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THE STANDARD FEEDER



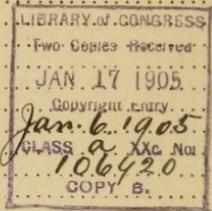
Price

50 cts.

STANDARD STOCK FOOD CO.,
OMAHA, NEB., U. S. A.

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OUR GUARANTY

Standard Stock Food is the Best Stock Food in the World

It is made of better and more expensive materials, therefore is of greater strength and will go farther and do your stock more good than any other stock food.

It is more carefully compounded and is of absolutely uniform quality, the materials being ground in our own mills and every process of its manufacture being under our personal supervision, with the greatest care that skill and experience can devise.

It contains no antimony, arsenic nor other poisonous matter. We will pay \$1,000 and the cost of analysis for any such materials detected in it.

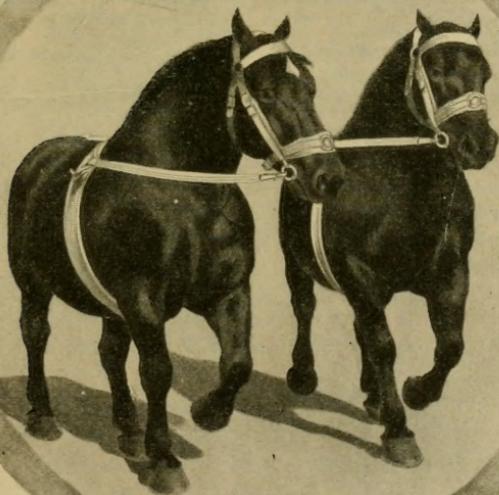
We make no extravagant claims for Standard Stock Food, but we guarantee that it is exactly as represented and that it will do everything that we do claim for it. It makes stock thrive.

To any of our customers who buy and use a package of any size of Standard Stock Food, or any of our Standard Stock Specialties, in accordance with our printed directions, the purchase price will be refunded, in case they find the goods not exactly as we represent them to be.

Standard Stock Food Company

The Standard Feeder

A Manual for the Guidance of
the General Farmer, the Stock
Grower, Feeder, Dairyman and
Ranchman, in the profitable care
and management of Live Stock



Published by

Standard Stock Food Co.

Manufacturers of

Standard Stock Food

"It Makes Stock Thrive"

Standard Stock Specialties

Omaha, Nebraska

A Word at the Start

This book is an advertisement. It tells about Standard Stock Food and the Standard Stock Specialties which we compound.

But it is more than that.

It is a convenient guide for every man who owns domestic animals of any kind.

It shows how to make stock thrive.

It is filled with practical, money-making suggestions—helps in your every-day work—not mere theories, but facts drawn from the actual experience of farmers and stockmen *who have made money* from livestock.

It has been our endeavor in compiling this book to include in it nothing that will not help you to make money.

We have weighed carefully everything we have said. We have said nothing that is not proved by facts.

We place it in your hands in the hope that it will help you to greater profits. We are interested in the livestock industry and its success, for our business depends upon it. The more money we can help *you* make, the more money we will make in the end.

And you *can* increase your profits by more careful, systematic feeding—by getting just a little more good out of every pound of feed you feed, and a little more out of every animal on your place.

The Standard Feeder is designed to show you how to get that extra profit.

It will do that if you follow its advice—the advice of thousands of the most successful stockmen in the world.

Read it—preserve it—consult it.

Respectfully yours,

Standard Stock Food Company
Omaha, Neb., U. S. A.

When we settled upon the plan of publishing a book to contain a lot of information regarding the feeding and care of live stock, and a lot of proof of the value of Standard Stock Food, we decided to interview personally, some of our customers and get from them the best suggestions of their methods, and in their own words, what they think of Standard Stock Food. These interviews are published herein. They show just where Standard Stock Food stands with them and we believe they will show what it is worth to you.

WHAT WE HAVE DONE AND WHAT WE ARE DOING

We should like to know you personally—and like you to know us. Our best friends, our most enthusiastic customers, are those who know the most about us.

We don't want to "blow our own horn" too much, but if you are interested in livestock of any kind, you ought to know something about Standard Stock Food and the men who make it.

That's our excuse for this purely personal chapter.

The Standard Stock Food business was started in 1886—in a very modest sort of way. We had no capital to speak of, no reputation, no money to spend in booming the business.

But we had this: A positive knowledge that the modern farm animal, pushed to the limit of production, really needed help at all times, in one way or another, in the digestion and assimilation of the feeding stuffs crowded into its stomach.

We had a positive knowledge—based on careful experiments and the practical experience of ourselves and others,—of the value of our preparation.

And we had, moreover, an unbounded faith in the common sense and good judgment of the average American farmer; we felt sure that if we would show him that we had a good thing—a thing that would make money for him—he would be sure to want it.

The history of Standard Stock Food proves that we did not mistake either the merits of our product, or the good business sense of the farmer.

Before putting Standard Stock Food on the market, we conducted a long series of experiments, on the farms of some of the best breeders and feeders we knew, and as soon as we were positively sure that we had the right thing we started in.

Our first year's sales amounted to only 25,000 pounds; it was then strictly a "one-man business." Mr. F. E. Sanborn mixed the food by hand, and would go out into the country and sell it.

There was absolutely no demand for it. The average farmer had never heard of a stock food and was pretty thoroughly convinced in his own mind that corn and grass and water and air were all

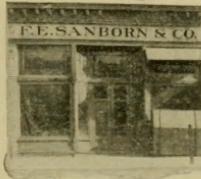
that were necessary to produce the best condition in his live-stock.

But all the time Standard Stock Food was making friends for itself. The men who bought a small box, half under protest, came back for more and told their neighbors about it, so that by the third year the sales had increased a thousand per cent—reaching 250,000 pounds, and we began to feel that we were doing business.

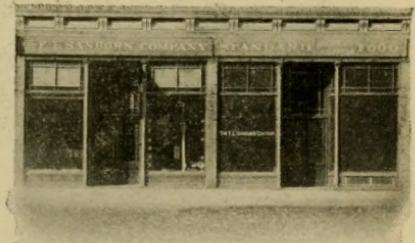
It was a rare exception, then, for a man to buy a hundred pounds of food. Most customers were small; they bought and fed the food sparingly. But the more they learned of the food's value, the more they spread its use over the farm. The man who fed a little of it to his horses, tried it for his milch cows and then for his hogs, but it was several years before we got any trade to speak of among cattle feeders.

We had started business in a little room 20x60 feet and had space enough, but by the end of three years we were crowded and cramped and moved into new quarters.

The new location was a store room, 44x132 feet, containing about 5,800 square feet. We moved every stick of equip-



**First Location 1886 to
1888**



Second Location 1888 to 1900.

ment we had in a single day, and when we got it all in we actually felt lost.

It looked almost as if the room was still vacant.

There was nothing for us to do, but to turn in and get business enough to fill up the new quarters.

We did it. We worked hard. We put in our best licks, but we want to say, in passing, that we are sure of this thing:

We never could have done it if Standard Stock Food had not been the best stock food in the world, and if we had not

conducted the business on a fair, honest, square-toed business basis.

We believe, in all modesty, that we deserve some credit for the hard work we did, but more credit is due to the merits of Standard Stock Food, and the fairness of the business policy we adopted from the start.

We remained in these quarters ten years—the business growing and increasing every year; more and more feeders and farmers proving on their own farms the truth of our claims for Standard Stock Food.

By this time we had numerous customers, who were buying at one time for their own use 1,000 to 5,000 pounds of Standard Stock Food, and a few who

fore, and, as a natural result, our business continued to grow.

We now have in the central West alone more than 100,000 satisfied customers—men who would as soon think of trying to farm without sunshine and rain as without Standard Stock Food.

We have a close, personal and intimate knowledge of the results of feeding Standard Stock Food on the farms of more than 10,000 of our customers. We keep in close touch with them; we know what Standard Stock Food is doing for them.

We believe that the phenomenal success Standard Stock Food has attained is due largely to four things:

1. We have always made it just as good



Present Office and Main Factory

bought it in carload lots.

The business was big and larger quarters were imperatively demanded.

So we erected and equipped our present factory on Howard street and moved into it January 1, 1900. It is one of the best manufacturing buildings in Omaha, containing four floors, 66x132 feet, with a total floor space of about 35,000 ft. It is fully occupied, exclusively in the compounding and sale of Standard Stock Food and Standard Stock Specialties. Its value, with the ground it stands on, is more than \$50,000.

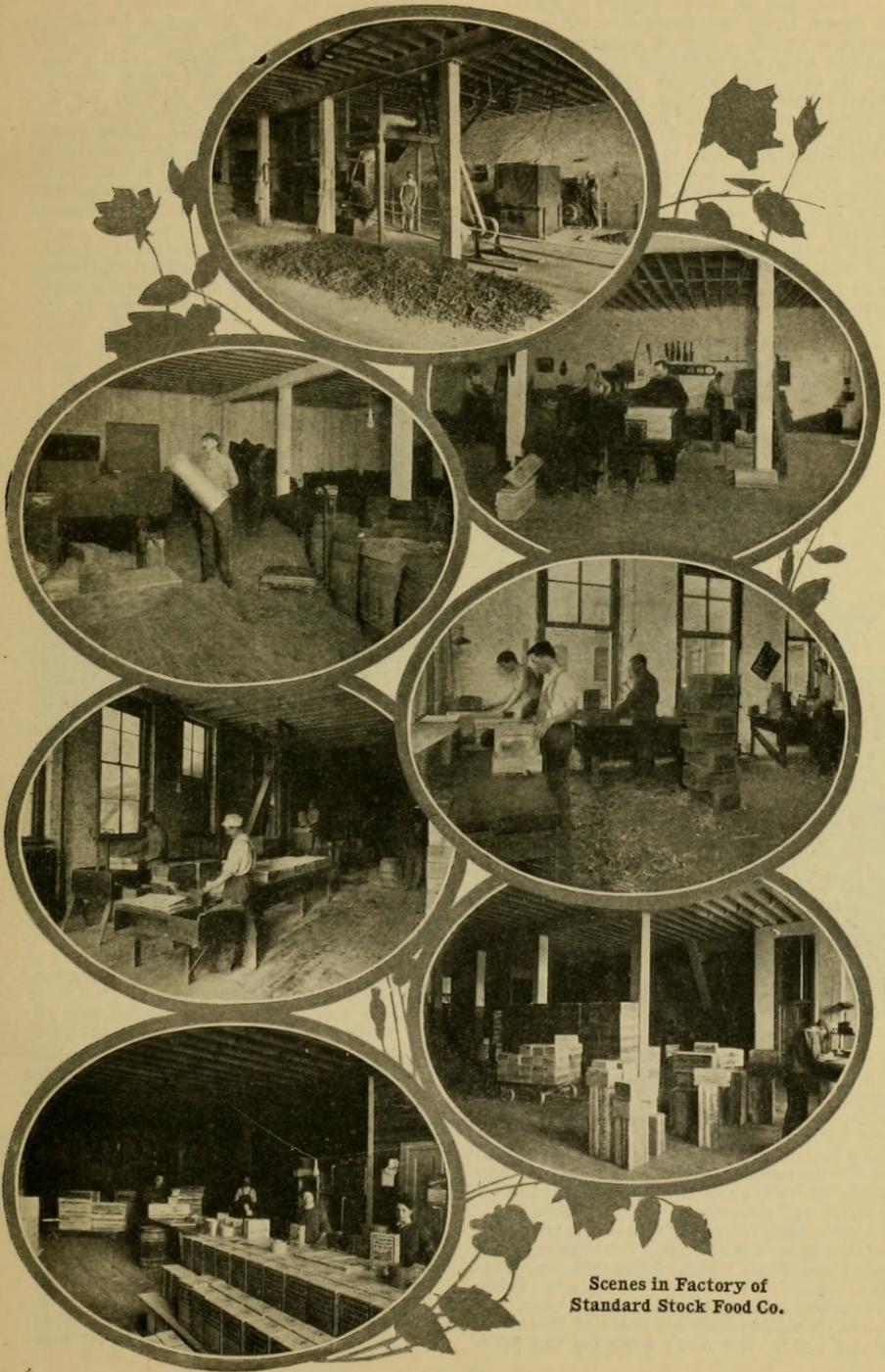
The move was a good one. It enabled us to prepare our products with even greater care than we had exercised be-

fore, as we knew how. When we moved into our present factory, we installed a complete line of grinding, bolting and mixing machinery, all run by electricity, so that we can buy our own materials in crude form and grind them in our own mills.

We thus know exactly what we put into Standard Stock Food, as we could not know if we purchased the materials already ground. This enables us to put out a product of uniform strength and of absolutely the highest quality.

No other manufacturer of stock food—big or little—pursues this policy.

2. We buy our raw materials either abroad, in the country of their growth,



Scenes in Factory of
Standard Stock Food Co.

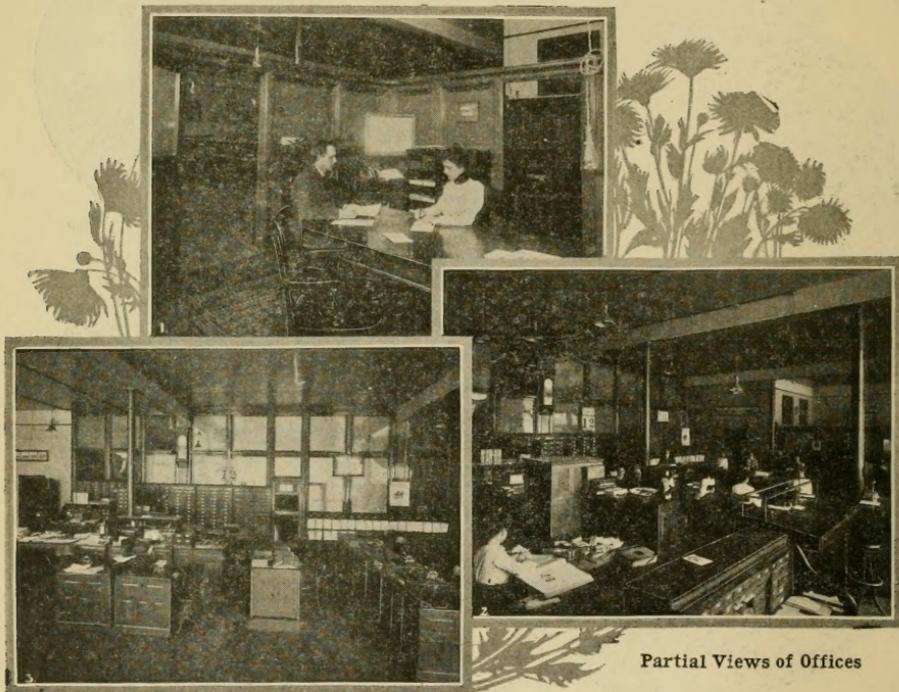
or direct from the importer, saving the jobber's profit and the grinder's profit. We not only get a better article, but we get it for less money, and have been able to reduce the cost to us, and consequently the selling price, three times in the history of Standard Stock Food—a reduction of about 50 per cent in eighteen years. It's mighty good business policy to improve the quality and reduce the cost at the same time.

3. We have kept in closer touch with the stockmen of the United States than any newspaper, any experiment station or any other manufacturer of stock food in the country. As we have said before,

ciple that we must have the friendship and good will of the farmers of this country, or we would never make a success of our business. We have tried to win that friendship and success by deserv-ing it.

It is these things that have made Standard Stock Food the success it is. It is these things that have developed the business from a one-man business in 1886 to a two-hundred-man business in 1904.

Today we have many thousands of customers who have used Standard Stock Food from one to five years; many thousands who have used it from five to ten



Partial Views of Offices

we have a personal acquaintance with more than 10,000 stockmen—men whose farms we visit; men who come to see us whenever they are in Omaha. These men are feeding with sense and judgment; they know what they are accomplishing; their experience and co-operation has been of the greatest assistance to us, which we gratefully acknowledge.

4. We have from the start been absolutely fair with every customer. We have not made them impossible, extravagant promises; we have not made claims we could not substantiate; we have not made "guarantees" we did not intend to make good. We have gone on the prin-

years; several thousand who have used it from ten to fifteen years, and several hundred who have used it ever since we started in business, the spring of 1886.

We have more customers who have used Standard Stock Food continuously for ten years, or more, than any other stock food company.

We have more—many more—large customers for Standard Stock Food than any other stock food company—yes, more than all other stock food companies put together.

That means something.

These intelligent, money-making farmers are not buying Standard Stock Food

for the fun of it. They are not doing it simply to please us.

They do it simply and solely because it makes money for them.

From time to time, during the growth and development of our business, we have added to our line such live-stock specialties as have been called for by our customers.

These goods have been prepared from formulæ, which have grown out of much study and experimenting, as well as actual practice on our own farm. Every article we have put out has been made satisfactory to us—and that means absolutely the best that can be made—fit to carry the name "Standard"—before we have asked any customer's money for it.

The present line consists of:

Standard Worm Powder for Hogs (see page 154.)

Standard Worm Powder for Horses (see page 155.)

Standard Poultry Food (see page 156.)

Standard Insect Powder (see page 157.)

Standard Stock Liniment (see page 158.)

Standard Gall Cure (see page 159.)

These articles are not only good; they are the best—founded on experience, tested by use. The Standard reputation is behind them. If they were not absolutely all right, we would lose more by making them than you would by using them.

We have outlined briefly the history, the work and the aims of the Standard Stock Food Company. This is our only business. All our money and time is invested in it. Our future success depends upon how well we serve you. We have more at stake in making Standard Stock Food than you have in feeding it, and we have never found any one so hard to please as ourselves.

Yours for good feeding,
STANDARD STOCK FOOD CO.

WHY FEED STANDARD STOCK FOOD?

Ten years ago the feeding of Standard Stock Food was looked upon by the average farmer as a "fad." He argued that corn and hay and water and air was all that his stock needed, and that it wasn't necessary to feed a medicine to make money. We have proved in that time, from results obtained by more than 25,000 customers within two miles of Omaha, where Standard Stock Food is best known, that it is necessary in profitable feeding. It is no more a medicine than the salt, pepper, ginger, nutmeg, allspice, baking powder, sugar and other seasoning and flavoring stuffs that your wife uses daily in preparing your food.

Standard Stock Food adds a relish to the feed it is mixed with—makes it taste better. It gives a zest to the appetite; it makes the feed ration more palatable; and you know that the more palatable a ration is the more good it does, whether it be your animals' ration or your own. If you will let your mind get a firm hold of this idea, you will understand why Standard Stock Food pays; why it makes more gain; why it makes a better finish; why it makes stock thrive.

It stimulates the flow of the digestive secretions and causes the feed it is mixed with to be more easily digested and better assimilated; more of the nutriment in the feed is taken into the blood and the improved circulation carries it to every part of the body to nourish and build it up. These are results you are interested in getting. You save the waste, which, in the common method of feeding, is large, and turn it into flesh, fat, milk, finish, condition, or whatever you are feeding to get. That's your profit.

This means a good deal to you; it means bigger and better results from your feeding; it means that your animals do better, look better and sell better; and all that it costs you is the cost of Standard Stock Food—one cent a day, or less, for a horse, a steer or a milch cow; one-third cent a day for a hog or a calf; one-half that much for a sheep.

The chief reason why your animals need Standard Stock Food is because it helps to overcome the unnatural conditions under which they are being fed. Reason this thing out for yourself: Under natural conditions their ration was much larger in variety and much less in quantity; they had a nip of everything that grew and did not eat more than they needed. It took a steer five years to weigh 1,000 pounds; a hog two years or more to weigh 200 pounds, and the cow only furnished enough milk to nourish her offspring. Now, with a limited range and a very limited variety of feed, you put three pounds a day on a steer and make him weigh 1,000 pounds at a year old; you put one and a half pounds a day on the hog and make him weigh 200 pounds at six months, and your milch cow yields you a flow of milk eleven months out of the year.

You know these are forced results, but they are the only profitable ones. Market conditions and competition demand that you produce the biggest and the best results, but in producing them you are going further than nature intended. You will agree that, under these conditions, your animals need help. They need the help given by Standard Stock Food.

It makes stock thrive.

Our Customers' Endorsement

There is nothing in all our business in which we take such genuine pride and pleasure, as in the thousands of letters of enthusiastic praise which we are constantly receiving from our customers.

Our files are full of such letters from the most careful, intelligent farmers and feeders in the country.

They say that Standard Stock Food is good; they say that it is making money for them; they say that it does make their stock thrive, and they know what they are talking about.

We have printed a few of these letters in this book, as the best evidence we can produce to prove to you that our claims for Standard Stock Food are true.

These letters are genuine—every one of them. We will cheerfully pay \$1,000 for proof to the contrary. They are a fair

sample of many thousands more—the average run of letters from our files. They give definite, positive statements as to the value of Standard Stock Food; they not only prove the faith of our customers in our goods, but give the reasons for their faith.

Would you give such a letter as those in this book, if you were not thoroughly convinced of the value of Standard Stock Food?

Of course, you would not. Neither would the intelligent men whose names are signed to these letters. They mean exactly what they say; they tell why they think so.

What Standard Stock Food has done for them, it will do for you. It will make more money for you, for Standard Stock Food makes stock thrive.

FREE—Our Department of Advice—FREE

It is our aim to help our customers in every way possible in the more profitable feeding and care of their live stock. We recognize that were it not for the endorsement and praise they have given to our goods, our business would never have grown as it has. We are glad, therefore, to return the favors shown to us, and in order to do so in a practical, helpful way, we have instituted our DEPARTMENT OF ADVICE.

We offer our customers, without charge, the services of this department, in charge of our Dr. C. W. Sanborn, whose knowledge and skill in the feeding, care and management of live stock is unquestioned.

If you desire any advice or suggestions pertaining to the feeding and care of your animals in health or disease, write us, giving full particulars regarding them and what advice you desire, and the best possible information will be furnished you by letter, absolutely free.

From College Professors

It Promotes Digestion and Assimilation

Iowa College of Science, Agriculture and Mechanic Arts, Ames, Ia.
To Whom It May Concern:

This is to certify that I have chemically examined a sample of Standard Food, manufactured by the F. E. Sanborn Company of Omaha, Neb., and I find that it contains no poisonous or harmful mineral or organic substances whatever. The substances composing this mixture are those that excite a healthy appetite in domestic animals, and are promoters of good digestion and assimilation.

A. A. Bennett,
Professor of Chemistry.

Contains No Mineral Matter

University of Nebraska, Lincoln, Neb.

I have examined a sample of the Standard Horse and Cattle Food and find it does not contain any mineral matter whatever, except a small percentage of sulphur and common salt. Very respectfully,

H. H. Nicholson, Prof. of Chem., Chem. Dept.

STANDARD STOCK FOOD	
3 lb. Boxes	\$0.50
8 lb. Boxes	1.00
25 lb. Boxes	3.00
50 lb. Boxes	5.50
100 lbs.	10.00



The General Farmer

The general farmer makes his profits not in a lump, but dollar by dollar—a little at a time. It behooves him of all men to "make every lick count."

Standard Stock Food will help him make more dollars, because it makes the feed he feeds go farther and makes his stock do better.

It makes stock thrive.

The general farmer—the man who practices diversified farming, instead of following some specialty, is essentially interested in live-stock.

He must be, for as a rule, it is from his live-stock that he gets all the extra profit that makes the difference between success and failure.

His cows, steers, hogs, sheep, colts, poultry—whatever he keeps in the animal line—are the machines by which he converts the raw materials his field produces into more highly finished products, which command a better price in the market.

And, of course, that's what the common-sense feeder is after,—how to get the most money out of the crops he raises.

It is true that somebody must raise the wheat that feeds the world, the cotton that clothes it, the corn and oats and hay that town horses consume; the barley and corn that city live-stock eat and men drink, but as a rule the general farmer finds it more profitable to let the grain farmer, or the hay farmer, or the cotton planter, follow these specialties, while he devotes his energies to supplying the market with his share of pork or beef or mutton or milk or butter.

There is another phase of the question which must not be over-looked, and that is the maintenance of the fertility of the soil. The general farmer ought to make it a rule to keep on his farm enough live-stock to make the purchase of commercial fertilizer unnecessary, save in very exceptional cases.

As yet this is, perhaps, not so thoroughly appreciated in the West as in the Eastern part of the country, but even in the richest sections of our prairie states, where the soil is so deep that it seems practically inexhaustible, it is only a question of time until fertilizers of some sort will be demanded.

It certainly is the part of wisdom to postpone that day as long as possible, by returning to every field a large proportion of the crop taken from it.

To do this, the keeping of live-stock is absolutely necessary.

We realize that no set rules can be laid down for running a farm. What would be highly successful on certain farms, under certain conditions, would be an utter failure in other places and in other seasons. Much of the old time prejudice against the so-called "book-farming" was well-founded, for it has always been an easy matter for the mere theorist to wrap himself up in some pet notion and be carried away by it.

I can't sit down in a chair on my farm and tell you how to run your farm, because there are too many circumstances that alter cases.

But you and I can do this:

We can sit down together and reason out the case.

We can get together all the facts we can find and then profit by the experience of others.

We can study the situation and apply our common-sense to it, and see, after thinking it over, what seems the best thing to do under the circumstances.

After all, when we get down to the root of the matter successful farming, like everything else, depends upon the application of common-sense.

That's all there is to it.

But the trouble is too many of us are like the boy who always gives the excuse, "I didn't think."

We go ahead in a haphazard manner, without trying to see first where we are going to land.

Let's use our heads more.

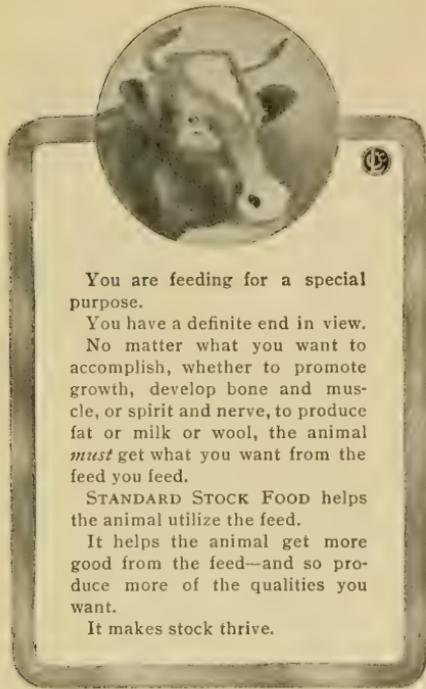
The general farmer, as a rule, is both a producer of raw material and a manufacturer.

He produces hay, grain, roots—feeding stuffs, and he manufactures pork, beef, milk, wool, mutton, butter and eggs.

As a matter of course, then, he is vitally interested and his pocketbook is interested, in keeping the machinery he uses in making beef, pork, milk and his other products, in the very best condition.

His live-stock is his machinery.

He needn't be "fussy" about it, but he does want to handle it so as to get the



You are feeding for a special purpose.

You have a definite end in view. No matter what you want to accomplish, whether to promote growth, develop bone and muscle, or spirit and nerve, to produce fat or milk or wool, the animal *must* get what you want from the feed you feed.

STANDARD STOCK FOOD helps the animal utilize the feed.

It helps the animal get more good from the feed—and so produce more of the qualities you want.

It makes stock thrive.

most good and the greatest profit out of it.

He wants quick growth and large yield, so he feeds to the limit.

Just as he is careful to put a little oil on the bearings of his harvester, and a little axle-grease on the axle of his farm wagon, so he is careful to keep his live-stock machinery well oiled and in good working condition.

A machine that is heavily loaded with work, needs more oil than one that is standing idle.

An animal whose digestive apparatus is heavily loaded all the time, needs more help than the wild animal that roams the plains, free to follow its own sweet will.

That's the reason so many successful, money-making farmers have been using Standard Stock Food in connection with their regular feeding rations for so many years.

Standard Stock Food is the "oil"—so to speak—that keeps the animal's machinery in good working order.

Understand; it isn't a medicine, needed

NOTHING EQUAL TO IT.

Calhoun, Neb., Febr. 3, 1904.

I have used Standard Food for thirteen years in a general way, for hogs, horses, and cattle, and cannot speak too highly of it. I have used several other stock foods, but find none of them give the results that Standard Food will give, and will say it will pay anyone to use it.

Caml Saltzman.

only to cure diseases; it's an every-day help—an aid to digestion and assimilation—just as salt and pepper and mustard and spices are aids to the digestion and assimilation of your own food.

We don't say that your live-stock cannot get on in a way, without Standard Stock Food, any more than we say you would die if you stopped using salt and pepper.

But we do say that you both will do better—much better—if you have these aids to digestion.

Doesn't that seem reasonable?

Selection of Stock

Men in every part of the country are making money from all sorts of live-stock—some from one kind; others from another kind.

Often the man who keeps nine or ten milch cows thinks his neighbor who devotes more attention to hogs and none to cows, very foolish.

But it all depends upon the man and surrounding conditions, and a man ought to follow his own natural abilities and his own preferences.

If you don't love a horse, it probably will not pay you to keep two or three brood mares. If you do not admire a fine milch cow, it won't pay you to keep a dairy herd, other than to supply your own table; if you think a sheep a stupid brute, with nothing attractive about it, sheep will not be likely to do well for you.

Stock your farm with the animals you like. You need not have all registered stock, but get the best you can procure. Don't raise scrubs. They never will make any money for you.

Then exercise every care in feeding. Keep them in good condition, growing

PROVED ITS MERITS.

Genoa, Neb., May 20, 1901.

I herewith send you a statement of how the cattle have been doing that I have been making a test feed with for 60 days past. I have been feeding some Standard Food for the last three years, but never felt satisfied as to the amount of good it did. I fed Standard Food to 25 head of mixed cattle last winter, that weighed 826 pounds to commence with, and put on 222 pounds per head in 90 days. Yet, I was skeptical and wanted to divide the next bunch and make a scale test, with 42 head of yearling steers. Your agent came to my place on March 11, 1901, and we divided the cattle in two bunches, 21 head each, your agent manipulating the gate, while I cut them out.

March 11th, lot No. 1, 21 head weighed 15,305 pounds, Standard Food bunch.

May 11th, lot No. 1, 21 head weighed 17,480 pounds, growth 2,175 pounds.

March 11th, lot No. 2, 21 head weighed 15,340 pounds.

May 11th, lot No. 2, 21 head weighed 16,860 pounds, growth 1,520 pounds.

Difference in growth in favor of lot No. 1, 655 pounds, or 31 4-21 pounds per head in 60 days in favor of Standard Food.

