

# S. M. S. RANCH

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1916

CHAS. A. JONES

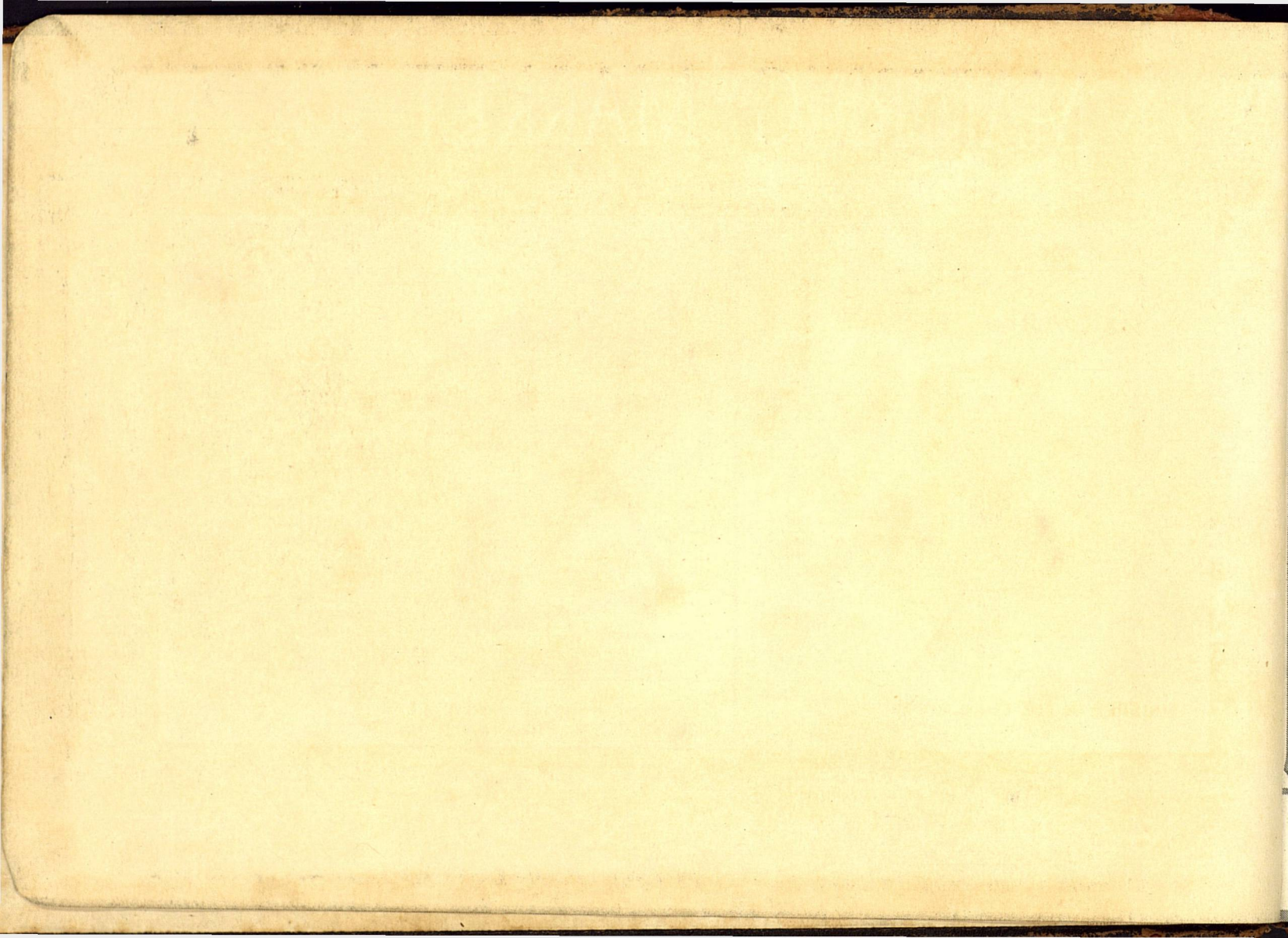


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Clifford Jones.

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# EARLY MATURING-MARKET TOPPERS

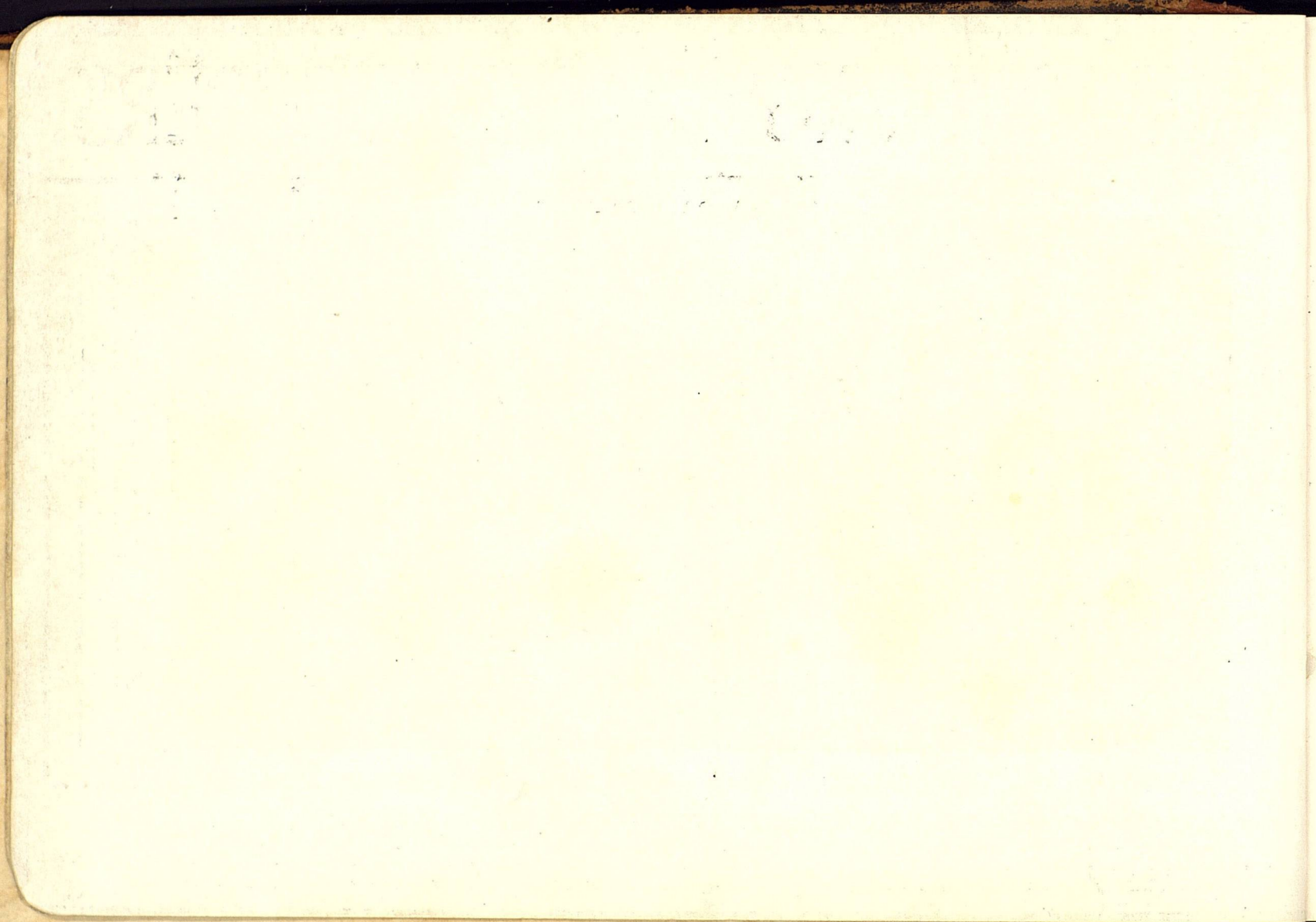
"S. M. S. STANDARD CALVES"



FINISHED IN THE CORN BELT

S.M.S. RANCH — SWENSON BROS. OWNERS  
F. S. HASTINGS, MGR. STAMFORD, (JONES CO.) TEXAS

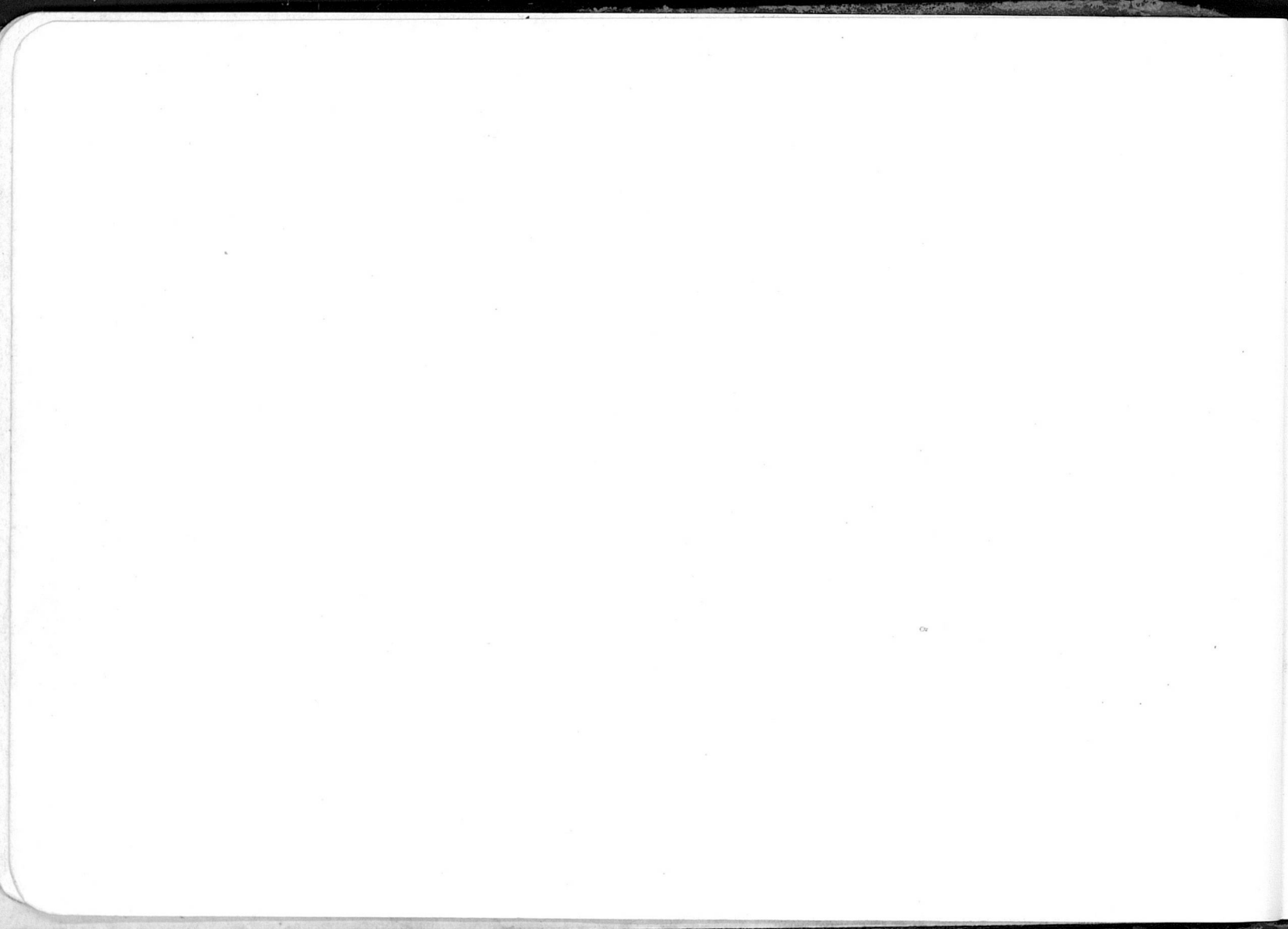






Sifted Clippings B June 1918 \$3.00





## COMMENT ON ILLUSTRATIONS

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 it 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 has been a matter of the greatest anxiety until the proofs which have just been passed upon 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. See pages 68, 71 and 72 for other illustrations.

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.



COMMENT ON ILLUSTRATIONS—Continued

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 half tones, 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.

The first seven pages present the owners and the Ranch Executive force all "on the job" and bring out at the same time 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.

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 six 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:

COMMENT ON ILLUSTRATIONS—Continued

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

Dear Mr. Hastings:

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 or killed anybody in that country after that date.

Very truly,

(Sd.) Geo. T. Reynolds.

We shall comment by artists on the pictures and refer to them by subjects as the page numbers cannot be definitely assigned as these comments are written. The rotation of illustrations is intended to carry the ranch story; pages 8 to 14 carry the owners and executive staff of the S. M. S. Ranch in characteristic line of duty as they have been seen by visitors for fourteen years. Pages 15 to 22 may be called the History and Introduction to the Ranch proper. Pages 23 to 29 the Camp Section; pages 30 to 40 may be called the Horse section; pages 41 to 51 may be called the Cow-work section; pages 53 to 63 the Pasture Section; pages 64 to 74 the Corn Belt Section.

Of the total 76 cuts used, 36 of them are from photos made by Eric A. Swenson of Colorado Springs, son of S. A. Swenson of Swenson Bros. 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 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 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, 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.



COMMENT ON ILLUSTRATIONS—Continued

"Some S. M. S. Mares and Foals" 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," 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" 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" 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.

"The Round-Up," cutting out cows with calves at foot, is a gem of action and setting rarely caught. The horse on the left is coming like a demon to prevent cow from "running in;" the blaze face horse is coming easy to keep cow going. The whole a perfect piece of "cutting" action.

Another piece of unusual action is found in "Bulldogging or Flanking S. M. S. Calves" 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," in still life study, illustrates Mr. Swenson's patience in getting his subjects natural and his genius for catching them.

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

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

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

Space will not permit all the comment we would like to make, but people interested in S. M. S. Cattle are asked to give their attention to the commercial 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 Breeding Herd. See note at end of comment as to enlargements of some of the best of Mr. Swenson's pictures.

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 ten 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" 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" is the best picture of its class we have ever seen, 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; it must have been taken from horseback.

"Cowboys' Evening at Home" stands alone in its class; every person in the picture is easily recognizable. Artists have picked it up and said "Some picture"—Cowboys have picked it up and said "He sure got 'em all."

"Beef for the Chuck Wagon" is a picture that 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 a study that could well be put into stone.

"Roping a Bull" and "Hobbling an Outlaw" illustrate familiar ranch work in a splendid way, and the double picture showing the "Moving of a Herd" 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.

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

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



COMMENT ON ILLUSTRATIONS—Continued

Hugh Vinson, whose eight subjects add so much to the booklet, is "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 enjoy 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."

"Here They Come" 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.

"The Ramuda—Catching a Fresh Mount" is the only picture 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.

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

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

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" or "Talking It Over," 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" 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" is a splendid conception of ranch industrials—a whole story could be written around the picture explaining the duties of each man.

Of the remaining pictures one by Mrs. Hastings deserves special mention—"Learning the Business." 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.

COMMENT ON ILLUSTRATIONS—Continued

"The Bull Fight" 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. We are indebted to Mr. Reeves for his excellent work in getting many of the executive force on horseback, and to many different people for Corn Belt pictures, and to Swift & Co. of Kansas City for the photograph of S. M. S. Cattle in their cooler and to Bowles Live Stock Com. Co. of Chicago for Market Picture Record Yearlings.

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 are trying to effect a local arrangement for the enlargement of some of the pictures in the booklet other than those made by Mr. Smith, and the advance copies submitted as early evidence of the work by the local photographer are entirely satisfactory. It is his intention to try out thoroughly the most promising subjects and get out a circular covering them.

