

were Capt. Dolan, W. T. Jones, L. C. Brite, J. B. Gillett and others. Capt. Dolan contracted for the celebrated Beau Brummel, so popular in Hereford pedigrees even to this day, but for some reason delivery was not made. Beau Brummel remained in the corn-belt where he had a wider range of usefulness than on a Davis Mountain ranch. But the fact that he had been selected for range service in our region showed that our ranchmen were alive to the advantage of the use of the best strains of Hereford blood.

From the opening of the twentieth century the improvement of Highland cattle and ranches became progressively more intensive. The passage by the Texas Legislature of the Eight Section Law, under which eight sections of school land might be bought by one person, marked the beginning of consolidation of range ownership. Gaining control of his range the Highland ranchman was able to plan the fencing and watering to better advantage. More money was invested in better bulls and the improvement in the quality of their cattle was marked.

Few sections of the United States had cattle of more uniformly high quality. Many Highland herds had as many as a dozen crosses of pure Hereford blood and it was a far cry back to the rainbow-hued, long legged Texas Longhorns of the 1880s. It was the practice to sell their cattle as three and four year old steers to go to the pastures of Kansas, Oklahoma and the Texas Panhandle. They did so well on the lush grasses of those regions and became so popular in the corn belt feed lots that the grazers built up a reputation as producers of fine feeding cattle. The origin of the steers was lost sight of, the popular conception, when Texas was mentioned, being that all Texas cattle were Longhorns.

The Highland breeders were aware of this condition but were not able to correct it as they could not produce the fat, fifteen hundred pound steers, then so much in demand, at home and compete with grazers farther north. They had little or no contact with corn belt feeders and were so much farther from the central markets. But a change was taking place in the tastes of the nation's meat eaters. Smaller cuts of meat were becoming more popular and these could not economically be cut from the heavy carcass. During the World War, partly due to government demand for lighter carcasses for supplying the soldiers, "baby beef" came into its own. The corn belt feeders wanted light young steers that could be fattened in the shortest possible time. The Highland Country could furnish these cattle but the corn belt feeders did not know about them. Highland yearlings were adapted to short, intensive feeding and were often fat enough off the ranges to go directly to the killers. Highland breeders were quick to sense the changing conditions and appropriate them to their own advantage.

CO-OPERATION

In the fall of 1918, the Highland Hereford Breeders Association was organized to advertise the merits of Highland feeder calves and yearlings. The avowed purpose of the organization was to make contracts with northern feeders, acquaint them with Highland cattle, and build up a mutual con-

fidence. The ultimate goal was to be direct sales of Highland cattle to feeders, either through mail orders or by individual selection at the Highland ranches. Cattle so bought would reach the feed lots carrying much of the freshness and bloom of the ranges, especially calves bought at weaning time. The middleman expense of making sales through the central markets would be largely eliminated. They focused their attention on the popularizing of their calves, weighing from three hundred and fifty to five hundred pounds at weaning time, and yearlings, weighing from five to six hundred pounds.

A handsome booklet was issued, replete with information and pictures covering every phase of cattle raising in the Highland Country. It was decided that an auction sale be held at the American Royal Show, at Kansas City, in the fall of 1919. A trainload of calves and yearlings was entered in the car lot classes. The Royal had practically dwindled to a purebred show and was held uptown. With the impetus of the Highland offering, the show was returned to the Kansas City Stock Yards and to its former position as the premier car lot feeder show of the country. The Highlands swept the Show, winning most of the premiums offered, including the grand-championship. They were sold in the Royal auction sale at attractive prices and went into the feed lots of thirteen states.

The following spring, those feeding Highland cattle were so well pleased with the performance in the feed lots and with the prices they brought at the markets that the Highland office was kept busy answering inquiries. The 1919 performance at the Royal was repeated in 1920 and 1921, and, in the latter year, other sales were held at Indianapolis, Indiana, and at Decatur and Peoria, Illinois. These shows and sales were continued for several years, the peak year being in 1923, when nearly twenty thousand Highland cattle passed through sale rings in five corn belt states.

Through arrangements with the railroads and feeding yards, special service was secured and the results were highly satisfactory to both the breeder and the feeder. Many contacts were made that continue today. After the 1923 season, the auction sales waned as their purpose, as advertising mediums, had been fulfilled. More and more cattle were shipped directly from the ranges to the feed lots.

The carlot is the natural unit in the handling of feeder cattle. A carload of feeder cattle will, with proper feeding, produce two cars of fat cattle at marketing time. The Highland offerings were carefully graded into carlots as to age, uniformity and quality. They were either tagged or jaw branded to identify them. Most of them were dehorned and all were inoculated against blackleg, and upon some occasions against pinkeye and tuberculosis. Highland calves readily adapted themselves to feed lot conditions, and their dressing percentage is uniformly high. Highland entries at the Chicago International Fat Stock Show often dressed higher than cattle of other breeds that had stood above them in the premium awards.

Highland calves gained much popularity in Calif