T. E. Bailey.

and thriving, by adding Standard Stock Food to their ration, and you can hardly fail to make money, for Standard Stock Food makes stock thrive.

THE MALE ANIMAL.—More of us "fall down" and lose money by being careless about the bull, the boar, the ram and the stallion, than from any other one feature connected with raising livestock. Competition in these days is so fierce that we cannot afford to handicap ourselves in this way at the start.

If you keep your own bull or boar, do not hesitate to spend money enough to get a really good one; it is real economy.

While you are at it, you might just as well get a registered animal; the pedigree does not tell everything, but it does give you an opportunity to know what you have and enables you to avoid the dangers of too close inbreeding.

When you have your mares served, do not be persuaded to use a scrub stallion in order to save a little in the service fee.

There will always be a good demand for good horses; all the gasoline and electricity in the world will never displace the good horse, but the days of the "plug" are numbered and it's a good thing.

The male animal needs especial care and attention at all times.

See that he has proper feed and to aid him in digesting and assimilating it, to make it palatable and to keep him on an even feed—always an important consideration—feed Standard Stock Food regularly. It aids wonderfully in keeping up the vitality.

It makes stock thrive.

Raise Your Own Feed

There may be an excuse for the stock-feeder or the exclusive dairyman, who is carrying on his farm several head of livestock to every acre, to buy concentrated feeding stuffs at from \$16 to \$25 a ton, but there is small excuse for the general farmers' so doing.

It should be the rule, so far as possi-

HARD TO START BUT HARDER TO STOP.

Albion, Neb., Dec. 5, 1903.

I have fed Standard Food to hogs and horses for the last five years and think that there is nothing like it. It was hard to get me started to feed it, but it would be harder to stop me now. It keeps my hogs healthy and enables me to put them on the market two months younger, makes them grow larger and faster. It is all that is claimed for it. I am feeding it now and will continue to do so.

Jno. Fertig.

ITS VALUE SOON EVIDENT.

Pella, Ia., Sept. 21, 1903.

I want to tell you what I think of your Standard Stock Food. I have fed 300 pounds in the last two years to hogs and calves and am well pleased with the results on both. I have not made any scale tests, but I know from what I can see that it pays well to feed it, as it only requires a small amount of the Food.

Albert Veldhinzin.



HIGH AUTHORITY.
Office of the Conservative,
J. Sterling Morton, Editor.
Nebraska City, Neb.
August 9, 1899.

Dear Sir: This is to inform you that at Arbor Lodge we have fed Standard Food during the last 18 months with the most satisfactory results. It has been fed to horses, cattle and swine. Its effect has been entirely in verification of all the good that has ever been said of it as a condiment for farm animals.

J. Sterling Morton,
Ex-Secy. of Agriculture.

ble, to raise the nitrogenous portions of the ration on the farm.

A little care and foresight will enable one to do it.

Clover, alfalfa, oats, the various peas and beans, barley, wheat and rye are all rich in protein and combined with corn and other feeds make an ideal ration for almost any purpose.

When you raise your own feed, you have it at hand, and you get it first cost.

When you buy gluten meal, or linseed cake, or cotton-seed meal or any other of the concentrated feeding stuffs, you are paying the railroads big freight rates and are paying two or three profits between the producer and yourself.

There is no need of your doing it—especially as the leguminous crops, supplemented by the manure from your stables,

A MONEY-MAKER FOR THE FEEDER.

Fletcher, Neb., June 6, 1900.

In the year of 1899 I commenced feeding Standard Food to cattle and hogs and am becoming a firm friend of it. While I have not made weight tests, yet I have fed the food to hogs of all ages, with uniform good results. They get more good out of the corn, which is our main food here. It makes the hogs grow and fatten faster and seems to put them in much healthier condition. I believe it is what it is claimed to be, a money maker for the feeder. I have bought 1,000 pounds.

Arthur McGill.

are constantly increasing the fertility of your farm.

On the other hand, Standard Stock Food, and the ingredients composing it, cannot be procured from any other source—any more than you can raise the salt your animals need. It is not designed to take the place of any of the feeding stuffs; it simply helps the animal get more good out of the feed you feed; thus making the ration go farther and do more good, at the same time improving the animal's general condition, and contributing to its thrift and well-being as nothing else will.

It is not an additional expense, but a real economizer. It's a money-saver, as well as a money-maker.

You can't afford to do without it.
It makes stock thrive.



The Feeding Ration

We believe in the balanced ration.

So does every practical feeder (whether he calls it by that name or not) and every investigator of the feeding question.

But we insist that chemical analysis does not, and never can, tell the whole story.

Other things must be taken into consideration.

It is universally admitted that successful feeding is most largely promoted by keeping in mind these points:

Palatableness.

Variety.

Digestibility.

Of course starting with the assumption that the feeding stuffs contain, in available quantities, the special food elements needed for the work required.

Experiment, experience, and common-sense prove that a palatable ration is more thoroughly digested than is an unpalatable one. This is true in the case of man and of all the lower animals. The Creator did not make a mistake when he gave us the sense of taste—the desire to eat the things that taste good.

The necessity for a variety in the feeding ration is in a sense secondary to the necessity for palatableness. Before we began to "balance rations" in accordance with their chemical components, the feeding of a variety of feeding stuffs, was

necessary in order that the animal must secure the food elements from one stuff, which another lacked.

Variety also tended to increase the palatableness of the ration.

A man could sustain life indefinitely on beans and bread, with a little fat pork as an occasional addition, but after a few weeks of this as a steady diet, he would do much better on some food not really so rich in nutrition, because of the extra relish he would have for the new dish.

The old time attempt to eat a quail a day for thirty days, well illustrates this point.

There is another point, however, in regard to a variety of feeding stuffs which is almost always overlooked in considering feeding rations from an experimental point of view. Every article of food contains active principles—which cannot be classified as protein or fat, or carbohydrates.

For example, in the spring every family rejoices when rhubarb and spinach and "greens" and other vegetables are available for the table—just as live-stock relish roots and apples and pumpkins and green fodder.

We immediately begin to feel better when we change from winter diet to spring diet.

Why? Is it because of any additional protein in the food we take, or any change in the balancing of the ration?

Not at all. It is because of the active principles of these foods—the properties they possess which cannot be classed as food elements, but might more properly be termed medicinal.

A variety of feeding stuffs, therefore, tends to put the animal more nearly on the basis it was in its natural, wild state, when on a free range it secured a nip of every herb that grows, which appealed to its taste and appetite.

The third consideration we mentioned is Digestibility. This is self-evident. Food that is not digested is not only of no good to the animal economy, but is a positive detriment, working the digestive machinery to get rid of it without any gain whatever in nutrition.

In all of these points Standard Stock Food plays an important part.

It increases the palatableness of the ra-

DIGESTION ABOUT PERFECT.

Spilker, Nebr., March 4, 1904.

I have fed Standard Food for about eight years. I was persuaded by another food company to try another food, claiming it was better than Standard Food, but after feeding it one winter, I went back to Standard again, as my stock did not seem to take to it as they did Standard, and I did not get the gain I did with Standard.

I am using 1,000 lbs. per year and feeding to all stock on the farm. I am feeding a car of cattle; their digestion is about perfect. I am satisfied it pays to feed Standard Food and I shall continue to use it.

C. T. Holstein.

tion. You only have to see the stock go for it, to be convinced of that.

It takes the place of variety in the feeding stuffs, for in it are skillfully blended spices, roots and seeds, which not only give a relish to ordinary feeding stuffs, rendering them palatable to the animal, but also contain those active principles demanded by the animal system and formerly secured from the variety of wild plants eaten by the animal.

As to Digestibility, Standard Stock Food renders most important service. Feeding stuffs are digested by the action of juices secreted by the linings of the mouth, the stomach, and the intestines.

Standard Stock Food increases the flow of these digestive juices, and thus promotes the work of digestion, making it more thorough, and allowing less undigested feed to pass through the body as waste.

Your live-stock needs it
It makes stock thrive.

twelve or fourteen years ago, in my father's days, and it did good work for us. Then we dropped it for several years, but I have come back to it, because I believe it the best thing of its kind I can get. I have always fed it with results, and am convinced that it pays me well.

"One thing I firmly believe. I believe it adds from 25 to 50 cents per hundred to the price I get for my cattle. I have learned this from experience, and am sure of it, for I always get better prices for my stuff than those who do not use the Food get."

"Then it must pay you very well," we said, "for you not only get a higher price for the pounds you put on your stuff while you are feeding it, but also on all it weighed before you begin regular feeding."

"That's the way I look at it," answered Mr. Bacon.

A little calculation will show that this



A Bunch of Harvey Bacon's Cattle

Has Used it Long Enough to Know

Near Cromwell, Iowa, lies the 600-acre farm of the state of the late C. H. Bacon, a progressive farmer who, as a director of the Iowa Agricultural Society, had much to do with furthering the work of agricultural progress in Iowa.

Mr. Bacon's son, W. H. Bacon, has succeeded his father on the farm, and is following in his progressive path.

Mr. Bacon's farm is just rolling enough to drain nicely, and is a beautiful bit of land. The pictures of his cows, which we give, shows that his stock is kept in good condition. We asked him about his experience with Standard Stock Food, and he said:

"We began using Standard Stock Food

is from \$3 to \$6 a 1,200-pound steer, an amount sufficient to pay for more Standard Stock Food than half a dozen steers would require to finish them for market.

No matter how little one might believe in the merits of Standard Stock Food, one could not talk with a farmer like Mr. Bacon very long before he would become convinced that there must be good in it, for such men, when they talk earnestly, even enthusiastically, about it, carry conviction with them. They are right up in front in everything that makes for improved stock and greater profits, and know what they are talking about when they recommend a certain line of procedure.



W. T. Locke Stacking Alfalfa

The Best Ever Sold

It was a case of waiting 24 hours, or driving 20 miles to reach the rich farm and pleasant home of W. T. Locke, Marquette, Nebraska, and anyone who would wait so long for a train when he could drive through such a pleasant country as Hamilton County, Nebraska, would not deserve the opportunity of choosing.

It was a day in mid-July, pleasantly cool. On both sides of the road was field after field of corn, wheat, oats, rye or alfalfa. The crops were big, the roads perfect, and the roadsides as clean as the cultivated fields through which they passed.

We found Mr. Locke in a big field, busily engaged in stacking the second

crop of alfalfa. His farm lies in the Platte Valley and is very productive. He had just sold his cattle, but he was not slow to give credit to Standard Stock Food.

"I have used it with good results," he said, "and I am as good a friend to it as you will find. I think it is all right in every way, and the best stock food ever sold in this country."

One need not be told that Mr. Locke is a good farmer, after once seeing his farm. It lies in the level valley of the Platte, and the heavy growth of corn and alfalfa speaks for the fertility of his broad acres. He is one of a family of good farmers, and proves the rule that Standard Stock Food farmers are at the head of their profession.

FOR FIVE YEARS.

Decatur, Neb., April 4, 1903.

Your agent in Burt County asked me to write you regarding my opinion of Standard Food from a standpoint of its continuous use for five years. During that time I have fed it to all kinds of stock with good results. I have today given my order for 400 pounds more, which I will feed to my brood sows, work horses and fattening hogs. This tells my opinion of Standard Food better than I can write it. If any person wishes to know what I think about it, just address a card to me at the above place.

G. W. Hawkins.

FEEDS IT TO ALL HIS ANIMALS

Sanborn, Ia., Apr. 20, 1899.

The past year I bought of your agent 300 pounds of Standard Stock Food and fed it to hogs, pigs, horses and calves. My horses show it plainly in flesh and gloss and do their work on a little less feed, as they digest the grain better. I can keep the sows in better flesh while suckling pigs, and the pigs get more milk and do fine.

I am sure that it will make me more gain and a bigger profit than anything I can feed to hogs or calves. Feed it to your stock, brother farmers, for the money it will put into your pocket.

Standard Food is the best thing I have ever used.

Wm. Porter.

THE BEST FINISH.

Rosedale, Neb., Oct. 29, 1903.

Standard Stock Food is a good saver and money maker. I commenced feeding it last winter to my horses, hogs and fattening cattle, and fed it regularly to the cattle until I sold them in June. I have fed cattle for several years, but I never could get as good a gain and finish on my cattle as I did last spring while feeding the Standard Food. I know it will do all you claim for it. I would not do without it for my horses for twice the cost of it.

I am going to commence feeding the Food this fall as soon as I put my cattle in the yard, for if it pays to feed it one month, it pays better to feed it all through the feeding period.

I take pleasure in recommending Standard Food to my neighbors and fellow farmers. I would not be without it.

F. W. Kayl.

A KANSAS CUSTOMER.

Corning, Kans., March 14, 1903.

I am well satisfied with Standard Food. Both my hogs and steers have done well since I have fed your Food. I cannot give any weights just now, as I have not weighed them.

I have tried several kinds of Stock Food, but Standard Food has proved to be the best I have ever fed, as it holds cattle and hogs on their feed and gives them a good appetite. I am well pleased with it and shall continue to feed it. I have today bought 500 lbs. more to feed to my hogs. I have about 100 which I am going to feed.

J. M. Randel.

Success With the Standard

At Pender, Nebraska, we met the champion Standard Stock Food Agent, Mr. Joseph Kuns, who, in a little more than five years, has sold 300,000 pounds of the food, all in one county, and he told us that he had not yet worked the whole county. Mr. Kuns is justly proud of his

Mr. Kratke knows the value of his dollars and he considers he is making a good bargain when he buys Standard Stock Food, for he knows he will get two dollars back for every one he puts into it. He is still a young man, and his success has been great, because he has taken advantage of all his opportunities to make his work as profitable as possible.



A Family Group and Meadow on Mr. Kratke's Farm

success. He began without experience and built up a business that is making a competence for him, simply by posting himself on the merits of Standard Stock Food and convincing the farmers and feeders of his territory of its value.

Mr. Kuns took us out to visit Mr. Louis Kratke, a German farmer, who has earned 480 acres of fine land and for five years has used Standard Stock Food to help him get the greatest profits from his stock.

Mr. Kratke has all sorts of good things to say about Standard Stock Food, and we noticed that he mixed a liberal portion of it with the slop he gave to a lot of splendid thrifty hogs which he was feeding.

"This food is all right," he said, "I have been feeding it right along, and it does the business for hogs and cattle every time. I don't allow myself to get out of it any time, because I like to have it around always.

"It keeps my pigs strong and makes them eat well and they do not have trouble about being off their feed any time when I give it to them."

TIME TO FEED STANDARD FOOD.

Conrad, Ia., June 23, 1903.

I have fed Standard Food or five years. I thought I would try and get along without Standard Food, but find I lose money when I do. I have placed my order with your district manager, C. M. Deal, for 500 lbs., and will not try to get along without it again. I have fed it to all kinds of stock with the best of results. The best time to feed Standard Food is 365 days in the year. Our hogs grow faster and keep in a healthier condition and when they do we are better pleased with them. I can at least make my pigs 50 lbs. heavier by the time they are 10 months old, feeding the Food according to directions. My neighbors may think it does not pay to feed to beef cattle. I cannot feed cattle successfully without Standard Food.

Joseph Clar.

DON'T WANT TO MISS A FEED.

Elkhorn, Neb., Dec. 31, 1903.

Mr. Huff, I have run out of Standard Food and would like to have some right away, if possible. You had better come over right away so I won't miss any feeds. R. J. McCormick.

THE WHOLE STORY.

Sidney, Ia., July 4, 1904.

To Whom It May Concern:
This is to certify that I have used Standard Stock Food and can cheerfully recommend it.

J. W. Shaver.

"BUY IT AND TRY IT."

Boone, Ia., April 16, 1902.

I want to tell you what I think of your Standard Food. I have fed it for four years and find it is all that you claim for it. I have fed the Food to all kinds of growing and fattening stock, also to brood sows, and find it excellent, especially during the suckling period, as it keeps the sow in better flesh, and she gives a larger flow of milk, which means a better growth of the pigs. Last year my pigs were farrowed in April—60 head. I marketed them the 13th day of February, at an average weight of 262 pounds. I had no trouble getting all my pigs on the market, there being no runts or unthrifty ones. I can shorten the feeding period at least one-fourth by using Standard Food.

I shipped 36 calves to Chicago at twenty months' of age, at an average weight of 1,250 pounds in Chicago. These calves were graded Herefords and raised by me. They had a feed of Standard Food each day with their regular food from the time they were weaned until sold. They were slick and well finished, and I believe the finest brought me at least 20 cents per hundred pounds more than they would if I had not fed the Food. I would not feed any kind of stock without it. In order to get the most satisfactory results, it should be fed all the time.

I have fed 4,000 pounds of Standard Food, and if a farmer will feed it right, it will give him entire satisfaction. I would advise my neighbors to give it a trial, as I have done, and be convinced. It will make you \$3.00 for every \$1.00 invested. Buy it and try it and you will be pleased. One thing I want to mention—the hogs that follow the cattle will do enough better to pay for all the Food the cattle and hogs both eat.

John Vogler.

A PLEASSED CONVERT.

Herman, Nebr., March 18, 1904.

Your agent, Mr. C. E. Norris, tried for a year to sell me Standard Food, but I thought I did not need it. He finally got me to take 25 lbs. I have fed it as near right as I can, and have come to the conclusion that it will pay any man to feed it. I am going to buy more and continue to use it.

Peter Follen.

Success the Best Proof

A typical Iowa home owned and managed by P. Kilmartin, of Malvern, Iowa. This gentleman has fed more than 5,000 lbs. of Standard Food. He began feeding it some years ago and has been a continuous user ever since. The success that has attended his feeding operations is sufficient proof that he knows how to feed and what to feed.

MAKES GRAIN MAKE MEAT.

Snider, Neb., March 2, 1904.

I have bought, in past three years, 6,000 lbs. of Standard Food and have fed the same to cattle, hogs and horses with best of results. I have made scale tests on cattle, in which I have made 3 lbs. per day per head for three months. I have just weighed 60 shoats eleven months' old, average weight 300 lbs. I find it good for brood sows before and after farrowing, and will not do without it for all kinds of stock, as it helps get more out of the grain and puts on a better finish.

Henry Schnoor.

MEANS THRIFTY STOCK.

Sadorus, Ill.

Please find check, for which send me another 100 lbs. of Standard Food. Please ship to Ivesdale as before. The feeding of Standard Food means a thrifty condition in stock.

Riley Jeffers.

A GREAT FOOD.

Birmingham, Ia., April 20, 1903.

Will you please send me 200 pounds of Standard Stock Food to Birmingham, Iowa? If you remember, I bought 50 pounds from you last winter to try it and I told you if I liked it I would get more. Well, I got good results from it. I think it a great Food, both as a conditioner and fat-producer. I believe you said you would ship me some if I wanted more. I will forward the money as soon as I get the Food.

A. B. Cupp.

FILLED HIS CLAIMS.

Lyons, Neb., March 25, 1903.

I have fed Standard Food to my hogs and cattle with good results. When I gave my first order for 100 pounds, my hogs were at a standstill. I was unable to make them put on flesh. Corn was high and I didn't know what to do. Your agent explained what Standard Food would do for my hogs, and it did just what he said it would do. It gave them an appetite and they commenced to gain at once and continued to make a good gain, enabling me to get them on a good market, which I couldn't have done without the Food.

Last fall, when I put up my cattle, I gave an order for 250 pounds of Standard Food. I commenced feeding it right from the start. I didn't have a steer scour or get off feed during the entire feeding period. I had no puddy cattle. The entire bunch was in good shape and well fed for the market. I want to say right here that the hogs following these cattle received enough benefit from the Food to more than pay for it.

I had one cow that was fed with this bunch of steers. I shipped her to Omaha with a bunch that had not been fed Standard Food. She was fatter than any of the others and stood the 8-mile drive better; she netted me \$49.94 at South Omaha. I shall feed Standard Food when I feed hogs or cattle.

Hans Jensen.



Home of P. Kilmartin, Malvern, Iowa

CONDIMENTAL STOCK FOODS

(From Breeder's Gazette)

There is no use disputing the fact that condimental stock foods are coming more and more into use by the stock feeders of this country. Notwithstanding the opposition to them from certain high quarters, stock foods are meeting with a larger sale every year. This being true, it is well that we should look into the matter and discover if we can why they are increasing in popularity. We dare not assume that the hundreds of thousands of farmers and stockmen who are using stock foods are fools who are being "worked" by a lot of swindlers. We have no reason in the world for not thinking that a large number of these farmers are intelligent, progressive, careful and observing and we must assume that they feed stock foods because they are convinced of the usefulness and of the profitableness of using them.

In the first place the name given these preparations is an unfortunate one. We do not know why they are called stock foods, because no manufacturer of them claims them to be foods in the common meaning of the term. All of them have a base which is composed of some regular food product. Some manufacturers use one thing and some another. It does not matter what the base is. It may be cornmeal, oilmeal, bran or any other similar material. The manufacturers frankly admit that the base they use is simply a diluent or carrier for the more valuable portion of their products. In England they call similar products "stock spices" or "condimental powders" and these names describe with accuracy the character of the compounds we call "stock foods" in this country. The name is not important except as it leads the uninformed in the wrong direction.

It seems to me, after looking into the matter with considerable care, that stock foods may serve a useful purpose. I have come to the conclusion that their most valuable property is in their capacity to make feed palatable. It is conceded by all our best authorities that live stock does better when supplied with palatable feed than when it is obliged to live on feed that does not tickle the palate. Of all the condiments and seasoning materials used in the human dietry not one is absolutely necessary to health, from the chemist's point of view, except salt alone. Why then do we use pepper, allspice, nutmeg, cinnamon, cardamon seeds, sage, mustard, Worcestershire sauce, vinegar and all the long array of sauces, flavoring extracts, preserves, jams, jellies, fruit butters, anything, in fact, but

plain unleavened bread, meat and vegetables cooked in their natural condition and eaten without flavoring or mixing with anything except salt?

We use all these things because they make our food more palatable and cause us to eat more. In the last analysis this is exactly why we use condiments. We began doing this because they made our food taste better and give us greater delight in sitting at the table. It was done when men had very vague notions concerning things scientific. Later along comes the scientist and begins to inquire why the desire for condiments is almost universal among the nations of the earth. He knows they make food more palatable, but that is not a very good reason for using condiments. It is the reason of the unthinking, the savage, the barbarian and we civilized people are not content to line ourselves up with the benighted and unscientific. We want a good and substantial reason for the faith that is in us before we admit that we spice and flavor our food merely because it tastes better and induces us to eat more.

Some careful experiments were made. We began to make progress along lines heretofore untraveled. We eat bacon and eggs because the one balances the other. Eggs have only a trace of carbohydrates and bacon but a trace of protein. Combine the two and they taste better, are more wholesome and make a "balanced ration." Blindly we have been following our appetites, ever since bacon and eggs were first used. Nature has guided us and has not led us astray. Then came an important discovery. Palatable food excites the organs that secrete saliva and the digestive juices. It stimulates the secretion of the juices absolutely necessary to the most perfect digestion. Feed a man on dry bread alone and soon he must drink water, in order that it may be moistened enough to allow it to be swallowed. Spread the dry bread with honey, jam, jelly or fruit butter and his mouth literally waters at sight of it. Before he has had a chance to taste it the salivary glands begin their work and his stomach begins to fill with digestive juices and he will not only eat more of it, but digest it more completely and thereby get more nutrition from it. It is the same with all our food. Without knowing it mankind has been for ages using condimental foods because they gave him better powers of digestion. Instinctively he has been scientifically preparing his food so as to make it more nutritious.

The same reason why men should use condimental foods and flavors of various kinds apply with equal force to feeding live stock. These foods make feed more palatable, stimulate digestion and add to the quantity of nutritive elements that is extracted from the feed.

Thirty men were asked in succession why they fed a certain stock food* and their replies were practically identical. As one man they said, in effect: "Because it makes our stock eat better, fatten better, finish in better shape and makes our feed go far farther." The writer in every case stood by the side of these men when these statements were made, saw the stock to which stock food was being fed, had an opportunity to gauge the intelligence of the men and note their surroundings. In

every case the farmers making these statements were intelligent men who read, think and keep posted on agricultural progress.

Can we believe that all these men, some of whom had used the scales to confirm their belief in the value of stock foods, have been deceived and deluded, have been persuaded to waste money on something that is unprofitable and of no use? Considering the men, their surroundings and seeing their stock, I am compelled to believe that condimental stock foods have a place in the dietary of live stock where they may be of use and add to the value of feed.—Breeder's Gazette, Aug. 24, 1904.

*The food referred to is "Standard Stock Food."

THE PLACE OF STOCK FOODS

(From Orange Judd Farmer)

Hundreds of thousands of dollars are spent each year by feeders and breeders for condimental stock foods. Probably no feeds on the market have caused as much discussion. Certain people insist that they have little food value and are not worth the cost. On the other hand, thousands upon thousands of farmers and stockmen feed these foods to their stock and believe they are of great benefit in putting on flesh and keeping the animals in a thrifty, healthy condition. In nearly every feed store throughout the middle west, various brands of these are always on hand, and farmers seem to take increasing interest in them.

If they do not have merit as foods, why should they be so popular? The explanation seems to be that while they have considerable feeding value, they are probably unfortunately named. Very few, if any, of the manufacturers claim they will take the place of corn, oats, etc. They insist that they are simply condiments or spices, which in addition to their value as feeds make the ordinary feeds palatable, enable stock to eat greater quantities and assimilate larger proportions than they would without them. In England the name is more fortunate, as they are called stock spices or condimental sauces. It would be much better if they were so designated in America.

After careful consideration and investigation the up-to-date and intelligent stockmen find that these stock feeds serve an admirable purpose as seasoning material—so to speak. The housewife in preparing her meals uses a lot of materials such as pepper, allspice, nutmeg, sage, vinegar, flavoring extracts and the like, not because they contain a material for building up muscle and nerve, but simply because they

give a pleasant flavor to the food, making it more palatable and digestible. The same is true with condimental stock foods. While they may not have a large food content, they render stock foods otherwise unpalatable attractive to animals being fattened or maintained for breeding purposes. In this way they are very useful in causing animals to lay on a larger percent of fat for a given amount of food. It is a well known principle of physiology that if food is pleasant, the organs which secrete the saliva and the digestive juices are stimulated and the maximum percentage of value is secured from a given amount of food.

The same reasons which have resulted in the use of so many condiments and relishes on the table, hold in feeding farm animals. While foods were cheap and prices for meat high, it was not so necessary that the very best results be obtained from a given amount of food, but with the increasing competition and small margin of profit, it is absolutely necessary that highly bred animals with highly developed taste be given food that they like and can make use of to the best advantage. So it has come about that to secure large profits in stock feeding, it is necessary not only to have good animals and good feeds, but these feeds must be presented to the animals in the most attractive form and made more palatable and digestible by the addition of small quantities of condimental or stock foods. That these feeds have a place, no one who has had experience with high-class stock will doubt. The fact that, as stated above, these foods are so widely sold and are popular, goes to show that they have their place in the live stock industry.—Orange Judd Farmer, Oct. 15, 1904.



PART TWO

FEEDING CATTLE FOR MARKET

A square-built steer with a square-toed man behind him, under ordinary conditions, will make some money.

Under exceptional conditions of feeding and marketing, they'll make a lot of money.

We can't very well control market conditions. The best we can do with them is to watch 'em and take advantage of the right time for buying and selling.

But we *can* control feeding conditions, and, after all, there's where the best money comes from.

Standard Stock Food helps the feeder control feeding conditions.

It doesn't change the weather, nor the price of feeds, but it enables the steer to adapt himself to conditions.

It helps him get more good out of the feed you feed.

It makes a poor ration taste good and do more good; it makes a good ration taste better and go farther.

It keeps the animal's digestive system toned up in good condition.

It keeps the blood circulating and makes the steer bristle with activity and vitality of the sort that counts for vigor and gain.

More than ten thousand of the most successful cattle-feeders in the world are using Standard Stock Food every year.

It makes money for them.

It will make money for you.

It makes stock thrive.

The following pages show how these successful feeders do it.

FEEDING CATTLE FOR MARKET

THERE is just one aim to keep in view in fattening cattle for market, and that is: "How can I make my cattle bring me the most profit?"

That doesn't always mean the highest price, for the man who gets 25 cents a hundred more for a bunch of steers than his neighbor does, has profited nothing if it cost him 26 cents a hundred to put on that extra finish.

It doesn't necessarily mean the biggest gain in weight in the shortest time, either, for if the gain is made at too great expense, it profits us nothing.

We've got to take into account both ends of the business—the investment, the cost of production and the selling price.

Raise Your Own Steers

The ideal way to manufacture beef is to start with the dam and raise your own steers.

It's a way that all cattle feeders will not endorse but it has a lot of advantages.

In the first place it gives you a double chance at the profits. Sometimes you'll make money on growing the stock; some years on feeding the stock—but you are not likely to lose on both operations the same year.

Then, if you use care in breeding, you are sure of having a good beef type of a steer to start with and don't have to de-



Standard Fed Cattle, Owned and Fed by Boss & Son, Monmouth, Ill.

It's a mighty big problem, and it takes a mighty good man to keep track of it.

That's why so many people fall down in the cattle business and why a really good man makes such a success of it.

It's a question of plain, hard, common-sense and good business judgment.

It requires so much expert skill, such close attention, and such a downright love for the business that it has become almost a separate profession.

But it pays. We suppose the cattle feeders of the corn belt taken as a whole, have made more money per capita during the past 20 years than any other one class of farmers.

And in addition to that, it's one of the most fascinating businesses in the world.

pend on the rough, loosely built animals that you can pick up.

And that's half the battle—having the right kind of a "critter" to work on.

You can't make a purse out of a sow's ear, and you can't put sirloin steak worth 20 cents a pound on an animal the Creator intended never to be used for anything but a canner.

And that isn't all. The time to begin to "finish" a beef steer is the day it is born.