Mr. Smith's advice as to the people who have written him for enlargements of his subjects, and inquiry which has come to us direct, demonstrates that there is a very wide interest in this class of work, and that it is very difficult to get the class of subjects wanted. Our only thought is to help people who do want those things to find a source from which they can obtain satisfactory pictures. On the other hand, it is something that we would not want to attempt to handle the details of, or in any way pose as vendors, but if any one is interested we will upon request ask the local photographer to send his circular relative to enlargements.

Very truly yours,

FRANK S. HASTINGS, Manager,  
For Swenson Bros.





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 14 years Manager S. M. S. Ranch, on Mrs. Hastings' saddle mare "Black Dolly," now 16 years old, and full of ginger.



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 34 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 29 years.



Photo by Hugh Vinson, Tongue River Ranch.

#### THE MULE IN COW WORK.

C. E. Holcombe ("Pete") on the "Round Up" Mule "Crocodile." 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 cowpony "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 cow ponies 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.



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.





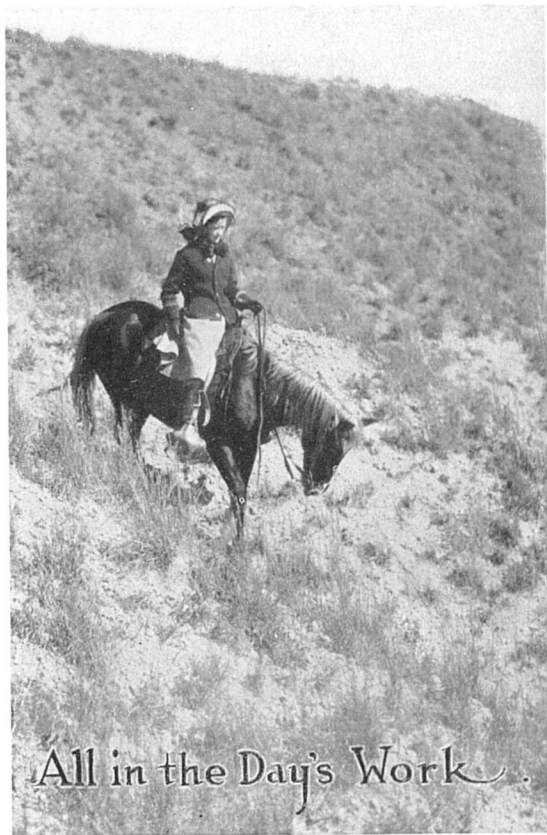
Photo by Eben B. Low.

An Early Day Cow Outfit.



Photo by F. S. Hastings. Old Reliable.

On left Gust Carlson, S. M. S. Ranch Chauffeur. On right Frank Reeves, Secretary. Pierce Arrow Seven Passenger Car which has been driven more than 150,000 miles and is still in use. S. M. S. Office in background.



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 Eric A. Swenson, Colorado Springs, Colo.

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 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."

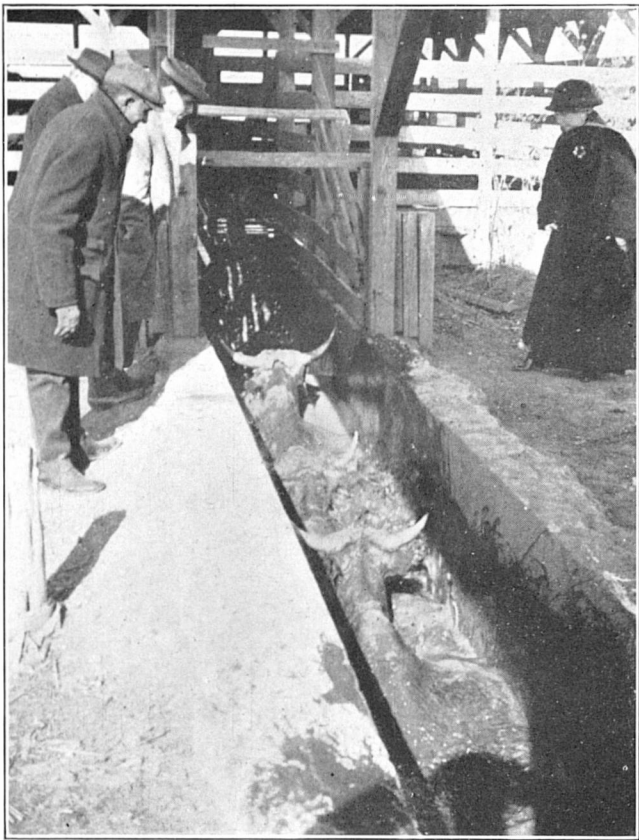


Photo by Eric A. Swenson, Colorado Springs, Colo.

#### 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.

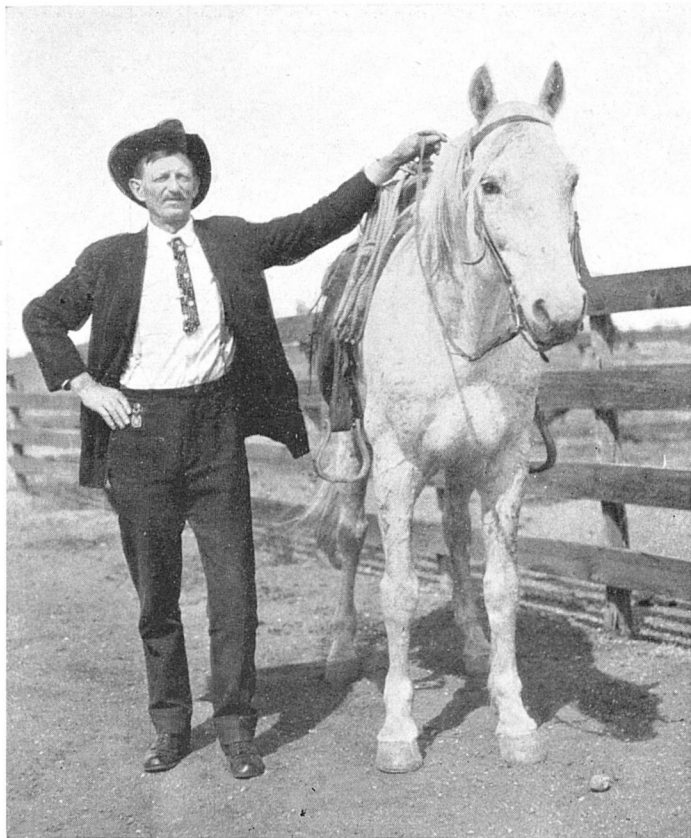


Photo by Frank Reeves, Stamford, Texas.

#### THE U. S. CATTLE INSPECTOR,

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

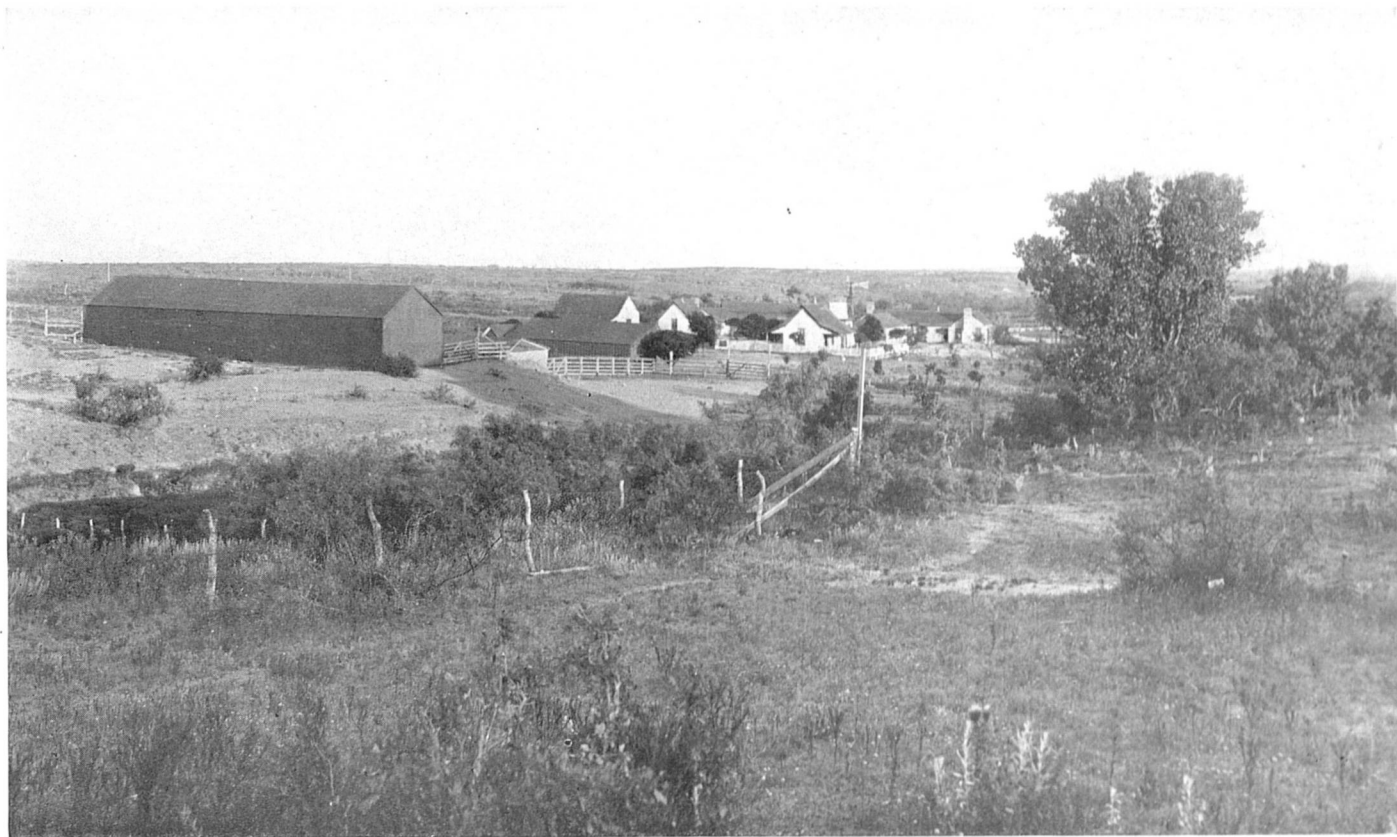


Photo by Bryant, Fort Worth, Texas.

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 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 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.

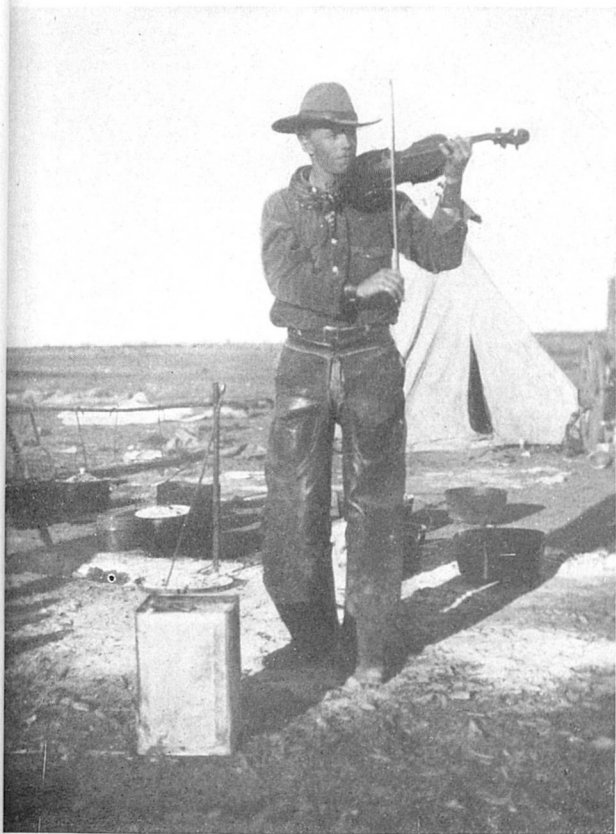


Photo by Eric A. Swenson, Colorado Springs, Colo.

**RANCH TYPES—MUSIC IN CAMP.**

"Billy the Hoss Wrangler," A Swedish Musical Genius educated Leipsic, who played a brief and romantic engagement on the S. M. 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.



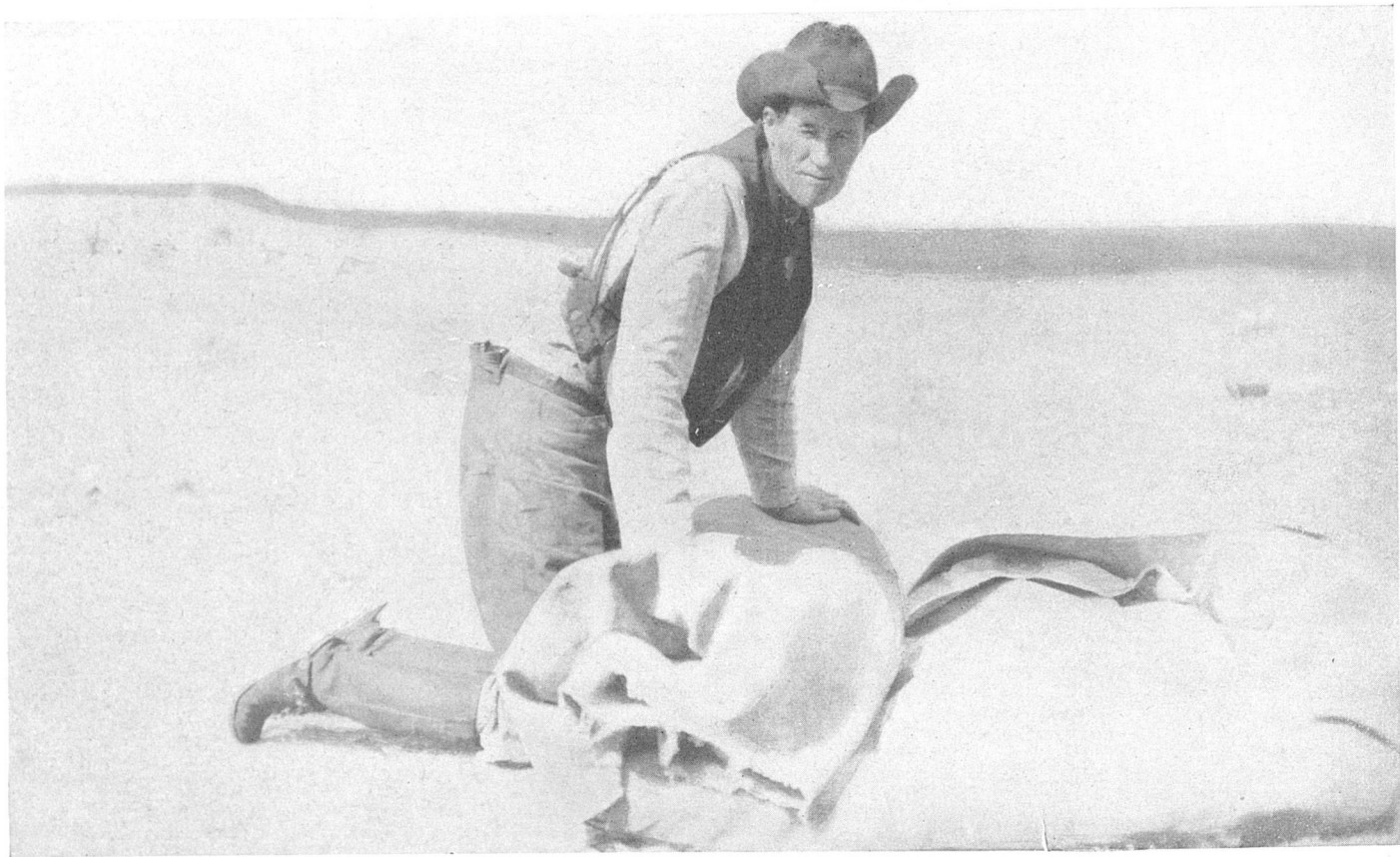


Photo by Eric A. Swenson, Colorado Springs, Colo.

