California

The California Meat Producers To Push Choice Meat Sales For Christmas Holidays During Livestock Show

Southern Californians are looking forward to the greatest supply of prime beef, lamb and pork in this section's history as a result of the heavy consignments of prize baby beef, lambs and hogs to the fat stock division of the Sixth Annual Great Western Live Stock Show and Rodeo, to be held at the Los Angeles Union Stock Yards, November 28th to December 5th.

Southern California meat producers and distributors are determined to push sales of choice steaks, roasts and chops as the principal item on Christmas holiday menus. They take their cue from the old English custom, calling for a prime roast of beef, roast lamb or roast pork for the holiday season.

Retailers are showing immense interest in featuring prize meats from the prime fat stock to be exhibited at the Show. A campaign is also being waged to encourage large institutions and individuals to make practical Christmas presents to employees and patrons, consisting of prime roasts, steaks and chops which can be appreciated by the entire family. The support of such buying power at the auction sale of prize fat animalss is expected to do much towards adding to the competition and thus bolstering the prices.

The most expert breeders and feeders in more than twenty states are preparing their finest animals for exhibition and sale at the Los Angeles show, where champions of the East will meet champions of the West for the highest honors in the livestock kingdom.

Railroads are offering special excursion fares to Los Angeles and return during the period of the show.

Better times are ahead for the stockmen, in the opinion of sponsors of the Show. They believe that the turning point in livestock prices is now at hand and that the publicity attendant to the Show in advertising better meats will do much towards raising price levels and bringing prosperity back to the stockman.

Prominent officials of the Mexican government will be honored guests the the Show, according to announcement made by J. A. McNaughton, Executive Director of the Show.

Heading the list of notables from Mexico will be Senor Don Francisco Elias, newly appointed Minister of Agriculture. Minister Elias is a cousin of General Calles and is one of the most prominent cattlemen in Sonora, Mexico. Several large cattle operators South of the border will accompany Senor Elias on the visit to the Los Angeles Show where they will inspect the exhibits of registered beef cattle from more than twenty-four different states, with the idea of importing some of the prize American breeding stock to Mexico.

Leading Western cattlemen are planning elaborate entertainment for the Mexican officials during their stay in Los Angeles, with the idea of cementing friendly relations with stockmen in the sister Republic. Governor Rolph of California will personally greet the Mexican delegation.

BLIZZARD

You take a good look at the rim of the sky
A queer feelin' comes in your gizzard.
You notice your land marks: right well you know why;
You're about to lock horns with a blizzard.
You wrop up your ears and you tie down your hat,
Your hoss gives a worrisome nicker.
It comes with a rush and it's sweepin' the flat
By the time you git into your slicker.

The force of the wind and the dust and the snow,
Has you and your hoss a most strangled.
You drift along with it because you both know
That you and a blizzard has tangled.
Through the gloom on each side you see shadowy forms.
The wind makes you reel in your saddle.
There is no critter livin' will face such a storm,
And you're driftin' along with the cattle.

The night settles in, it is awful and black,
You know several hours have passed.
You go up and down hill, then, the wind seems to slack,
You are into the cedars at last.
The night is so dark that a feller can't see
But then and how he can feel.
You pile up dry twigs at the foot of a tree
When you've scraped the snow back with your heel.

One hand's in your shirt. You've been keepin' it there;
And now it is warm and plum steady.
You bunch up some matches and rub in your hair,
And crouch where your kindlin' is ready.
You strike them a ketchin' the edge of your teeth.
About then you are thinkin' a lot.
And you sure give a plenty big grunt of relief
When you see that your kindlin' is caught.

All night in the storm you keep feedin' the blaze
At daybreak it's just about quit.
Them storms mightn't hurt you but then anyways,
They don't help a feller a bit.
You climb onto high ground till you find where you are.
It is tought breakin' trail through the snow.
There's smoke from some timber, it looks mighty far.
It's the ranch of a feller you know.

—Bruce Kiskaddon.

THANKSGIVING CUT FARES

Thanksgiving "homecoming" rates again will be put into effect by railroads and bus lines.

Southern Pacific lines announces the rate of one cent a mile will be effective Nov. 24 to Dec. 3. Round trip tickets, good on all trains, will be sold on a basis of three-fifths of the customary one-way fare. These will be sold in the territory from Portland, Ore., to El Paso and from San Francisco to Ogden, Utah, with Salt Lake City included.

Nut So Many

Scotchman—There's a fine building for ye. What dae ye think of it?

American—Say, that's nothing. We've got hundreds of buildings like that.

Scotchman—I expect ye have. 'Tis an asylum.

Hoofs and Horns, $2.00 per year.

The Livestock Situation

By J. A. McNAUGHTON

Los Angeles, November 20.—With the Southern California retail trade developing more and more along a demand for better quality beef, there is greater interest in the feedlot finishing of both cattle and lambs than at any previous time. It is estimated that there are about 25,000 cattle on grain and other concentrate feeds within a 200 miles radius of Los Angeles, and many thousands of cattle will be finished on grain in the Salt River Valley of Arizona, and in Imperial Valley of California.

J. A. McNaughton

This is a very welcome trend, and represents a huge increase over five years ago, when the idea of finish-feeding cattle was just getting under way in the Pacific Southwest. On the Los Angeles market, there is a daily demand for several hundred "feeder" steers, all of which are going into feedlots. This opens up a market for thin steers of desirable breeding and holds off a great volume of inferior beef from retail channels.

There is no better method of stabilizing beef values than through utilization of the feedlot. When we depend entirely upon the range, there are more than enough cattle during the season when grass is good, and a shortage when feed is short. By the same token, there is a great variation in the quality and finish of our beef, between good range feed years and the dry seasons. Through both suplemental feeding of the range and the use of feedlots, the flow of cattle to the market is equalized and to a great extent, the market values are stabilized.

There is a big field for feedlot finishing of both cattle and lambs in California and Arizona. This does not mean an increase in the beef supply, but it does mean improvement in quality. The practice is developing of taking the half-fat cattle from the range and finishing them in the feedlot. At the same time, this opens up a profitable, stable outlet for hay and grain and other supplements such as sesame meal, copra meal, dried beet pulp and cottonseed products.

To the average farm operator, the placing of livestock on the place means an additional cash income and an invaluable supply of fertilizer with which to improve the soil.

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Auction Sale Registered Herefords, Thurs, Dec. 3

LOS ANGELES Union Stock Yards
Nov. 28---Dec. 5

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