That is, you want to keep it "up and coming" all the time. You don't want it to slip back. A week's back-set, even at an early age, will be felt clear to the end of the feeding period. If you raise your own steers you will not neglect

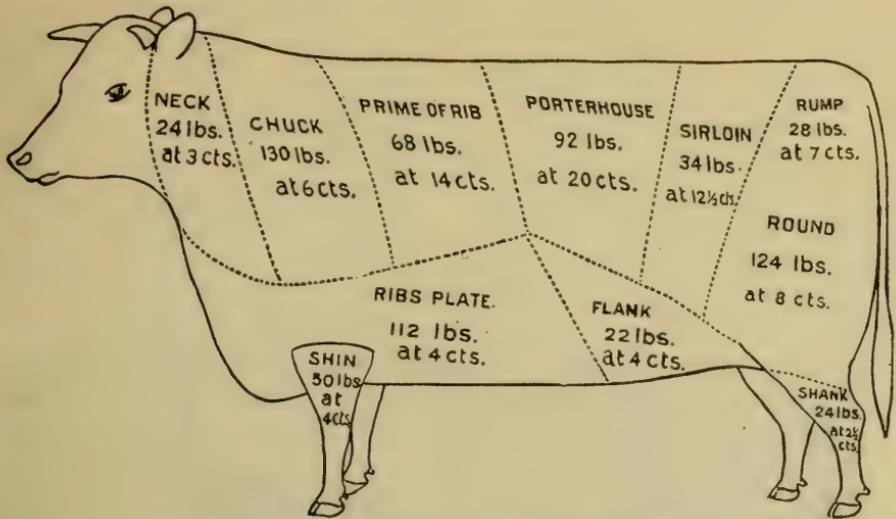


Diagram Showing Location of Ordinary Cuts of Beef

them and then try to make up the loss by over-crowding later on.

There's another thing to be considered and that is the animal's familiarity with the feeder, its ration and its surroundings.

It takes a bunch of range steers some little time to become accustomed to new surroundings. They make no gain in that time.

Steers raised on your own farm don't have to be put to the hardship of a long haul; you can gradually work them up to a fattening ration, without the loss of time or gain.

It's a method we have got to come to, sooner or later, for Western ranges are growing smaller, and the supply of range cattle will not keep up indefinitely.

It will pay you to begin it now.

As a rule the man who grows and fattens a car load of 20 of his own steers, makes more money than the feeder who buys and fattens 100 or 150 head.

We do not know of a single thrifty farmer in the corn belt, using Standard Stock Food, and growing his own steers, who is not making money and prospering.

Buying Feeders

The man who buys steers for feeding ought to be just as particular as he would be in breeding.

It doesn't matter how good a feeder he is, he can't make money unless he has the right stuff to make it with.

He must keep in mind the requirements of the market and buy stock that conforms to the best beef type.

It isn't a fad nor a matter of prejudice. You know very well that you can

buy tallow for about 4 cents a pound, while you have to pay from 18 to 20 cents for sirloin steak.

What you want to do is to buy steers that will make sirloin and porterhouse steaks, and not tallow.

The accompanying diagram shows the location of the ordinary cuts of beef in a well finished steer's carcass, with average prices for each.

Select your steers with this in mind.

You don't want a wedge-shaped animal; get a low, broad, blocky steer, with straight, parallel lines, a broad loin, a long, level rump, a straight back, a thick flank low down, and a broad thigh running well down to the hock.

See that he is not more than two or two and a half years old at the most, so that you will get him to market under three years of age.

That's the kind of steer that will make big gains on moderate feed, and take on a finish that will delight the buyer's eye.

They'll cost a little more than the common run, but they'll pay an extra profit on the extra investment.

You can't pick them up at all times.

IT'S FAT AND FINISH THAT PAYS.

Lenox, Ia., October 18, 1901.

I herein certify that I have bought and used previous to this date, 7,500 pounds of The F. E. Sanborn Co.'s Standard Stock Food, and have fed it to my cattle and hogs for several seasons.

I believe it to be the best addition to the ration of feeding cattle and that it is a progressive and profitable investment for the feeder. It is fat and finish on the shortest time and with the least amount of feed that pays, and Standard Food does it.

L. F. Eckels.

The thing to do is to have a good commission man—a man you can trust every day in the year—watch for a bargain for you, and get you a bunch of first-class feeders when the price is right.

General Management

A good feeding yard is necessary. Have it well drained with no low places in it.

Some feeders practice stabling, but the majority of Standard Stock Food feeders have got the best results by placing the feeding bunks in the open, giving the cattle the run of the yard, with good sheds, closed on three sides for shelter.

There should be plenty of shade in the

spray, which will keep the cattle free from lice and other vermin.

The dipping of cattle is a practice that is spreading rapidly. If a good dip is used, it pays big.

FEEDING.—Above all things practice regularity in feeding.

By regularity we mean both in time and amount—yes, and in feeding stuffs, too.

The steer is a methodical animal. You can set your watch by the time he comes up for his ration. Don't keep him waiting. Disappointment not only hurts his feelings—it's bad for his digestion, and that means a loss of money.

Stockmen differ as to frequency of feed-



On Henry Klaumann's Farm

summer, and an abundance of pure, clean water at all times. In winter a tank heater should be used to take the chill off the drinking water.

Ice cold water not only retards digestion, but it makes the animal cold, clear through, and it takes just so much extra feed to keep it warm.

We don't believe horns have any right in the feeding yard. Cut them off. The steers will be quieter, less nervous, will do better and ship better.

Scratching posts used to be good things, but a better thing now is a good dip or

HAS CONFIDENCE IN IT.

Cuba, Kas., June 2, 1901.

Gentlemen: This is to certify that I have bought of your agent, G. W. Kennedy, \$109.00 worth of Standard Food to feed to fifteen low grade steers and one car of hogs and am more than pleased. My brother-in-law told me that I had such a low grade of cattle they would not make me a dollar. I received a very satisfactory gain on my cattle and \$1.20 margin.

I also shipped a small car of hogs of my own raising that topped the market on May 13, 1901. I shall, for my own benefit, use Standard Food in my next season's feeding and with more confidence in its merits. Yours truly,

Henry Klaumann.

ing—ranging from once a day to all the time, with self-feeder.

We don't believe once a day is often enough.

A majority of feeders have found that best results are attained by feeding twice a day—about sun-up in the morning and an hour before sunset—giving the animal time to clean up the ration before dark.

The chief objection to the self-feeder is that the cattle are apt not to ruminate the ration so thoroughly when they have constant access to food, as they are when it is given them at stated intervals.

And that's a most important feature of economical feeding.

THE FEEDING RATION.—Does the balanced ration pay? Unquestionably, yes, if used with common-sense and good judgment.

But the point which must never be

overlooked is the fact that chemical analysis alone does not tell the whole story.

Other things are of equal importance if not greater.

The crowded animal must have a variety of feeding stuffs and they must, above all things, be palatable, so that the cattle eat with a zest and relish.

This is absolutely essential, or they will go "off-feed" and lose a half month's gain in a few days.

So long as present conditions last, corn must make up the principal part of the beef-making ration. It is the most economical feed the cattleman can secure.

But its ratio (1:10) is too wide. Alone it contains too much of the fat-forming food elements and not a sufficient quantity of protein.

It must be "balanced" by some feed richer in protein, narrowed to from 1:6 to 1:7.

The successful feeder will use care and judgment in selecting the "trimmings" that go with his corn, using those feeding stuffs most economical and convenient in his particular locality.

Corn with the clovers and especially with alfalfa hay, makes almost an ideal ration, when Standard Stock Food is fed regularly with it to keep up the animal's appetite and his digestive system in good working order.

Thousands of cattle-feeders are turning off large bunches of finely finished steers with no other feed than corn and alfalfa or clover and Standard Stock Food.

Many other feeders, however, find it economy to buy such concentrated feeds as linseed meal, cotton-seed meal, or gluten meal. They give variety to the ration, as well as supply the needed protein.

ROOTS.—Such roots as mangels, sugar beets and turnips may be used to great advantage in the fattening ration, for variety's sake.

In the West they are, however, seldom

A FARM NECESSITY.

Genoa Bluffs, Iowa, November 15, 1899.

Gentlemen: I have read a great deal of what some of your customers have to say in regard to feeding STANDARD FOOD to cattle, but have never yet told you what I think of it, and what results I have obtained by its use.

It has been a little more than three years since I purchased my first order. Since that time I have fed over 3,000 pounds, and have never yet been disappointed. The longer I continue its use, the more convinced I am that it is making me money.

There is an idea prevalent among cattle-dealers that they must produce cheaper beef and finer finished animals in order to secure the best price for them, and make the most money out of their feeding business. I know that I have had the same idea. But since I began using STANDARD FOOD I find that I can put on more flesh in the same time than I could before I began its use, and I find that it makes a better and finer finished animal, (the fat being more evenly distributed over the body,) and one that will bring a better price on the market.

I have just sold a bunch of 18 head of yearling steers in which the gain I got was very satisfactory to me. After weaning these calves at about six months old, I turned them into my feed lot with some two-year-old steers, which I was feeding, their ration being crushed corn, with STANDARD FOOD sprinkled over it, twice a day. After I shipped out my two-year-olds, I weighed my yearlings. Their average weight at that time was 1,066 pounds, and in 65 days their weight was 1,272 pounds, making a gain of 206 pounds in 65 days.

Their average age was 17 months.

Their average weight, September 1st, was 1,066 pounds.

Their average weight November 4th was 1,272 pounds.

Their average gain in 65 days was 206 pounds.

I have bought 2,000 pounds more Food today for my future use.

Yours truly,

John S. Fetzter.



Part of a Herd Owned and Fed by John S. Fetzter

Standard Stock Food—It Makes Stock Thrive

employed, except by the general farmer.

But there is no reason why the professional feeder should not grow root crops for steers.

They are especially valuable, fed in connection with Standard Stock Food, during the early portion of the fattening period.

At the finishing period, too, they aid in slicking up the animal. They are almost always used in fitting animals for the show ring.

SILAGE.—Silage is another feed not as yet fully appreciated by corn-belt feeders, many of whom regard it as too sloppy for the gentlemanly steer.

Those who have used it, however, report good results.

The steer may not take kindly to it at first, but with a sprinkling of his favorite Standard Stock Food, he finds it palatable and just as good for him as for his dairy sister.

SALT.—Keep salt before the cattle at



A Herd that Topped the Market for J. S. Northrop, Hubbell, Neb.

PLEASED WITH RESULTS.

Hubbell, Neb., April 27, 1903.

Gentlemen: The 24 head of cattle photographed by your agent, Mr. Kennedy, were put in the feed lot Oct. 20, 1902. They weighed at that time an average of 1,040 lbs. They were fed three months on snapped corn and alfalfa hay. They were then fed one month on ear corn, alfalfa and Standard Food. The balance of the time they were fed shelled corn, Standard Food and alfalfa, until ten days before they were shipped, during which time they were fed wild hay in place of alfalfa hay. These cattle sold in Kansas City, April 24th, at \$5.20 per cwt., which was the top price at the market on that day. They weighed an average of 1,516 lbs. when sold.

I was well pleased with the results of feeding Standard Food.

Yours respectfully,

J. S. Northrop.

all times.

Loose barrel salt is regarded by most feeders as more valuable than rock salt.

A mixture of one part salt and two parts Standard Stock Food may be left in boxes in the sheds where it will be protected from the rain and snow, with good results.

Stir up the salt boxes occasionally so that the salt will not cake.

BULKY FOOD FOR STEERS.—The steer, like all ruminants, needs a bulky ration, both to distend the stomach and develop a bigger digestive space, and to give body to the ration that the animal may ruminate.

This makes necessary a certain amount of roughage in the feeding ration.

Hay, straw and fodders are valuable,

then, in the feeding ration over and above their actual nutritive value as represented by their chemical analysis, and their importance in no case should be overlooked in compounding the ration.

VARIETY IN THE RATION.—The fattening steer needs variety in his feeding ration, but the variety should not be made by making radical changes in the feed.

That is, he should not have straight corn at one feeding and straight bran at the next.

Mix them together. Give a variety to each day's ration.

Toward the latter end of the feeding period, when the steer begins to eat with a flagging appetite, and is "nosey" about his feed, a dainty of some kind often may be profitably introduced, but it ought to be fed regularly after you once start in.

This is not nearly so necessary when Standard Stock Food is fed regularly throughout the feeding period, as it keeps up the animal's appetite, and enables it to get away with the full ration with relish.

Mr. George Dinsdale, of Nance County, Neb., one of the most prominent and successful feeders in the state, feeds a daily ration to his steers when on full feed from 20 to 22 pounds of shelled corn, two pounds of oil-meal, two to three pounds of wheat, with one pound of Standard Stock Food to eight or ten head, and good corn stover and hay for roughage.

Mr. Dinsdale has followed this ration for years.

In the past ten years he has fed more than 80,000 pounds of Standard Stock Food.

He finds his methods pay—and pay big.

He has no difficulty in making gains of 400 and 450 pounds on good grade steers, in a six months' feeding period, and tops the market the most of the time.

To our mind the ideal fattening ration

"SCALE TESTS SHOW EXTRA GAINS."

St. James, Neb., September 1, 1902.

Your agent for this county, Mr. E. L. Dart, wished to know what I thought of Standard Food. I having fed it through two feeding seasons. I made some scale tests the first season I used it, scaling the cattle each 30 days for 90 days, making a gain of 2¾ pounds per day the first 30 days and 3¼ pounds the last 30 days. The ones I did not feed it to made only 2 pounds per day on same feed, without Standard Food.

I believe it pays to feed for the extra gain and finish, and have today given my order for 500 pounds for this winter's feed.

Henry Wiechelmann.

for steers for the farmer who has corn for the principal feed, is about 20 pounds of corn, 2 or 3 pounds of bran, a pound of Standard Stock Food to 8 or 10 head, and bright clover hay or alfalfa for roughage.

We consider bran one of the most valuable of all feeds for cattle, and unless its price is prohibitory it should be included in every ration.

A sprinkling of oats may be added during the later part of the feeding period, to tempt further the animal.

This is a ration which is narrow enough



Fed by Geo. Dinsdale, Palmer, Neb.

FED 10,000 Lbs.

Milton, Ia., September 26, 1901.

This is to certify that I have fed during the years 1899 and 1900 about 10,000 pounds of your Standard Food to my cattle that were fattened for the Chicago market, with very satisfactory results.

I can cheerfully recommend Standard Food as a very valuable addition to the regular grain ration for getting the best results.

I think cattle will feed with more uniformity, mature in a shorter period, and show a more superior finish than when fed the usual grain ration without the use of Standard Food.

C. E. Bull.

PROVED BY COMPARISON.

Arcadia, Nebr., Feb. 22, 1904.

I take pleasure in recommending Standard Stock Food for feeding to cattle and hogs. I know from experience that it pays to feed a good condimental stock food; it enables me to get a better gain on my stock and a superior finish.

I fed Standard Food several years ago, and have used several kinds since. I prefer Standard to any other. I have used 500 lbs. this winter and have ordered 100 lbs. more by mail to finish my feeding this season.

Peter Christian.

FIRST IN HIS NEIGHBORHOOD.

Conway, Ia., Jan. 13, 1904.

Have been feeding your Standard Stock Food for several years; have tried two other kinds of food and think your Food is the best. I feed it to cattle on summer feed on grass, also on winter feeding, to fattening hogs and some to stock hogs. It will well pay its cost to feed to calves or colts at weaning time, or any other time that I have tried it. I bought the first 1,000 lbs. of Food sold in our neighborhood. I have been buying in 1,000 or 1,500 lots of recent years of your agent, J. B. Dodge, of Bedford.

G. W. Hough.

in its nutritive ratio, to furnish the albuminous properties required, and at the same time it is palatable, and that is the thing most to be desired in profitable feeding.

Cotton Seed For Steers

Unquestionably cotton seed and its by-products are of great value in beef-production, especially in those parts of the South where corn is not raised in large quantities.

In many parts of the South beef is profitably produced without feeding a pound of corn, but under ordinary conditions better gains are made when the cotton seed is used in conjunction with corn.

Cotton seed in all its forms is of an astringent nature and produces a sluggish condition of the blood, which may be best prevented and corrected by the regu-

This is probably due to the fact that the corn-and-cob meal is more easily and more thoroughly digested than pure corn meal.

We use it in the early part of the fattening period, before the animal has laid on a large amount of internal fat and while he still needs a bulky ration.

Standard Stock Food adds greatly to its palatableness, and facilitates its digestion.

It is not easy grinding, but a good mill will reduce ear corn to proper fineness at a cost of about one and one-half cents a bushel.

Soaking Corn For Steers

Professor Henry recommends soaking corn for steers "under certain conditions."

Secretary Coburn, in an investigation among Kansas feeders, found that those



Good Stock Owned by
A. J. Caltrider

lar feeding of Standard Stock Food, which quickens the circulation and keeps the animal's entire system toned up to its best activity.

It also is most valuable in keeping cattle fed on cotton seed meal from going "off-feed."

CORN-AND-COB MEAL.—If corn is high in price we believe it pays to grind ear corn.

It is true that there is very little nutritive value in the cob alone, but several of the experiment stations have shown that a pound of corn-and-cob meal has a feeding value equal to a pound of pure corn meal.

SOME GOOD ONES.

Safeside, Guthrie Co., Ia., Aug. 25, 1903.

Gentlemen: I have made a fine feed with Standard Food on cattle, which proved very satisfactory to me. These cattle went on feed Nov. 24, 1902. I gave them a light ration of corn each day, gradually increasing it until they were on full feed Jan. 1, 1903. I began feeding them Standard Food Feb. 1, 1903.

I bought the cattle Oct. 31st at a cost of \$27.00 per head, and sold them, July 31, 1903, at \$5.35 per cwt., bringing me \$1,111.54 net after all expenses were paid, on the market in Chicago.

They had shelled corn from the cob of 1902 and consider it a splendid feed for the quality of corn. I used for roughness threshed timothy straw.

A. J. Caltrider.

who soaked the corn claimed an increase of 21 per cent. in its feeding value.

It is, of course, not claimed that the soaking adds anything to the nutritive value of the corn, but by rendering it softer it is more thoroughly masticated and less of it passes through the animal whole.

The practice is especially valuable when the steers are followed by an insufficient number of hogs.

Getting On Full Ration

THE SUCCESSFUL FEEDER WASTES NO TIME, BUT HE MAKES HASTE SLOWLY.—Don't forget that.

It is the secret of successful feeding.

The novice will often attempt to get his steers on full feed in two weeks.

The old, experienced hand at the business will often take two months.

The more carefully the feeding ration is increased at the start, the bigger the gain at the end of the fattening period.

The more carefully the ration is increased, the more evenly will the bunch finish.

This is especially true of range steers.

A GOOD SEASON

Carroll, Iowa, November 8, 1897.

Gentlemen: The following figures are the results of my cattle feeding this season:

Number of cattle fed, 320 head. Average weight in South Omaha, 956 pounds.

They were a mixed lot of western branded cattle; some were from Wyoming and some were California cattle, shipped from Reno, Nevada.

They were bought at different times. The average date was about March 20th. They were roughed from that time till May 1st, when I divided them and put them on grass, and also fed them a light feed of corn. They commenced to go on full feed July 10th, and from that time until August 15th their corn ration was increased from 14 to 26 pounds per day.

During the entire feed they ate 24,000 bushels of corn. Half of this was of the crop of 1896, on which there was a large shrinkage. The balance was of the crop of 1895, and was good corn. I also fed 7,500 pounds of Standard Food and twenty-nine tons of oil meal.

The first lot of 99 head was sold October 7th. Average weight, 1,425 pounds; price, \$4.96. The second lot was sold October 13th, 105 head; average weight, 1,340 pounds; price, \$4.90. The third lot, the lot you photographed, were sold October 27th; average weight, five cars, 1,515 pounds; price, \$5.00. Two cars of "stags," average weight, 1,460 pounds; price, \$3.40.

The average weight of the lot was 1,427 pounds, making an average gain during the



One of the Many Fine Herds Fed by C. A. Daniel

The average Western steer doesn't know what corn tastes like until he is turned into the feed lot.

His stomach and digestive system is adjusted to a ration of grass.

It takes time for the re-adjustment.

C. A. Daniel of Carroll County, Iowa, who has been a successful feeder for

whole period of 471 pounds per head. When the second lot was sold there was a lot of western branded cattle on the same market. They were heavier than mine, and sold for \$4.75—15 cents per 100 pounds less than mine. When the third lot was sold there were western cattle of same weight, or heavier, oil-meal fed, and fed longer, which sold for \$4.60.

Yours truly,

C. A. Daniel.

Standard Stock Food—It Makes Stock Thrive

twenty-five years, and an enthusiastic user of Standard Stock Food for 10 years, starts his Western steers with just a taste of corn sprinkled with Standard Stock Food for the first few days. He puts just a handful in the bunks for each steer.

They nose it over and eat a little of it the first day.

Mr. Daniel is careful to clean out the bunk afterwards so that none of it may be left.

In a day or two he begins feeding a

increases it in the two months to a pound to 8 or 10 head.

The result is that his bunch of steers eat evenly and gain evenly.

It takes two months to get them on full ration, but they get there in good shape and he holds them there.

Mr. Richard Blaco of Washington County, Neb., another 10-year feeder of Standard Stock Food, pursues much the same plan in increasing the ration.

And he has uniformly good results.

There is never a very big tail to Blaco's



Fed Standard Food by
William Firoved.

half pound for each steer, increasing one-half pound daily until the ration at the end of the month is up to 14 or 15 pounds.

Then he increases only a quarter of a pound a day for the next month or so, until he gets the ration up to 25 or 26 pounds.

He starts with a pound of Standard Stock Food to 30 or 40 head and gradually

bunch of steers.

They continue to make profitable gains to the very end.

Holding on Full Ration

What we have said about making haste slowly in increasing the ration has important bearing on keeping the steer on full feed.

The ideal feeder gets the steer up to his full capacity gradually and carefully, and then holds him there.

Regularity in feeding, a proper variety of feed in each ration, no sudden changes in the ration, the introduction of any new feed into the ration, gradually,—these

"NEVER HAD CATTLE DO BETTER."

Orient, Ia., April 9, 1902.

Three years ago I bought and fed 500 pounds of Standard Food. I then tried 500 pounds each of other stock foods and have gone back to the Standard again and intend to stay there. I would rather get the Standard and pay for it than feed the other foods at any price.

I now have about 40 steers and two loads of hogs in lot now on Standard and they are doing fine. Never had cattle do better.

W. E. Pence.

A FINE HERD.

Monmouth, Ill., Sept. 12, 1903.

Gentlemen: I have been using your Standard Stock Food with very satisfactory results. I never fed a bunch of cattle that cleaned up their feed so well or kept on a more even appetite. Its value as an appetizer alone in keeping stock up on a strong, full, even feed is worth many times its cost. So little of it being required at a feed makes the cost very light. I find stock get more out of what they eat, eat and drink more and finish nicer.

I also consider it very profitable for hogs that follow cattle and I cheerfully recommend its use to all stock men. I am, yours truly,

William Firoved.

have much to do with keeping the steer from going "off-feed."

But of equal importance with the high-fed animal is seeing that he has a palatable feed.

Give him something he likes.

Nothing in the world will so tempt his appetite and make him eat with relish and zest as Standard Stock Food.

It has solved the off-feed problem for thousands of the best feeders in the country.

We have known Mr. Daniel of Carroll County, Iowa, to hold his steers on a 26-pound corn ratio while on pasture in the hot, dry weather of July and August.

He had Standard Stock Food to help him.

And Standard Stock Food makes stock thrive.

It will do the same thing for your stock.

And don't think that any Stock Food you chance to have offered you will answer the purpose just as well.

No other stock food contains such valuable ingredients.

No other stock food is so well made.

No other stock food will do your stock so much good.

It is the Standard.

It makes stock thrive.

The Bane of Cattle Feeding

SCOURING.—Scouring has well been called "the bane of cattle feeding."

Let the steer start to scour and he'll lose in one day more than he will gain in ten good days.

You'll see the effects of it to the end of the feeding period.

It is usually caused by bad feeding—either over-feeding, an irregular ration or a bad combination.

Standard Stock Food, by aiding the process of digestion, helps to prevent scouring, but it cannot wholly overcome the bad effects of injudicious feeding, unless the causes are removed.

Especially in getting the animal on a full ration is it necessary to avoid over-feeding.

If steers begin to scour the most important thing is to lessen the feeding ration at once.

Turning to Grass

Fattening steers should be turned upon grass with due caution.

It is not advisable to attempt to put upon grass steers that have been on full dry feed and expect them to continue to gain.

When cattle are once on full feed they should be pushed to a finish in the feed lot as soon as possible.

A BIG FEEDER'S OPINION

Carson, Iowa, June 4, 1903.

Gentlemen: Your agent wishes to know what I think of Standard Food.

I bought 30 head of cattle last fall, paying 4½ cents for them in Omaha. They averaged 946 lbs. I grassed them with 17 head of my own that averaged the same, until the first of December, when they went on full feed of corn. I fed snap corn until January 1st, then shell corn and a ration of Standard Stock Food and timothy hay. I have sold the cattle for \$75.55 a head, to go by the 8th of June. I am satisfied that I have made a good gain. I never miss a feed without the Food. The extra finish on the cattle when they go on the market will pay for the Food.

In the last year and a half I fattened and sold \$4,700.00 worth of hogs. I consider I am well paid for the food I fed them. I sold almost all of them for top prices. I think I



Fattened by Jas. Fender

SURPRISED AT RESULTS.

Baldwin, Kas., April 30, 1901.

This will certify I have fed 800 pounds of Standard Food, mostly to fattening cattle with very satisfactory results. I fed two different lots of cattle during the fall and winter and I was surprised at the heavy increase in weight and also in the high price at which they sold.

I am well satisfied with my experience in feeding Standard Food and shall continue to use it in fattening cattle.

A. M. Jardon.

never had better luck raising pigs than I have had this year after feeding the Food. I believe I beat the record raising pigs in this neighborhood, as every sow averaged eight pigs. They were also young sows. I bought 3,500 lbs. of Standard Stock Food. I raised something over 300 Durock Jersey pigs, and have lost very few pigs considering the wet season. I am well pleased with the Food and shall continue to use it.

Yours truly,

Jas. Fender.



Owned and Fed by W. H. Armstrong (see below)

It will not do to make a radical change in the ration.

With steers just started it is sometimes profitable to turn them to grass, but it is best to continue the grain ration for at least a month, gradually tapering it off.

Some feeders keep up a grain ration even on full grass, but the consensus of opinion among Western feeders seems to be that steers will not make sufficient extra gain from a grain ration to justify its use.

Standard Stock Food should be continued with the grain ration as long as it is fed, and after the grain ration is stopped a mixture of 1 part salt to two parts Standard Stock Food should be always before the cattle.

Keep the mixture protected from rain.

Many feeders of Standard Stock Food depend upon this mixture to prevent bloating in stock turned upon wet, heavy clover.

Steers on Corn Stalks

A good feed for steers when preparing for full feed is corn-fodder—the stalks with the ears on.

Corn stalks with well cured, bright leaves is a most valuable roughage, not fully appreciated by the average feeder.

It is much more valuable cut and cured and fed in the feeding lot than when left standing in the fields.

But where the feeder has an abundance of corn land he cannot always afford to

cut all his corn, and the standing stalks may be utilized with profit by turning the steers upon the field.

A common danger is from impaction of the stomach.

This danger is greatly lessened by keeping the cattle's digestive system in good order by the use of Standard Stock Food.

The mixture of one part salt and two parts Standard Stock Food, referred to above, has been used by many successful feeders with uniform good results.

Finish

By "finish" we mean the general appearance of the animal at the close of the fattening period.

We are apt to tell our daughters when they begin to show their little womanly vanity, that beauty is only skin deep.

PREFERS THE STANDARD.

Berea, Iowa.

Gentlemen: I have fed 100 head of cattle the past winter on Standard Food with good satisfaction. My cattle ate with a good appetite all through the feeding period, and digested their corn in good condition.

I have fed oil meal and now I prefer Standard Food, as it is much easier to feed and the results are just as good or better.

My cattle weighed 850 pounds Sept. 1st, 1899, were put on feed Nov. 7th, and on full feed in February. They weighed in Chicago, 1,387 pounds, June 27th, 1900. I paid \$4.50 for these cattle in Omaha and sold for \$5.40 in Chicago, with \$5.50 the tops that day.

I am well satisfied with the Food and will recommend it to any experienced feeder.

W. H. Armstrong.

Standard Stock Food—It Makes Stock Thrive

It isn't true in the case of the beef-steer.

For while a fine finish is of no special value in itself, it is universally taken to mean a great deal.

An improvement in the condition outside indicates a corresponding improvement on the inside.

The steer that tops the market must be straight all over, with no thick, patchy fat anywhere.

The flesh on him must be evenly distributed.

He must be well rounded, with broad flanks and good hams.

His coat must be glossy, and he must not be dull nor stupid.

He must be ripe as a cherry.

It is right here that Standard Stock Food does its best work.

It not only helps the animal lay on more flesh, but it gives him a finish he couldn't get in any other way.

It is a daily occurrence for a feeder of Standard Stock Food to go to market with steers that weigh 50 pounds more than his neighbor's and because of their

better finish to command 15 cents a hundred more.

It's a fattener and a finisher.

It pays for itself a dozen times.

It makes stock thrive.

The buyers of beef cattle base their prices on the average percentage of dressed beef from a steer.

If the appearance of a steer indicates that it will dress one or two or three per cent. higher the buyer offers just that much more for the steer.

That's the value of finish to the feeder.

Hogs Following Steers

The profits of almost every modern business, especially in times of fierce competition, come largely from the by-products—the extras that once were considered wastes.

In the dairy, a large part of the profit comes from the skim milk.

At the stock yards it comes from the horn and hoof and hides.

In fattening cattle a large part of it comes from the droppings.

Many careful farmers who utilize the



Residence of J. B. Dowell

NEVER OFF FEED.

Decatur, Neb., Jan. 6, 1903.

To those interested in cattle feeding, I wish to say that I have fed Standard Food for the past three months. Am well pleased with results. Cattle have held straight to corn, without a steer getting off feed. My cattle are small, but are eating nearly one-half bushel of corn per day, and it is well digested.

C. L. Moore.

IT DOES THE WORK.

Mead, Neb., May 1, 1901.

This is the first year that I have fed Standard Food. My neighbors that had used it spoke so highly of it in the way of their cattle digesting their grain, also of its shortening the feeding period, that I thought I would try it. I found it as they had represented it and am well pleased with the results obtained from feeding the Food. Am feeding to my hogs with good results.

B. Nelson.

A VALUABLE ADDITION.

Bedford, Ia., Sept. 19, 1904.

Mr. J. B. Dodge has asked me what I thought of Standard Food as an addition to the grain ration. In reply will say I put 22 yearling steers and heifers in feed lot the 1st of Dec., 1903, and fed them to May 26th, when I shipped them to Chicago. They averaged about 600 lbs. when I started to feed them and weighed in Chicago 984 lbs.