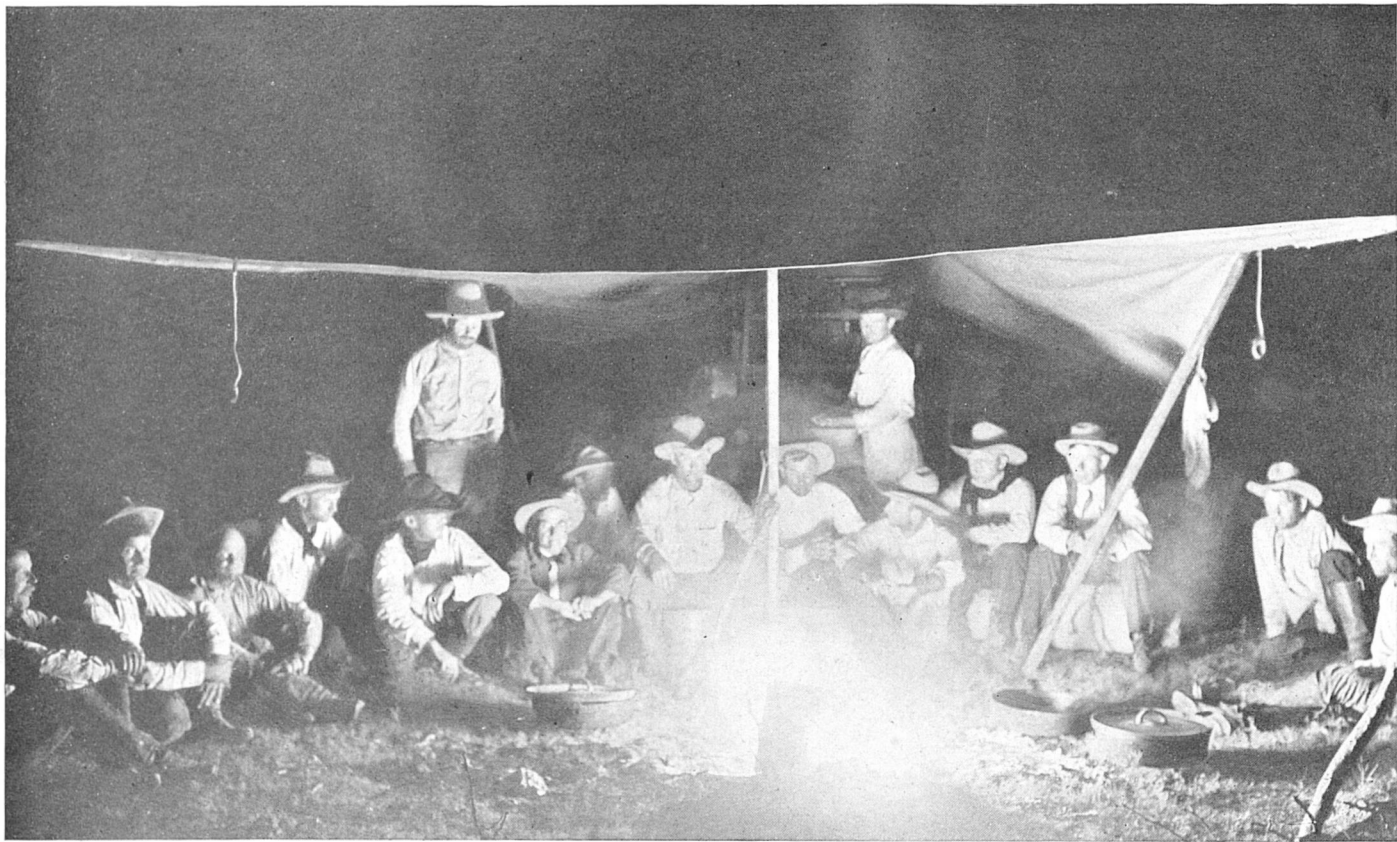
Ranch Types—"JIMMIE RAINWATER."  
Every man his own chambermaid.



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 Ramuda always moves with wagon.



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.

#### BEEF FOR THE CHUCK WAGON.

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."



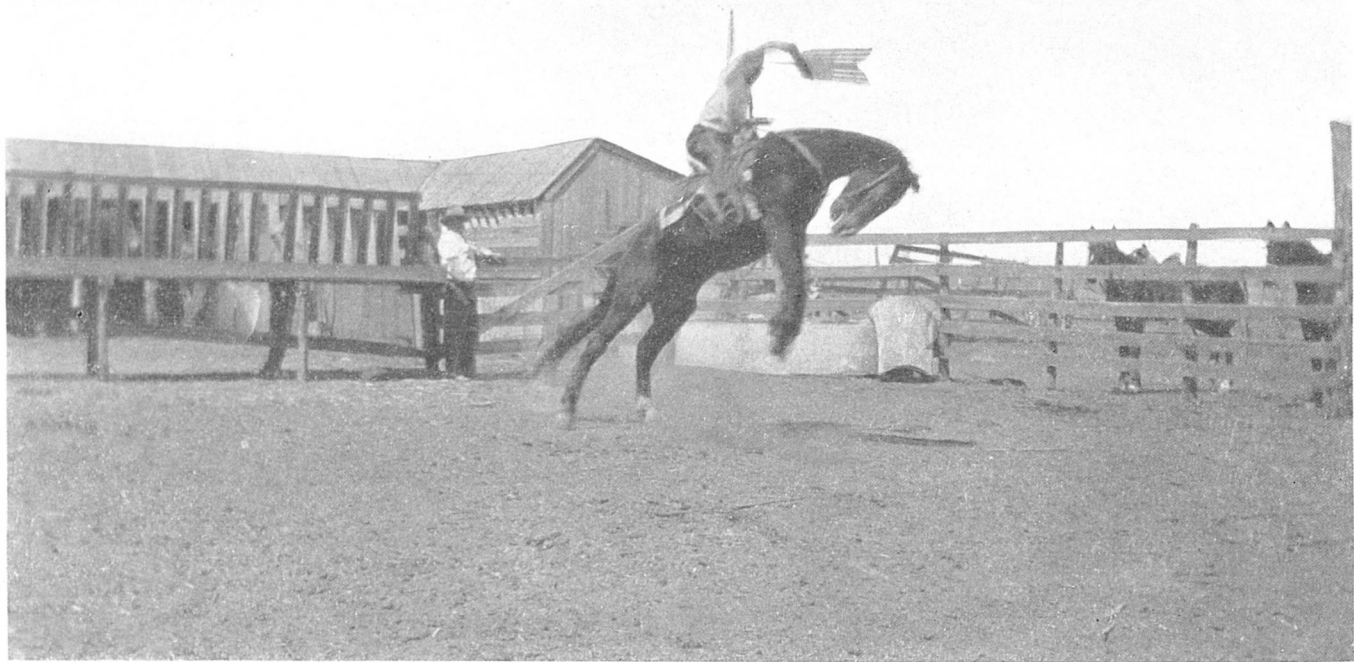


Photo by Hugh Vinson, Tongue River Ranch.

#### 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.

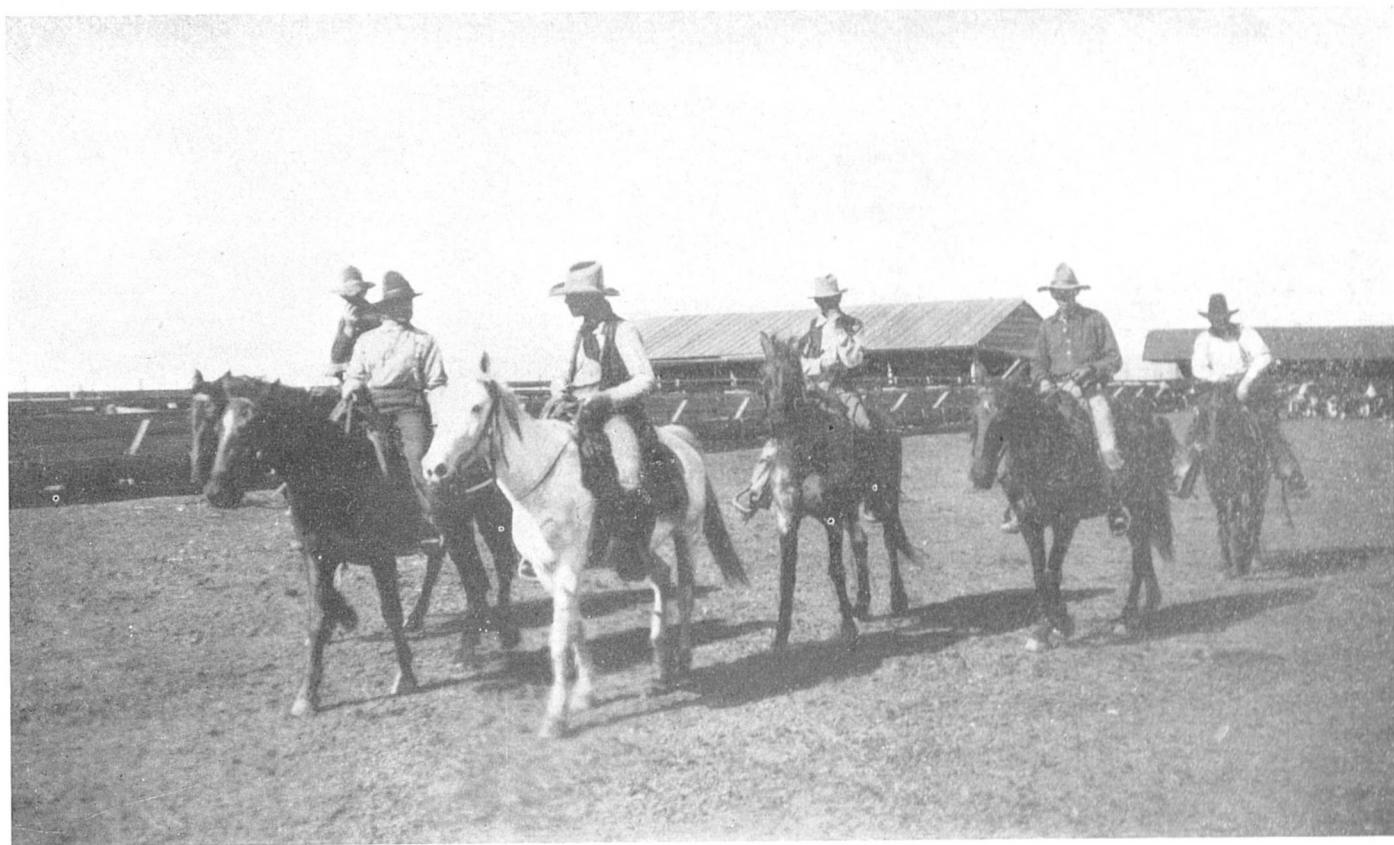


Photo by Eric A. Swenson, Colorado Springs, Colo.

#### GOING TO WORK.

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



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

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

All of the boys in this picture have since married red-headed girls. The S. M. S. Ramuda at one time consisted of about one-third white and dun horses.



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 snap shots 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.



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 RAMUDA—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.



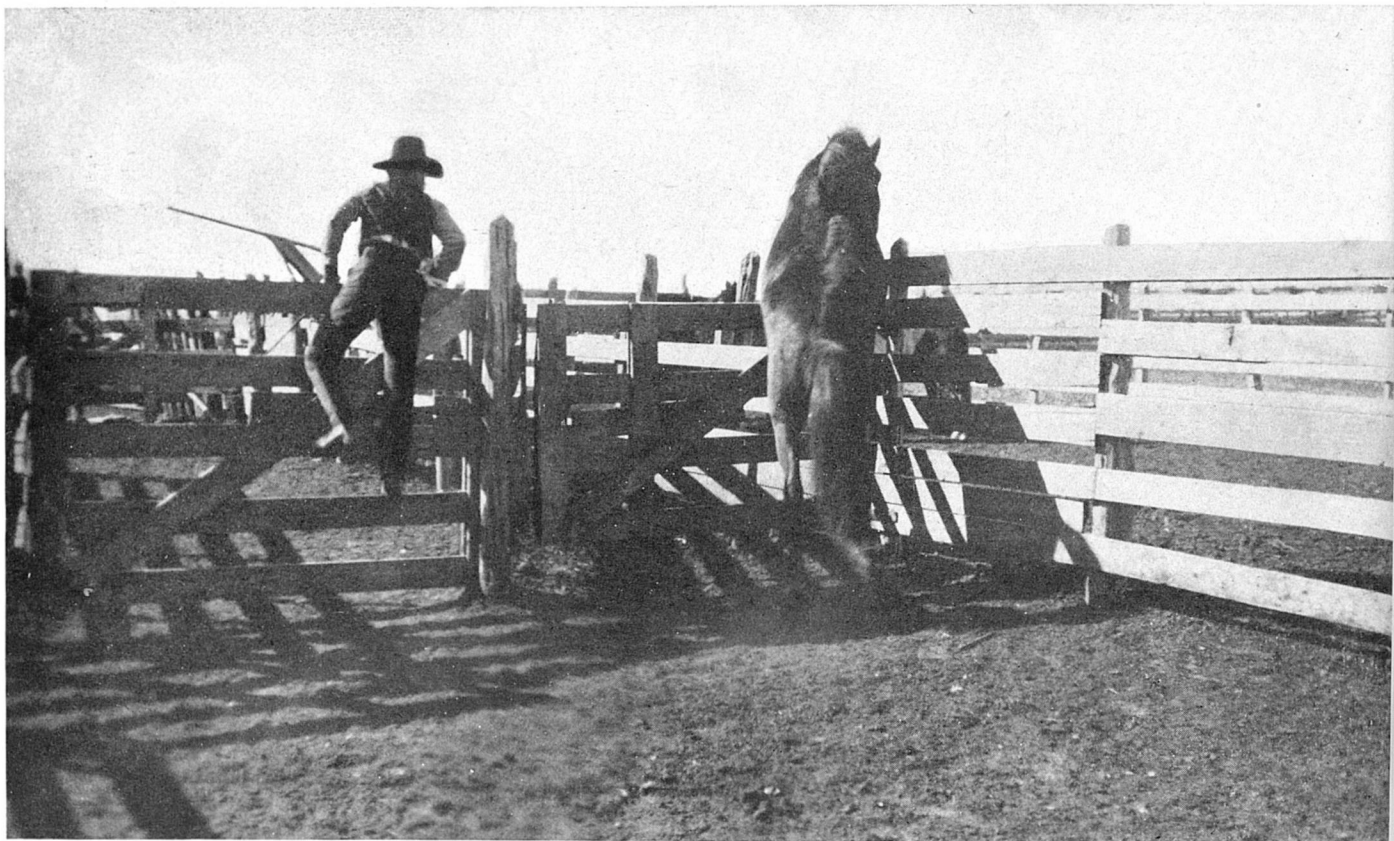


Photo by Eric A. Swenson, Colorado Springs, Colo.

**"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 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.



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 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.

