMITH
K.C. Mo



GRAND CHAMPION *of* SHOW

CAR LOT HEREFORD FAT STEER CALVES

FOR SALE BY

FED and EXHIBITED BY

TEXAS

OLIVER GROTE

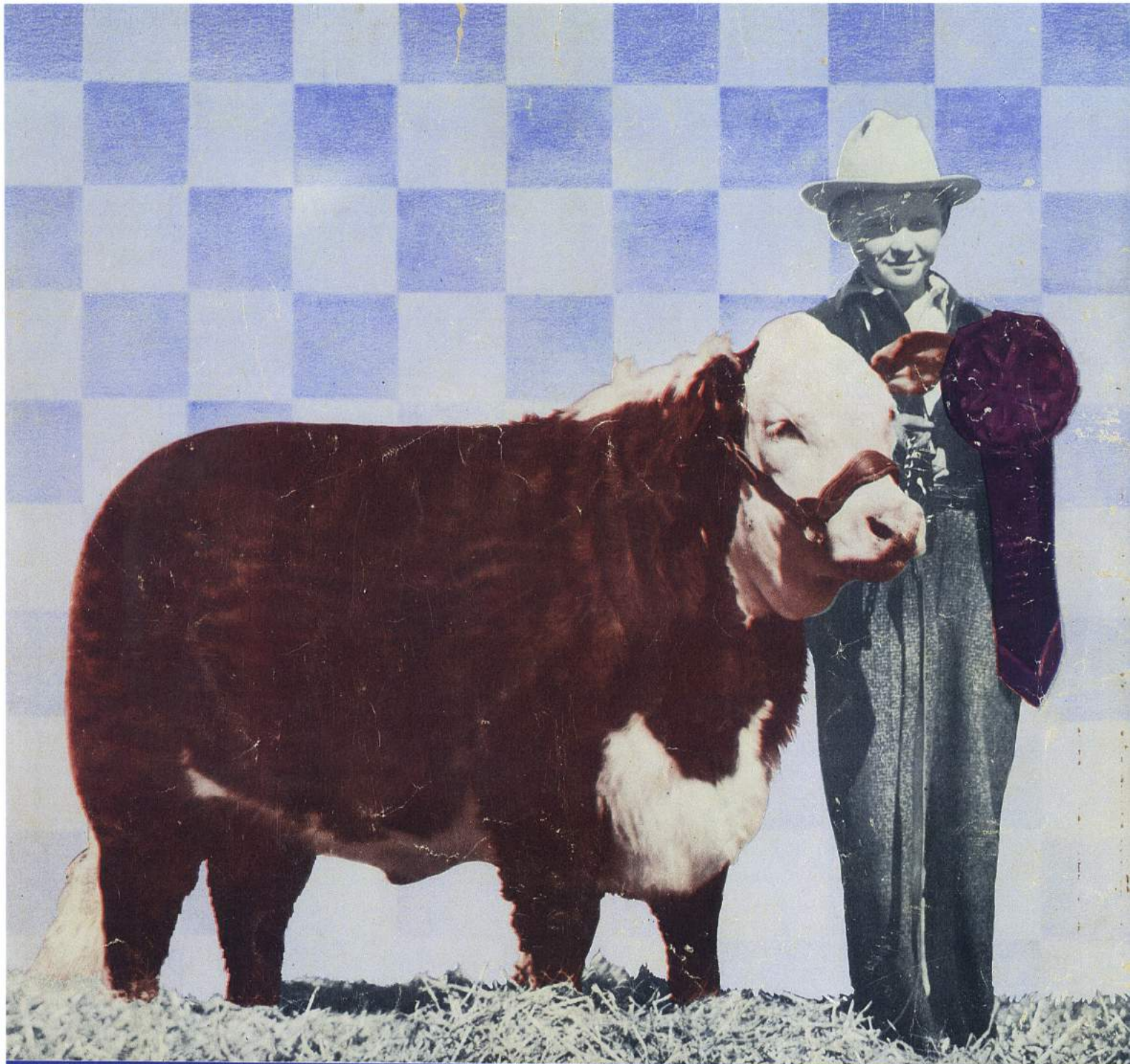
LIVESTOCK
MKT. ASSN

MASON CO. 4-H CLUB BOY

BRED BY: **M.E. GROTE** MASON TEXAS



SMITH
1/2/20



HOW TO BUILD

Champions

THE PURINA WAY