These cattle were Aberdeen Angus, high grade, which I think a good gain considering the cold, wet winter they were fed in. These cattle were sold at \$4.95 on a low market. They shipped well with light shrinkage. Think Standard Food properly fed is a valuable addition to the grain ration and believe it pays to feed it to stock when feeding or at any other time I have fed it to them.

Respectfully,

John B. Dowell.

manure from the feed yards to their full advantage estimate that it alone pays for all the time and labor involved in the feeding and care of the cattle.

If the fertilizing elements contained in the droppings from a bunch of steers were purchased in commercial fertilizers they would cost an amount equal to 6 or 7 cents a day for each steer fed.

That's worth taking into account.

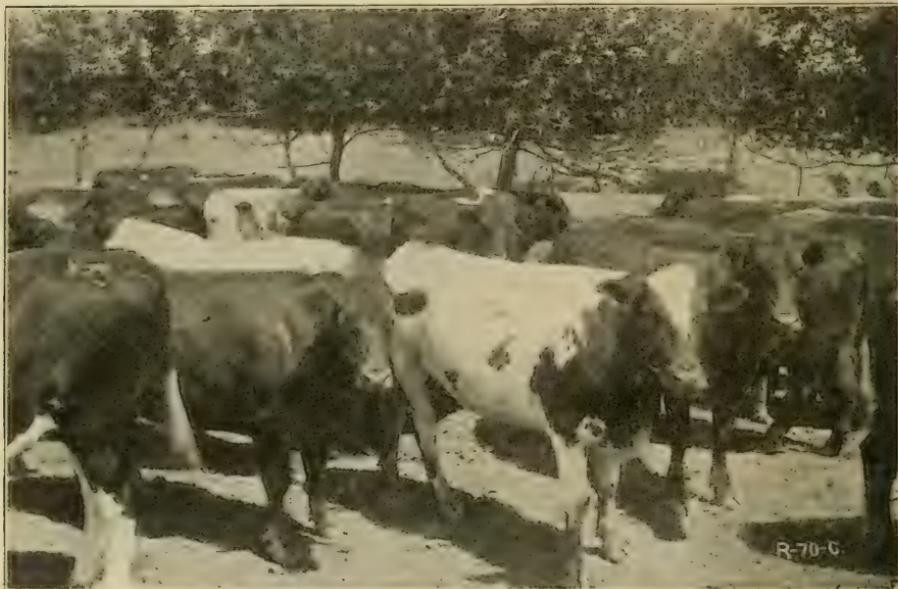
But the greatest profit comes from the

That's why hogs following Standard Stock Food fed steers are always in a thrifty, healthy condition.

Standard Stock Food makes stock thrive.

Preparing For Shipment

The Breeders' Gazette advises reducing the grain ration one-half for two or three days before shipping steers to market, giving in the meantime all the hay the



"Standard" Cattle Owned by J. S. Null

hogs, which now universally follow the steers in the feed lot.

From 10 per cent. to 15 per cent. of the whole corn fed steers passes through the animal unmasticated and undigested.

It's a dead waste if the hogs do not get it.

In addition to this there is a large percentage that has been masticated and still is only partly digested.

The hogs get a part of that, too.

They also get any unused active principal of the Standard Stock Food fed the steers.

CATTLE DID FINE.

Monteith, Ia., Nov. 5, 1902.

I have been feeding Standard Food for sixty days. I can say that I never had cattle do better. While I have not made a practical test of the Food, yet am satisfied that I have received good results so far, and have this day purchased of your agent 500 pounds more of it to finish up my season's feeding, and I am going to make a practical test of it.

J. F. Horton.

AS USUAL.

Spring Hill, Kansas.

Gentlemen: These cattle were purchased in Kansas City, Nov. 16, 1900, at \$4.20 per cwt. and weighed 1,102 lbs. per head. They were fed ear corn the first ninety days, and finished on shelled corn. On January 31, 1901, I purchased 550 lbs. of Standard Food, which I fed until cattle were sold in Kansas City, May 13, 1901, at \$5.30 per cwt., averaging 1,472 lbs. From the time I began using Standard Food, my cattle ate with better appetite, their digestion was good; no scouring, and the finish was excellent.

J. S. Null.

FIGURE THE TIME AND GAIN.

Brock, Neb., Sept. 26, 1900.

I wish to tell you what I think of your Standard Food for cattle feeding. I put 78 head of two year old steers on full feed, on grass, May 3, 1900. They weighed on that date 813 pounds. August 11th, they weighed 1,117 pounds; a gain of 304 pounds per head. I fed Standard Food and shelled corn and I know that it pays to feed Standard Food for extra gains in weight and finish.

F. E. Keith.

P. S.—These cattle were on dry feed for 28 days on account of high water overflowing pasture.

animal will eat. For feeding in transit, John Clay, Jr., says nothing equals good, sweet hay, which excels grain because it is more easily digested and does not fever the animal. "The secret of shipping all classes of cattle is to place them on the cars full of food, with as little moisture as possible. A steer full of water is apt to have loose bowels and show up at the yards badly."

SHRINKAGE IN SHIPMENT.—There is a great difference in the shrinkage which different cattle show in shipment.

A well-finished steer, well rounded out with good, solid flesh, will shrink less than a loose, flabby steer.

The temperament and disposition of the animal also has much to do with the shrinkage. A nervous, excitable animal will lose more than a mild-eyed, gentle creature who takes the world as he finds it.

It is the universal finding of big shippers that cattle fed on Standard Stock Food show less loss in shipment than cattle not so finished.

There are two reasons for it.

Standard Stock Food fed cattle always have a better finish than they would have had without it.

They have had fewer back-sets; they have been off-feed fewer times; they are firmer and rounder; they are in every way in better condition to stand the trip.

Then, they are less wild and nervous.

That's a most important feature of cattle feeding.

It is an important feature of dealing with any animal.

Animal trainers recognize it.

They study the animal's likes and dislikes.

They cater to the animal's whims.

Take a bunch of wild range cattle—steers that the feeder won't venture near on foot.

Start them on a Standard Stock Food

GOT AN EXTRA 25C PER CWT.

Prairie Centre, Kas.
I, the undersigned, fed 25 head of steers. I bought them in Kansas City, October 11, 1900, and gave them their first full feed November 2, 1900, and fed snapped corn until December, then changed to shelled corn and fed Standard Food from December 21st until sold. Weighed them April 2, 1901, when they weighed 1,540 pounds and sold in Kansas City for \$5.15, giving me \$1.50 advance over cost price. These cattle weighed when bought 1,033 pounds and I am confident I got 25 cents more on the hundred pounds by feeding Standard Food.

T. W. Oshel, Jr.

ration, and in a few weeks they are as mild and gentle as a farm-raised steer.

They like their ration. It is palatable. They begin to think they have struck Easy street, and, instead of trying to stampede into the next county, they settle down to easy living and chew the cud of contentment.

And they wax fat and prosper.

All this has an important bearing on their condition at the finish.

Continue Standard Stock Food in the ration on the train.

Not too much of it—just enough to

WILL FEED IT A LONG, LONG TIME.

Bellevue, Kas., January 26, 1900.

On September 15th I put 102 native steers on feed. October 12, commenced feeding Standard Food, and after having them on the Food ten days, could see a marked difference in them. After feeding 100 days, shipped one load; in fourteen days more, two loads, and topped the market both times. Fourteen days later tails brought \$5.25.

I think I got good results from the Food, and will continue its use until I find something better.

B. R. Paschall.



Fed by S. J. Pester

WILL ALWAYS USE IT.

I put 28 head of cattle in yard on Nov. 1st. They weighed 586 lbs. when I put them in. Your agent, S. F. Donisthorpe, came to me in December to sell me Standard Food, but I did not buy any the first time. Then he came again Dec. 31st and I bought 500 lbs. of Standard Food.

The cattle had not been doing very well at that time but soon after I commenced feeding the Food they ate better, felt better and digested their food better and began to improve. I fed them until the middle of April and then sold them. They averaged 933 lbs., making a gain of 347 lbs.

I have fed cattle for 16 years and this is the first time I ever fed any Food, but I am so well pleased with the results that I shall never feed again without Standard Food.

S. J. Pester.

make the feed palatable so they will not miss it.

It makes stock thrive.

And they'll arrive at the yards in extra condition.

Cost of Beef Production

The cost of making a pound of gain on a fattening steer varies according to the section of the country in which the feeding is done, the kind and price of the feed stuffs furnished, the kind of animals fed, and the skill of the feeder.

Another important thing which affects the cost of beef making is the length of the fattening period and the age of the animals fed.

for market range from 1,200 to 1,500 pounds in weight.

Big steers are no longer needed nor wanted. The small sizes are the best.

Those with plenty of quality, whose age is counted in months instead of years, are most desirable from the standpoint of the buyer and most profitable from that of the feeder.

The average feeder who buys his feeding steers usually figures, with corn and other feeds at normal prices, that he needs a spread of one dollar or more per hundred pounds, between the price he pays for his feeders and the price he receives for them on the market, in order to return him a profit.



A Barn Yard Scene on W. H. Graver's Farm

Carefully conducted experiments have shown that the cost of beef production in a six months' feeding period is increased from 35 per cent. to 40 per cent. over the cost shown in a sixty-day feeding period, and that the cost gradually increases as the feeding period is extended in length, until the cost equals the returns.

The cost of producing gain may be figured at about twice as much during the second year of age as the first, and for the third year it is about three times the cost of the first year.

These are important facts to consider in beef-making, for if the farmer's grain will produce 50 per cent. to 150 per cent. more "baby beef," then he should, to make the greatest profit, place his animals on the market at as early a date as possible, other things being equal.

In the corn belt, where the cost of producing beef is lowest, 100 pounds of gain varies in cost according to conditions and price of feed from \$5.00 to \$10.00.

The most desirable steers when ready

WAY AHEAD OF OTHERS.

Brock, Nebr., August 26, 1904.

To Whom It May Concern: I have fed Standard Stock Food for thirteen years as well as several other foods and consider it among the best of foods and much better results can be obtained than from many of the so-called stock foods on the market today.

I can recommend Standard Stock Food as a conditioner, appetizer and a saver of grain, when properly fed.

It requires less food and is more effective in results than many other less concentrated foods.

Yours sincerely,

W. H. Graver.

MADE MONEY.

Haddam, Kas., June 6, 1901.

This is to certify that I fed Standard Food to a bunch of 40 cattle last winter, and I feel that Standard Food helped me on my feet. Had I lost money on this feed it would have crippled me financially. In place of losing money I made money both on my cattle and hogs.

My hogs sold at the top price the day they were on the market, bringing \$6.22½ per cwt. on April 3rd of this year.

I believe that Standard Food made me two dollars for every dollar invested. When I feed again I shall use it, as it has made me money.

I have received the kindest treatment from your agents.

W. G. Allen,

The losses which many feeders have suffered during the past few years have been because the prices received at market time have been little, if any, in advance of the prices paid at the start.

If feeders, under such conditions, would pay less attention to market quotations and devote their time and skill to getting results in quality and quantity, with good rations, good care and Standard Stock Food, the losses would be wiped out in most cases and the balance would be on the other side of the ledger, because conditions are, indeed, upset when good cattle, properly fed and finished, will not return the feeder at least a fair percentage of profit.

Market Terms

Prof. Mumford has recently called attention to the tremendous advantage to the cattle feeder in understanding with greater precision the use of market terms. If feeders have a clearer conception of market demands, they will be able to work with a more definite aim in the production of beef.

It should be understood that the name of the class to which a beef animal belongs refers to the use to which the animal is put.

The classes of cattle are:

- Beef,
- Butchers' Stock,
- Cutters and Cannery,
- Stockers,
- Feeders,
- Veal calves.

The names of grades within each class describe the degrees of conformity to the standard of that class.

Thus the grades of stockers and feeders are:

Fancy, selected, choice, good, medium, common and inferior.

The use of the terms "fair," "poor," "extra" and the like is to be discouraged because of their indefinite nature.

Why Feed Standard Stock Food?

There is really only one reason why you should feed Standard Stock Food with the fattening ration of your steers:

IT WILL PAY YOU.

It makes stock thrive.

It will increase your profits; it will make money for you.

But there are a hundred reasons why Standard Stock Food pays you—a dozen ways in which it helps the animal.

We have shown you that it increases



A Bunch of Profitable Feeders Fed by John Bornhoff

BETTER AND CHEAPER.

West Side, Iowa, January 20, 1900.

Gentlemen: I wish to give you the figures as to the gain, etc., of my cattle, which I have just shipped out and to which I fed **STANDARD FOOD**.

These cattle, 38 head, were bought in South Omaha August 22d. At that time their average weight was 883 pounds, and they cost me \$4.70 at West Side. I fed them 131 days, and their ration was crushed ear-corn and timothy hay with the regular ration of **STANDARD FOOD** once a day. During the time that they were fed they gained 351 pounds. I shipped them to Chicago, where they sold for \$6.00 per hundred pounds,

I am well satisfied with the results that I got from **STANDARD FOOD**. I always fed oil-meal to my cattle before, but it is my experience that **STANDARD FOOD** gives much better results and is cheaper to feed than oil-meal.

Yours truly,
John Bornhoff.

38 steers cost \$41.50 per head, equal
to\$1,577.00
Fed 131 days, and sold at \$74.04 per
head 2,813.52

Gross profit\$1,236.52
Gain, 351 pounds in 131 days—2 7-10
pounds per day,

the palatableness of the feeding ration, making the animal eat better and with keener appetite.

We have shown that it increases the flow of the digestive juices, making the work of digestion more easy and more thorough so that the animal gets more good out of the feed you feed.

We have shown you that it quickens

pounds is wasted—passes through the animal's body undigested, and 8 pounds is turned into beef, making a daily gain in weight of 2 pounds.

Now, we add Standard Stock Food to the ration.

The animal likes it, and eats with a keen appetite.

It excites the flow of saliva in the mouth



A Herd Fattened by P. G. Hooper, Belvue, Kan.

the circulation of the blood, makes the passage of the nutritive elements of the ration from the digestive canal into the animal's system more easy and more thorough, and aids in its better distribution throughout the entire body, giving a better, riper finish, more vigor and vitality and improving the condition in every way.

It is real economy in the feed lot, because it does make the feed you feed go farther.

It decreases the food of support (or the maintenance ration) and adds the amount saved to the profit end of the ration.

To illustrate, we will suppose that you are feeding a steer on full feed a ration of 24 pounds of corn or its equivalent.

Of this ration 10 pounds, we'll say, goes to maintain the animal, without gain—what is termed the "maintenance ration."

The other 14 pounds make up the profit and the waste.

We'll suppose that 6 pounds of this 14

and of all the digestive juices of the stomach and intestines.

REGRETS HIS DELAY.

The F. E. Sanborn Company,

I bought these cattle (20 head) in Kansas City, March 5, 1899, at an average weight of 1,078 lbs. I fed ground corn and cotton-seed meal until the last 30 days, when I fed Standard Food. I shipped them June 29th and they made a net gain of 230 lbs. per head and sold at a very satisfactory price. I am satisfied that if I had begun feeding Standard Food 30 to 60 days sooner I would have realized a better profit. I would like to say to any stock raiser that there is no better food for fattening cattle than Standard Food.

P. G. Hooper.

NOTHING CAN REPLACE THE STANDARD.

Dodge, Nebr., Apr. 23, 1904.

I bought 17 head of steers in Dodge, Oct. 22nd. They averaged 1,114 lbs. The first 60 days I fed snapped corn, the balance of the time shelled corn and timothy hay. The 18th of April they weighed, in Dodge, an average of 1,580 lbs. These cattle ate 200 lbs. of Stock Food. I think this was a good gain.

I sold these cattle in Dodge for \$4.85 per hundred.

Otto Forney,

Standard Stock Food—It Makes Stock Thrive



Views on Christ Gaibler's Farm

The ration is better digested.

The animal gets more good out of it.

So instead of 10 pounds being required simply to maintain the animal, 9 pounds do the work.

That leaves 15 pounds of the 24 for profit and waste.

Being better digested and more thoroughly assimilated the waste is cut down.

Instead of 6 pounds passing through the body unassimilated only 5 pounds is wasted.

That leaves 10 pounds for profit—10 pounds to turn into beef instead of 8 pounds.

The steer makes a gain of two and a half pounds daily, instead of a gain of only two pounds.

Standard Stock Food has increased your profits 25 per cent.

It does make the feed you feed go farther.

The figures given are, of course, only hypothetical, but they illustrate perfectly our claim for Standard Stock Food.

We do not claim that Standard Stock Food will get all the good out of your feeding ration.

We only claim that it helps the animal get more.

And he only has to get a little more to make it count big in your profits, for whatever he gets is all clear gain.

The Extra Profit From Feeding Standard Stock Food

In feeding Standard Stock Food to fatten cattle it is safe to count on making 100 per cent. on the money invested in the Food, and frequently you will get two or more times that.

And at the same time it reduces the

THIRTY CALVES.

Eustis, Nebr., Aug. 7, 1904.

Gentlemen: I think by the time my letter reaches you, you will have received the photographs of my premises taken by Mr. Wagner.

I have 65 head of cattle and 90 head of hogs. In the year 1902 I sold \$502.00 worth of cream from 13 cows. Last year from 16 cows I sold \$607.00 worth of cream.

About my calves I will say that I raise them on separator milk and Standard Food. It is hard work to raise them this way but when my calves are a year old I will put them up against any others. I sold 4 calves last fall not quite a year old which weighed 2,510 lbs.

About your Standard Food I will say it pays well to feed it to any kind of stock. I have run out several times during the winter and I could tell it right away on my cows. The test ran down at once.

I think my hogs did pretty well last winter considering the kind of corn we had last year. I sold 30 head last March which were seven months old that averaged 235 lbs.

Yours respectfully,

Christ Gaibler.

EXTRA GAIN, 24 LBS. PER MONTH.

Inland, Neb., November 29, 1899.

On October 29th, after having fed my cattle a short time, I weighed them and they averaged 841 pounds. I fed them all the snapped corn they could clean up, with 1-8 pound per head of Standard Food, and on weighing them again November 29th, their average weight was 925 pounds—a gain of 84 pounds, or 2 4-5 pounds per head per day.

I figure that all of the gain above 2 pounds per day per head, amounting to 4-5 of a pound, is due to feeding Standard Food, and give the credit for the extra gain to feeding the Food.

While feeding Standard Food, my cattle ate their feed regularly and evenly, and none of them scoured. The hogs running after the cattle have done remarkably well—better than I ever had hogs do before.

I am well pleased with my feed on Standard Food.

William Gallentine.

Standard Stock Food—It Makes Stock Thrive

troubles and worries of the fattening period.

Here are the figures on a car load of 20 steers, fed for six months, average weight 1,000 pounds:

Average gain per month.....	60 pounds
Total gain	360 pounds
Weight at selling	1,360 pounds
Selling price	\$5.00 per cwt.
Average price per head.....	\$68.00

Steers of the same quality fed at the same time, under similar conditions, with the same ration to which Standard Stock Food is added, will show:

Average weight	1,000 pounds
Average gain per month.....	70 pounds
Total gain	420 pounds
Average weight at selling.....	1,420 pounds
Selling price	\$5.20 per cwt.
Average price per head.....	\$73.84

Here is a net gain of \$5.84 for each steer—a total of \$116.80 on the bunch. During the six months' feeding period the 20 steers will have consumed 380 pounds of Standard Stock Food in addition to their regular ration, costing \$38.00.

Deducting this \$38.00 from the extra gain of \$116.80, we have a net profit of \$78.80 on an investment of \$38.00.

That's more than 200 per cent.

The Price of Standard Stock Food

The price of Standard Stock Food is right.

It is high enough to enable us to put into it the best things in the right proportions to get the best results.

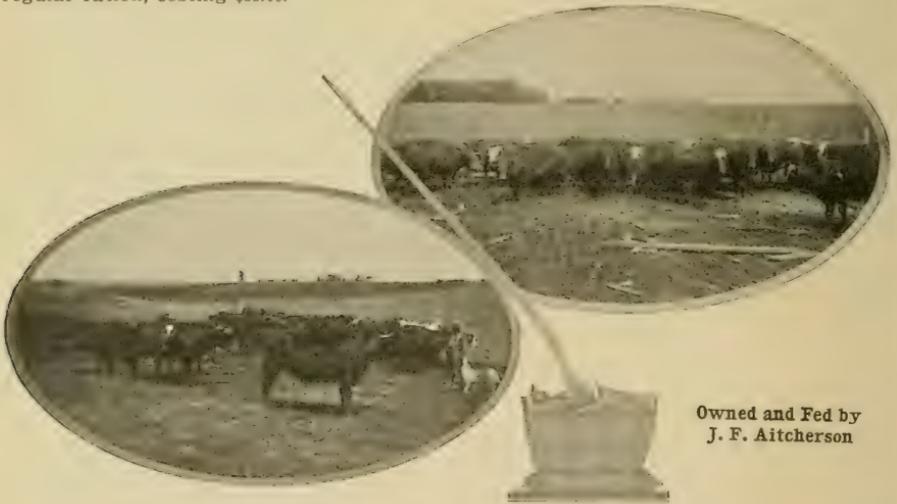
We make it as good as we know how.

We couldn't make it any better at any price.

It is low enough that the cost of feeding it is almost lost sight of in comparison with the returns received.

It costs one cent a day or less to feed it to a fattening steer.

This is as low as the cost of feeding any other Stock Food, and twice as low as the cost of feeding some stock foods



Owned and Fed by
J. F. Aitcherson

A BIG ITEM.

Earlham, Ia., May 22, 1903.

Gentlemen: I have made one of the best feeds this winter that I ever made on two cars of cattle I put on feed Dec. 1, 1902. I put them on Standard Food Dec. 8th, and I never had cattle do so well. None scouring and none off feed; which is unusual for this year, on the corn of 1902, as my brother feeders know there is considerable complaint of this crop of corn.

I was skeptical regarding the Food and had no faith in it, but I am here to thank your agent for selling the Food to me, for I am now a strong advocate of it. My neighbors laughed at me for buying the Food, but after I had fed it awhile they could see my cattle

were doing much better than theirs, and they bought on the strength of what it did for me.

I am satisfied I can make my cattle as good in four months by the use of Standard Food as I can in five months without it, and this on the crop of 1902. I have fed cattle on this farm for thirteen years. I never fed stock food before, and never had my hogs and cattle do nearly so well.

I have purchased three orders and have plenty of Food to carry me through this season. I do not care to be without Standard Food.

The roughage I fed was second crop of timothy and clover. I remain,

Yours truly,

J. F. Aitcherson.

Standard Stock Food—It Makes Stock Thrive

that sell at half the price per pound that Standard does.

When you use a Stock Food expecting to get an extra gain of one-third pound or more per day, and an extra finish worth nearly as much as the extra gain, don't be deluded by the claim of some manufacturers that his stock food will do it for practically nothing.

Such results are good ones.

You can afford to pay a fair price for them.

That was evidence that Standard Food was an investment instead of an expense. The commission firm, Wit & Baker, of Chicago, sold my cattle for me.

I have this day bought 2,000 pounds of Standard Food for feeding to eighty steers I have on hand and 100 hogs and 25 horses. I am feeding for the market. C. N. Vandike.

If Mr. Vandike had furnished us with the in and out weights on these cattle, the figures would have proved interesting. Taking it for granted that his neighbor's cattle were fed practically



Geo. Calhoun, Goffs, Kans., Fed These Standard Food

THEY BEGAN TO PICK UP.

Gentlemen: These 28 steers, averaging 960 lbs. in weight, were put on feed Nov. 7, 1900, and fed shelled corn and prairie hay until January 20, 1901. On that date I began feeding Standard Food with the grain ration, and continued it until June 26th, when they were sold in Kansas City and weighed 1,481 lbs. This shows an average gain of 521 lbs. in seven months and eighteen days, during five months of which time they were fed Standard Food. These steers cost me \$3.85 and sold for \$5.65. They did not do very well until I began feeding Standard Food; they then picked up and did fine. I am well pleased with the Food and consider it of great assistance in helping the animal to digest the grain, and making a good, slick finish. George Calhoun.

AN INVESTMENT—NOT AN EXPENSE.

Vandalia, Ia., April 1, 1903.

I fed Standard Food to sixty head of yearlings, and two-year-olds, during the winter of 1901, and as I weighed my cattle every thirty days, I know to a dead certainty what my gains were. They made a gain of a little over ninety pounds per month all through the feeding period. I started my cattle on the Food and had no scours, no belching of food, and all on a good, even feed all through the feeding season. Their digestion was good. They ate well every day and had a fine market finish.

My neighbor and I bought our cattle at the same time. They were part westerns and part natives. My neighbor's cattle were heavier by twenty-five pounds per head, by actual weight, when put into the feed lot. We went to Chicago on the same train. My cattle weighed, when sold at Chicago, an average of fifty pounds more and sold for 25 cents more per

the same, outside of Standard Food, he shows a nice gain and an extra price. The comparative weights show a gain of seventy-five pounds per head over his neighbor's cattle. On sixty head, this would amount to 4,500 pounds. We will leave to our readers the pleasure of figuring the extra profit, on the supposition that each party fed sixty head of cattle, and let them derive their own conclusions regarding Standard Food.

KEEP THE CATTLE RIGHT.

Memphis, Neb., July 6, 1904.

I have fed your food for the last five years and can say I am well pleased with it. My hogs never did better than the winters I fed it regular. It gives them better appetite and they make better use of the grain they eat. I also fed it to a bunch of 23 young yearling steers three years ago, that weighed about 500 pounds when put in the feed lot, and at the end of seven months' feeding they averaged 1,073 pounds in So. Omaha.

I also fed 37 head this last winter, which I bought at So. Omaha, the 12th day of last November, at an average of 1,100 pounds, fed them seven months, shipped them back, when they weighed 1,450 pounds, So. Omaha, weights both ways, which was good considering the quality of even last season. These cattle were bought for \$3.65 per hundred pounds and sold for \$6.10, which paid the feeder well for his labors. Will say, in conclusion, that Standard Stock Food keeps the cattle on a regular, even feed, and I am well pleased with its results.

A. L. Ullstrom.

Fed Over 80,000 Pounds

Twenty-two years ago Mr. George Dinsdale left his native home in England and came direct to Nebraska to find a home and build a fortune for himself and family. The promises of success in Nebraska were alluring enough to him that he started at once to make his mark in its fertile soil. After living in the state four years, he located permanently in Nance county, and selected as his home a quarter section of land in the beautiful valley of the Loup river, fifteen miles west of Fullerton, and there he began the feeding of cattle for market; and his keen observation and watchfulness and that rare judgment so necessary to success have won him a name

bushels are bought annually in addition to what is raised. She also takes charge of the correspondence and accounts and thus relieves Mr. Dinsdale of many details of his business.

Like most Englishmen who appreciate the results of good feeding, Mr. Dinsdale has an abiding confidence in good condimental stock foods, and he backs up his faith by feeding Standard Stock Food. He knows the value of good rations properly fed and he finds that by adding to them a ration of Standard Stock Food, he can make them more palatable, more digestible and more profitable, because by its use he can save the waste and get a gain and finish on his cattle which he cannot get by common methods.



Geo. Dinsdale, His Stock and His Car Loads of Standard Food

and reputation as a successful feeder which few men are able to attain.

Mr. Dinsdale is now the possessor of more than 5,000 acres of the fertile land of Nance, Merrick and Howard counties. This land is given up for grazing purposes and for the raising of corn and other grain necessary in part for carrying on his feeding operations. He has a delightful home and the hospitality within it is full and sincere.

Mr. Dinsdale has gradually enlarged his feeding operations until he is now feeding 1,200 to 1,500 cattle a year, besides hundreds of hogs.

Mrs. Dinsdale is remarkably well posted on all the details of her husband's business. She takes charge of the purchase of grain, of which thousands of

He began feeding Standard Stock Food about ten years ago. He has learned to get the best results from it and they are certainly good. He has had some experience with cheap stock foods with the result that he has proved his first conviction, that the best is the cheapest.

Mr. Dinsdale has bought and fed over 80,000 pounds of Standard Stock Food. During the past two years he has bought a carload each year.

Mr. Dinsdale usually starts his cattle on snapped corn in the fall, and in a few weeks begins to add a small and gradually increasing ration of shelled corn until they are on full feed about a month later. He feeds oil meal and usually wheat mixed with the corn ration, from two to three pounds of each with

corn fodder and prairie hay for roughage.

His cattle are fed at seven in the morning, and five in the evening with precise regularity, and with every grain ration is fed a regular ration of Standard Stock Food. The feeding period is usually about six months in length and he makes average gains of 450 to 475 pounds per head and secures a gain of six pounds or more from each bushel of corn or its equivalent fed. He usually tops the South Omaha market with his cattle.

In commenting upon the results obtained from feeding Standard Stock Food, Mr. Dinsdale says that he never has any steers off feed or scouring or belching during the feeding period. He says his steers like the grain ration better with Standard Stock Food mixed with it and that on this account they digest it better and make better use of the nutriment in the grain. He says his cattle keep on an even feed, that they feed out more evenly and that he makes much better gains and finish by the use of Standard Stock Food. Also that his hogs following steers are always in a thrifty condition. He says further that in tests he has made with cheap stock foods, Standard Stock Food has produced enough more gain than the others to more than pay for itself.

He has been uniformly successful in feeding Standard Stock Food and he gives it full credit for all it does in helping to make his feeding operations more profitable.

A GOOD FEEDER'S VERDICT.

One of the leading feeders in Otoe county, Neb., is Mr. G. T. Overton, and after investigating the matter carefully, he bought 1,000 lbs. of Standard Food for feeding to sixty cattle, which he had started on feed about a month before. The following letter from him shows what results he has obtained in his feeding, and how well he is satisfied with Standard Food:

May 14, 1902.

Mr. F. E. Sanborn,
Omaha, Neb.

Dear Sir: I bought 1,000 lbs. of your Standard Food last fall, and have been feeding it to my cattle since then with good results. I put sixty head on feed September 4th and had them on full feed about October 20th. They weighed 803 lbs. at the start. I have weighed them every month since they went on full feed. They have made a gain of 500 lbs., and I am well pleased with the results. They are considered the best bunch of cattle in this county. Your man when here, was showing some photographs of cattle, and I thought you might like a photograph of this lot. I have

been feeding cattle for twenty-two years. This is the first year I have fed any stock food. I have had such good results, I expect to continue feeding Standard Food. I would like you to send me another box to finish with.