#### 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.

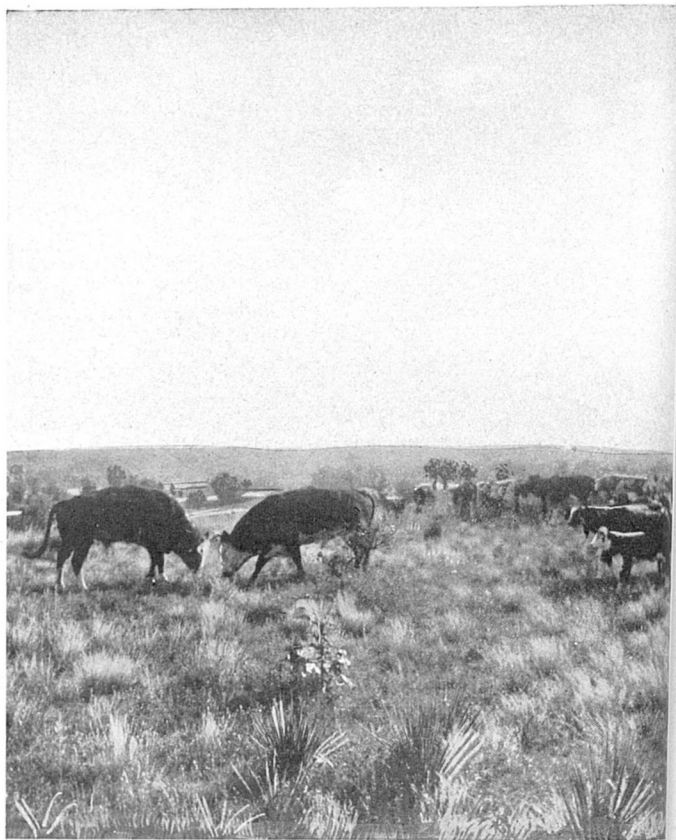


Photo by Ruth Hastings, Stamford, Texas.

#### BULL FIGHT.

Bull Fights occur frequently in the round-ups, and usually result in a decision outside. The round-up will be noted to the right.

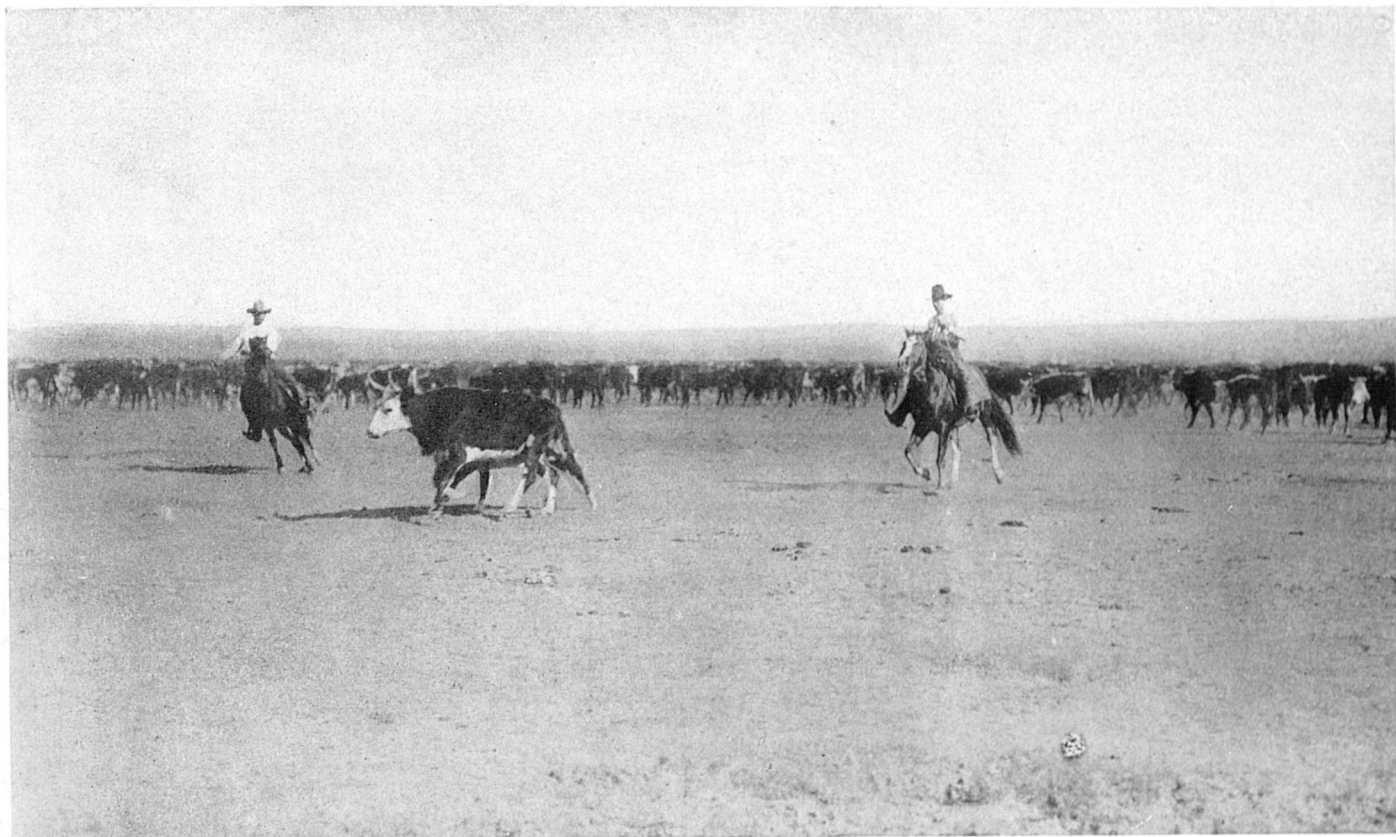


Photo by Eric A. Swenson, Colorado Springs, Colo.

**THE ROUND-UP—CUTTING OUT COWS WITH CALVES AT FOOT.**

Rarely is a cattle picture caught showing such action. The horse on the left is running hard.



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

CATCHING AND BRANDING CALVES IN A CORRAL.

The action in this picture is unusual. See opposite page for a "close up" of the same work.



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

DEHORNING, BRANDING AND CASTRATING.

All done at the same time when calf is two weeks to eight weeks old. See opposite page showing calf being roped for this work.

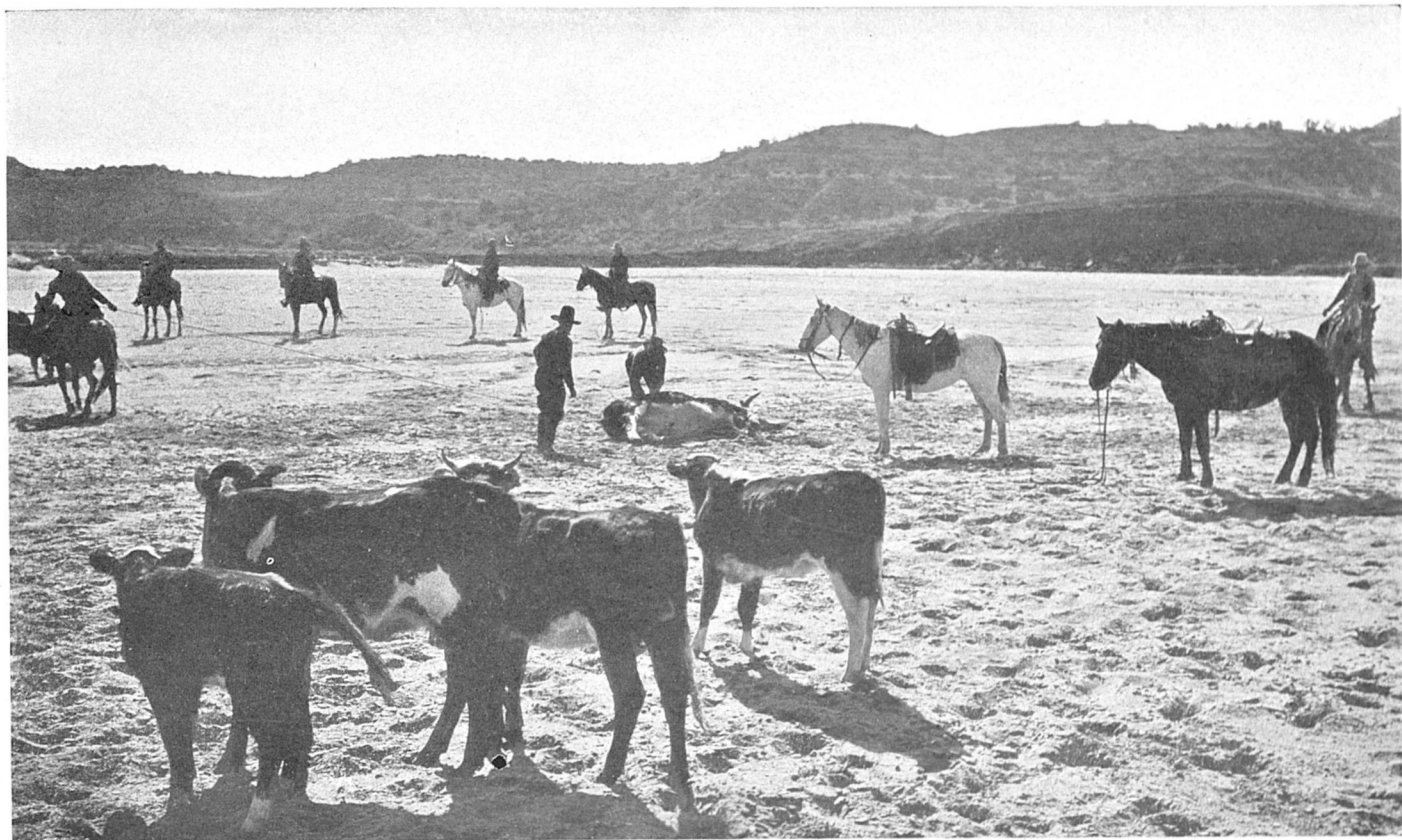




Photo by Eric A. Swenson, Colorado Springs, Colo.

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

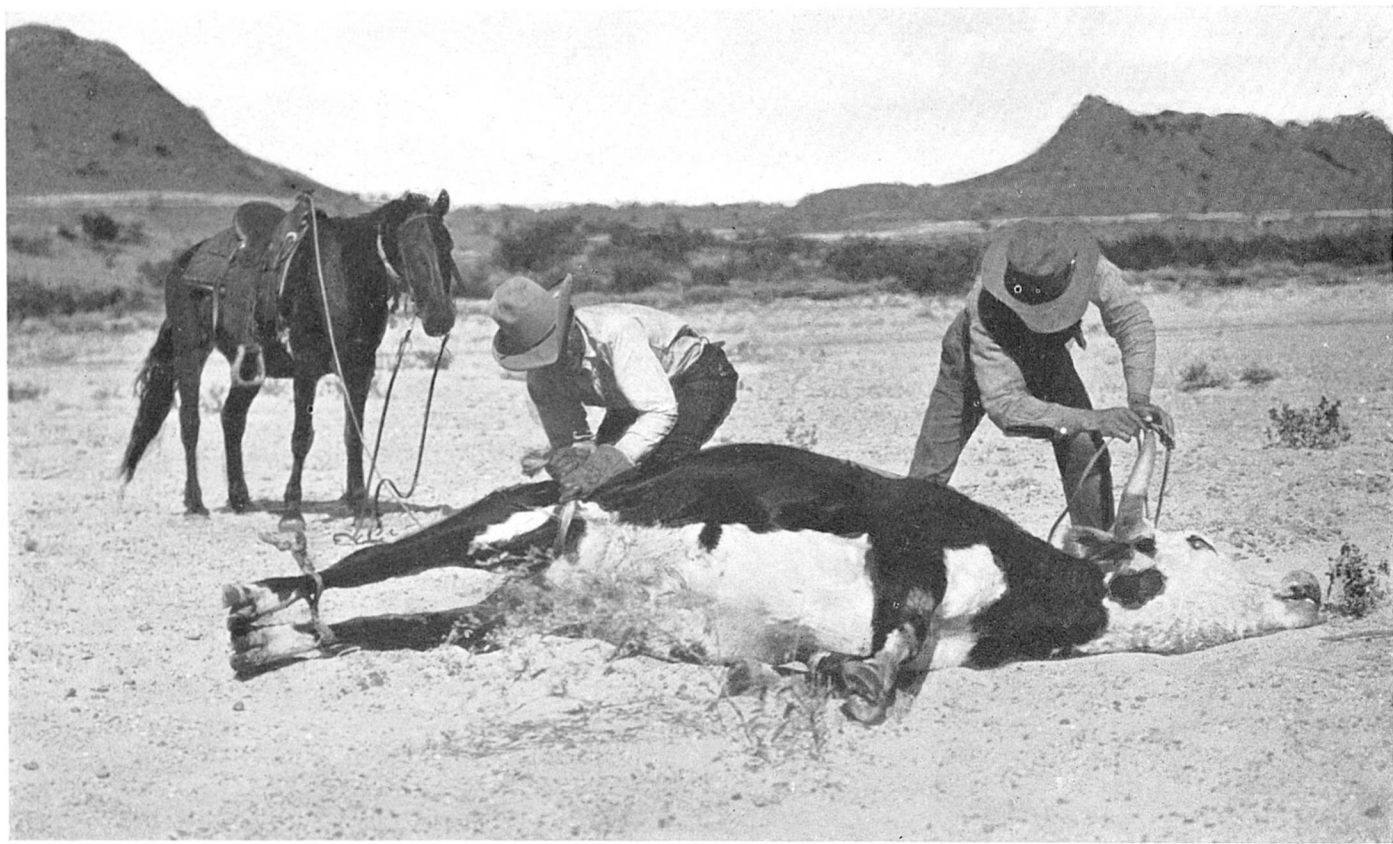
The flanker jumps with the calf, and by a sort of sleight of hand turns him in midair and throws him. In this remarkable picture note that both the flanker and calf have their feet off the ground.



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.



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 1500 commercial S. M. S. Steer Calves on their way to Spur, Texas, October, 1915, for shipment to Corn Belt—stopped to graze.

