

**HERE ALL
WEEK
MAY 9-14**

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PRESS FORWARD—You can intensify your religious experience and understanding. Have a prayer meeting or Bible study in your home or community. Write me now. R. T. Lamm, general delivery, Richmond, Ky. 1t-p

MULFORD TO DRIVE AT INDIANAPOLIS



RALPH MULFORD, the racing paragon, who made the smile famous on the speedways of America, will continue his unbroken string of starts in international races when he rolls to the tape at Indianapolis, Monday May 30, in a Frontenac for the start of the long, 500-mile grind for a purse approximating \$85,000. Mulford does not smoke, chew, swear or drink (not even home brew) and wouldn't work a minute on Sunday even if he could complete the preparation of his mount for a big race. He'd rather remain out of the running. He has always participated at Indianapolis and the best he has ever done was third in a race in 1916.

Potts "Gold Dust" Flour

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**GREAT MOVEMENT
FOR STATE LIVESTOCK**
(Continued from Page 2)

is to have more farmers using pure bred bulls to sire steers to come to this market and to be sold to the butchers and packers to make meat.

Mr. W. S. Bell, president of the Louisville Live Stock Exchange, tells me and I have seen it in written reports, that during the year 1920, 225,000 head, approximately, of cattle and calves were sold through the Bourbon Stock Yards. Over 90 per cent of these evidenced that they were sired by scrub or nondescript bulls. A few numbers were sired by pure bred bulls, showing clearing that had the others been sired by good pure bred bulls, they would have brought in advance of \$5 to \$10 a head, which was the difference these sired by the pure bred bull brought over the scrubs.

I believe Mr. Bell used the figure of \$8 per head, that would amount to \$1,800,000 in round numbers. \$1,800,000 more money would have been paid out to the farmers of Kentucky by breeding with pure bred bulls instead of scrubs, but to be conservative, just cut this number in half, say \$4 per head, that would still mean a large amount, approximately \$950,000 that would have been paid to Kentucky farmers who shipped cattle to the Louisville market. Now that is speaking in dollars and cents and in order to reach his heart, I believe that is the way to speak to him. If we can show him that the pure bred bull will actually increase his profits to that amount, then he will have no trouble in replacing the scrub bulls in Kentucky with pure bred bulls.

We cannot estimate how big the annual income to the farmers of Kentucky would be if all of a sudden we could wipe out the scrub and replace with pure bred. To give you some idea of the proportion of scrub bulls in the state of Kentucky to the pure bred bulls, we gathered these statistics from the State Department of Agriculture. These are not correct, not absolutely so, as the department depends upon its representatives in various counties to make an accurate report, and these are compiled from those making report in about 100 counties. December 1, 1918, 70 pure bred bulls standing for service fee in the state of Kentucky. On the same day there were 645 grade and scrub bulls standing for service. In December, 1919, we have larger figures perhaps more accurate reports and under conditions which were very stimulating for the production of cattle and find 609 pure bred bulls were being stood for service and 3,373 grade and scrub bulls. Now this makes a proportion of five scrub bulls to every pure bred.

Now that cattle prices are not as good as they were a few years ago, the tendency on the part of the farmers is not to produce as much and not pay as much attention to producing good animals. Now they are absolutely wrong in that contention. The lower you have to sell your cattle, the more you should strive to produce the best. The best is the most economical to produce regardless of how they sell. Some one has said that you cannot get the farmers to see this. I have just been through the cattle pens of the Bourbon Stock Yards and made an effort to see every pen. It occurred to me that if it were possible to bring a large number of farmers, to believe that the scrub bull is as good as the pure bred, to the yards and take them through the cattle pens, there is no doubt but they would be convinced of their error. The pure bred stock from their condition and quality show clearly they are the most economical to produce. In getting down strictly to the subject, Foundation of a pure herd, you want to consider all things before you buy your cattle. First consider, are you in a

good cattle country? I want to say to every one of you that there is no section of the world that is better suited for cattle production than the state of Kentucky. Some sections, it is true, are better than others, but take it as a whole, the wonderful Blue Grass section, the limestone water and the even temperature, also the proximity to market, you can't beat it anywhere.

We stand at the gateway of the South. The South is the coming producing section of this country. The boll weevil has gotten such a hold in the South that the cotton cannot be relied upon and the southerners have taken to livestock raising.

There are no pure bred herds established in the South and when the planter starts to establish his herds, he naturally will have to come to the North and West for his selection. We, as his nearest neighbor would be the one he would most likely come to as it would save expenses in traveling, in shipping home and it would not take so long to acclimate the herd. Good grass and good corn producing lands are necessary for the production of beef cattle and Kentucky has both in addition to the limestone water, and even temperature. With the exception of a few cold spells, the cattle in Kentucky remain out all winter, and the farmers are not put to the expense of providing expensive shelter for his stock as it is necessary North and West the winters are severe. This factor should enable us to sell cheaper at the same margin of profit.

