

It's Time to Cut Costs, Hereford Breeders in New Mexico Assert

Marshall and Dick Sellman, Watrous, N. M. have spent a great amount of time analyzing their costs on their purebred Hereford ranch and succeeded in reducing expenses by one-fourth in a year's time. The Sellman Bros. ranch combines farming with purebred Hereford breeding, however, the farming is strictly for cattle feed and consists of alfalfa, hay and planted grass pastures, raised on irrigated land.

"A man can't cut costs sensibly unless he know his ranch like a book" said Marshall, "what may work on one place could be disastrous to another. The owner should study his place and have the overall picture clearly in mind before taking any measures to change it. Dick and I have found a few things we consider as basic to any ranch where cost of production must be reduced," Marshall continued, "the only cattle that are making you money are your best ones. The poor producers take your time, feed and labor while not returning your investment. We try to keep our top cows in production as long as possible and have had very good luck with these Hereford cows, they live longer than some other breeds.

In regards to ranching costs other than the cows themselves, we have found what we believe is the keynote of our operating costs. Labor seems to be the controlling factor governing our expenses. We have found that our overall expenses will vary in proportion to the labor costs. There is no question in our minds but that surplus labor induces added expenditures on the overall ranch in the form of equipment and materials. If you have an extra man around the barn you will probably fit some calves that shouldn't be fitted, you'll buy some extra equipment for him to work with that isn't necessary or you may build some fence or buildings that could just as well wait.

We believe if you need labor other than your own you should pick your best man and pay him well. He should be a man who is diversified and able to do all the jobs around

the place. He will pay off for you and fit into any of your plans no matter what the work may be. The best man is nearly always the cheapest labor, and equipment that is well cared for will last through several years of low cattle prices.

"We're convinced" Dick continued "that we must feed some of our cattle to please our customers. They want them fitted before they'll buy them. Our best commercial cattlemen want bulls that are well developed. Some of our commercial customers watch our show cattle very closely and at times buy bull calves from the barn to go into range herds. We must continue to show some cattle to be sure that our standards will remain high. Showing cattle will give any breeder his best chance to compare his cattle with the Hereford breed in general. Our show cattle have always paid their own way. At present, they must be carefully selected as the medium quality kind won't pay. Our costs were cut here by being much more selective in the calves we chose and we cut down the number of head we brought to the barn. We are trying to sell as many as possible as calves. Our customers are finding that the best selections can be made by buying calves. Our promotion program has been cut to some extent but we haven't cut out our traveling and visiting. Our personal contacts with our breeders will be maintained, and we will try to be careful to make the best use of the money spent in such a way. We like to buy a calf every year from another breeder and grow him out. We may pay \$1,000 and end up selling him for \$600 but we sometimes end up with a \$5,000 head bull which we would not buy if someone else grew him out."

Marshall added, "this is our philosophy on ranch improvements, when your cows are making good money spend it to improve their home. Take on those projects that will make a better ranch and do them at that time. You can buy equipment and hire labor when times are good. We feel this is actually a cost cutting system because when the bad times come you have everything in good enough shape to last several years with very little expense for maintenance and equipment."

1645 Ag Students At Penn State Now

This year's enrollment in the College of Agriculture at the Pennsylvania State University totals 1645, according to David R. McClay, acting director of resident instruction. Of this number, 1278 are undergraduates on campus while 115 are at Mont Alto, 236 graduate students and 16 are special students.

The College's freshman class numbers 310. There are 309 sophomores, 339 juniors and 320 seniors.



ONE OF THE most diminutive showmen was 10-year-old Jimmy Quisenberry, Jr., of R1 Stewartstown, York county, whose Hereford Star Duke won the whiteface show and placed reserve in all breeds at

the Southeast District 4-H Baby Beef and Lamb Club Round-Up in Lancaster Union Stock Yards Wednesday. (Lancaster Farming Staff Photo).