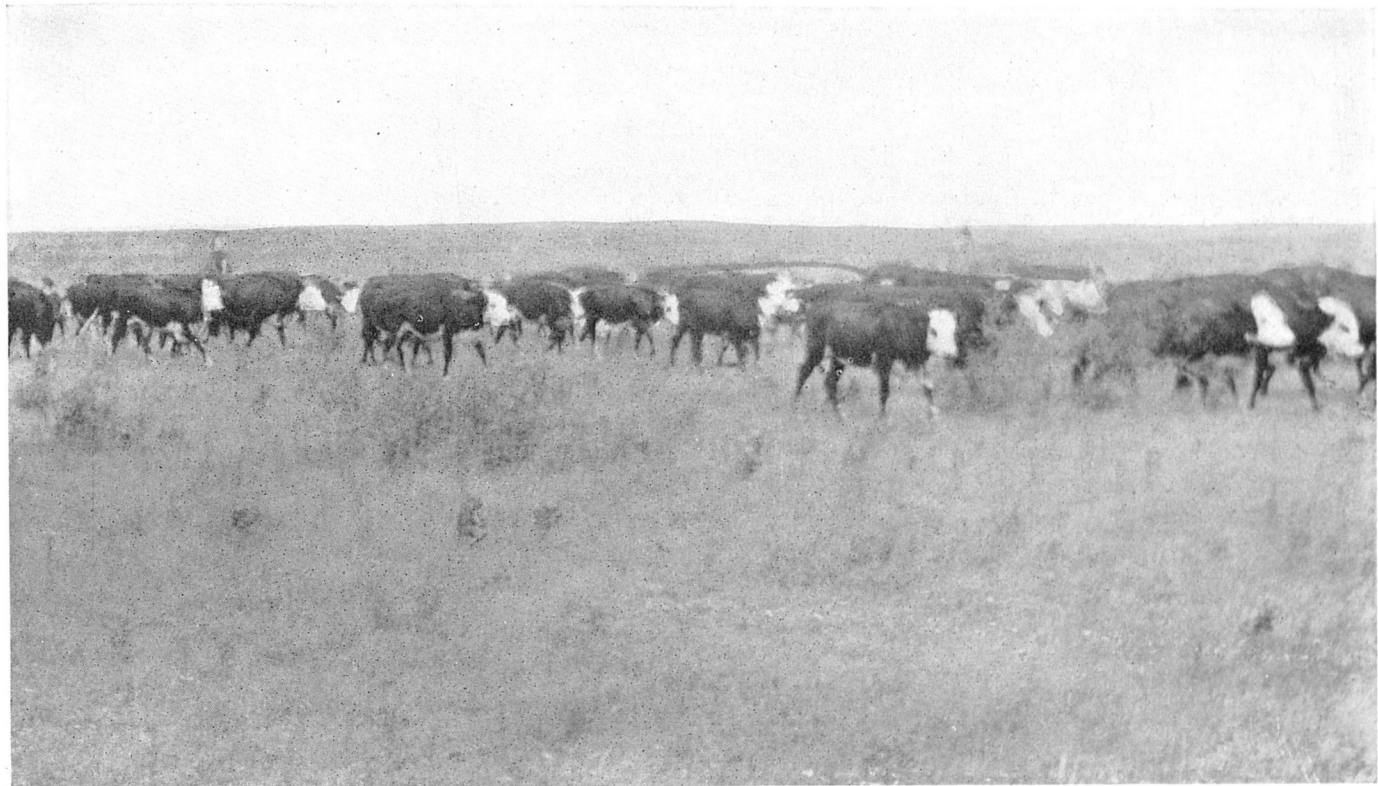


Photo by Mrs. F. S. Hastings, Stamford, Texas.

AS EVENING SHADOWS FALL.  
Trailing up to the "Bed grounds."

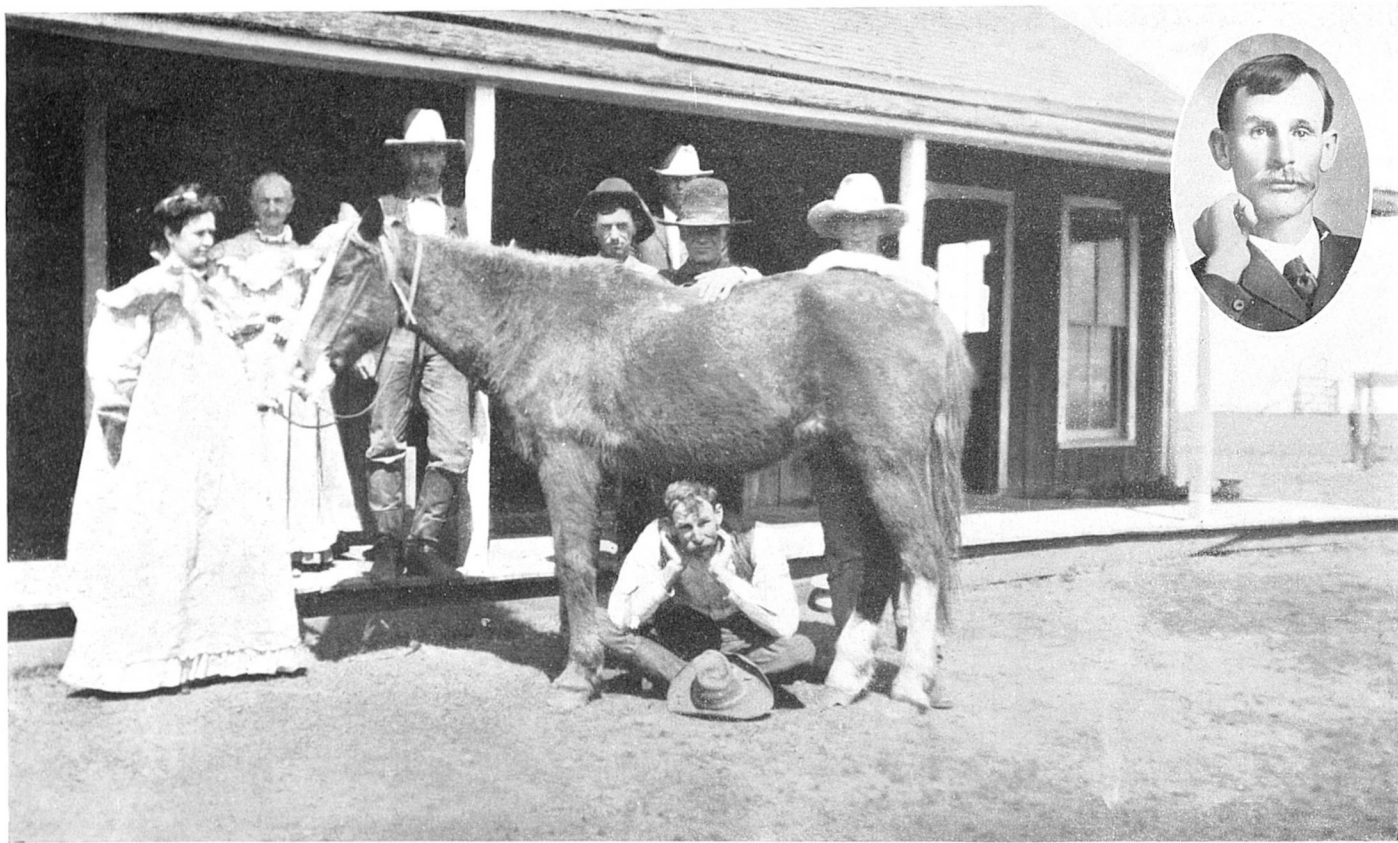


Photo by Eric A. Swenson, Colorado Springs, Colo.

IN MEMORIAM.

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

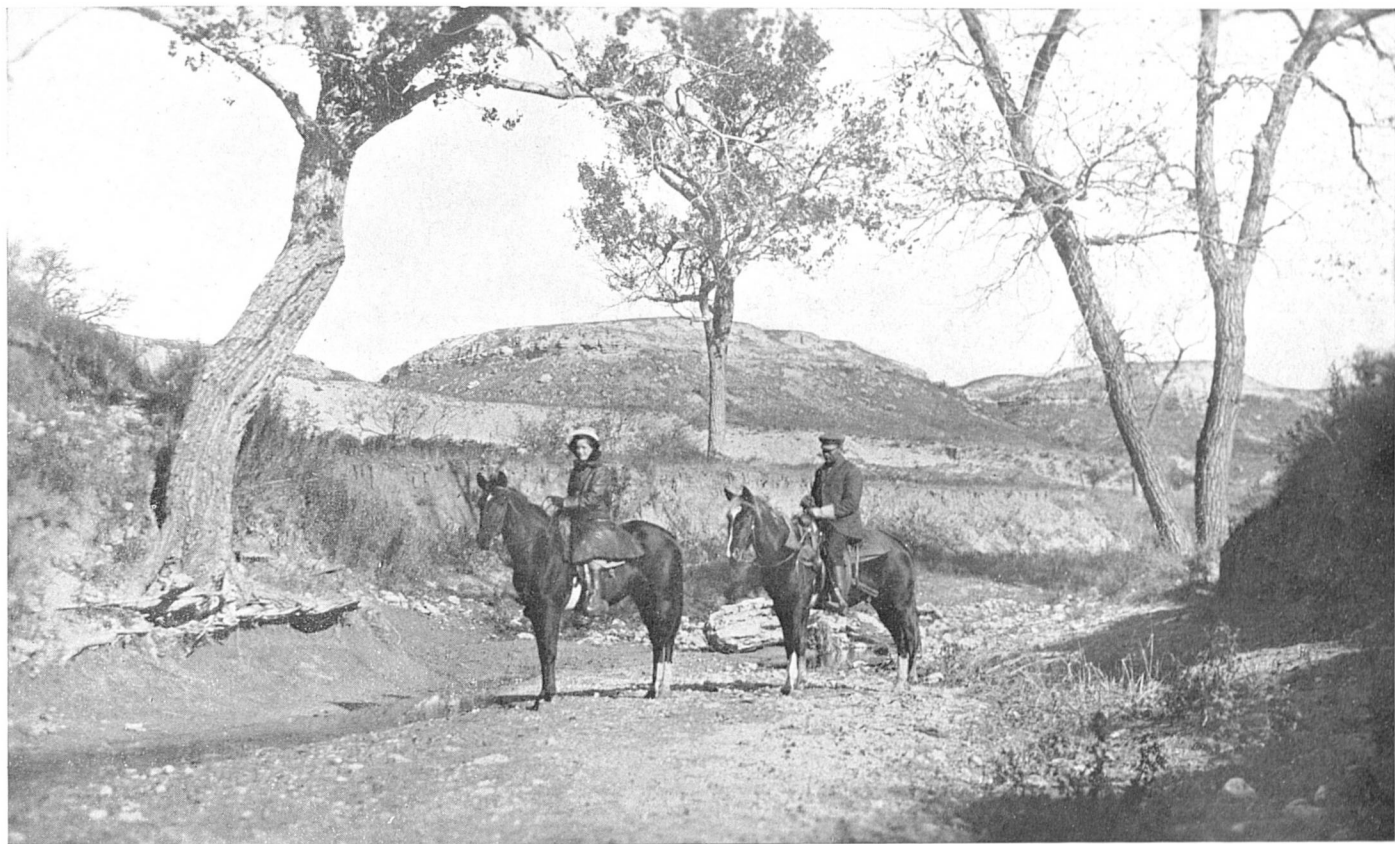


Photo by Sam Clemons, Spur, Texas.

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.

**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.



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

ALONG THE ROAD S. M. S. RANCH.



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

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.

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 Eric A. Swenson, Colorado Springs, Colo.

S. M. S. REGISTERED HERD.

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



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.

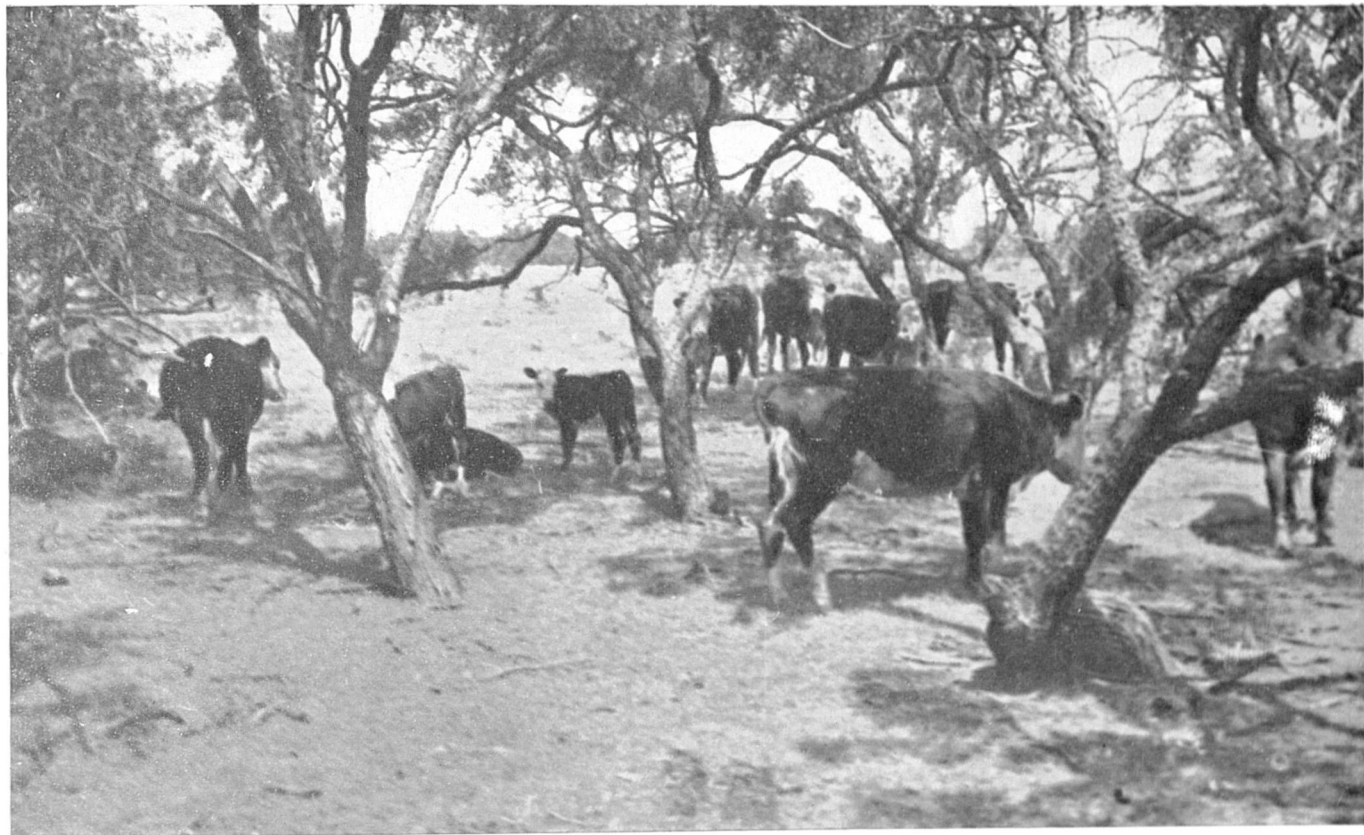


Photo by Eric A. Swenson, Colorado Springs, Colo.

S. M. S. PASTURE SNAP SHOT.

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



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

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

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.



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.

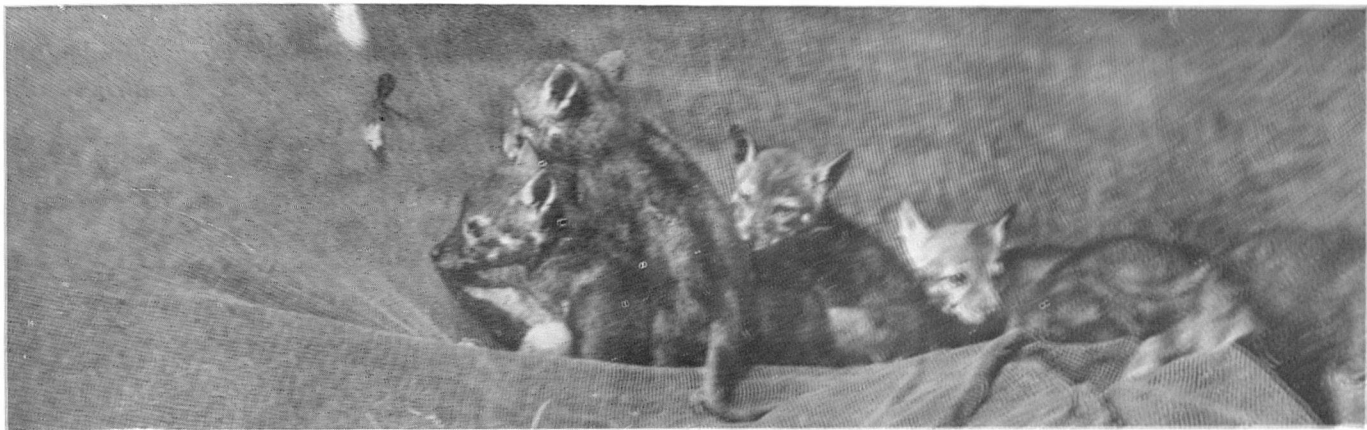


Photo by Edric A. Svenson, Colorado Springs, Colo.