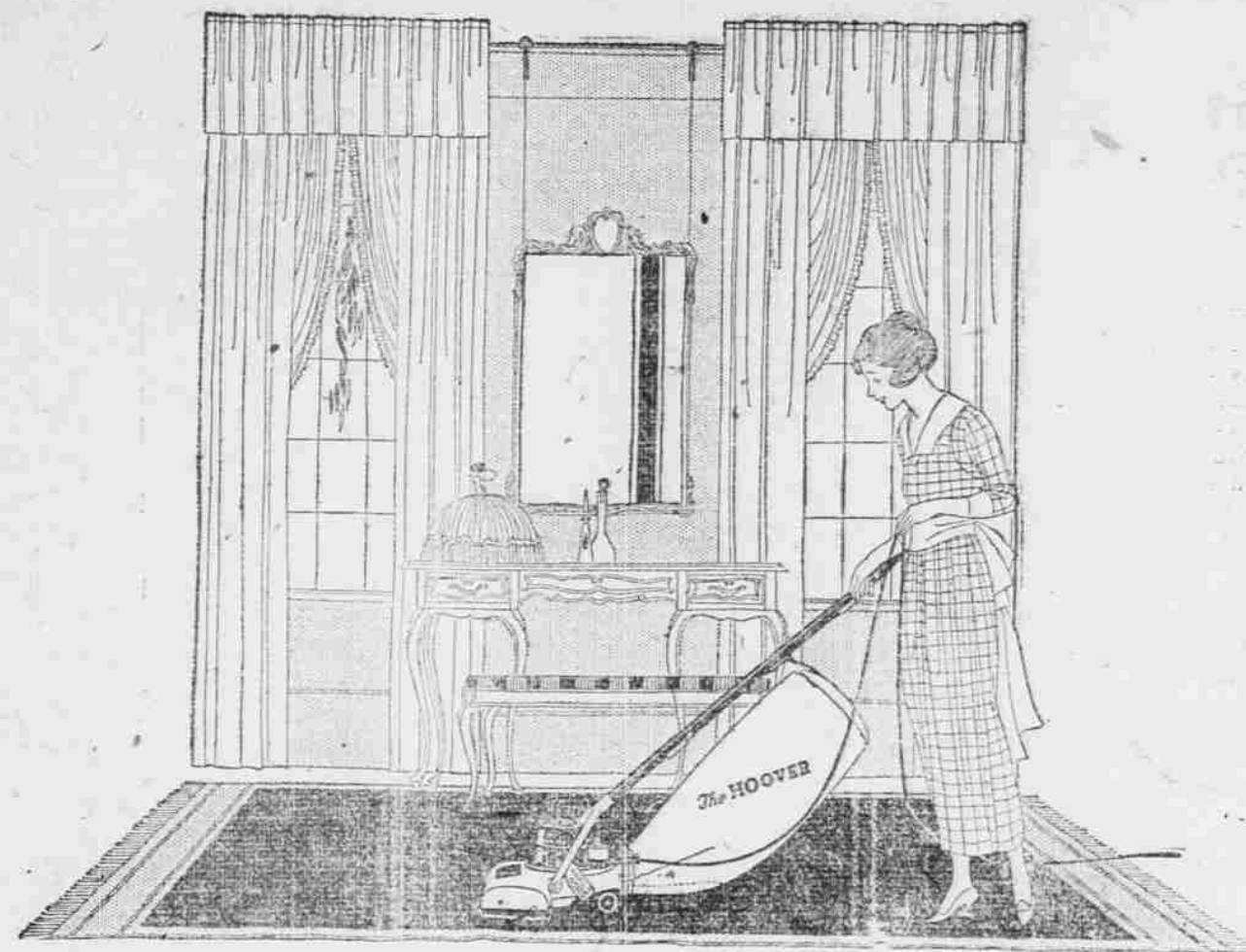
When you talk of pure bred cattle to the average farmer he wants to throw his hands up and shout "Oh My God," and this is where he is wrong. He gets the ideas from the papers where he sees that bulls have sold for \$50,000 and more and cows for \$25,000 and thinks only of pure bred in these figures. He does not stop to think that he can go into a man's herd and pick out a good pure bred bull, not the fancy show kind, of course, but a good sire, for a reasonable amount of money. It is not necessary for the beginner to pay these high prices. It is true a lot of men go into the raising of fancy herds not so much to make money, but as a fad or hobby. But the farmer who goes into this or a living, his cattle must show him a profit and he feels he cannot afford to buy these pure bred bulls. He makes a business of this the same as growing tobacco or corn. In other words, the farmer is like the merchant who carries a line of merchandise for two or three years and when he finds it profitable, he continues to carry same. The same would be true of the pure bred for the farmer. Now in selecting animals for your

EDDIE PULLEN WANTS TO BUY NEW SHOES



DON'T be surprised if you see a baby's shoe hanging from the steering post of Eddie Pullen's Duesenberg racing creation at the 500-mile dash for \$85,000, to be held at the Indianapolis Motor Speedway, Monday, May 30. It is Pullen's omen of good luck and personal harm has never crossed his path in any race he has had the worn-out shoe of his first born streaming from his car. Pullen distinguished himself as the first American driver, in an American car, to win a Grand Prize race.

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herd, unless you have sufficient money and want to go into the business quickly, the proper way to buy 5 or 10 head of cows and a bull. By doing this your investment is not so big. If you buy cows that are bred, it is only a short time until you have a calf, or as the saying goes, a coupon on your investment. In selecting cows don't get the young showy heifers. You cannot breed them but soon pays for itself.

**SPECIAL SERVICE DEMONSTRATION
ENDS SATURDAY**

HAVE YOU MET
MISS MYERS,
CHICAGO'S
EXPERT ON
HOME LAUNDRY
PROBLEMS?



PHONE OUR
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FOR SPECIAL
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EITHER AT
OUR PLACE OR
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DON'T FAIL TO GET THESE LAUNDRY LABOR-SAVING
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May 12 - 13 - 14

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