Yours kindly,

G. T. Overton.

Mr. Overton writes later, under date of June 11th, as follows:

"I am not very well pleased with the picture as I don't think it shows the cattle up as good as they were. Maybe I was expecting too much.

"The cattle made a gain of 567 lbs. They weighed 803 lbs. when put in the yard and weighed out 1,370 lbs. One old cattle feeder saw them in the Nebraska City yards and he thought they were the best cattle that were ever in the yards. They were very even and uniform in flesh.

"I am well pleased with Standard Food and expect to feed more of it this winter. The cattle sold May 23rd for \$7.00 per cwt., at home. I have no doubt but what they will top the market. They will be on the market to-day, June 11th."

Mr. Overton places a high value upon Standard Stock Food, and he is still using large quantities of it, feeding 2,000 pounds last season.

FINISH—NOT FAT.

Weston, Ia., May 31, 1903.

I have been feeding Standard Food about two years. I have given it a good test and am satisfied that it pays to feed Standard Food to both cattle and hogs.

I fed it to my cattle last fall. They were fed 140 days and made a gain of 2½ lbs. per day while in the feed lot. It also put a good finish on them, which means a better price also. Formerly, when corn-fed cattle were a rarity on the market, the only question asked by the buyer was, "Are they fat?" and the price was fixed on that basis almost entirely. But in later years, since the feeding of cattle for market has become a regular business, other considerations enter largely into the matter of price. You will see buyer after buyer ride into a pen of cattle rolling in flesh, showing that they had had a long feed of corn, and then ride away, saying: "No, I will not give that price; yes, they are fat enough, but they are rough." Therefore, the seller has to struggle to dispose of them. To get that finish you must feed something besides corn and hay. I think the finish on cattle from feeding Standard Food will more than pay for the Food, say nothing of the extra gain that it will put on the cattle.

Geo. N. Jenson.



Owned and Fed by G. T. Overton

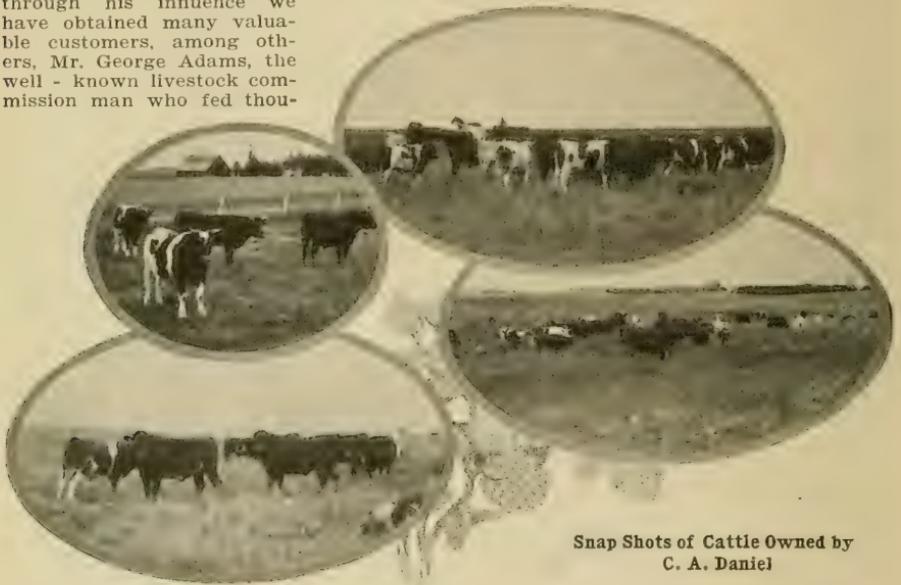
A Good Stockman and His Success

Any history of the Standard Stock Food business would not be complete without some mention of the success of Mr. C. A. Daniel, of Carroll, Iowa, in which Standard Stock Food has taken an important part.

Mr. Daniel has fed over 40,000 pounds of Standard Stock Food. He knows just what it will do and how good it is. He has endorsed it by word and letter hundreds of times and through his influence we have obtained many valuable customers, among others, Mr. George Adams, the well-known livestock commission man who fed thou-

profit. He has been able to make his cattle gain 450 to 500 pounds a head during the summer feeding period on a ration of about twenty-five pounds of shelled corn, two pounds of oil meal or cotton seed meal, a regular ration of Standard Stock Food and pasture, and he has usually outsold his neighbors, who have fed in practically the same way without Standard Food, ten cents to twenty-five cents per hundred pounds.

He takes plenty of time to put his cattle on full feed and when he gets them



Snap Shots of Cattle Owned by
C. A. Daniel

sands of pounds of Standard Stock Food before his death.

Mr. Daniel began feeding Standard Stock Food in 1891, principally to cattle and hogs. He is essentially a summer feeder and his feeding has been carried on on his 640-acre farm in the west part of Carroll county.

Mr. Daniel has usually fed from 300 to 400 cattle a year. His plan has been to put his cattle on pasture and a light corn ration about May 1st, gradually increasing the ration until he has them on full feed about July 1st, where he would hold them until market time, usually about the latter part of October.

He has been highly successful in his feeding operations. He has never aimed to produce top cattle, but to conduct his feeding so as to bring him the greatest

there, he holds them steadily on a full ration. He weighs all his grain and is methodical in everything pertaining to his feeding.

In 1897 he fed 320 head with Standard Stock Food added to the grain ration, which made a gain of 471 pounds from May 1st to October 16th. These cattle were on full feed July 10th. In 1903 he fed 286 head, which went on feed May 1st, full feed July 15th, and were marketed October 4th and November 5th. The first shipment showed a gain of 468 pounds and the second of 497 pounds per head. His best feed was made in 1900, when he fed something over 300 head from the first of May until the last of October, and made an average gain of 500 pounds per head.

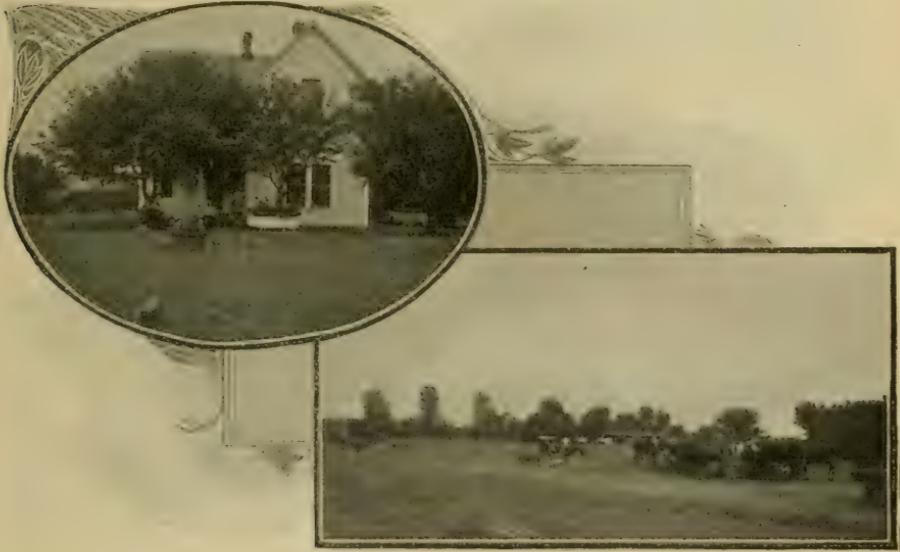
Mr. Daniel says that when he puts his

Standard Stock Food—It Makes Stock Thrive

cattle on full feed, he can by the aid of Standard Stock Food, get them onto an even feed so that each animal is eating about its portion. The cattle stay on feed better and get more good out of their feed and make better use of it, and that he can make much better gains and get a better finish by the use of Standard Stock Food than he can get without it.

Mr. Daniel is without doubt one of the warmest friends of Standard Stock Food that it ever had the good fortune to secure. He has been successful with it and he gives it full credit.

and makes his land yield him good profits by handling it properly. Although our visit was necessarily short, we were glad to have an opportunity to meet so good a farmer as Mr. Greene. When men of his business capacity use Standard Stock Food, it is not worth while to argue as to its value. The very fact that such men use it shows that it is worth while to do so, and the stock feeder who has never tried it is left without an argument against it. The case is settled and the merit of Standard Stock Food proved, because such men do not allow them-



Frank Greene's Residence and a Bit of His Pasture

A Farm That Pays

Three miles south of Tabor, Iowa, is the pleasant home and farm of Frank Greene. He was found with a lot of thrifty cattle on feed. In a little shelter house in the fields where the cattle pastured could be seen a box of Standard Stock Food, which accounted for the healthy appearance of the steers lying at ease around the fields in the shade of the trees bordering the creek.

"I like Standard Stock Food first rate," said Mr. Greene. "It is just the thing to put stock in fine shape and keep it growing. It shortens up the feeding time and sends the cattle to market looking plump and well finished.

"I am not a heavy user of the Food, but I use all I need for the stock I keep, and am very well satisfied with it. It does all that is claimed for it, and that is very satisfactory to me."

Mr. Greene is very pleasantly situated

selves to be blinded. They prove all things and hold fast to that which is good.

ANOTHER TON.

Council Bluffs, Ia., August 11, 1902.

Your agent, Mr. Ross Hansen, would like to know something about the cattle I just marketed. These cattle, 21 in number, cost \$40.00 per head, making \$840.00. They ate 1,575 bushels of corn, at 60 cents per bushel, amounting to \$945.00, and \$15.00 worth of Standard Food.

I consider the hogs that followed these cattle worth the hay and labor.

These cattle were fed six months, making a gain of 75 pounds per head per month. They were marketed July 17, 1902, at South Omaha, and brought \$8.15 per cwt., topping the market by 65 cents. Their average weight was 1,389 pounds.

I have fed cattle for the last twenty years and can say that this has been the best result I ever had. I have bought one ton more of Standard Food and can recommend it to stock feeders or raisers who feed for profit. It produces more fat and a top finish. The load of cattle netted me \$550.00.

H. A. Doner.



Morris Hough and His Farm

A Good Example to Follow

There may be farms as fine and fertile in Iowa as that of Morris Hough, in Pottawattomie county, six miles northwest of Weston, in that state, but it is quite safe to say that there are no better ones.

Mr. Hough's farm lies across high hills, every one of them fertile to the top, and when the writer visited him there was no apparent difference in the size of the corn in the valleys and that on the tops of the different hills.

His pleasant home cuddles in a grove down in the valley, and back of the house are ample out-buildings for cattle and other farm animals.

Our illustration shows how the farm buildings are spread out over a considerable space, each one having room for large yards around it.

We found two loads of very tidy steers being fed and the barn in which they were fed was a model of its kind. It is made with a cornercrib on one side, so the corn can be put into the feed boxes without doing more than move it over with a shovel. This barn can be made quite dark, and the steers showed great reluctance about being moved from its cool dark depths, where flies would not bother them, out into the sunshine where their pictures could be taken.

"I have used several tons of Standard Stock Food," said Mr. Hough, "and it is all right. I find it good for all kinds of stock, and know it makes feed go further and the stock it is fed to do better.

"It finishes stock in good shape and

puts them into a condition to top the market."

"Then you consider it economical to feed it, Mr. Hough?" was asked.

"O, yes," he replied, "I feed it because I make money by using it."

"Do you ever have any trouble with scours, or do your steers ever get off their feed when you are using Standard Stock Food?"

"No, I never have any trouble of that kind. All kinds of stock like it, and it gives them a good appetite. My cattle pass but very little corn when I am feeding Standard Stock Food. They seem to grind it up better and get more good out of it."

"I suppose you expect to continue to use it?"

"Yes, sir, I expect to keep right on using it."

The cattle shown in our illustration and the mares and colts with Mr. Hough looking at them are the kind the Standard Stock Food farmers are likely to own. Wherever a Standard Stock Food farmer is found, good stock, plump, well-rounded, healthy stock, may be looked for, and Mr. Hough's farm stock is no exception to this rule.

The following comment, taken from the October 19th, 1904, issue of the Daily Drovers' Journal-Stockman, South Omaha, shows what sort of cattle Mr. Hough sends to market and how he puts on their flesh and finish.

* * * * *

Among the cattle receipts to-day was the consignment of Morris Hough, a prominent feeder of Weston, Ia. The

shipment was accompanied by Gus Hough. The cattle marketed were grade Short-horns and showed by their condition that they had been in the hands of a careful and competent feeder. There were twenty head in the bunch, weighing 1,507 pounds, and going to the packers for \$6.15. The stuff had been in the feed lots for the past ten months and made a very satisfactory gain in that time. Mr. Hough is a firm believer in the efficiency of Standard Food and has used it with good results. The cattle marketed today were fed this food, and Mr. Hough said it did them a great deal of good. Mr. Hough marketed a bunch of cattle at this market two years ago that brought \$8.15.

SOME DATES AND WEIGHTS.

Glenwood, Iowa, September 20, 1899,
Gentlemen: The following is the result of my feeding 16 head of cattle this season:
Bought 16 head—6 yearlings and 10 two-

I made a test as follows: Weighed 23 head, and fed one-tenth of a pound of Standard Food per head per day for three months. At the same time weighed 28 head and fed 2½ pounds oil-meal per head per day for the same time. Fed each lot the same amount of corn, and on weighing both lots found the Standard Food lot gained 300 pounds more, and the extra gain would have been much more had I increased the grain ration on the Standard Food lot.
I then ordered a ton of Standard Food, and fed it to all of them instead of oil-meal.
Howell Rees.

GOOD ADVICE IN THIS.

Adel, Ia., August 1, 1900.
I have fed Standard Food to two different bunches of cattle, and have had the best of success with it, and have always been well paid when I fed it.
The last I fed, was in the summer of 1899. Your agent came to me last spring, and wanted me to buy again. I was feeding 23 fine steers, but the agent of the _____, had been to my place and told me that the _____ was just as good as the Standard Food, and he would sell it to me for considerably less money than your agent would sell me the Standard, so I thought if I could get food that was just as good as the Standard, for less money, that was the kind to buy. So I bought the _____ and



Some Good Ones Owned by E. Johnson

year-old steers—January 20, 1899; average weight, 955 pounds.

Roughed until April 1st; from April 1st fed snapped and shock corn until April 20th; then light feed of shelled corn and STANDARD FOOD until June 1st, when they were put on full feed of corn and STANDARD FOOD.

Weights during feeding-period as follows:

April 15th, average.....1,035 lbs.
June 3rd, average.....1,178 "
August 5th, average without
feed or water.....1,360 "
Making a gain per head in
111 days 325 "
Sold in Chicago in August at \$5.80 per 100
pounds. Bought by Doud & Keefer, for
United Dressed Beef Co., New York City.
Yours truly,
E. Johnson.

THEN ORDERED A TON.

Pilger, Neb., September 28, 1899.
This is to certify that I have fed five tons of Standard Food in the past four years, and am well satisfied with the results, and just ordered 2,000 pounds more to feed through the feeding period.

fed my cattle, but they didn't gain as the others did on Standard, and after feeding 300 pounds of _____, I decided to try Standard Food on the same cattle. I bought 100 pounds of Standard Food from your agent, and when I had fed 50 pounds as per your directions, I sold my cattle, and I am positive that the feeding of the 50 pounds of Standard Food made my cattle bring \$50.00 more than they would have brought had I continued feeding _____.
I could see the change in my cattle in a few days. They ate better, and digested their grain better, and put on flesh faster, and it gave them a better finish. I feel confident that I could have gotten \$250.00 more for the 23 head of cattle, if I had bought and fed 500 pounds of Standard Food and not fooled away my time and money with the cheap stuff. You may print this letter, if you like, and if you do, I hope it will be the means of helping my fellow feeders to turn down the man who comes along with the cheap goods that are just as good as the genuine.

My experience has taught me that Standard Food is cheap, and will do more than you claim it will do, I will never try to feed hogs or cattle again without Standard Food.

W. L. Cook,

A "Standard" Farmer

Arriving in Clinton, Iowa, in the evening, we asked the clerk in the hotel if he knew George Morris.

"You mean Morris, who feeds cattle?"

"He's the man."

"I don't know him personally, but you won't have any trouble finding him. He has a big farm out back of town, three or four miles, and anyone can tell you where he lives. Why not call him up?"

We had not thought of that, but within a short time we had an appointment with Mr. Morris, and the next day we drove out to his place, a magnificent farm of about 400 acres, lying across the swells of a delightful rolling prairie country.

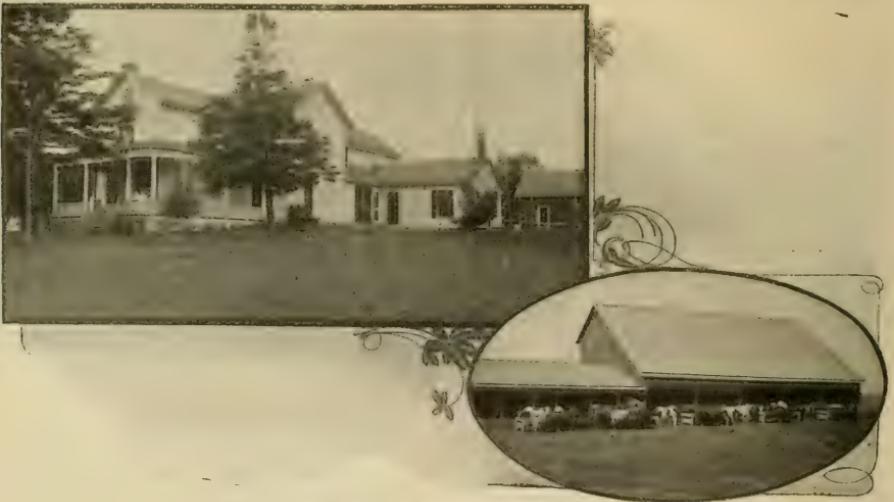
As a rule, Mr. Morris does not plow an acre of his land, preferring to produce pasture and hay, and buy the grain he feeds to his cattle.

This year he has allowed something

Stock Food steers as I can with the same number not fed the Food. The Food gives the steers the power to get better results from their corn, and there is less of it that gets through them.

"A few years ago I tested Standard Stock Food to my full satisfaction. I had 120 steers, and I divided them into two lots of 60 each and weighed them up. One lot I fed corn and Standard Stock Food, and the other corn and oil meal. Both lots ran on grass and had the same care and feed with the exception that one had Standard Stock Food and one oil meal. I reported results to the Company, but have forgotten just how it turned out. I know the Standard Stock Food made so much the best showing that I concluded to use it as well as oil meal. I wish you would look that report up when you get to the office."

Upon looking up Mr. Morris' report, we find that the steers were fed 85 days.



Geo. Morris' Residence and Barn

like 70 acres to be plowed, as the high price of corn caused him to cut down the number of cattle he is keeping. The corn growing on these fields showed to perfection the advantages of pasturing and feeding cattle on a farm and buying grain, thus adding to the fertility of the land instead of selling it off in the shape of hay and grain.

"I have been feeding Standard Stock Food for a number of years," said Mr. Morris, "and I know from actual test that it pays me to do so. My cattle are always in good appetite and condition, and they digest their corn better with Standard Stock Food than without it. As a matter of fact, I cannot run as many hogs with a bunch of Standard

The average gain of those fed Standard Stock Food was 225 pounds, and the cost of the Standard Stock Food was \$65.

The 60 head fed on oil meal gained 200 pounds each during the 85 days, and the cost of the oil meal fed was \$175.

Mr. Morris picked out three loads from the two lots and in making his selection took 40 from the Standard Stock Food lot and 20 from the oil meal lot. These cattle sold in Chicago at \$5.50 per hundred.

This shows a difference of 1,500 pounds in favor of Standard Stock Food. This gain was worth \$82.50, if we only credit the actual gain above that made on oil meal, this difference alone more than paying for the Food used. It cost \$110

more for oil meal than it did for Standard Stock Food, so the difference in favor of the Food was \$192.50, counting only the difference in the gain.

Mr. Morris is a good business man, and a man with more than a little influence in his county. He tries out the things that make for profit or loss, and no man can make him believe that Standard Stock Food is not all it is claimed to be.

"FEED STANDARD OR LOSE."

Adel, Ia., June 6, 1900.

I have been feeding Standard Food to cattle and hogs for three years, and during that time I have made considerable money from its use. I thought several times I would try to get along without it, as it seemed expensive to feed, but I soon saw I was losing money, and would buy again. I have concluded to stick to it now, and you may count on me as a regular customer.

On April 30, 1900, I shipped 36 head of cattle to Chicago, and sold them on that date for



Some Good Stock in Hilton Bros'. Barn Yard

STANDARD FOOD FOR EVERY ANIMAL

Shady Grove, Ia., July 27, 1904.

Gentlemen: I am a user of Standard Food and can say that I have received good results from my hogs and everything I have fed it to. In the first place I will say that my hogs were in very poor condition, full of worms and I bought Standard Worm Powder and it cleaned the worms out of them, and they began to gain and their hair began to appear in a healthy condition. We never had hogs make as good gains as these hogs did. It is our intention to feed a load of cattle this winter and we are going to feed Standard Food to them and give it a good test. We have a nice bunch of spring pigs that has put up a fine growth that we are not ashamed of. I can recommend Standard Food to any man that will feed it as we have done.

We have fed it to our horses with very good results.
Yours very truly, Hilton Bros.

COSTS LESS THAN OIL MEAL.

Mead, Neb., May 1, 1901.

This is the first year that I have fed Standard Food; have always fed oil meal, but I find that it costs less to feed Standard Food. The cattle ate and digested their food better than any other cattle that I ever fed. I am well pleased with my first year's experience with Standard Food,
O. Carlson.

\$5.00. They were a mixed lot of cows, steers and one stag, and all sold together. I fed them Standard Food for four months, and they put on a good gain. I am confident that they put on 100 pounds more per head by the use of Standard Food than they would have done without it. They weighed 1,460 pounds in Chicago, and I got 15 cents per 100 more for the extra finish put on by Standard Food, which was worth more to me than the Standard Food they had eaten cost me. I am feeding 26 head now and would not think of feeding without Standard Food. I have bought 100 pounds more today to finish these I have on feed now.

My advice is to feed Standard Food, for we lose money when we don't feed it.

M. G. Hol.

SHOWS IN THE FINISH.

Beatrice, Neb., June 6, 1900.

This is to certify that I bought Mr. P. M. Anderson's cattle. These cattle were fed Standard Food about 60 days. I shipped them to St. Joe and topped the market at \$5.15 per hundred pounds June 4, 1900. They were as sleek a bunch of cattle as I have shipped this year.

I believe that Standard Food properly fed will show in the finish alone enough to prove to the skeptical that it will do all that is claimed for it.
G. McKee.

P. S.—I ordered more Food to-day to feed to my young pigs.

Likes It Better Every Year

Washington County, Nebraska, is one of the older counties in point of settlement, and the early settlers in choosing it showed their appreciation of its fertility and natural beauty. The land along the Missouri is very rolling, but very productive also; and a drive across the country is a very pleasant experience.

The farm of Mr. Richard Blaco, be-

"It is a good Food," he said, referring to Standard Stock Food. "I like it better than anything of the kind and I consider it the best Stock Food made. It has never failed me, and I have given it a pretty good trial. I have also tried other kinds, but have never found one as good as the Standard.

"One time I lost all my hogs with cholera but one sow and one stag. I weighed these and put them in a pen, and began feeding them, using a heavy



Stock and Buildings on Mr. Richard Blaco's Farm

tween Blair and Kennard, is a finely located one, and the farm buildings stand embowered in trees and in a pleasant valley some distance from the public road.

It was just noon when we arrived at the home of Mr. Blaco, who received us very cordially. We found him just finishing haying, and took the opportunity to catch a view of his barn, the family cows and Mr. Blaco and his sons and hired help at their regular work.

The illustrations show the kind of cattle Mr. Blaco has when he has finished them with Standard Stock Food, while the one with the cattle eating in the feed lot, shows how beautifully the farm lies and how sheltered the farm buildings are by trees and hills.

Mr. Blaco has 500 acres of this splendid farming land and feeds out about 150 cattle every year, with hogs enough to go with them. He has been feeding Standard Food for 12 years, and likes it better every year.

feed, mixing Standard Stock Food with it. When they were ready for the market, I took them to Blair and sold them, weighing them out of the railroad station, and found that they had gained exactly five pounds each per day from the time I shut them up. I think that was a pretty good job of putting on weight and I believe the Food did it.

"The Sanborn people never claimed that their Food would cure hog cholera, and I don't suppose it will, but I don't believe that cholera ever started in a herd of hogs that were being fed Standard Stock Food. I am perfectly satisfied with the Food, and consider it a good investment, or I wouldn't buy it."

Mr. Blaco's cattle, cows and horses were in fine condition and the saddle horses of himself and son, shown in the barnyard illustration, were good enough to make anyone envy the owners the possession of them.

The farm is a model that might be patterned after—just such a farm as one

with experience along that line would expect to find occupied by a Standard Stock Food farmer.

A Progressive Young Farmer

Mr. L. A. Schroeder, Geneseo, Ill., is a very bright young farmer, who has proved the merits of Standard Stock Food on his own farm.

He told us it was rapidly making friends in his neighborhood, and he felt assured it would meet with a large sale the coming season in his vicinity.

"I have seen the good effects of it on my own stuff," said Mr. Schroeder, "and everyone who has tried it seems satisfied with it, and I know of several tons that will be used right around here the coming season.

"I thoroughly believe it to be the best stock food ever sold in this country. It gives stock a good appetite and makes it finish quickly and that is what we want these days. The man who gets his stock to market in the shortest time is the one who makes the most money."

Mr. Schroeder is one of the new school of farmers who combine science with practice. This kind of farmers readily recognize established facts and are not afraid of departing from the traditional ways of the fathers. Such a course leads to the greatest success and the largest profits.



Residence of L. A. Schroeder

CAN'T AFFORD TO BE WITHOUT IT.

Beaver Crossing, Neb., April 12, 1901.

February 1, 1901, 22 head of cattle averaged 835 pounds per head and were put on about one-half ration of Standard Food. March 29, 1901, I weighed these cattle again and found that the bunch at that time averaged 981 pounds per head, an average gain of over 2½ pounds per head per day in 58 days, which I consider is a very good gain on such cattle and considering the very bad weather which we had during that time.

I have fed Standard Food for about 4 years and I find that it is a good investment for any feeder, for he can keep his stock on full feed during the whole feeding period and also get the full benefit of the grain ration. I could not afford to be without Standard Food.

Chris Klemm.



Some Toppers Owned and Fed by M. T. Munsinger, Tabor, Ia.

A DOUBTER CONVINCED.

Lyons, Neb., Oct. 28, 1903.

I have not been out of Standard Food since I gave my first order two years ago, and have today given my order for 500 pounds more, and I assure you there is no doubt in my mind as to what it will do for me this time, as I have just put in twenty-one steers to feed, and I

am sure I will get enough extra gain on my hogs following these cattle to pay for the Food, leaving all the extra gain I get on the cattle by feeding the Food to them clear profit to me.

I want to say that any man who is feeding cattle or hogs and does not feed them a ration of Standard Food is missing it. Throw away your skeptical ideas and try it, and be convinced as I have been.

Andrew Olson.

From \$40 to \$75,000.

Twenty-two years ago, a young man came from Wales to this country and stopped in Omaha with just \$40 in his pockets and not the faintest notion what to do. The other day we visited that young man, who now owns 840 acres of as fine land as can be found out of doors. He lives near Pilger, Nebraska, and his name is Howell Rees, and anyone who visits him will find him still

what anyone or any paper says about the Food for I have proven for myself that it is a good thing to use.

"My cattle top the market in Omaha, and I believe Standard Stock Food is what makes them finish in such good shape. I buy good stock when I buy feeders and I treat them as well as I know how, and I send them to market in as good shape as I can get them."

"I believe in Standard Stock Food and I expect to feed a good many more tons of it."



Thoroughbred Bulls and a Bunch of Toppers Owned by Howell Rees

a young man, still full of years of earnest work, sociable, business-like, a good manager, a reader of the best farm papers, and successful beyond the dreams of the days when he stood on the streets of Omaha with a few dollars in his pockets and all the world before him where to choose.

Mr. Rees feeds stock cattle that bring the highest prices in the Omaha market and he has grade Shorthorns so good that their calves bring \$100 each.

He led out a yearling Shorthorn bull with skin like velvet and the royal bearing that belongs to one descended from a long line of noble ancestors. The animal cost him \$385 and was cheaply purchased. The picture shows how proud he was and at the same time gives a very good picture of Mr. Rees himself.

"I buy Standard Stock Food in ton lots," said Mr. Rees, "and I expect to keep right on feeding it. I don't mind

Asked what his land was worth, Mr. Rees said it was not for sale. We were afterwards told that his farm was probably worth \$75,000, which is a very good showing for 22 years from a start with nothing.

As a Standard Stock Food farmer, Mr. Rees is a model well worth copying after. He has earned his farm by earnest work and perfectly legitimate methods. Those who are inclined to think farming does not pay, might well study the methods of some of the Standard Stock Food farmers whom this book tells about. They are not the kind that sit down and give up in despair, but are of the class that grasps opportunity and takes advantage of the things within their reach, never taking a backward step nor being appalled by difficulties. It would be worth a long trip to any discouraged farmer to visit a few men like Mr. Rees.



These Enjoyed Standard Food Fed by J. F. Newall

RESULTS TALK.

Brainard, Neb.

Gentlemen: I want to give you some figures showing the results of my feeding STANDARD FOOD to cattle.

I fed 44 head of cattle last season. I fed them 5½ months, and fed STANDARD FOOD the last three months, with good results. I got a gain of 372 pounds average, besides the shrinkage from Omaha to Brainard and from Brainard to Omaha, which would be at least 50 pounds on each steer. That would be a gain of 422 pounds in 5½ months.

It increased their appetite quite a good deal, and I could plainly see that they were digesting their feed better and getting more good out of it. It put on a nice finish, which enabled me to get 15 cents a hundred more than other cattle brought, of the same grade, bought out of the same bunch, and sold the same day. I figure that the finish that I got on my steers more than paid for the Food they ate, and the extra gain that I got, which was about 15 pounds per month, was clear profit. I weighed part of my cattle at the end of every thirty days before I commenced to use the Food, and then again after I had used the Food for thirty days, and found that they had put on half a pound a day extra while feeding the Food.

I can honestly recommend STANDARD FOOD to any good feeder.