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

In Mr. Svenson'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.

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



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."

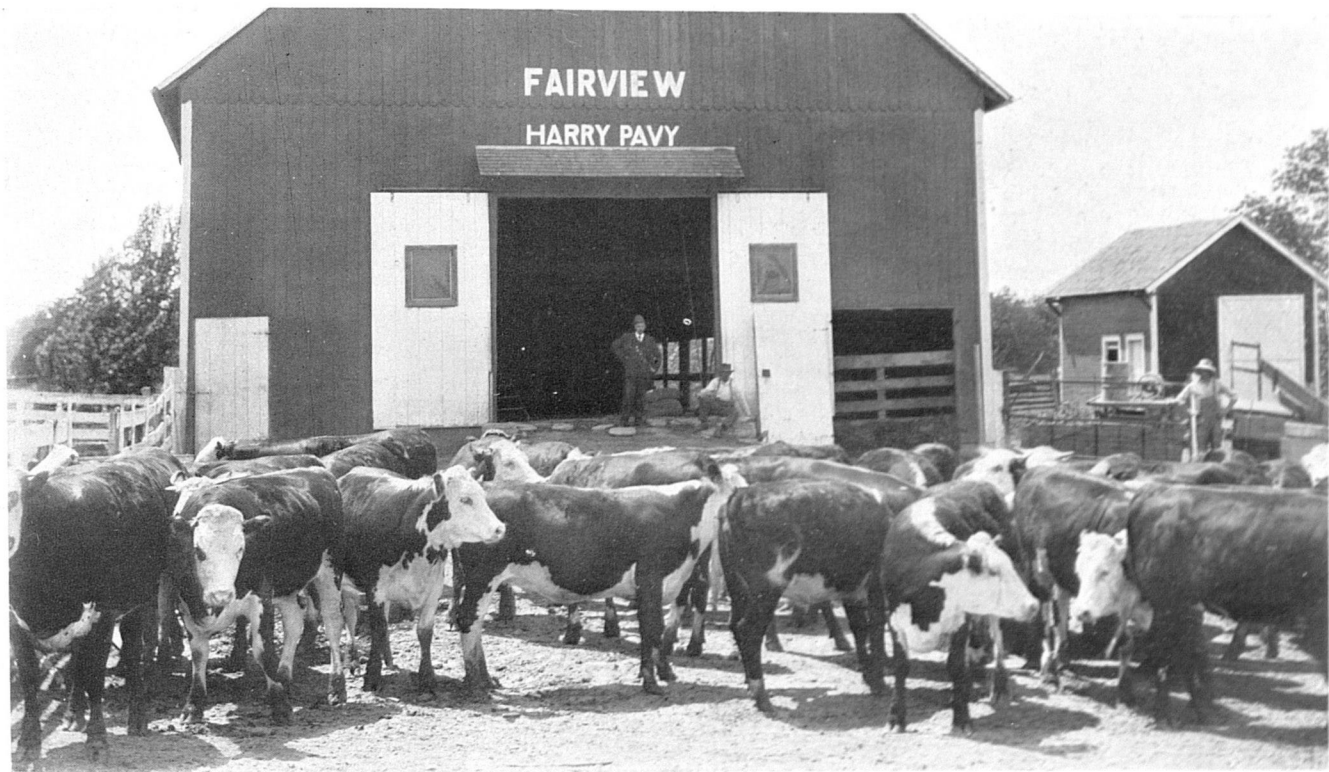


Photo by Eclipse Studio, Greensburg, Ind.

SOME S. M. S. FINISHED YEARLING HEIFERS IN BARNYARD OF HARRY PAVY, BURNEY, IND.

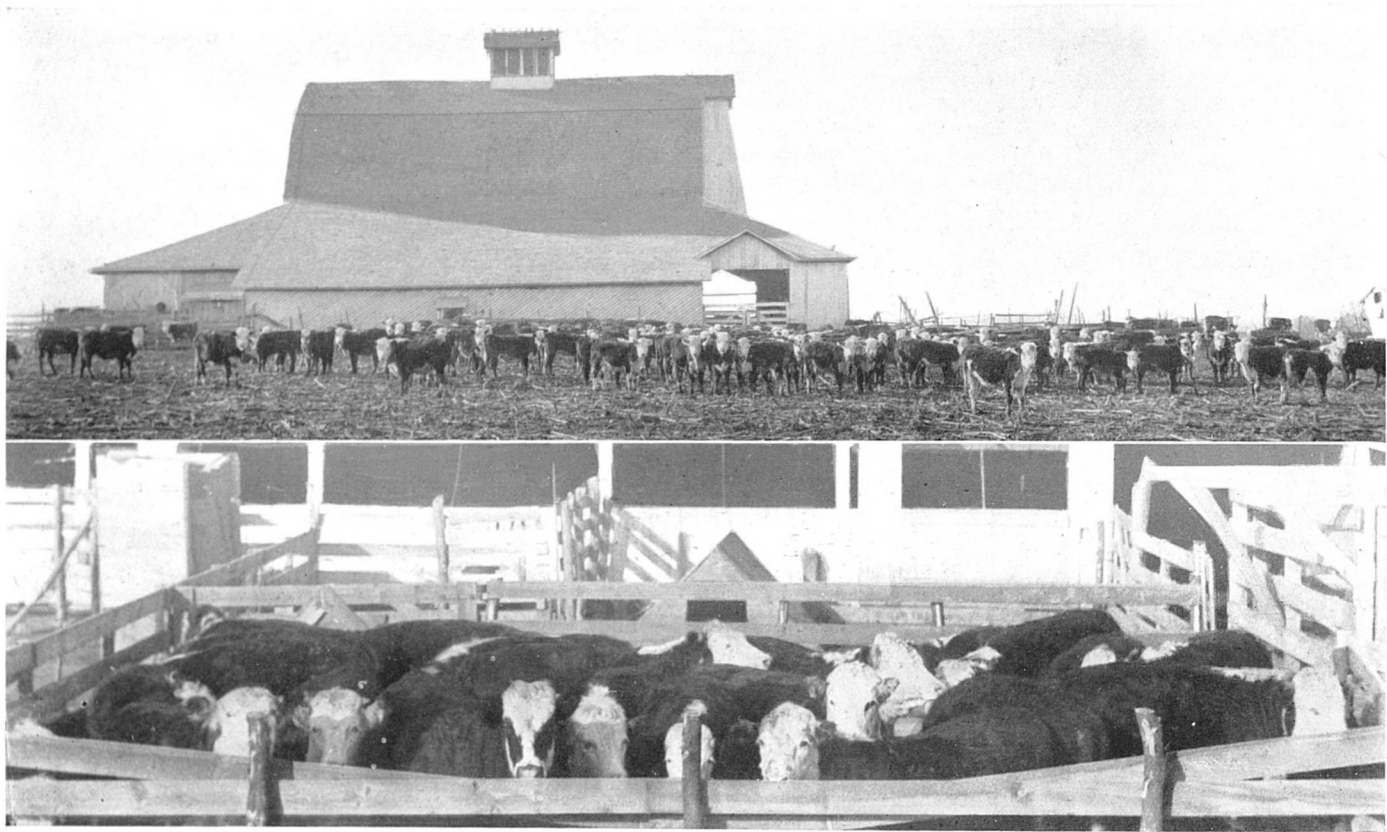


Photo by Ronald L. King, Charleston, Ill.

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 beeves (below).



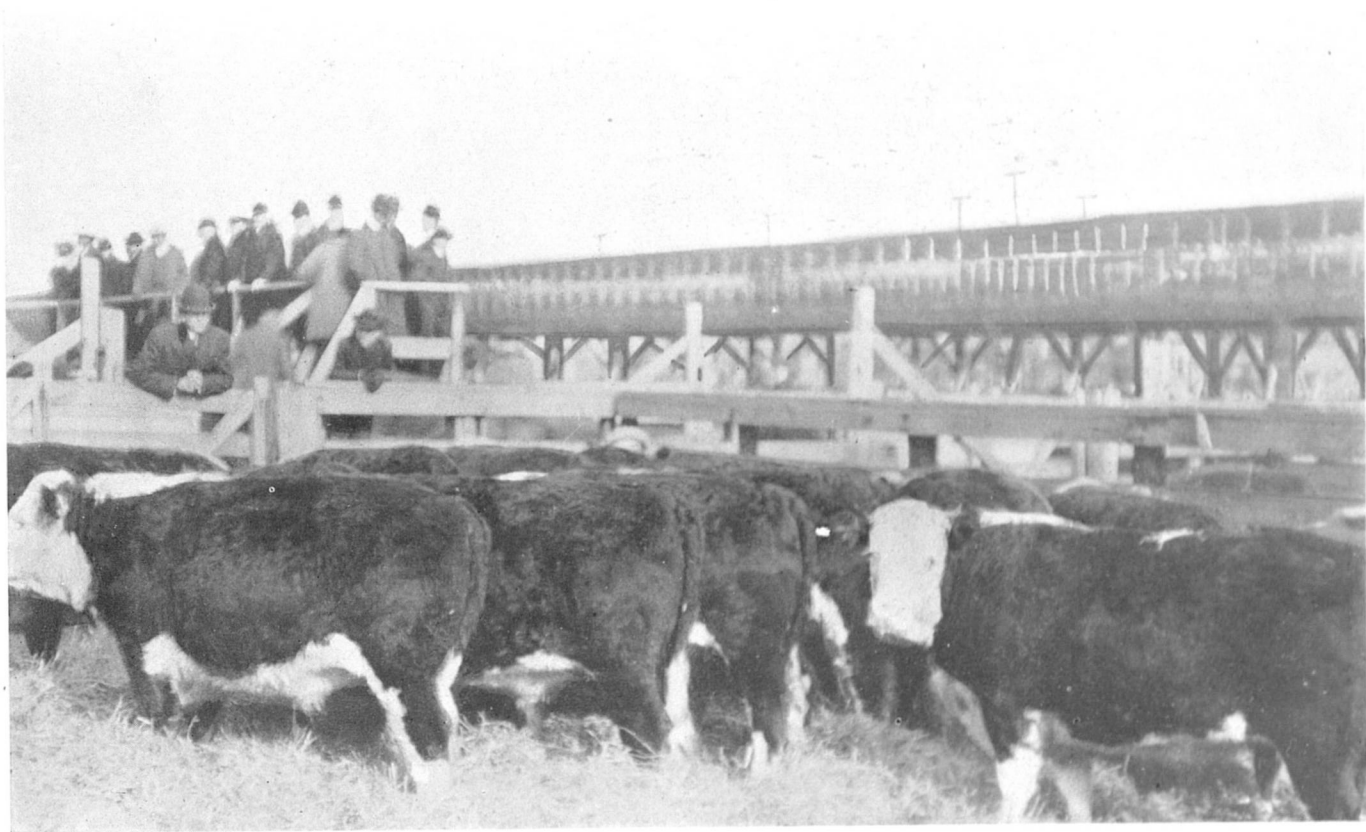


Photo by Eric A. Swenson, Colorado Springs, Colo.

S. M. S. STEERS, INTERNATIONAL 1905.



Photo by Eclipse Studio, Greensburg, Ind.

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

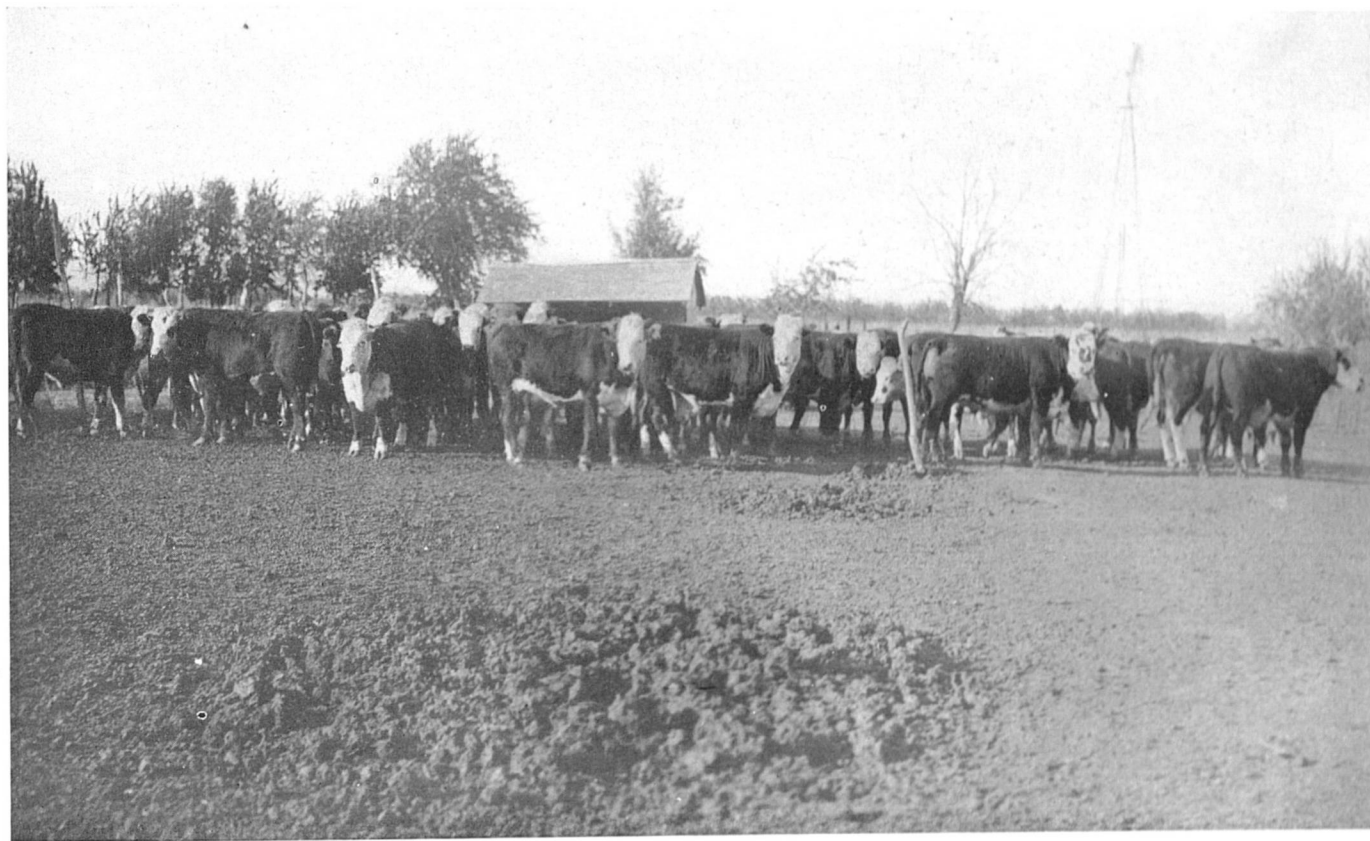
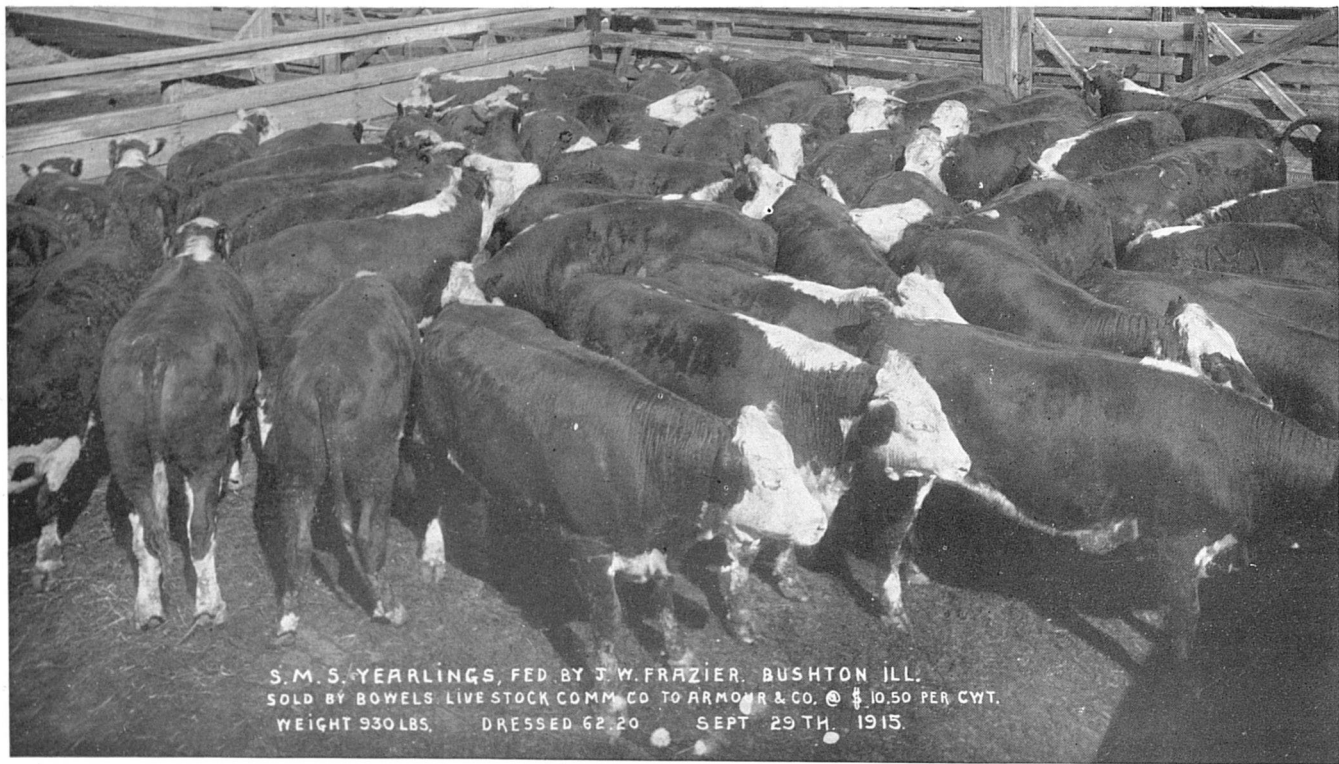