Trucking Firm Again Offers Essay Awards

"How the Motor Truck and Bus Serves the Southern Lancaster County Farmers" will be the subject of the 1956 annual contest sponsored by Herr's Motor Express, B. S. Warfel and Sons and David Eschbach, Jr.

Open to any junior class member studying vocational agriculture at the Southern Lancaster County High School, the essays must be completed for judging not later than Dec 20, 1956.

Before being submitted for final judging, the essays must be approved by the English department of Solanco High School and a representative of Herr's Motor Express. The English department will approve grammatical correctness, the representative of Herr's Motor Express factual content.

There will be three judges, whose decisions will be final. Essays become property of the three sponsors. Judges are Carl Reynolds, Jr., Quarryville borough; C Wallace Abel, business manager of Octoraro Newspapers, and the Rev. Herbert Howells, pastor of Memorial Methodist Church, Quarryville.

Prizes for the three best entries will be: first, choice of one feeding steer or heifer, value not to exceed \$150; second, \$75 to be used for farm project of winner's choice; third, \$50 to be used for farm project of winner's choice. Prizes must be cared for according to recommendations of the Solanco Vo-Ag instructors, Jackson H. Owen and Ralph D. Bitler, Jr.

Winners must exhibit their prizes at the Southern Lancaster County Community Fair in 1957, and identified as a prize of this contest. Material sources include: a, Pennsylvania Motor Truck Association, Telegraph Building, Harrisburg, and, b, American Trucking Association, Inc., 1424 - Sixteenth Street N. W., Washington 6, D. C.

WHY NOT

Another thinker in matters military doubts if the far-flung guided missile is the weapon of decision. If he means not by a long shot, let him say so. — The State.

Farm Calendar

(If you wish your Coming Events listed in these columns, write a card or letter to LANCASTER FARMING, Quarryville, Pa. Be sure to include name of sender.—Editor).

NOVEMBER

Nov. 10—Farm Women 6, box lunch, educational room, First National Bank, Elizabethtown.

Nov. 10—Farm Women 1 meet with Mrs C H. Nissley, Litz.

Nov. 13—Farm Women 22 entertain Farm Women 12, Pequea Church of the Brethren, 1:30 p.m.

Nov. 14 — Farm Women 16 meet, chapel of Middle Octorara Church, poverty party, covered dish supper, 7 p.m.

Nov 14 — New London Grange, 1957 officers will be installed by Norman Maule and installation team of Fernwood Grange.

Nov. 15 — New London Grange guests of Russellville Grange at corn and pie night

Nov. 23-Dec. 1—International Livestock Exposition, Chicago.

Nov. 5 — Oxford Grange Card Party at Grange Hall in Barnsley, 8 p. m.

Nov. 15 — Mail (Christmas) deadline, for overseas service men.

Nov. 17 — Farm Women 12 30th anniversary banquet, Mor-

ton's Restaurant, Morgantown

Nov. 20 — Lancaster County Holstein Banquet, War Memorial Building, Leola.

Nov. 29—Fulton Grange 66, play, "An Old Fashioned Mother".

Nov. 30—Deadline, to sign under Conservation Reserve Contracts of Soil Bank.

Nov. 23 — Farm Credit stockholders meeting, 11:30 a. m., South Lebanon High School, Iona, Pa.

JANUARY, 1957

Jan. 14-18, 1957 — Pennsylvania Farm Show Week, Fair Show Building, Harrisburg, Pa.

Jan. 15, 1957 — Poultry Federation's Annual Farm Show Banquet 6:30 p. m. — Penn Harris Hotel, Harrisburg, Pa.

Jan. 14-18—Pennsylvania Farm Show, Harrisburg.

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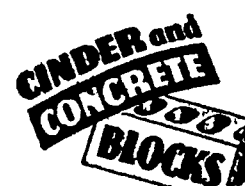
36TH Anniversary Sunday
November 11, 1956

Quarryville Memorial Methodist Church
Quarryville, Pa.

★

Special Services
10:45 A. M., "What Do These Stones Mean?"
7:30 P. M., LANCHESTER CHORUS.
Concert of Sacred Music.
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