Yours truly,

J. F. Newall.

Gain, 422 pounds in 5½ months.

Extra gain, 15 pounds per month.

Extra finish worth 15 cents per 100 pounds, compared with other cattle bought out of same bunch, and sold at same time.

TOPPED MARKET 35 CENTS.

Juniata, Neb., January 16, 1900.

This is a correct statement in regard to the feeding of 21 steers I fed during the summer of 1899. These cattle went into feed-yard April 1, averaging 960 pounds per head; were fed in dry lot until June 1st, then turned on grass,

with a ration of Standard Food added to their grain until they were shipped, October 16th. They weighed 1,475 pounds each, after being driven three miles to Hansen, where they were loaded, thus making a gain of 515 pounds in six months and fifteen days—80 pounds per month, or 2-2.3 pounds per day during the six months and fifteen days. They topped the market in St. Joe by 35 cents per hundred, and sold for \$5.95 per hundred upon that date.

I attribute considerable of their fine finish to the use of the Food; also, their gain in flesh was larger than any I ever fed before, and I have fed cattle for a number of years. I believe the Food made me a large profit.

M. S. Collins.

ALWAYS AT OR NEAR THE TOP.

Paxico, Kas., January 6, 1900.

On September 8, 1899, I put in the feed-lot 44 head of steers; weight, 1,054 pounds per head, at \$4.48 per 100 pounds. First week fed new corn, the second, third and fourth, cob-meal, (old corn) and then new corn-meal. The second week I began feeding Standard Food, with alfalfa for roughness. On November 29th sold 19 head, weight 1,346 pounds per head, at \$6.00, the top of that day, and 40 cents above the next sale. On December 21st sold 20 head, weight 1,276 pounds per head, at \$5.75, within 5 cents of the top. On January 3, 1900, sold the balance to a local shipper at \$67.50 per head. August Meinhardt.

44 steers cost Sept. 8, \$47.21 per head	\$2,077.24
19 steers sold Nov. 29, \$80.76 per head	\$1,534.44
20 steers sold Dec. 21, \$73.37 per head	1,467.40
5 steers sold Jan. 3, \$67.50 per head	337.50

Selling price	\$3,339.34
Cost price	2,077.24

Gross profit	\$1,261.10
Cost of Standard Food fed.....	38.00

Standard Stock Food—It Makes Stock Thrive

Profit From Standard Food

We were told that Mr. J. H. Schroeder had some fine Polled Angus cattle and we stopped to see them. Our illustration shows that we had no occasion to be disappointed in his stock. The cows shown in the group are an admirable lot and presented a picture of bovine beauty as they comfortably grazed on the rich pasture.

Mr. Schroeder, like his brother, L. A. Schroeder, mentioned before, is a good friend to Standard Stock Food. McHenry County, Illinois, does not hold a more progressive farmer than Mr. Schroeder, and that is saying much, and he has con-



Residence of J. H. Schroeder and His Polled Angus Cattle

vinced himself that Standard Stock Food is the best thing of its kind.

Mr. Schroeder was the last of about thirty intelligent, thinking, progressive farmers we visited in the states of Illinois, Iowa and Nebraska, and every one of them told of success and profit from using Standard Stock Food. These are only a few of 100,000 farmers who have used Standard Stock Food, and are using it by the million pounds right now. They have tried it by using it. They have found it satisfactory in every way. They feel that they must use it in order to make the stock as profitable as possible. In the face of all this evidence there is but one thing to do—use Standard Stock Food—the Standard among stock foods.

A Winner of Blue Ribbons

Mr. Berry Lucas, of Hamilton, Mo., proprietor of the Maple Leaf Farm and a prominent breeder of Aberdeen Angus cattle and Duroc Jersey hogs, has been a friend and patron of Standard Food for more than nine years. During that time he has been a constant user of our goods.

Mr. Lucas began the breeding of thorough-bred stock at Oelwein, Ia., where his practical, progressive methods soon placed him in a position of prominence. As a breeder he has won many blue ribbons, and as a feeder has nearly always topped the market.

About three years ago Mr. Lucas decided to seek a broader field for his chosen profession and moved to his present home, where he has taken a prominent place among the breeders of his adopted state.

We take pleasure in referring to three

letters written during a period of six years. These letters all endorse Standard Food and all refer to results. The accompanying cuts give a good view of Mr. Lucas' home and of some prominent members of his celebrated herd of cattle.

Oelwein, Ia., Sept. 3, 1898.

Gentlemen: Last spring I had some young bulls that were not doing well at all. They seemed to have a dislike for all kinds of feed, and were on the down grade. I employed all the arts known to me as a feeder without the least particle of success, and as a last resort I bought some of your Stock Food.

It took about a week before I could get them to eat it, and in twenty days they were back on full feed again, and now are going forward at a rapid rate. Not having any scales I am unable to give any weights, but I am

satisfied they are putting on three pounds per day since the first twenty days, and think the Food has been worth to me at least fifty cents per pound in feeding this lot of bulls.

I also sold, August 22nd, a car load of grade Angus steers that I had fed nine months. They made an average gain of two pounds per day. They were fed a ration of your Stock Food the last sixty days, and I am satisfied it paid me well.

Am now buying it in 500 pound lots, and

I will enclose you clipping from Drovers' Journal, from which you will see that they sold at the top for their class, and at the same price as cattle weighing 1,200 to 1,400 pounds.

Yours truly,

Berry Lucas.

Hamilton, Mo., Sept. 7, 1904.

Gentlemen: It is nine years this fall since I first commenced using your Standard Stock Food and I have had it in my feed room almost continuously ever since. I have re-



Residence of Berry Lucas, Hamilton, Mo., and Some of His Prize Winners

shall continue feeding it right along all the time. The boys call it "Angel Food." I would recommend it to all breeders and feeders as the right thing to put a bloom on cattle.

Very truly yours,

Berry Lucas.

Hamilton, Mo., March 29, 1902.

Gentlemen: Replying to your kind favor of the 20th, will say I have plenty of Standard Food to last me some time. I never intend to be without it as long as I have a single animal to feed it to.

I must tell you about my little yearling steers that I fed this winter. I bought them in May last year, when they weighed 453 pounds. They ran on short pasture all summer and were but very little, if any, heavier when I commenced feeding them last November than they were in May. I fed them a ration of crushed and some of the time whole corn, with Standard Food, and for roughness they had shredded corn fodder. They weighed, March 15th, 1,028 pounds, a gain of 575 pounds. They gained, at the least calculation, 100 pounds each, per month.

I consider this a splendid showing for as light cattle as they were, and a person would have to literally talk an arm off of me to convince me that I wasn't amply repaid for every pound of stock food they ate.

The Standard Food showed as plain on them when they were in the stock-yards alongside of the other cattle, with their rough, staring coats, as it did in their gains. Armour's buyer, who bought them, asked me if I had been currying them.

I am satisfied that I got 25 cents per hundred more than I would if they hadn't been fed your Food.

cently given an order for 300 pounds more. This is as strong an endorsement as I can give your food. Results is what I am after and I have always had good results from feeding Standard Food.

Respectfully,

Berry Lucas.

FOR THE BENEFIT OF FEEDERS.

Spring Hill, Kan., May 23, 1901.

For the benefit of my brother feeders, I give the following statement regarding my feed on fifty head of steers during the winter of 1900 and 1901:

The cattle were purchased in Kansas City, November 16th, 1900, at \$4.20 per hundred, and weighed there 1,102 pounds per head. The cattle were fed on ear corn the first ninety days, and finished on shelled corn. On January 31st, I purchased 550 pounds of Standard Food, which I fed until cattle were sold. They were sold in Kansas City, May 13th, 1901, at \$5.30 and weighed there 1,472 pounds. From the time I began using Standard Food, my cattle ate with better appetite, their digestion was good, no scouring, and the finish was excellent.

(Signed) J. S. Null.

GOOD FOR ANYTHING THAT EATS GRAIN.

Winterset, Iowa.

I commenced feeding fodder Jan. 1, 1903, and fed until March 12th, when they went on bunk feed, and on April 1st they were on full feed. Their ration has been corn, cottonseed meal and Standard Stock Food. On May 1st I weighed them and found they had put on 12,450 lbs., after shrinking them 3 per cent. There are 44 head of them and weighed when put in lot 42,673 lbs.

I have never had cattle put on fat as fast as this lot has, and would recommend the feeding of Standard Food to anything that eats grain.

Elmer Orris.

Standard Stock Food—It Makes Stock Thrive

Glad to Praise Standard Food

Anyone who has ever lived in a farming country would at once recognize the beauties of Hamilton County, Nebraska. The county seat is Aurora, and two miles northwest of this pleasant little city is the home of Mr. I. S. Byers, a prosperous and solid farmer with a farm typical of the beautiful country in which he lives.

We found Mr. Byers in possession of some very nice cattle. The scene we give shows his house and barn, and gives an idea of the lay of the land in that vicinity and the kind of cattle kept on it. We also succeeded in getting a snap



Mr. I. S. Byers With His Parrot



Mr. Byers' House

shot of Mr. Byers and his parrot, as he sat on the front porch of his pleasant home.

Mr. Byers was glad to say a good word for Standard Stock Food.

"You can say anything good about it that you want to," was his remark. "And I will back you up in it. That is my opinion of it."

Upon his being questioned, Mr. Byers said he had always found Standard Stock Food all that it was claimed to be.

"It finishes my stock better than any-

thing I ever fed," he said. "It puts them in such a good condition that they go into market fit to get the highest price, and often they sell for something better than the level of high prices. I believe it is the best thing out to keep cattle in good condition while they are being heavily fed. It keeps them from scouring and gives them a good appetite. It seems to me they grind the corn they eat better when they get Standard Stock Food."

Mr. Byers has lived in Nebraska for a good many years, and thinks it the best state in the Union. Living where he does, one is inclined to agree with him, for a pleasanter prospect than one gets from in front of his house would be hard to find. He did not grow up with the country, but he has seen the country grow up, and looks upon its progress as in some part his work. He is proud of his share of it, and well he may be, for it surely is a garden spot where every foot is tillable and every acre fertile enough to produce in any year.



Mr. Byers Model Barn and Stock

MORE SHOULD INVESTIGATE.

Newton, Iowa, January 5, 1899.

Gentlemen: Before feeding any of your STANDARD FOOD I read up quite thoroughly as to the experience of others, and naturally being somewhat skeptical and suspicious, (owing, perhaps, to the nature of my business,) I made what I considered a pretty close examination of facts and figures furnished by you.

I concluded to feed the STANDARD FOOD to a bunch of 40 native two-year-old steers during the summer of 1898, and I can say that I am thoroughly satisfied with the results, and, as I weighed the cattle every thirty days, I know to a dead certainty just

GAIN OF 418 LBS. IN 4 MONTHS.

Malcom, Iowa, January 31, 1899.

I am pleased to furnish you with these figures showing the gains and selling price on a bunch of 20 steers to which I fed your Standard Food.

The 20 steers averaged 980 pounds the 20th of August, when I commenced to feed them. They were fed on shelled and broken corn and Standard Food until the 21st of the following December, when I shipped them to Chicago. They weighed 1,398 pounds and sold for \$5.20.

I never had a bunch of cattle go on feed and do better all through than these. I can honestly recommend Standard Food for cattle feeding, and believe, if rightly handled, that good results will follow. I have bought 500



Owned and Fed by E. E. Lyday

what was accomplished. I put the cattle on full feed (ear corn) March 1st, and during March, April, May, and June, and without the Food, except during March, the average gain per head per day was 2 pounds. I was satisfied with this, considering all the circumstances, but was afraid of July and August, they being the two months of hot weather and flies, so I concluded to give the STANDARD FOOD a test, and if the cattle held up to the previous average during those two months I would be well satisfied. During July they made an average gain per head of 2½ pounds, and during August 3 pounds, per day per head. To say that I was satisfied does not begin to express the situation. I kept on feeding the Food until the cattle were ready to ship the 1st of December, and a slicker, better finished lot of cattle were never shipped from my farm. I am satisfied that they sold for at least 25 cents per 100 pounds more than they would have done if I had not fed the Food.

I will be feeding 40 head again the coming season, and shall certainly stick to STANDARD FOOD. Every feeder that I know in this country who has fed the Food tells me that they feel the same as I do about it.

One thing more I want to mention is that the hogs that followed the cattle did better and were healthier than any other lot of hogs that I ever had with cattle.

Yours very truly,
E. E. Lyday.

pounds more Food to feed to two carloads of steers that I am feeding now.

Amos L. Falkinburg.

Gain in April, May and June, without STANDARD FOOD, 2 pounds per day.

Gain in July, 2½ pounds; and in August, 3 pounds, with STANDARD FOOD.

“FINISH BROUGHT FIFTEEN CENTS EXTRA.”

David City, Neb.

Here are the figures showing the results of my feeding 2,000 pounds of Standard Food to 85 head of cattle. The 85 head weighed, November 15, 950 pounds average. I sold them June 1, weighing in Chicago 1,355 pounds. I consider this a better gain by 50 pounds than I ever got on the same grade of cattle in the same time. I could see that Standard Food aided greatly in digesting the corn and gave the steers a good, keen appetite. I believe that Standard Food will make from 10 to 15 pounds a month extra gain on cattle.

I got 50 pounds in 5½ months more than I ever did before on the same grade of cattle. That would be almost 10 pounds a month extra gain. It put on a good finish, which enabled me to get a good price for my cattle. I got \$5.25 in Chicago, the top price paid that day, while other cattle of the same grade, out of the same bunch, that were fed 30 days longer than mine, sold the same day for \$5.10.

Robert McQuilkin.



Snap Shots on W. A. McCullough's Large Farm

A Good Farmer and His Method

One of the most successful cattle feeders in Nebraska is Mr. W. A. McCullough, of Schuyler. He is careful, painstaking and thorough in all he does. He feeds good rations and gets good results.

August 15, 1903, he put 143 head of cattle in pasture with a light feed of corn. They were part Western and part Native Blacks. They averaged to weigh 975 pounds per head. He put them in the feed lot October 1st and fed them corn, oil meal, corn germ and Standard Stock Food until sold. The average date of sale was May 6, 1904. Ninety-five head were sold in Chicago and forty-eight head at South Omaha, and the average market weight was 1,499 pounds, showing a gain of 524 pounds in 262 days, or a gain of two pounds per day for the entire feeding period, including the time they were being put on full feed.

Mr. McCullough estimates that the 95 head sold in Chicago would have averaged 60 pounds per head more if sold at South Omaha, in which case the average gain per head would have been 564 pounds or an average of 2.15 pounds per day for the entire feeding period.

Mr. McCullough says that these cattle were always ready for their feed, that they fed evenly and finished up in fine shape. He was well pleased with the gains made and gives full credit to Standard Stock Food for the good results obtained.

We photographed the cattle just be-

fore they were shipped and the accompanying half tone cut made from the photograph gives a good idea of their fatness and finish.

CREDITS STANDARD FOOD.

Swanton, Nebr., May 16, 1903.

Gentlemen: As I have bought almost 4,000 lbs. of Standard Food from your agent, Mr. Dodge, I thought perhaps a word would be of interest to you.

This winter my hogs did better and were heavier than any I ever raised, and my cattle while only yearlings did finely and I had the pleasure of topping the market both in Kansas City and South Omaha in their class, and as I fed only whole corn and all they had for roughage was the run of the stalk field in the winter and wheat straw when in the yards and yet they were slick and fat, I can only attribute it to the ration of Standard Food, and I am sure it pays to feed it to all kinds of stock. Respectfully yours,

S. C. Caldwell.

We reprint here an item from the April 29th, 1903, issue of the Journal-Stockman of South Omaha. This refers to our customer, Mr. S. C. Caldwell, and his statements therein quoted give conclusive evidence of his abiding faith in Standard Stock Food:

SALINE COUNTY MAN GETS GOOD FIGURE FOR ANGUS CATTLE.

"My cattle weighed ten pounds to the head more here than they did at home," said S. C. Caldwell, of Swanton, who was on the market with a load of long yearling Angus steers and heifers of his own raising and feeding.

"The price, too, \$4.75, was satisfactory,

and altogether, I am well pleased with my trip.

"The cattle I had here today were long yearlings and ran in the stalkfields all winter, having access to snapped corn and a straw pile. They had no hay and yet they were sleek and fat. I attribute this to the ration of Standard Stock Food that I gave them right along. It kept them thrifty, and hungry and growing. It is the same way with hogs. In February I marketed 11-months-old shoats that weighed 400 pounds and that is why I believe in feeding stock food."

gether they own one of the finest herds of thoroughbred Hereford cattle in Indiana, and it was to these cattle they fed Standard Stock Food, and will continue to feed it summer and winter to breeding stock, young stock steers and all stock on the place. They now have 131 head of cattle—young and old, and 70 head of hogs and pigs, most of which is registered stock.

He is also feeding Standard Food to his horses, and says his work horses were never in better condition for spring work.



S. C. Caldwell's Well Filled Feed Lot

FED STANDARD FOOD 4 YEARS AND KNOWS.

Grundy Center, Iowa, Dec. 16, 1899.

I have fed cattle for 8 years, and have fed Standard Food the past 4 years. I have given it a fair trial, and have found that it pays well to feed. It helps to get my cattle on full feed more evenly than without it. I never have a steer scour, get off his feed, or belch his food. Their digestion is improved.

In a test case, last winter, I found my cattle ate $5\frac{1}{2}$ pounds more of corn a day with than without Standard Food. On account of good digestion, their coat is much finer than when fed without Standard Food. This extra finish is worth more on the market than the Food will cost for a four-months' feed. I have often said I would not feed cattle without feeding Standard Food with corn.

John Fearer.

WELL PAID FOR HIS TROUBLE.

Danville, Ind., Apr. 10, 1903.

I have used Standard Stock Food for the last ninety days and feel that I have been well paid for my time, trouble and expense.

I commenced a test on February 1st, on four heifers and two cows, but at the end of 30 days found I was losing time and money and began feeding it to our entire herd of thoroughbred Herefords. Our experience with the Food has been entirely satisfactory.

Walter Hadley.

Walter G. Hadley is the son of the Honorable J. V. Hadley, chief justice of the Supreme Court of Indiana. To-

CONSIDERS IT A FINISHER AND A MONEY-MAKER.

Avoca, Ia., May 24, 1901.

This certifies that I fed eighteen steers two hundred pounds of Standard Food from December 6, 1900, to May 20, 1901, and got extra good results from the same. I never had a steer off feed or had one scour in all that time. I do not know what they weighed when I put them on feed, so can give no figures. They averaged in age twenty-seven months and twenty days, and weighed, after five miles' drive, 1,287 pounds. I do not claim extreme weights, as several of them were out of two-year-old heifers, but I do claim that they were the best finished cattle that went out of Avoca this winter, and sold them for \$5.20, which is twenty cents above the other cattle fed in this neighborhood. I consider your Food a money-maker and a finisher.

Dominick Gross.

PROVED BEST AND CHEAPEST.

Kennard, Nebr., March 28, 1904.

I have found Standard Stock Food to be all and more than your company claims for it, after feeding it to all kinds of stock. I have, as perhaps you know, fed other good stock foods, also a number of car loads of Oil Meal, but quit all but the Standard five years ago, it proving the best and cheapest. Would not think of feeding cattle without the use of Standard Food.

With Standard Food fed cattle I have topped the market a number of times when in competition with the good ones, but never without the food, and have been feeding cattle for thirty years.

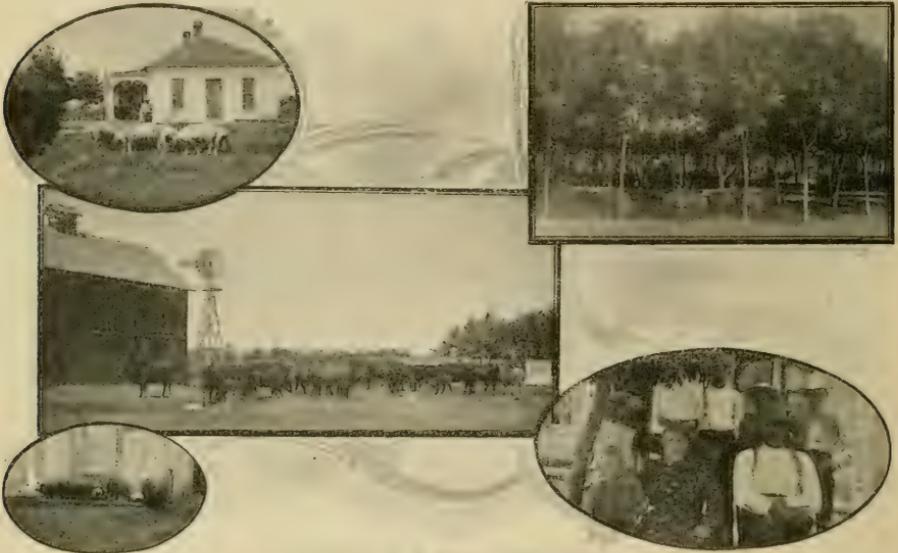
R. Blaco.

A Standard Stock Food Farmer's Prosperity

It would not be very correct to say the valley of Silver Creek, in describing a farm near that stream, for Silver Creek does not run through a valley. It runs through a level plain, and on each side are thousands of acres of meadow land which have never been touched by a

to Clark's, nine or ten miles east, one goes over a level road across the flat lands, through which Silver Creek makes its placid way.

Two or three miles from Clark's, one comes to the 400-acre farm of Mr. F. K. Spire, one of the most enthusiastic friends of Standard Stock Food to be met in Nebraska, the home of many users of the Food.



Scenes on F. K. Spire's Fine Farm

plow. This land yields large crops of upland prairie hay and the owners are content to make hay to sell instead of cropping the land. Here and there in this wide plain are places where farms have been established, and these farms yield large crops.

Driving from Central City, Nebraska,



A Bit of Pasture

Mr. Spire has used Standard Stock Food ever since it was first introduced into his county, something like 14 years ago, and he not only uses it, but recommends it to his neighbors.

Here were found Standard Stock Food fed cattle, calves, sheep and hogs, and our pictures show the kind of stock he keeps. His cows are pure-bred Short-horns, and the herd shows its blood to anyone at all acquainted with that noble old breed.

He has a lot of calves running with their dams, and also a lot of skim-milk calves. The skim-milk calves had been fed Standard Stock Food and were fully as thrifty as those running with their dams. Mr. Spire said he would like to see a better lot.

A bunch of sheep that were fat enough for mutton had been fed Standard Stock Food by one of the boys until they crowded around him as soon as they saw him coming with a measure of it, deserting the cool shade of the grove in the middle of the day to get at their favorite Food.

In a pen were a bunch of pigs, ten

months old, that would weigh fully 350 pounds, average, that had been brought up on Standard Stock Food from the beginning. They were cross-bred, Poland-China and Chester White, and were both fat and strong, a combination not often found in corn-fed hogs. They came out of the pen standing square on their feet, and began to play like frisky young pigs.

"There's nothing like it," said Mr. Spires, referring to Standard Stock Food. "Some of my neighbors think I get what I feed of it given to me in payment for talking about it, but I have always bought and paid for every pound of it I have used.

"I've tried it time and again too many years for it to be guess work with me when I feed it. I could tell in a minute that it is good, by comparing my stock with that of others who do not feed it.

"I can't understand why men will stand in their own light by not using it. The price is no object. If a thing makes me money, I don't care what it costs. It isn't what I pay for it that I care for so long as it pays me to use it.

"You tell Mr. Sanborn when you see him that I've got a lot of common cross-bred pigs that are as good as any pure-breds of the same age he ever saw, and that Standard Stock Food made them what they are.

"I've got my money out of every pound of the Food I have ever used, and I think I've used it about as long as anybody in Merrick County."

Mr. Spires came to this country from England without a cent of his own, and his 400 acres have been earned by attention to farming and good business methods. His farm would readily sell for \$20,000, and his stock is of the kind that sells at high prices. He gets \$100 each for bull calves from his herd, and cannot supply enough of them. Standard Stock Food farmer prosperity is his, and he deserves all of it.

BETTER GAIN—BETTER PRICE.

Neola, Ia., June 8, 1903.

Compared with the cattle in the neighborhood that were not fed Standard Food, I can say that I am very well satisfied with the Standard Food that I fed my cattle.

They were on feed six months and were fed corn and spoiled clover hay for roughness. I fed your Standard Food according to directions the last three months with very good results. They came out with considerably better gains and also sold at a better price, than the cattle in the neighborhood, that were not fed Standard Food.

Hans Madson.

THE MONEY TO SHOW.

Honey Creek, Ia., June 19, 1903.

I bought 39 head of yearlings in Omaha, on September 17, 1902, average weight per head, 690 lbs. I fed them a light ration to start on, and during the feed period fed ear and shelled corn, shredded fodder and straw, barley, potatoes and Standard Food. I fed until marketed on June 11, 1903, and the full period was almost 9 months, but on a full feed about eight months. The average weight per steer shrunk in Omaha, was 1,150 lbs., showing a gain of 460 lbs. per head. For a long feed on light young stuff, through a winter period and on corn, such as we had the past year, I consider it a good gain. There was not a sign of belching or scouring during the feed and every head of them fed evenly and well. My hogs also did fine and the brood sows this spring are farrowing strong, healthy litters of pigs of good percentage, and with less trouble than usual.

I have bought more Standard Food today and expect to continue using it.

D. W. French.

LARGER GAIN AND BETTER PRICE.

Marcus, Ia., September 8, 1901.

I will say I am sure it paid me well to feed Standard Food. I bought 20 head of common Dakota or Minnesota steers, and started to feed September 18, 1900, weight averaged 1,139 pounds; sold February 23, 1901, weight averaged 1,569 pounds; gain in 155 days, 457 pounds, and sold at \$5.05 in Marcus, Ia. Drove five miles before weighing.

I am sure I got a larger gain and at least 10c better in price by feeding the Food. I shall feed 20 head this winter and will feed Standard Food.

Frank Wirt.



Fed by A. McAllister

NO EXPERIMENT.

Holton, Kan., May 16, 1903.

I have used Standard Food for hogs for the last thirteen or fourteen years, nearly as long as there has been anyone selling it.

I like to feed it to hogs. It is no experiment with me at present, as it has passed that stage. I buy it as an investment, and I know it is a good one.

The last two years I have fed it to fattening cattle. I have used 500 lbs. this winter and my cattle have done well. I am shipping next Monday, and I will have the pleasure of going to the market with a nice, slick, well finished bunch of cattle,

Yours truly,

A. McAllister.

Banks Solid on Standard Food

Isaac Barker, Ireton, Iowa, is the owner of a big and profitable farm of 1,200 acres, on which he feeds about 100 cattle and 300 hogs every year. We were unfortunate in not finding Mr. Barker at home, but we got some photographs of his stock. These show the kind he keeps. The "White Faces" standing in the shade of the willow trees were a particularly thrifty lot of long yearlings that Mr. Barker is bringing up in a money-making way.

October 11 he drove them to Hawarden, 12 miles, where they weighed 1472 pounds. They were sold in the yard before they were moved for \$7.10 per cwt.

Mr. Barker says he will make some of the other feeders around here, who think he is a fool for feeding Standard Stock Food, sick. He banks solid on Standard Stock Food. He is a jolly man and for a feeder can't be beat.

A photo of the 34 head referred to in Mr. Pritchard's letter is reproduced with this, also one taken by a friend showing Mr. Barker at his home.



Isaac Barker, His House and Stock

Mr. Barker has long been a feeder of Standard Stock Food, having fed altogether about twelve tons since he first began, so he must be competent to talk understandingly on the subject. Although we missed seeing Mr. Barker, we have some evidence from him that is to the point.

Mr. James Pritchard, agent for Standard Stock Food, visited Mr. Barker on one of his regular trips and this is what he found, as told by himself:

"In November he (Mr. Barker) bought a lot of small feeders, weighing between 700 and 800 pounds per head, paying \$3.50 per cwt. for them. He let them run on the farm in the stalks with the rest of his young stuff, giving them a little corn fodder in addition to what they could forage. In May he started to feed a little corn broken in two, about five bushels a day to 60 head. During the last week in June he picked out 34 head of the tops, averaging 1,050 pounds, and put them on pasture and on full feed.

A Convincing Test

Test made by L. G. Bryan, Cedar Rapids, Neb., with Standard Food:

42 head—Not fed Standard Food—	
Weighed Dec. 26, average.....	1,168 lbs.
Weighed Jan. 30, average.....	1,252 lbs.
Average gain per head in 34 days	84 lbs.
20 head—Fed Standard Food—	
Weighed Dec. 26, average.....	1,095 lbs.
Weighed Jan. 30, average.....	1,201 lbs.
Average gain per head in 34 days	105 lbs.

This shows a gain of 21 pounds per head in favor of the Food. There was one steer in the bunch that put on 155 pounds from Dec. 26 to Jan. 26. There was also one steer that was sick for several days, and shrunk very badly, but he is coming along all right now.

After Mr. Bryan weighed his cattle, he decided to feed them all the Food; so he started the 42 head, and will turn them all together as soon as he gets these cattle eating a full Food ration,

63.9 PER CENT BEEF.

Kilduff, Iowa, October 3, 1898.

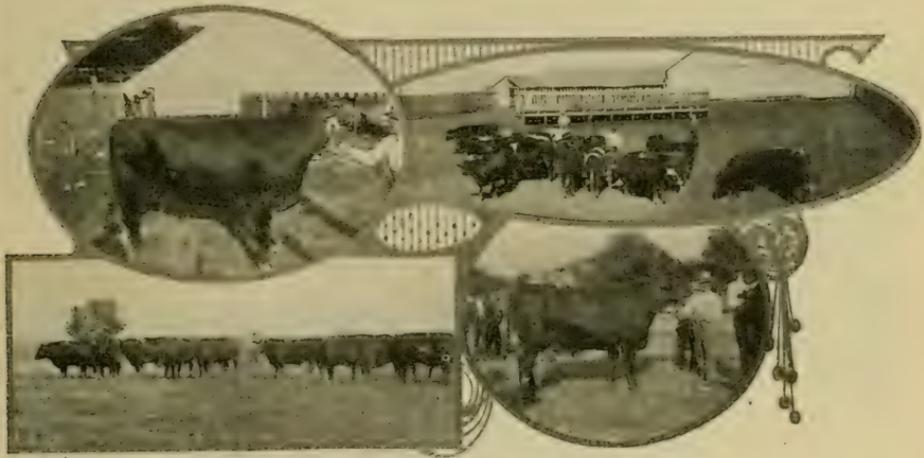
To Whom it May Concern: I hereby state that I raised and fed the two steers bought by the F. E. Sanborn Company and exhibit at the Omaha Exposition and Fat Stock Show.