Photo by Ronald L. King, Charleston, Ill.

S. M. S. FAT YEARLING STEERS FED BY J. W. FRAZIER, BUSHTON, ILL.

Snap shot in pasture. The third cut of 156 head taken as Standard Calves October, 1914. Sold on Chicago market December 15, 1915, straight at \$11.15 top for day, commercial cattle. Both of other two lots topped market when sold in August at \$10.10 and September at \$10.50.



S. M. S. YEARLINGS, FED BY J. W. FRAZIER, BUSHTON ILL.  
SOLD BY BOWELS LIVESTOCK COMM. CO. TO ARMOUR & CO. @ \$10.50 PER CWT.  
WEIGHT 930 LBS. DRESSED 62.20 SEPT 29TH, 1915.

Photo by Hilderbrand, Chicago, Ill.

**S. M. S. YEARLINGS TOP ALL AMERICAN MARKETS FOR 10 MONTHS.**

Fed by J. W. Frazier, Bushton, Ill. Taken as calves. These two cars were the second cut from 156 Standard S. M. S. Calves. The price, \$10.50, was the top price for any bunch of cattle any age in any market for the calendar year, January 1, 1915, to September 29, 1915. The first cut sold at \$10.10 in August; the third and last cut at \$11.15 December 15, 1915. All sold straight, not a single animal cut in any one of sales quoted. And each lot topped the market for its respective day. All S. M. S. Standard Commercial Average.



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

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





Photo by Swift & Co., Kansas City, Mo.

S. M. S. COMMERCIAL SHORT FED BEEF IN COOLER SWIFT & CO., KANSAS CITY, FEBRUARY 14, 1916.  
Fed by W. W. O'Bryan, St. Paul, Kans.; dressing record 61.31, which the killers call good for short fed steers.

## *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.

The S. M. S. brand is never put onto any animal not of our own breeding, except registered stuff bought for breeding. Feeders may depend absolutely upon the brand as the product of S. M. S. Ranch cows—the result of S. M. S. selection for 34 years, and representing at least fourteen distinct crosses—99.9999 pure or practically full blood.

## *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 1916, and is the sixth 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 booklet when mailed will show on freight page the month and year when mailed, and the data given will be correct only until that time, and 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 fourteen 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, which from the comments of visitors we are encouraged to think may be of interest to the average reader.

### *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 lands has been heavy in 1915.

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.

See pages 107-108-109-110-111.

## ***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 have nothing older than yearlings to offer in steer cattle.

### ***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, and it is the intention to enclose one when mailing booklet. 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.



#### 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.

Fourteen years experience with S. M. S. Standard Yearling Steers in the Corn Belt has demonstrated such satisfactory results for the feeder, that our limited offering is usually booked early in the season.

## 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.

## 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.

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 throw 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 re-

#### SPECIAL DATA AS TO SALE OF CATTLE—Continued.

growth 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.

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.

We also sell a few cars unregistered full blood heifer calves or yearlings as shown in following paragraph. See United States Inspection paragraph for data as to Tuberculin test.

#### ***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

#### SPECIAL DATA AS TO SALE OF CATTLE—Continued.

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 two 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. Some states, notably Ohio, have a station where the test can be made in transit, and most markets have facilities.

There is a growing tendency to admit strictly range bred cattle any age direct from the range without the test. Kansas, which undoubtedly is an authority on range bred cattle, has just passed such a regulation, and Colorado has a similar one.

We have no objection to making the test, but so far we have not found any practical plan for having the test made just before shipment without running considerable risk of hurting the animal.

Thousands of range-bred cattle go to the block every day under United States post mortem inspection, and no case of Tuberculosis has ever developed in distinct range cattle. Special information will be given to all inquiries for breeding stuff, as to the regulation in buyer's state, and the possibility of making test here or in transit, or after arrival.

#### *Vaccination*

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

#### SPECIAL DATA AS TO SALE OF CATTLE—Continued.

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. We only furnish commercial vaccine.

#### *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 bull calves castrated.

#### *Number of Head to the Car*

Until the fall of 1915, 36-ft. cars were used exclusively in shipping S. M. S. Cattle. We are now assured that 40-ft. cars will be furnished, and the limited use of them season of 1915 proved very satisfactory to buyers.

For 36-ft. cars, 52 Standard S. M. S. Calves, or 40 S. M. S. Standard Yearlings will be shipped, unless otherwise instructed by buyer. Many customers who have been taking S. M. S. Cattle every year load as high as 55 calves or 42 yearlings with satisfactory results. We feel, however, that the smaller number is desirable—calves, in particular, will lie down with a little room.

Our experience with the 40-ft. car is limited and subsequent-season circulars will have to give our final advice. In the fall of 1915 we shipped 62 Standard Calves and 48 Standard Yearlings, but are inclined to think 60 calves or 46 yearlings about right.

A 40-ft. car costs ten per cent more freight than 36-ft. car.

#### *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 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; 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.

So far as our experience of thirteen 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. (Special attention is asked to a paragraph in General Section of booklet under heading "Weights of Calves, When Received and Outcome.")

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 are reported to us as weighing April 1st, 1916, say 150 days after they arrived, 678 lbs. Just how they are fed is not stated, but they were, of course, not pushed extensively during that early period.

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.

#### SPECIAL DATA AS TO SALE OF CATTLE—Continued.

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.

SPECIAL DATA AS TO SALE OF CATTLE—Continued.

### ***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.

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 100 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 calf. 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.

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.



#### BREEDING SECTION—Continued.

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.

#### *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.

**BREEDING SECTION—Continued.**

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 just past 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.

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 1916, and something might change our plan of duplicating prizes.

### *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, Ills., 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 the that 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

#### GENERAL OBSERVATIONS—Continued.

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 have topped the Chicago, Kansas City and St. Louis and Indianapolis markets as finished beef in second hands more than fifty times during 1915 that we have a record of, and are rarely found in any other than the top row for the sort of feeding they have had. Feeders throughout Ohio and Indiana who sell at home for some of the smaller killing markets are always in the top row.

In September, 1915, S. M. S. Fat Yearlings brought \$10.50 in Chicago straight loads—topping all American markets for the calendar year up to that time. And the third cut from the same bunch, or what might be called the tail ends, topped the Chicago market at \$11.15 again in December, 1915.

On April 12th, 1916, Kansas City, 50 cut back S. M. S. Steers (sold as cut backs when going from ranch) were on the market. They were the tail ends of some 200 head sold as cut backs; 17 of them sold at \$8.65, weight 900 lbs.; 33 of them sold at \$9.25, weight 967 lbs.—topping the market for the day in cattle of that weight. If the tail ends of S. M. S. Cut Backs 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 66.

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.

The West Pasture Spur S. M. S. Ranch is located in Crosby and Garza counties, 20 miles west of Spur on the Stamford & Northwestern 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.

### ***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 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 system 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

GENERAL OBSERVATIONS—Continued.

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 Ramuda (cow ponies) and Horse Wrangler always travel with the "Wagon." Ramuda 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.

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

SOME GLIMPSES INTO RANCH LIFE—Continued

"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.

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 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!'"



## SOME GLIMPSES INTO RANCH LIFE—Continued

B. M. Bower (whom we understand is a woman) 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.

None of the above writers have any knowledge of this reference to their work. Their books can be had through any bookseller.

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 Ramuda—pronounced in Texas Remuther—slurring the "ther." The Ramuda 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 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.

#### SOME GLIMPSES INTO RANCH LIFE—Continued

The Ramuda 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 Ramuda 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 two 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.

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 Ramuda.

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 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

#### SOME GLIMPSES INTO RANCH LIFE—Continued

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. "Techy 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. 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 in his nickname.

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

#### SOME GLIMPSES INTO RANCH LIFE—Continued

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.

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 phrase or so 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.

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.

## SOME GLIMPSES INTO RANCH LIFE—Continued

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 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.

Brands read from left to right and down. A letter branded on its side is called "Lazy" . A letter with extensions at the top like U with wings  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.



#### SOME GLIMPSES INTO RANCH LIFE—Continued

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 Ramuda 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.

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.

## SOME GLIMPSES INTO RANCH LIFE—Continued

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 boot maker 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.

Eighteen to twenty dollars is the price now. All cowboys wear high heels which most people cannot understand. The explanation is that when riding hard the boot 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, cowman, 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.

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."

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

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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.

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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 of 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.

## SPUR FARM LANDS



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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.

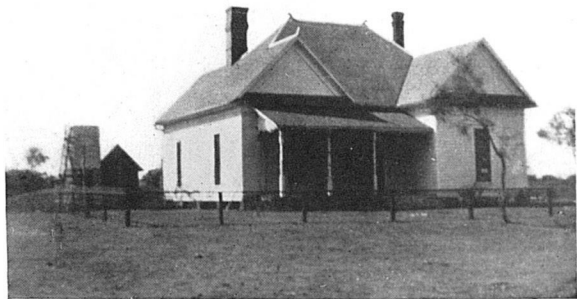
CHAS. A. JONES,

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.



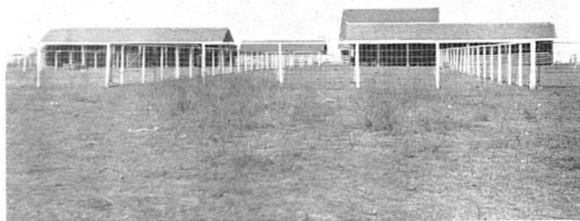
Entrance—Spur Experiment Station.



Harvest Crew—and showing substantial type of barns used.



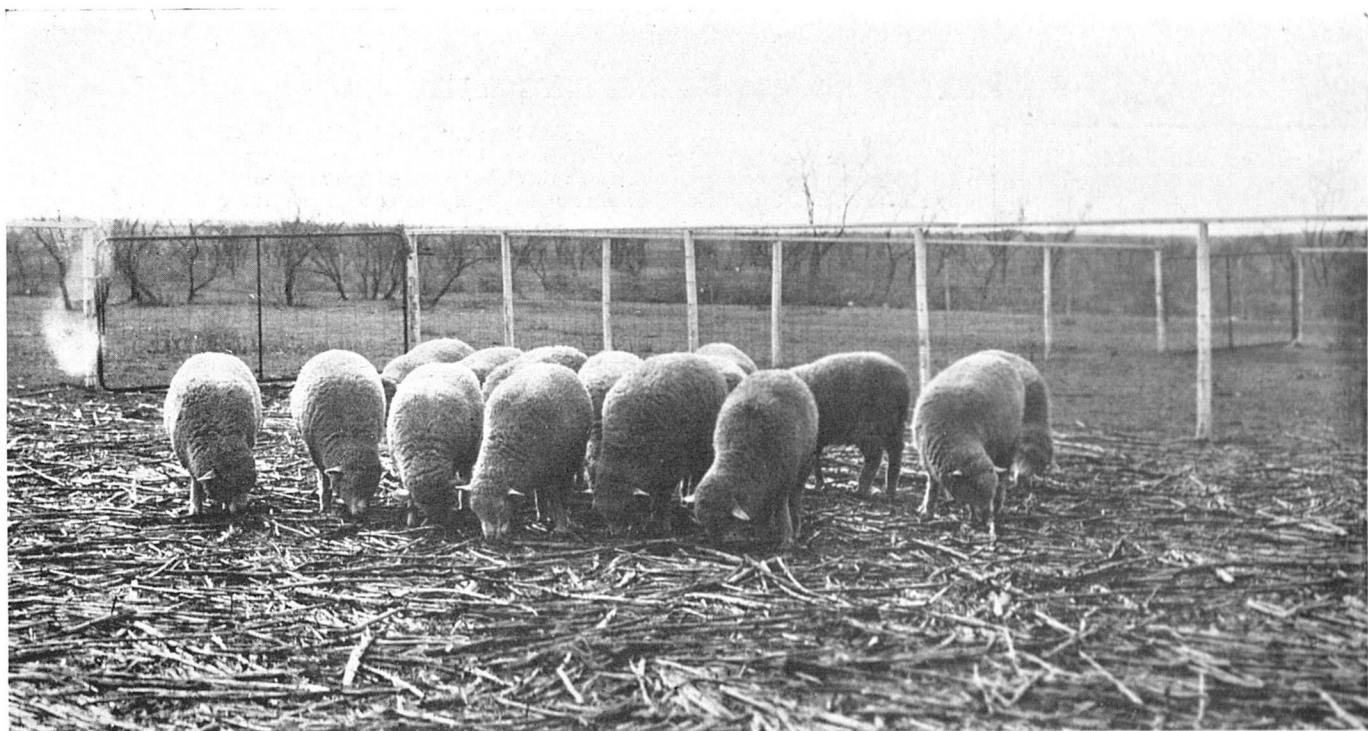
A corner of the young orchard.



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.



#### LINCOLN-RAMBOUILLET LAMBS.

These lambs were dropped by aged Rambouillet range ewes which were bought by the Spur Texas Experiment Station for \$5.00 per head. At the National Feeders and Breeders' Show, held at Ft. Worth, Texas, March, 1916, a pen of five selected from the above group, were awarded the blue ribbon. These lambs averaged 122 pounds and sold for 11 cents per pound, or \$13.40 per head for the lambs. This looks profitable, doesn't it?

## FREIGHT RATES AND SHIPPING DATA

### *Booklet Mailed*

Rates and general data following are in effect at time booklet is mailed; see month and year stamped in margin. We do not ship S. M. S. Cattle to our order and draw against them. All shipments are made open at buyer's risk after having been received Free On Board Cars by Railroad, and the proper guarantee as to payment has been made; see Terms.

All cattle older than calves take minimum weight of 22,000 lbs.

Calves take minimum weight of 17,000 lbs., but a higher rate than older cattle. (See table following.) This figured out at tariff results in from \$9.00 to \$13.00 per car according to distance lower than older cattle. Calves over \$20.00 in value take 2 per cent increased rate for every 50 per cent or fraction thereof increased value over \$20.00.

S. M. S. Calves dropped in calendar year are shipped as calves up to January 1st, after which time they are shipped as yearlings. Cattle older than calves go at tariff rate at or under following values: Steers or Bulls any age \$75.00; cows any age \$50.00. Yearling heifers or over are presumably cows under the interpretation put upon the law by railroads. The shipper must declare actual value so far as he is qualified to do so, and cannot declare the tariff valuation and carry his own insurance to obtain tariff. This would affect calves old enough for feeders under existing conditions. The law is new and the foregoing is only given for general information. We hope to add something more definite in Season Circular.

We only deal with rates to basic points from which feeder rates are established to most every town east of the Missouri or Mississippi Rivers. If the feeder rate from the buyer's nearest market rate is added to the rate from our Texas shipping point to that market, it will give the through rate. The local agent at buyer's home can always furnish or obtain the feeder rate from market point to add to figures given below. See table next page.

Most points in Iowa and Illinois are in what is known as "Chicago territory" and take the Chicago rate, and in a general way each market point has a large territory which takes the same rate. Missouri is pretty well covered by a great deal of territory falling into either the Kansas City or St. Louis market circle. Kansas is hard to give any guide to, since there are so many special car load rates to pasture points, but in a general way very few points exceed the Kansas City rate, unless it is necessary to pass through Kansas City, and then the Kansas City rate plus feeder rate to destination obtains.

Feed charges of \$3.50 to \$4.00 per 36-foot car per feed occur in addition to the tariff rate, and extra bedding in transit will be charged for. We do not guarantee rates, but supply such information as we are able to obtain, except sometimes when thrashing out an intricate rate we guarantee it so that buyer may know what he is doing. This is very rare, and when done will be in each specific case and for immediate acceptance. All rates are tariff, regulated by State or Federal Commission.

Rates to Western or Southern States are too complicated to give any guide to where not covered by feeder rate out of some of foregoing markets, and will be worked out in each individual application. We are usually able to give offhand a very close approximate rate.

# FREIGHT RATES AND SHIPPING DATA—Continued

The following rates are in existence June 1st, 1916, with minimum 22,000 lbs. on cattle older than calves; 17,000 lbs. on calves:

FROM POINTS BELOW	To		To		To	
	Kansas City, Mo. Cattle	Calves	St. Louis, Mo. Cattle	Calves	Chicago Cattle	Calves
Narcisso, Texas.						
Tongue River Ranch.....	37½c	43¼c	43½c	50¼c	54c	62¼c
Spur, Texas.						
Crosby Co., Pasture.....	39c	45c	45c	51¾c	55¼c	63¾c
Haskell, Texas.						
Throckmorton Pasture.....	37½c	43¼c	43½c	50¼c	53¾c	62c
and						
Stamford, Texas.						
Flat Top Pasture.....						

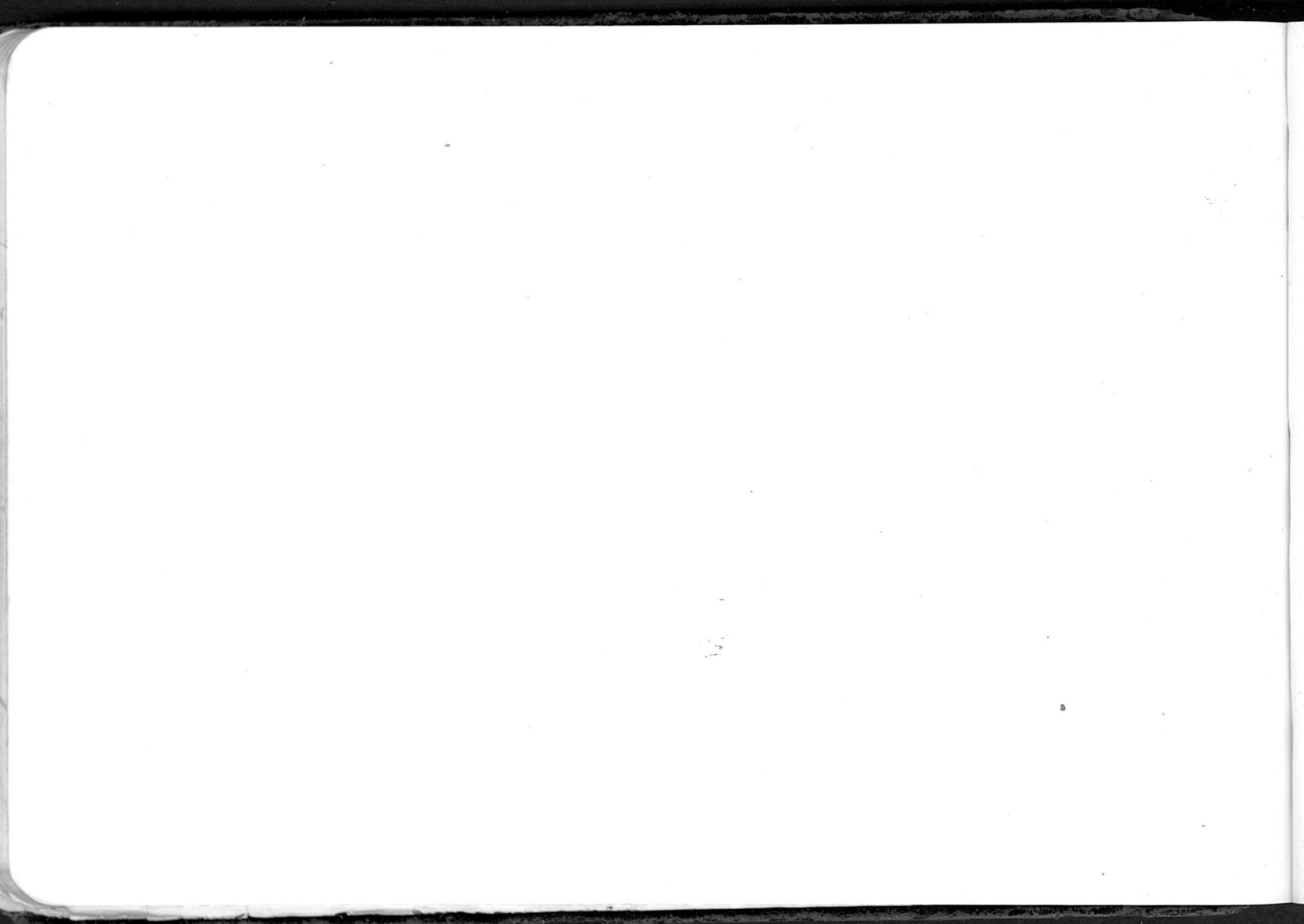
FEEDER RATES FROM	To	To	To	To
St. Louis, Mo.....	Detroit, Mich.	Indianapolis, Ind.	Philadelphia, Pa.	Jersey City
	22c	15½c	32½c	34½c

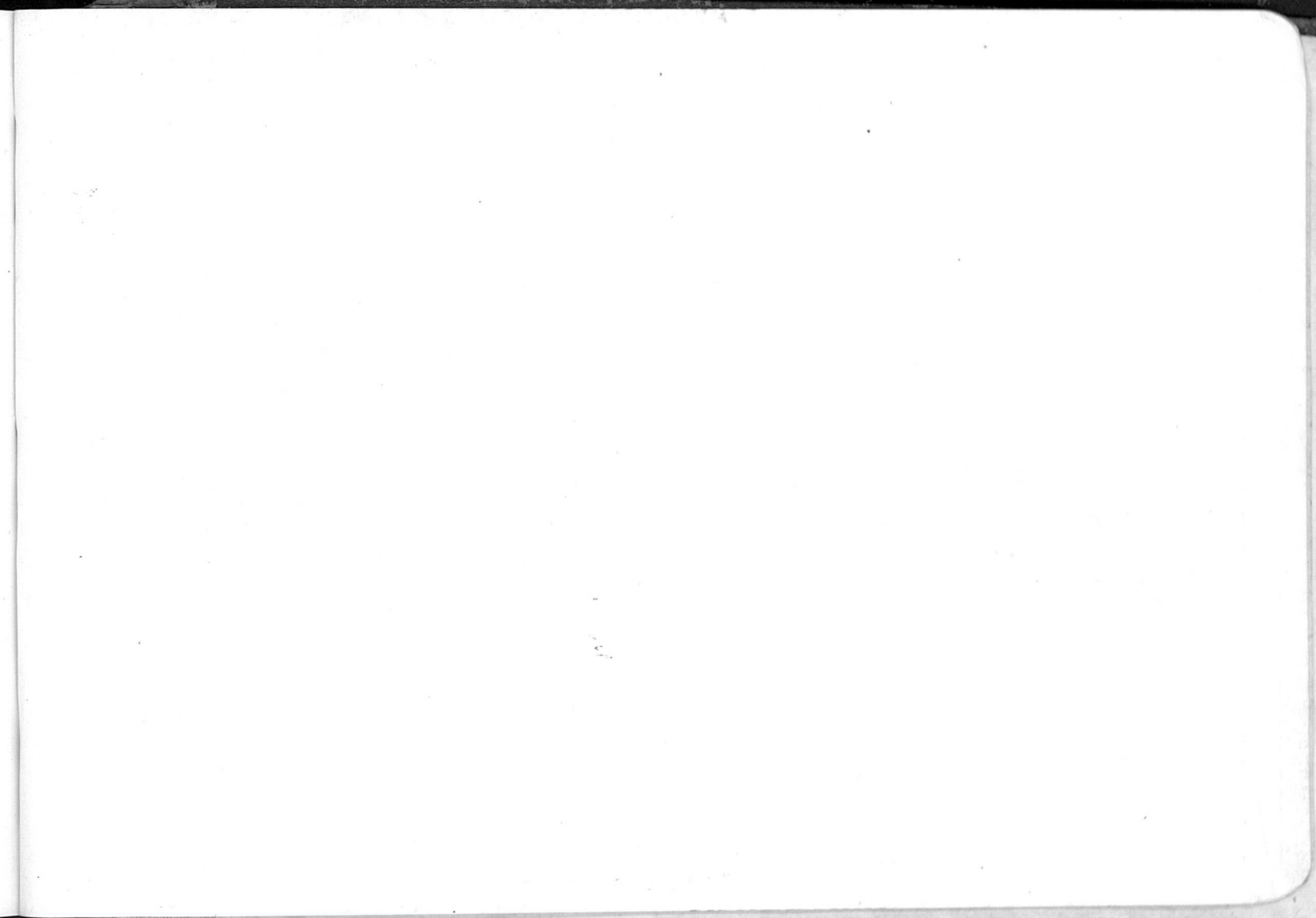
Add this to Stamford to St. Louis rate and it will give a very close approximate to the through rate near any of above points, and in a general way indicates the Seaboard Rate through from all S. M. S. Shipping Points at about 78 cents on cattle older than calves. The rate will be higher to New England State points.

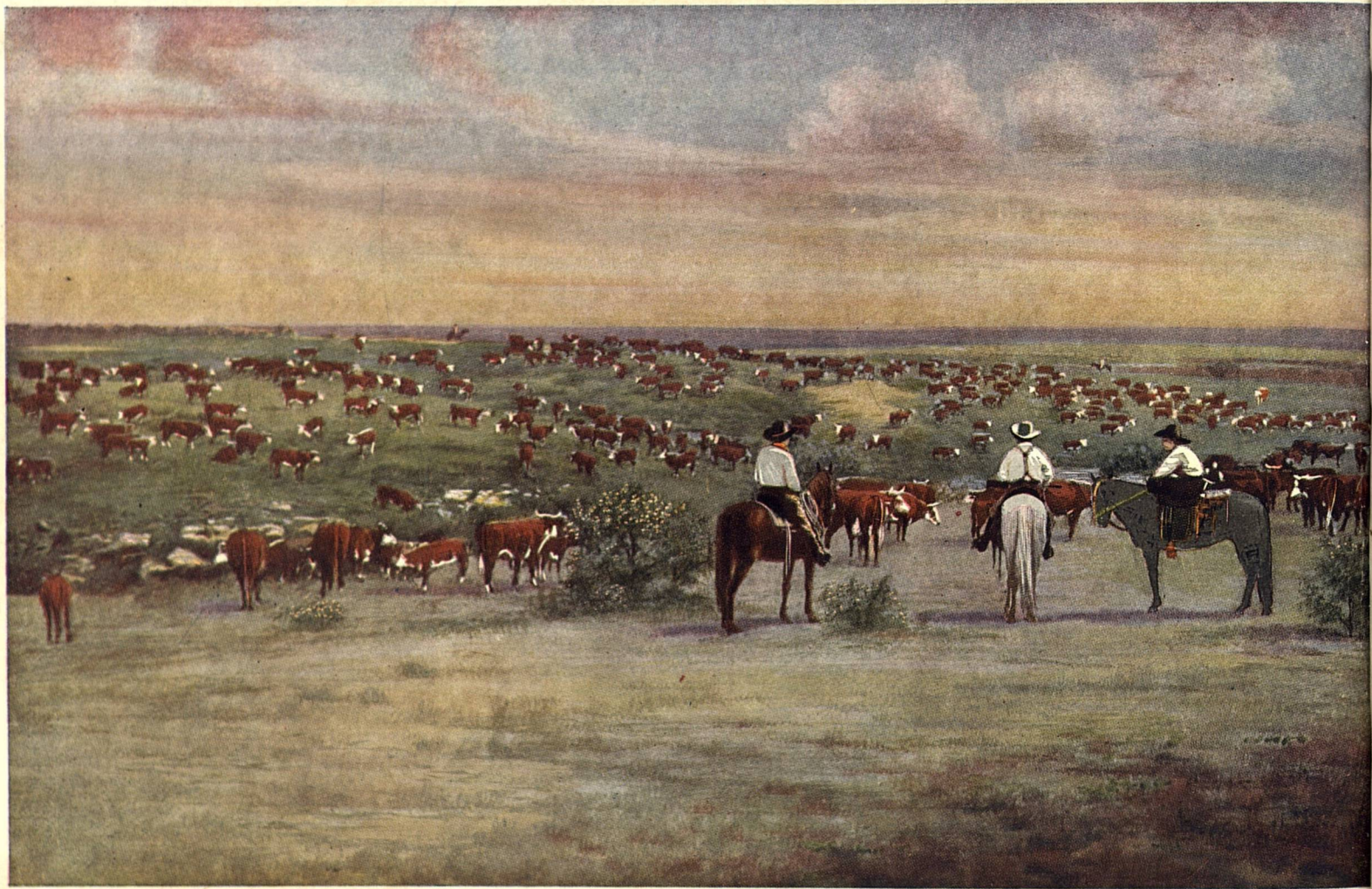
SWENSON BROS., Owners S. M. S. Ranch,  
Stamford, Jones County, Texas.

F. S. Hastings, Mgr.









"S. M. S. PASTURE"