The larger steer, "Majesty," was 3 years old in May, 1898. He was fed, along with 40 others, a good, growing ration of roughness, and ran in corn-stalks with some corn in the latter part of the winter, and was put on good pasture in the summer of 1897, without any corn. They ran in stalks last winter until February 15th, with some corn while in stalk-field. About March 1st I got them on full feed, and the 1st of April I bought 2,000

PAID FOR ITSELF IN SAVING WASTE.

Marshalltown, Ia., March 14, 1901.

I commenced feeding Standard Food to 55 head of western cattle February 12, 1901, and have been entirely satisfied with results obtained. My cattle at that time were not eating 20 bushels of corn per day and some were scouring a good deal; from the time I commenced the use of the Food until the present, I have not had a single one off feed. Their digestion has been almost perfect. They gradually commenced to eat more corn and in 30 days were eating 30 bushels of corn per day. The steers that were scouring before I started to use the Food, ceased on about the fourth day, and I have had no further trouble in this



Thoroughbreds Owned and Fed by W. L. Dennis

pounds of STANDARD FOOD, and began feeding them a ration of ear-corn and STANDARD FOOD, and May 12th I put them on good pasture and shelled corn with the STANDARD FOOD.

I never had cattle that did as well when taken out of dry lot to grass. They never missed a feed of corn when they were put on grass, which is uncommon for steers to do.

In my other lot I have 82 steers; and in the 107 steers have never had a steer off feed, nor any sore steers in the lot.

The larger steer, "Majesty," weighed, the 1st of March, 1,500 pounds, and October 1st, 2,200 pounds, making a gain of 700 pounds in 7 months.

I have fed oil-meal and other different kinds of foods, but not with as good a result as with STANDARD FOOD. I was a little skeptical of the Food; but, after a fair trial, will say that I am entirely satisfied with it, and that it will do all they claim for it. I am satisfied I got 20 cents per hundred more for my steers than if I had not fed the FOOD, and I got an increased gain per month of 30 pounds, which, in all, would make a handsome sum.

Yours respectfully,
W. L. Dennis.

The four steers from this lot exhibited at the Trans-Mississippi Fat Stock Show won first, second and third premiums, and sweepstakes in the 3-year-old grade class.

Three were sold at South Omaha afterwards and dressed 63.9 per cent beef.

direction. No belching of food, no off days. I consider the Food has paid for itself in saving of the waste, by enabling the cattle to more thoroughly digest their food than they possibly could have done without it. I can honestly recommend the Food to anyone feeding cattle for market. I cannot give the exact gain made, as I made no test by actual scale weights, but so well satisfied am I with the results obtained by use of the Food, that I have this day ordered of your agent 300 pounds to finish feeding, and would not think of feeding cattle for market without the use of Standard Food. W. C. Gada.

"STANDARD FOOD IS ALL RIGHT."

Conway, Taylor Co., Ia., Oct. 27, 1902.

The following is the result of a feed made by me:

Fifty native, grade steers (38 two-year-olds and 12 three-year-olds), roughed it through the winter and put on full feed May 1, 1902. They averaged 886 pounds, and were fed 5 months and 13 days, averaging 1,336 pounds in Chicago, and sold at 8 cents. The cattle were fed about one-third bushel of corn apiece per day, and 50 pounds of oil meal per head, during the entire feeding season, and a ration of Standard Food.

There were 16 cars of cattle shipped from this locality (Bedford and Conway) on same day, and all on the same train. In going to Chicago on the train with the cattle, there were seven shippers and they agreed that the one whose cattle sold for 8 cents should pay for the suppliers, and I was the only one whose cattle sold for 8 cents, and I paid for the suppliers.

Standard Food is all right. G. W. Hough.

A Farm Worth Visiting

The farm of Mr. J. H. Abbott is located a few miles from Clarinda, Iowa, and is well worth visiting. It shows all the works of good farming, from the well cultivated and luxuriant crops, to the pleasant home surroundings, and the conveniences about it.

Mr. Abbott is one of the county commissioners and is regarded as a model officer, and his management of the county finances is highly commended by citizens of every political belief.

He expressed some doubts as to his ability to get his lot of steers to stand for a picture, but our illustration shows

tell almost to a certainty where the Food is used. If one comes to a nice farm, well cared for, and sees about the place sleek cattle, smooth, healthy pigs and plump, round horses, he is likely to think the owner feeds Standard Stock Food. In traveling over three states we did not see a run-down, ill-kept and neglected farm, where Standard Stock Food was used. It isn't used by this kind of farmers. It is the progressive, intelligent, money-making business farmer who uses Standard Stock Food, because he has discovered that he cannot afford not to use it.

Not all good farmers are using it yet, but they are rapidly falling into line.



Residence of J. H. Abbott and His Bunch of Thrifty Cattle

that they lined themselves up as if they had been trained to pose for that very purpose.

A chance glance into an outbuilding showed a pile of boxes filled with Standard Stock Food, and, on being questioned, Mr. Abbott said, he had been using the Food for some time, and found it very profitable.

"I can say," he said, "that Standard Stock Food is all right. I keep it on hand all the time and use it regularly. It puts my cattle in good condition and keeps them that way.

"My steers eat well all the time and get fat quick when I give them the Food, and I could hardly say too much for it. I wouldn't like to try to get along without it."

After one has traveled about a while getting interviews with those who feed Standard Stock Food, he gets so he can

AN EVEN FEED—A BETTER FINISH—A SHORTER TIME.

St. Mary's, Kan., Feb. 22, 1903.

On October 26, 1902, we bought 2,000 lbs. of Standard Food from your agent, G. A. Dunham, to feed to 163 head of cattle. After feeding the ton of Food, we bought 1,000 lbs. more to finish the season's feed.

We are well satisfied the Food made us money by keeping the cattle on an even feed, by increasing the amount of gain from the same amount of grain, by giving the cattle a better finish, and by shortening the feeding period.

Moss Bros.

The above letter from our customers, Messrs. Moss Bros., emphasizes three of the strong claims we make for Standard Food. Every feeder realizes the importance of an even feed, where his cattle are ready for a good regular ration every day. He appreciates the fact that the extra finish is worth 10 to 15 cents per cwt. He also knows that the shortening of the feeding period means an additional profit,



Prize Winners Owned and Exhibited by M. T. Munsinger

STANDARD FED CATTLE WIN.

Tabor, Ia., Dec. 14, 1903.

Dear Sirs: Your letter of the 9th inst., at hand asking for information in regard to the premiums won on the two loads of angus cattle exhibited by me at the International Live Stock Exposition.

I won 1st premium (\$200) on yearlings and 3rd premium (\$150) on two year olds. These were special premiums offered by the Aberdeen Angus Breeders Association. I should have probably received a premium on one or both loads in the car lot exhibit but for the fact that cattle three years old and over were entered in the 2-year-old class, and cattle 2 years old and over were entered in the yearling class. This did not give me a fair chance as competent judges said I had the best cattle for their age in the show.

These cattle were fed since April 15th, 1903. The two year olds averaged 950 lbs. when put in the lot and weighed 1,457 lbs. in Chicago, selling for \$6.25 per hundred. The yearlings weighed 800 lbs. when put in the lot and tipped the beam at 1,308 lbs. in Chicago. These sold for \$6.45 per hundred. The cattle were on a full ration of corn, Standard Food and tame grass pasture all the time, except the last two months, when they were put up in separate dry lots and fitted for the exposition. I then changed the feed from whole corn to a ground feed of corn, wheat and oats. To this was added Standard Food and timothy hay. During the last two months I do not consider they made much if any gain on account of their being annoyed by the men who were halter-breaking and otherwise fitting them for the show. When this is taken into consideration, I think they made a most satisfactory gain for the time fed. I consider Standard Food a most important factor in finishing cattle either when fitted for show or for the open market.

Yours very respectfully,

M. T. Munsinger.

The following clipping from a paper, commenting at the time on Mr. Munsinger's exhibit, throws more light upon the fraudulent entries referred to in the above letter:

Munsinger Wins at Stock Show

Myron Munsinger returned last week from Chicago minus his fine cattle, but with a pocket full of money and all kinds of glory and premiums in their stead.

Although this was the largest show in history Mr. Munsinger captured the first prize in the Angus special on yearlings and the third on 2-year-olds. This, too, in the face of the strongest competition ever put up. It netted Mr. Munsinger nearly \$400 in premiums besides he sold his 2-year-olds for \$6.25 and his yearlings for \$6.50. We extend congratulations to Mr. Munsinger and it is an honor not alone to him but to Mills county and Southwest Iowa.

Mr. Munsinger achieved some little notoriety by making an active fight against fraudulent entries. Another Iowa man had Angus cattle entered in the two-year-old class and was awarded a prize over all entries. A great many suspected that they were over age, but none but Mr. Munsinger had the sand to protest. The fellow fought the protest and tried with his men to keep the judges out of his pens. They went in, however, and examined every one, finding some as high as four years old. Of course this knocked the man out and he went home empty-handed.

THEY ALL LIKE IT.

Kennard, Nebr., March 23, 1904.

This is to certify that I have been using Standard Food for over five years and am well pleased with the results obtained from its use. I am feeding 70 head of cattle, 800 sheep and 125 hogs; am feeding the food to all. I believe it will pay any man to use it. Last year I used 3,000 lbs; have bought 2,000 lbs. so far this year and will continue its use.

C. C. Cunningham.

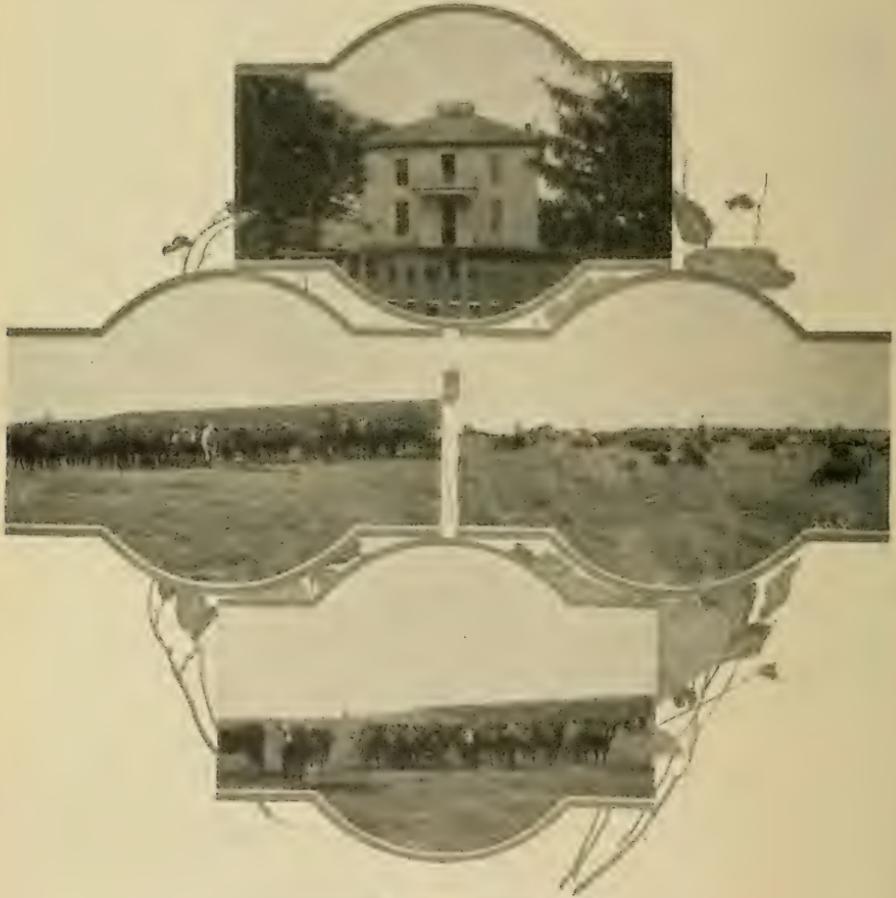
An Up-To-Date Farmer

Mr. Edward Hakes of Hawleyville, Ia., is one of the many heavy feeders, who is a staunch friend and large buyer of Standard Stock Food.

Mr. Hakes is about 44 years of age and carries on his successful operations on a farm of 960 acres which he owns, located

adopt them, looking not to see what additional expense the new method will be to him, but to see what profit he will get from the use of such methods.

Mr. Hakes fed and shipped 30 carloads of stock last year. Since he started to feed Standard Stock Food he has fed more than 7,000 lbs., and is now buying it in 5,000 lb. lots.



Views On Mr. Edward Hakes' Farm

in Page county. He puts about 300 acres of this in corn, 150 acres in hay, and uses the balance of the land for pasture.

Mr. Hakes' cattle number 250 head, his hogs 1,000 head and his horses 30 head.

Mr. Hakes is up-to-date in his knowledge and methods of farming. He makes it his business to do what he can to produce stock for market, in the best condition, at the least expense, and in the very shortest time. He has found that this can be done by scientific and practical methods, and he does not hesitate to

GAIN 3.4 LBS. PER DAY FOR 85 DAYS.

Cresco, Ia., March 20, 1899.

My cattle, on October 17th, weighed 17,024 pounds, an average of 851 1-5 pounds. From this time up to December 15th, I had trouble with my cattle. They scoured, declined to eat regularly, and I could not get them on right feed; but, on December 15th, I put them on Standard Stock Food, and from that on my cattle ate well, drank well, and gained well. They weighed, in March, 22,790 pounds, an average of 1,139½ pounds. They were on Stock Food for 85 days, and gained 3 2-5 pounds per day.

I can cheerfully recommend Standard Stock Food to all.

O. G. Watros,

Top Price a Regular Thing

The following item taken from the Journal-Stockman of South Omaha expresses Mr. Whitney's belief in Standard Food:

"When a man tops the market for one day he has reason to feel gratified, but when he beats the record for a number of days he is doing something, and that is just what J. W. Whitney of Fullerton did this morning. He brought in thirty-six head of steers that sold at \$5.95, the highest price paid on this market

they averaged to weigh at that time 755 pounds. I roughed them until the first of October, and began feeding them corn about that time. I began feeding them Standard Food and got them on full feed in about six weeks. During the latter part of the feed I fed them shelled corn. During the time they were on full feed they ate about eight bushels of corn per day. Their weights at South Omaha today were 1,258 pounds average, showing a net gain for the whole feeding period of 503 pounds. I received \$4.75 for these cattle, which, considering the market, was a good price.

Judging from the gains which have been made in my locality during the past season, which have been from 300 to 400 pounds per head, I am sure that I received an extra gain



Mr. J. W. Whitney,
His Residence and Barn

since July 11. It was a mixed bunch of grade Herefords, Shorthorns and Polled Angus cattle. They were of his own raising and he had them on feed nine months. In addition to corn they were given Standard Food and oil meal. In speaking of his system of feeding and his reason for using prepared stock food, he said: "I find that Standard Food is a decided help in fattening a bunch of cattle for market. Before I began feeding it I had several steers in the lot that were not doing very good, but as soon as I began giving them Standard Food they came around all right and my cattle today were a very smooth and even lot."

COST \$40.00—PROFIT THREE TIMES AS MUCH.

Beemer, Neb., May 11, 1899.

I am glad to tell you what results I secured from feeding Standard Food to my cattle during the past season, which I have marketed this date through Byers Bros. & Co., at South Omaha. There were 20 head in the bunch. I bought them the last of August, and

from feeding Standard Food of at least 100 pounds per head during the entire feeding period, and without doubt received at least 15 cents per 100 pounds extra price on account of their better finish.

The amount of Standard Food fed to these steers cost me less than \$40.00, and I estimate that my profit from feeding it was at least three times as much.

I have received the best of treatment from your agent, Mr. Jos. Kuns, and am glad to speak a good word for him and for your Standard Food.

A. English.
"FINISH WORTH 10 CENTS TO 15 CENTS EXTRA."

Baldwin, Kans., October 3, 1901.

I fed corn to a bunch of 90 head of light cattle this summer while on grass, with a regular daily ration (1-10 pound), of Standard Food.

My cattle were 2-year-old steers and weighed an average of 705 pounds on May 1, 1901, at my farm. On September 24th they weighed an average of 1,163 pounds in Kansas City, making an average gain of 3 1-6 pounds per day for the entire 145 days.

I consider this a good gain and that Standard Food helped me greatly to get this result. My cattle also sold for 10 to 15 cents per cwt. more on account of the finish the cattle had over the cattle of the same class not fed Standard Food.

F. X. Jardon.

Standard Stock Food—It Makes Stock Thrive

A Good Feeder

We take pleasure in presenting here a picture of a bunch of cattle fed by Mr. F. S. Childs, along with a brief statement of his methods and a letter showing his attitude toward Standard Stock Food. Mr. Childs owns one of the best stock farms in Pottawattamie county, located about six miles east of Council Bluffs. He is one of the leading feeders in that part of the county and is noted for always having his cattle well fitted for market when he ships them. Mr. Childs has been in the feeding business about 14 years and is a believer in the modern methods of feeding. He has fed several other stock foods, but for the last two years has been feeding Standard Food alone, with good results.

This bunch of cattle topped the market in South Omaha and made a splendid appearance at that time.

Lot Fed Standard Food.		Pounds.
Jan. 20,	20 steers averaged.....	833½
Feb. 20,	20 steers averaged.....	913½
Average gain		79%
Lot Not Fed Standard Food.		Pounds.
Jan. 20,	20 steers averaged.....	874½
Feb. 20,	20 steers averaged.....	942½
Average gain		67%

Average gain in favor of Standard Food was 12 pounds per head. (Signed) H. S. Spath.

The amount of Standard Food fed to these steers was 3 pounds per head in 30 days. The cost at 1,000 pound rates was 24 cents per head. The extra gain of 12 pounds per head at 4¼ cents per pound was worth 57 cents, leaving a net profit from feeding Standard Food of 33 cents per head, which is about 150 per cent on the amount invested in Standard Food. The extra gain secured from feeding Standard Food was produced at a cost of \$1.90 per hundred pounds.



This Herd Topped the Market For F. S. Childs, Their Owner

Council Bluffs, Ia., Aug. 11, 1903.

Dear Sirs: Yours of the 4th received. The cattle of which you write were fed about nine months. They were started on ear corn and finished on shelled corn and Standard Stock Food, with a mixture of millet, tame hay and wild hay. They made a gain of 493 lbs., weighed in South Omaha, and sold for \$5.00 per cwt., the top of the market that day.

Yours truly,
F. S. Childs.

A GOOD SHOWING.

Scribner, Neb., February 20, 1900.

This is the result of my test feed with Standard Food on two bunches of steers of 20 head each for 30 days. Both bunches were fed the same amount of corn and the same kind of rough feed and water.

Cattle were weighed in January 20, 1900, and weighed out February 20, 1900.

GAIN 104½ LBS. IN 45 DAYS.

Staplehurst, Neb., November 13, 1899.

Gentlemen: Your agent wanted me to give you some figures showing the results of feeding Standard Food to my cattle. On September 11, 1899, 18 head of mixed cattle weighed on an average 790 pounds per head, and on October 26, 1899, they average 895 pounds per head, after 45 days' feed on snapped and shelled corn and Standard Food, making a gain in that time of 104½ pounds per head.

I could see that Standard Food aided very much in the digestion of the grain that the cattle ate. They had a better appetite and ate more of an even ration all the time. I believe Standard Food is a profitable article to feed.

It cost me about 25 or 30 cents a head per month to feed my cattle with Standard Food, and the gain from it was at least 15 pounds extra per month per head—more than I ever got from the same grade of cattle that I ever fed before.

C. Abraham.



These Made a Profit For John Shambaugh, Booneville, Ia.

ONE OF THE 100,000.

Booneville, Iowa, Nov. 25, 1897.

Dear Sirs: By request of your agent, I send you a statement of my feeding of fifty head of yearlings. The greater part of them were bought Sept. 29, 1896. Their weight was 825 lbs. They were brought home and turned on pasture until my corn was gathered, then they ran in 120 acres of stalks; then commenced feeding hay and corn, so by the first of March, 1897, they were eating a peck of corn per head per day. They were fed on that ration of corn until the 1st of August; then we commenced to increase the corn ration to all they would clean up in about one and a half hours. I commenced feeding Standard Food Aug. 26th. The cattle were shipped Nov. 17th, and were delayed so that they were not on the market until 2:00 P. M., Nov. 18th, and sold for \$5.20 per cwt. They weighed in Chicago, 1,485½ lbs. per head; allowing 45 lbs. for shrinking would make them weigh 1,530½ lbs. at home, or a gain of 705½ lbs. in the above mentioned time. The finish I had on my cattle was good and I am well satisfied with the Standard Food.

Very truly yours,
John Shambaugh.

GREW LIKE WEEDS.

Winterset, Ia.

This is to certify that the calves, 26 in number, shown in this picture, were raised by me in the year 1902. I raised two calves on each cow. I weaned them Oct. 1st, when I commenced to feed them on a ration of crushed corn and cob meal, with oats and a calf's ration of Standard Stock Food. At one year old they averaged 800 lbs. They are the best bunch of calves I have ever raised and would recommend Standard Stock Food to my brother farmers to feed to their calves. It makes bigger cattle for the grain eaten.

I raised, in 1902, fifty-four pigs that were farrowed in April, May, and June. They were loaded on the cars at Winterset, Dec. 6th, and were on the Chicago market Dec. 8th. They were weighed about 1 o'clock P. M., and averaged 238 lbs. They were seven months old. I fed them Standard Stock Food every day after they were old enough to eat, and they grew like weeds.

I think Standard Food is the right thing to feed along with the grain ration for growing and fattening stock.

Yours truly,
H. H. Finney.



A Fine Bunch of Calves Raised by H. H. Finney, Winterset, Ia.

Some Fine Polled Angus

These twenty head of Polled Angus Steers were bought by Mr. Thurber July 20th, when they were just past yearlings, and weighed 1,280 pounds. They were fed snapped corn, and during the last four months of their feed were fed Standard Food. They were entered in the Second Annual Exhibition of Fat Stock held at Union Stock Yards, South Omaha, December 12, 1900, and won second place, although they were the finest finished bunch of steers shown in the contest.

They were a finely finished lot and sold in Chicago at \$5.10 per cwt., being within 15 cents of top. One load sold same day at \$5.25. Mr. Lane said his cattle were fed very lightly for the first month or six weeks, and were gaining about 2½ lbs. per day when he began using the Standard Stock Food. When I saw them in February they were a nice lot except two or three that were scouring. I told him then that I thought he would get "top," or very near it if he would feed them Standard Stock Food. He had no further trouble—scouring—and said they were always ready for their feed.

W. B. Parsons.

THE DIFFERENCE.

Benan, Ia., July 15, 1899.

The figures below are the results of a test



Owned and Fed by Mr. W. R. Thurber, of Ong, Neb.

The best steer in the lot, named "McKinley," sold to Armour & Company at \$20.00 per cwt. The balance were re-shipped to St. Joseph and sold there the next day for \$6.75 per cwt., at an average weight of 1,688 pounds. Mr. Thurber estimates the shrinkage resulting from delay, re-shipment, etc., at forty pounds per head.

FROM INDIANA.

On February 20, 1903, I sold to Mr. E. W. Lane, of Colfax, Ind., 200 lbs. of Standard Stock Food to feed to twenty head of two-year-old steers then on feed. Today he gave me from his books the following statement:

Total weight, 20 head, Oct. 30, 1902, 19,930 lbs.
Total weight, 20 head, Mar. 26, 1903, 24,240 lbs.
Total weight when sold, May 16, 1903, 27,840 lbs.

Began feeding the Stock Food about March 10th.

These figures show total gain from Oct. 30, to Mar. 26th—144 days... 4,310 lbs.
Daily average gain per head..... 1½ lbs.
Total gain, Mar. 26th to May 16th, when sold—50 days..... 3,600 lbs.
Daily average gain per head..... 3 3-6 lbs.

feed between _____ food and Standard Food, fed to cattle.

I commenced to feed both bunches the 26th of January, 1899. Weighed and shipped them in Glidden on the 24th of June, 1899, a period of 148 days.

There were 57 head of cattle in the bunch that was fed _____ food, that weighed 62,710 pounds January 20th, and June 24th they weighed 74,925. There were 22 head in the Standard Food bunch and they weighed 20,660 pounds January 26, 1899, and June 24, 1899, 26,185 pounds.

These cattle were all bought in a bunch. I sorted out 22 head of the lighter cattle and fed them Standard Food and the larger cattle _____ food.

They cost \$3.25 at home and sold for \$5.15 in Chicago. These cattle were Panhandle cattle. Never saw any corn before put in feed-lot.

C. U. Fisher.

Cattle fed on _____ food: 57 head fed 5 months and 4 days; gain, 214.3 pounds per head.

Cattle fed on Standard Food: 22 head fed 4 months and 23 days; gain, 251 pounds per head.



Owned and Fed by H. A. VanHoosen, of Osceola, Neb.

H. A. Van Hoosen's Test Feed

During the winter of 1898-99. Fifty-four head averaging 1,130 pounds, were put on a full ration of corn and Standard Food Dec. 2, 1898. On May 2, 1899, they were shipped to South Omaha, where their average weight was 1,452½ pounds, thus showing an average gain during the five months feed of 322½ pounds; that is 64½ pounds per head, or about 2-7 pounds per day. These were only medium grade cattle, yet they sold for \$4.70 per hundred pounds on the South Omaha market, \$4.80 being the highest price paid that day.

Rose Hill, Ia., Oct. 19, 1904.

To Whom It May Concern:

This is the result of a scale test made by me on cattle with Standard Stock Food.

I had fed quite a lot of food before, but was not sure as to the amount of benefit derived, so I determined to find out by a scale test, what profit there was in feeding the Standard Stock Food.

I had 18 head of steers which I had been feeding about 90 days, when the Standard Food agent called on me and induced me to make a scale test for 60 days. The cattle had been doing so well that I did not think it possible to make them do any better, but the agent insisted that I could, so I tried it. I began the test August first, letting the cattle run in the pasture together in the day time, separating them in the evening at feeding time. I fed each lot of 9 head, the same amount of corn. During August the cattle getting the Standard Food made an extra gain of 7 pounds per head over the ones not get-

ting Standard Food, and during September an extra gain of 13 pounds per head, making 20 pounds extra gain per head in 60 days.

I fed the food according to directions in the box. It was also plain to the eye that the Standard Food cattle were doing better than the others. There were several different men who looked at the cattle and remarked about the difference in the way were doing.

I was fully convinced at the end of the first month that a man could afford to feed Standard Food to everything that he feeds grain to, so I gave my order for 500 pounds and I intend to keep it on hand hereafter.

I have also tried several other cheaper foods; that is, foods selling for less money per pound, claiming to be cheaper, but in reality not as cheap, as they do not produce the results, and results are what we are feeding for. The food which makes us the most profit is what we want, no matter what it costs. Yours respectfully,
Michael Denney.

"ANOTHER 500 POUNDS."

Emerson, Neb., April 17, 1902.

I put 20 steers in the yard February 10th. average weight at that time, 839 pounds. Fed shelled corn and regular ration of Standard Food from that date until April 11th, when I weighed again, with an average weight of 1,059 pounds, or 220 pounds gain each in sixty days.

Since January 24th I have sold, at home, two loads of steers, one load at \$6.10, the other at \$6.15. The first load was put in the yard September 1st and sold January 24th. Second load put in the yard November 7th and sold April 2nd. Both loads were finished on Standard Food and made an average gain of about 2¾ pounds per day.

I have this day purchased another 500 pounds of Food to finish out my cattle; also will feed my hogs Standard Food.
W. C. Ryan,

FAVORS THE STANDARD.

Le Mars, Ia., March 1, 1901.

After your agent had presented to me the claims of Standard Food, I decided, about two months ago, to make a test feed. My cattle, consisting of 46 head of yearlings, were divided into two bunches; the one weighed 18,630 pounds, or an average of 810 pounds; the other weighed 16,285 pounds, or an average of 708 pounds per head. Your agent called again and I gave him his choice of the bunches to which Standard Food should be fed. He took the bunch that averaged 708 pounds per head. These cattle were fed exactly alike, with the exception of Standard Food. The ration was snapped corn and an ordinary amount of roughness. The Standard Food fed cattle were allowed to drink twice a day; the other lot had free access to water at all times.

At the end of 59 days I again weighed these cattle. The lot without Standard Food weighed 21,135, a gain of 2,505 pounds, or 1.86 pounds per head per day; the lot fed Standard Food weighed 19,150 pounds, a gain of 2,865 pounds, or 2.11 pounds per head per day.

I consider this a very good showing, and decidedly in favor of Standard Food.

James Thoms.

WHEN FEEDING, FEED RIGHT.

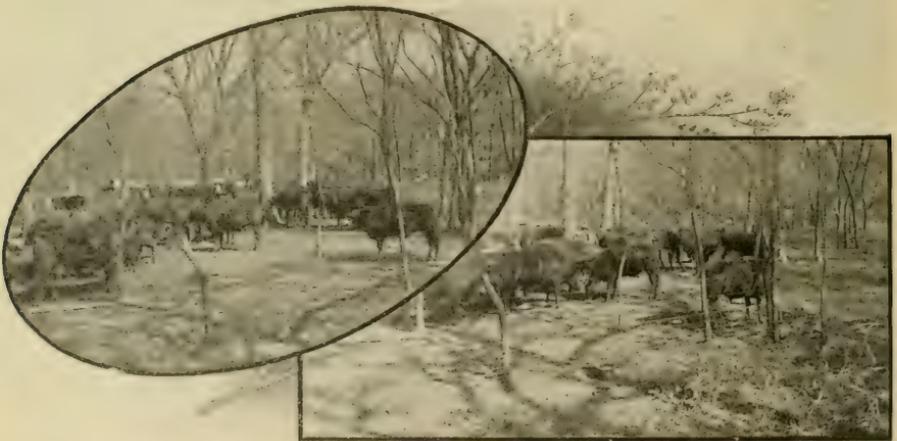
Hardy, Neb., July 11, 1903.

On February 2, 1903, I sorted out 40 cattle from my bunch of 300, such as I thought would make good gains on short feed. They weighed 32,245 lbs. I gradually increased their ration until on a full feed of ground ear corn, alfalfa hay, 2½ lbs. of wheat bran each per day, feeding at night and morning regularly with your Stock Food and the latter part of the time soaking the ear corn and not grinding it. I sold them on the 10th of June, four months and eight days, and they weighed 48,265 lbs., showing what proper feed with good care will do, and, if anything is worth doing at all it is worth doing right.

L. F. Whiting.

The following condensed statement shows more clearly the good gains made by Mr. Whiting in feeding this bunch of cattle:

Total weight Feb. 4, 1903.....	32,245 lbs.
Total weight June 10, 1903.....	48,265 lbs.
Total gain in 128 days.....	16,020 lbs.
Average gain per head.....	400½ lbs.
Gain per head per day.....	3.13 lbs



some Good Young Ones Owned by Mr. Thos. Gray

BEST GAIN EVER MADE.

Lyndon, Kansas, April 27, 1903.

Dear Sirs: I have been feeding Standard Food for nearly five months and am very well pleased with the results. I do not think I have ever fed a bunch of young cattle that have made a better gain than these.

Yours very respectfully,

Thos. Gray.

CUDAHY RANCH.

"I cannot give the exact weights of the 456 cattle fed the 6,000 pounds of Standard Food last winter, as they were shipped out at different times.

"I never had cattle feed as well as these cattle did. I can safely say the gain was 375 pounds. They were fed on an average of about six months, and through February, the worst month for feeding I ever saw.

"We like Standard Food, and will feed it again."

E. C. Goodell,

THE STANDARD IS DIFFERENT.

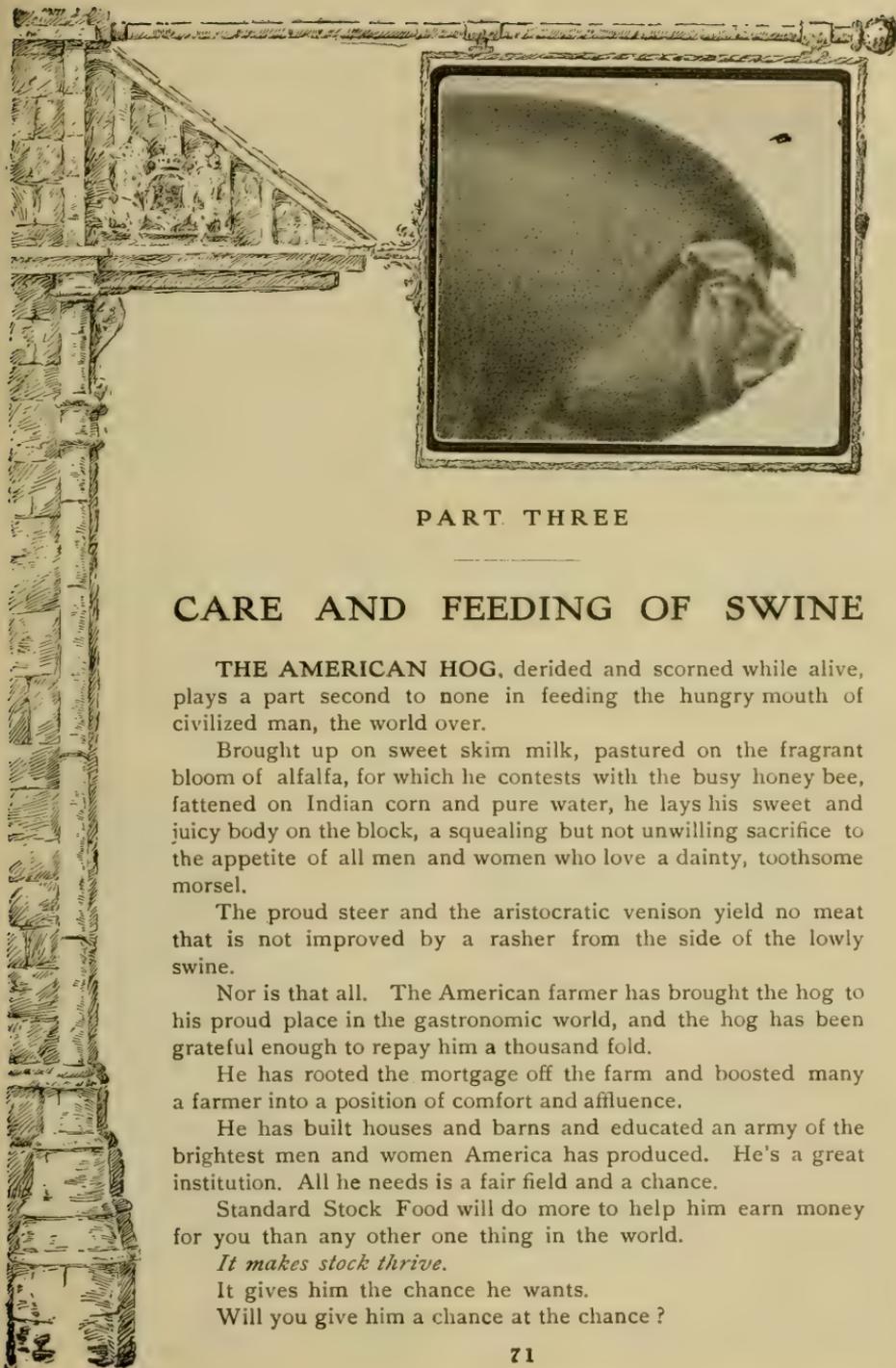
Holbrook, Iowa, Febr. 26, 1904.

Last spring I was feeding a load of Angus steers and they were not doing as well as I thought they should, as they were off feed and scouring. So your agent persuaded me to try feeding some Standard Food. Soon after I commenced feeding I noticed my cattle doing better, and they quit scouring. I fed those cattle for five months and shipped them to Chicago, and they sold for \$5.90, which was within 10 cents of the top of the market that day.

I have also fed Standard Food to my hogs and horses. I find I can do more work with my horses on less grain and keep them in a better condition. I also find it very valuable for fattening and growing hogs. In fact, I don't see how any farmer can afford to be without Standard Food. I have fed other foods, but I did not get the results which I did from Standard Food. I think it has no equal.

I have purchased three five-hundred-pound orders of Standard Food in the last year. I can cheerfully recommend it to anyone fattening and growing stock. I would not think of feeding without it.

Michael Donahoe.



PART THREE

CARE AND FEEDING OF SWINE

THE AMERICAN HOG, derided and scorned while alive, plays a part second to none in feeding the hungry mouth of civilized man, the world over.

Brought up on sweet skim milk, pastured on the fragrant bloom of alfalfa, for which he contests with the busy honey bee, fattened on Indian corn and pure water, he lays his sweet and juicy body on the block, a squealing but not unwilling sacrifice to the appetite of all men and women who love a dainty, toothsome morsel.

The proud steer and the aristocratic venison yield no meat that is not improved by a rasher from the side of the lowly swine.

Nor is that all. The American farmer has brought the hog to his proud place in the gastronomic world, and the hog has been grateful enough to repay him a thousand fold.

He has rooted the mortgage off the farm and boosted many a farmer into a position of comfort and affluence.

He has built houses and barns and educated an army of the brightest men and women America has produced. He's a great institution. All he needs is a fair field and a chance.

Standard Stock Food will do more to help him earn money for you than any other one thing in the world.

It makes stock thrive.

It gives him the chance he wants.

Will you give him a chance at the chance ?

CARE AND FEEDING OF SWINE

Swine Raising Business Not Sentiment

THERE is no sentiment in swine raising. It is business pure and simple.

The swine-breeder must love his animals and all that; he must have a speaking acquaintance with them and almost know them by name; he must pet them and study them; he must be able to enter the pen of any sow and pick up a pig from the litter without a snort or protest from the mother, but this intimate knowledge has no sentiment in it.

It's for business purposes only.

It is necessary because it pays.

The hog is liable to sudden changes in condition and the hog-raiser must be in close touch with his herd, not only every day, but at all times of the day.

He must come pretty near living in the pig lot.

He must be able to note any irregularity in the color of the hog's nose; any change in the twist of his tail; any drooping of his ears—just as quickly as he notices a change in the physical appearance of one of his family.

For these things indicate the hog's general condition and his condition must be right if he is to make money for his owner.

Selection of Brood Stock

THE SOW.—Don't use wedge-shaped sows for your breeders. If you do, you'll be pretty sure to get pigs of the same kind.

The objections to them are not only that they are unattractive in appearance, but they lack in heart girth—a most important consideration.

A full heart girth indicates good lung-power, good circulation, well-developed vitality and an active temperament, as well as easy feeders and powers to resist disease.

THE BOAR should be selected with equal—yes, with even greater care, for his influence equals the combined influence of all the sows in the herd, assuming that their powers of transmission are equal to his.

The Boar should be of strong build, and yet without coarseness—neck, body and legs short for the breed. They mean bodily vigor and indicate easy feeding.

Reasonable compactness of form is more important in the boar than in the sow.

Symmetry is important.

Successful discrimination in choosing the evidence of masculinity—such as strength of development in head, neck,

shoulders, bone and hair—will insure the results you ought to get.

Purity of blood is of great importance and the right kind of pedigree is a thing to look to carefully.

Without it you cannot be just sure of what you are doing.

Management of Boar

Your boar, if well developed and in good condition, is ready for reasonable service at ten months of age.

His vigor and potency depend upon care, feed and exercise.

He should have a separate house and paddock during stud service and at no time be allowed to run with the herd.

Do not take him from his regular place, but turn the sow in to him. Permit only one service.

Feed corn lightly. Give him bran, shorts, ground oats, barley, alfalfa or clover hay, roots and milk.

Keep his quarters sweet and clean and allow him plenty of exercise.

Let him have free access to charcoal, wood ashes, salt and feed him a regular ration of Standard Stock Food.

Keep him in good, thrifty condition, but avoid getting him too fat.

Standard Stock Food will increase his vitality and make him a better and surer sire.

It makes stock thrive.

Thousands of the most successful hog-raisers in the country use it.

With such treatment the boar is good for ten years' service.

Need of a Good Hog House

The first thing you want in the hog business is a good hog-house.

You can't get along without it.

In the old days we housed the hogs around the straw stacks and in the fence corners, sometimes quite successfully, but there's too much risk in the hog business unless you have good shelter for both sows and pigs.

And it is the right place for your fattening shoats after the breeding season is over.

It isn't a question of your being able to afford it. The point is, you can't get along without it.

Set your hog-house with the ends north and south.

Build it with an alley running up and down the center, with pens on each side.

Then the sun strikes one side in the morning and the other in the afternoon.

Get plenty of sunshine into it.

Connect each pen with an outside lot.

KEEP THINGS CLEAN.—Above all things keep the hog-house and all its surroundings clean.

The hog is naturally a clean animal and if given a chance will prove it.

Pure air is necessary to healthfulness, and sunshine is the greatest disinfectant in the world.

But go farther than that. Clean the floors and troughs as regularly as your wife washes the dishes.

It means work—yes, but it pays.

Don't let manure and filth accumulate anywhere.

Use good bedding; it's almost as necessary as good feed.

Sprinkle the pens and yards occasionally with air-slacked lime.

Don't be afraid of disinfectants. Use a 5 per cent. solution of crude carbolic acid. Use it generously wherever the hogs sleep or eat or lie.

These things are all death to disease germs and vermin, and you've got to take them into account if you make the business pay.

Hog Lice

No good hog-raiser has lousy hogs.

His hogs may get lousy, but it's his fault if they stay so.

Use crude carbolic acid and lard, in equal parts; rub it on the neck, around the ears, back of the fore-legs, on the back part of the hams and along the back.

Or you may use coal-oil and lard or coal-oil and linseed oil, in equal parts, applying as described above.

In addition to this, sprinkle the sleeping quarters several times with coal-oil, or crude carbolic acid and water.

Do this right and it will exterminate the lice.

A good carbolic dip is an excellent thing to have around the hog yard.

If it is the right kind, it is economical and effective—not only in destroying vermin, but in disinfecting.

For destroying vermin it may be diluted and used as a spray, or with a dipping tank the hogs may be easily dipped.

Hogs free from lice are much more comfortable.

Consequently they do better, and are less subject to unthriftiness and disease.

We expect to put a dip on the market shortly.

When we do, it will be the best we can make.



Shorten the fattening period

When you are crowding a steer or hog to the limit, you are naturally thankful for anything that will prevent the animal from going "off feed."

Standard Stock Food

does two things: It whets the appetite so that the animal eats more, and it aids in the work of digestion and assimilation, so that the animal gets more good out of the feed you feed.

It enables you to push the animal more rapidly.

You can finish it in shorter time.

You can finish it with less grain, if you use Standard Stock Food.

It makes stock thrive.

More than 100,000 farmers and feeders say so.

Care of the Brood Sow

It is of the highest importance that the brood sow be kept in a vigorous, thrifty condition—not too fat, but full of vitality.

This is important not only as the period of pregnancy draws to a close, but at the start—at the time of service.

If both boar and sow are in a strong, vigorous condition, we have a right to expect more pigs and better pigs—just as a thrifty tree in fertile soil will yield more fruit and better fruit than a poor tree in poor soil.

That is why Standard Stock Food feeders have such uniformly good results from their brood sows.

It helps to keep up the sow's vitality, promotes her thrift and puts her in condition to bear a large litter.

Feed the brood sow but little corn; it is too heating and too rich in fat-forming elements.

Remember that the young pig is very largely a nitrogenous product and cannot be made from an almost exclusively carbonaceous diet like corn.

Bran, shorts, clover, alfalfa and roots are best.

As farrowing time approaches, let the feed be more sloppy and begin to limit the quantity.

Feed a small ration of Standard Stock

Food continually during the period of pregnancy (ordinarily sixteen weeks) until a few days before farrowing, when its use may be omitted, until you begin to increase the ration after farrowing.

It will keep the bowels active, the digestive apparatus in good condition and prevent any tendency toward irregularity.

We have thousands of customers who feed Standard Stock Food to brood sows and who would no more think of doing without it than without shelter for them.

There is probably no place where the use of a little of it pays back so much in satisfaction and profit.

It makes stock thrive.

AT FARROWING TIME.—Be on good terms with the brood sow.

Have a close, intimate acquaintance with her.

It will come handy at farrowing time.

Pet her and talk to her. Hold the pigs up to nurse and she will let you do it.

Feed the sow nothing for the first twenty-four hours—water is all that is necessary.

Don't give her cold water. Take the chill off.

After the first day, add a handful of bran to the drink and gradually increase it.

Feed light feed until you have worked her up to a good ration. Then draw on all the feeds at your command; shorts, ground oats, corn meal, ground peas, barley, bran, skim-milk are all good.

Cooked roots, with a liberal mixture of corn-meal, make an ideal ration.

Care should be taken, however, not to over-feed.

When two or three weeks old the little fellows will begin to take some nourishment provided for them in a separate trough, which should be located in a convenient place, accessible to them, but not to the dam.



Evan McFarlin's Toppers

"ALL CLEAR GAIN."

New Sharon, Ia., June 30, 1903.

Gentlemen: I send you a photograph of the hogs that followed the cattle to which I fed Standard Stock Food. I began feeding them on February 1, 1903, and sold them in Chicago, June 22nd, for \$6.12½ per cwt., this being the top for heavy hogs. They weighed 397½ lbs., and were about 13 months old. I am well satisfied, and am convinced that the hogs which follow Standard Food fed cattle will derive enough benefit from the Food to pay for it, thus leaving all the extra gain and finish clear profit for the feeder.

Yours truly,

Evan McFarlin.

A PROFITABLE FEED.

Blockton, Ia., Jan. 11, 1904.

I have fed Standard Stock Food for the past two seasons, with good success. Fed it the past season to my spring pigs and they did fine. There were 83 head in the bunch. They commenced farrowing the first of April, 1903, and finished farrowing the 20th of April. I sold them on the 22nd day of November, 1903, averaging 195 lbs. per head. Their average age was about seven months and ten days and sold for \$4.50 in St. Joseph, on November 25, 1903. I never had hogs do better and think Standard Food is all right. A valuable addition to the grain ration. I have fed about 500 lbs. and am going to continue to use it, as I think it a money-maker and think every farmer should use it as it will make him money.

David Sanders.

Give them just a little feed in the trough and when this is eaten give more.

Skimmilk with a mixture of shorts is good for them.

A little soaked corn scattered over the floor will keep them busy and give them exercise.

Encourage them to eat as much as possible so as to relieve the drain upon the sow.

The object of feeding the brood sow at this time is to produce a large flow of rich milk, and to maintain her condition while she is suckling the young pigs, which are drawing upon her more heavily every day.

This calls for sensible feeding. Keep up her appetite and keep the digestion toned up to its fullest activity with a daily ration of Standard Stock Food.

It will increase the flow of milk, and its good results will be apparent in the thrift and condition of the growing pigs.

It makes stock thrive.

It gives vitality and energy to the sow, and helps, more than anything else you can use, to prevent common shrinkage during the suckling period.

Sows frequently shrink forty pounds or more while suckling a litter of pigs. This may be very largely prevented by adding Standard Stock Food to a properly selected, sensibly-fed grain ration.

SCOURS.—Well-fed young pigs may become too fat.

If they do there is likely to be some loss, unless abundant exercise is furnished.

Get them out doors, and see that they get the exercise needed.

Your own ingenuity will furnish it.

If the sow is overfed the pigs are liable to scour.

The first thing to do is to cut down the feed supply.

In case of scours don't lay the blame to Standard Stock Food, for it has never scoured any animal.

Feed the sow dry bran and whole grain, barley preferred, and instead of swirl, give sweet milk with lime water in it.

Usually a reduction of the feed supply is all that is necessary.

Give the pigs, when scouring, a dose of plain, baking soda. There is nothing better.

Look after the comfort of the sleeping quarters and protect the litter against cold and chill.

PIGS AT WEANING TIME.—When it

comes to weaning the pigs, they should never know when the change takes place.

FEEDS IT FOR DOLLARS.

Chariton, Ia., Apr. 22, 1899.

Last fall I bought of your agent 100 pounds of Standard Food to feed some calves for thrift and growth, and must say my expectations were more than realized. I then began feeding it to my hogs and I never had hogs do so well in my life.

You can count on me as a continuous user of



Residence of George Stafford.

Standard Food, as I am in the stock raising business for the dollars. This is the reason why I feed Standard Food, because it pushes them faster and makes them sleeker than any other way of feeding.

I consider it cheaper by far than Oil Meal.
Samuel Neptune.

THE WHOLE LINE IS STANDARD.

Hamburg, Ia., Sept. 4, 1904.

Gentlemen: I can recommend your Standard Food very highly for brood sows and growing shoats. It keeps them in good thrifty growing order.

I can recommend your worm expeller very highly for expelling worms from shoats.

Yours truly,
George Stafford.

STANDARD FOOD PAYS.

Denver, Ill., April 19, 1899.

I have thoroughly tested Standard Food and have found it profitable to feed to hogs. I commenced feeding Standard Food six years ago and as my scales were handy I weighed my hogs often and found a gain of two pounds per day. I could make a bunch of shoats average 200 pounds at six months old. I could not now give definite weights on the amount of extra gain produced but I am sure the use of Standard Food has made me money, making a handsome profit over cost. I have been able to get top prices, and no one has any heavier hogs than I do at the same age.

I have found raising hogs to be profitable and I give Standard Food the credit. I would not raise hogs without it if I could get it. I heartily recommend it to all hog raisers, both for security and profit. I feed Standard Food because it pays. It is very important for feeding to brood sows, as it is fine for young pigs. There is no place where the small amount invested will pay a better or quicker profit.

I. H. McClintock.

They should be self-sustaining—dependent of the dam before that time.

If you begin feeding them from a side trough when they are two or three weeks old, you can have them eating a pretty good ration by the time they are seven or eight weeks old, and that is about the time to take them away from the dam and begin feeding them Standard Stock Food.

THREE GOOD YEARS.

North Loup, Neb.,
July 14, 1904.

I have fed 400 lbs. of Standard Food to hogs during the past three years with good results. I know from experience that when it is fed properly, it will do all that is claimed for it.

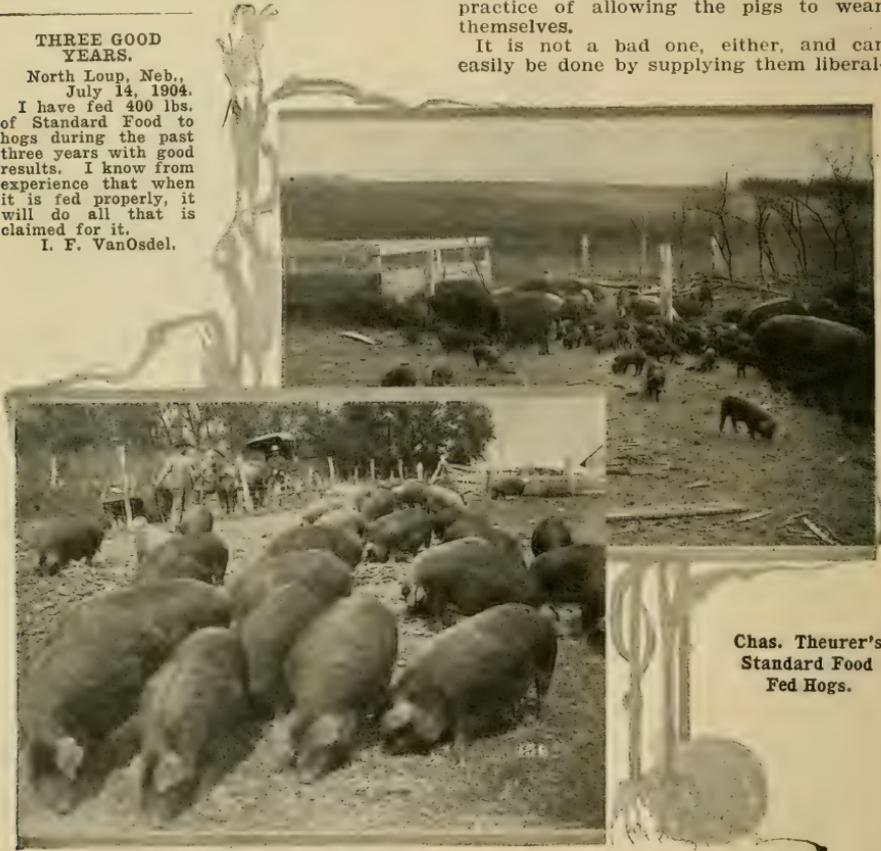
L. F. VanOsdel.

This is best done by removing the two strongest pigs in the litter to a separate pen and after a few days take away another pair, and so on until they are all removed, choosing the strongest each time.

This practice allows the milk flow of the dam to decrease gradually until it ceases entirely.

Your neighbors probably follow the practice of allowing the pigs to wean themselves.

It is not a bad one, either, and can easily be done by supplying them liberal-



Chas. Theurer's
Standard Food
Fed Hogs.

GOOD FLESH WHILE SUCKLING

Casey, Iowa, Febr. 6, 1904.

Gentlemen: Your agent, Mr. D. W. Shinn, requested me to state my experience in feeding your Worm Powder and Stock Food to my hogs, which took sick last December, 1903.

I will say at that time I had about 80 head of shoats, and some of them took sick very suddenly. Those attacked with the disease wouldn't eat or lie down; would turn around and around in a circle, froth at the mouth and get fits. That led me to think that the trouble was worms. Two of my old brood

sows died. I stated the facts to Mr. Shinn, and he advised me to feed your Worm Powder at once, and follow up with your Stock Food, which I did, according to directions, and I must truthfully say that it cured every one of them that were sick, restored the appetite of all the rest, and in my opinion, saved two-thirds of my hogs. I am well pleased with my experience and consider the money invested in Worm Powder and Standard Food made me a good profit.

Yours Truly,

Chas. Theurer.

Standard Stock Food—It Makes Stock Thrive

ly with palatable and nourishing feed in side troughs.

That means just a sprinkling of Standard Stock Food with whatever you feed them.

It adds the palatableness to the ration, you know.

It makes stock thrive.

GROWING PERIOD.—Between the weaning and fattening period comes the time and work of making the frame of the shote.

It is then that you are giving him his growth.

We want to lay a good foundation then to support the profit-making fat which we expect to lay on later.

Nothing makes bone and muscle and growth on shotes so cheaply, so well, as good pasture.

Clover or alfalfa are the best kind.

But don't put your shotes on pasture and expect pasture to do the whole thing.

The man who turns his shotes on grass and lets them run to the creek for water,

only gets a glimpse of the profits in the hog business.

A moderate grain ration and a little Standard Stock Food, with good pasture, will bring a pig up to a weight of one hundred pounds more economically than any other ration.

You should aim to keep your pigs coming along with a steady gain of from half a pound to a pound a day, according to the size of the animal, throughout the entire growing period.

This can easily be done.

Some corn may be fed with excellent results; along with it, however, a moderate slop of mill feed, to which has been added a light ration of Standard Stock Food, should be fed.

The feed furnishes protein for making muscle, and ash for the bones, and Standard Stock Food furnishes appetite, digestion and vitality.

It makes stock thrive.

Skimmilk is always an acceptable addition to the ration at any period in the hog's life.

It gives best results when fed sweet and this should be done when possible.

It is rich in protein and has much value for muscle making. Its value is increased more than the extra cost by the addition of bran.

It gives the shote that long, sappy growth, with two kinks in his tail and a sassy look in his eye.

FALL PIGS.—The average thrifty brood sow will raise two litters of pigs a year without difficulty.

Fall pigs are all right if you have them come early enough to give them a fair start before cold weather sets in.

But you must have a warm and comfortable hog house to make fall pigs do well.

HOLD FLESH WHILE SUCKLING.

Fullerton, Nebr., Nov. 15, 1903.

Gentlemen: From thirteen sows I raised eighty-five pigs. Two of them were old sows; the rest were all young ones. The pigs are all doing well and will average 100 pounds a head now. I sold the sows the 11th of this month. The two two-year-old sows weighed 1,170 pounds. The thirteen head averaged 422 pounds per head. I have fed 250 pounds of Standard Food to the entire bunch up to the present date.

The sows held flesh good during the suckling period, and I have not had any sickness with the pigs. I commenced feeding Standard Food two weeks before farrowing time and the sows all did well.

Yours truly,

I. Chesley.



I. Chesley's Brood Sows.

If you have that you can make the fall pig crop more than pay you the cost of keeping the brood sow the year round.

Feed the fall pigs a moderate ration of corn during the winter, and supplement it with bran, shorts and such other nitrogenous feeds as you have on hand to give variety to the ration.

Feed them what they will clean up twice a day, giving a moderate ration of Standard Stock Food—say a pound to 30 or 40 head a day—with the grain feed.

Divide it so as to feed a part of it with each feed.

If you are properly fixed for storing roots, you will find the feeding of them to fall pigs during the winter a profitable addition to the grain ration.

The Fattening Period

CONFINEMENT.—The fattening hog

AN UNFAILING COMBINATION.

Palmer, Neb., Nov. 18, 1902.

Gentlemen:—There are 54 pigs in the bunch photographed today, all April pigs, and will weigh about 200 lbs. They are the pigs from seven sows. I began the feeding of Standard Food to these pigs in June and have fed it regularly since.

The seven sows photographed today and one more not in the photograph are the mothers of 64 fall pigs. They all get their Standard Food regularly.

I turned off 43 head on Sept. 2, 1902, that were about 1 year old, except seven that were older. They averaged, when sold, Sept. 2, 371 lbs. On July 1st, I began pushing these 43 head, and their weight then was 225 lbs., making a gain of 146 lbs. the last 62 days. The first thirty days of the last sixty-two these hogs were fed $3\frac{1}{2}$ bushels of ground wheat and $3\frac{1}{2}$ bushels of ground corn, and the last thirty-two they were fed 7 bushels of soaked corn. Standard Food was fed regularly with each feed.

I have fed 2,800 pounds of Food the last three years and on Oct. 31, 1902, I gave an



Some of Weber's Money-Makers.

confined in a pen will do well for eight or ten weeks, but the period of confinement should not be drawn out much longer.

Shotes, of course, need plenty of range during the growing period, particularly when handled in large numbers. They should be confined only during the fattening period.

The pens must be kept clean, the trough and feed barrels scrupulously sweet. Don't overlook that.

Feeding floors are good things. The man who feeds on the ground usually does so from lack of better facilities.

It isn't any more natural for a hog to

order for 2,000 pounds more. I have been well paid for all Standard Food fed and expect to continue its use.

Yours truly,

H. L. Weber.

Mr. Weber came to Nebraska from Iowa nine years ago. He was about \$20.00 in debt when he arrived in Nebraska and began at once to work by the month for the man who owned the place he now lives on. He now owns the 160 acres he began work on and a good 80 adjoining it, and is out of debt. He is considered by all who know him to be one of the most successful men with hogs in his vicinity. He also feeds out some very fine cattle. Mr. Weber is yet a young man, and judging from his past success, the future holds much for him.

pick his feed up out of the dirt and mud than for any other animal to do so, although circumstances have in many cases forced him to adapt himself to such conditions.

Covered feeding floors are not so desirable in most respects as the open kind, sheltered on the north and west.

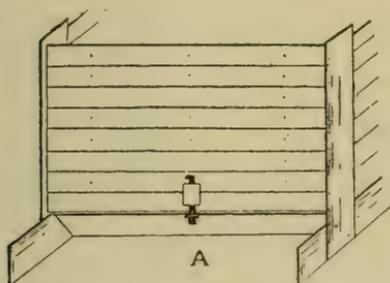
The open floors are washed off and kept clean and wholesome more easily.

A feeding floor sixteen feet wide and of length sufficient to accommodate the hogs fed, and high enough to clean off without the refuse piling up on you at the side, is not only a great convenience, but a profitable addition to the feeding lay-out.

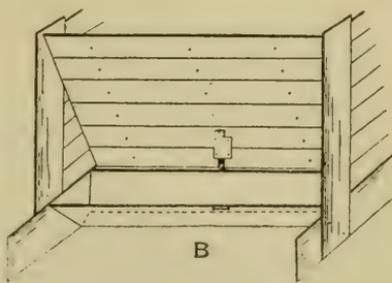
No matter what the conditions are, keep it clean; it's the hog's table.

A Convenient Trough.

An average lot of thrifty hogs will make it pretty inconvenient for you to get slop into their troughs with as little



A



B

fuss as a good waiter would serve your meal.

The accompanying illustrations show a device that makes the filling of the trough an easy matter.

In front of the trough is a swinging door, hinged at the top. It is held in either of the two positions shown by a bolt at the bottom.

Before filling the trough, swing the door back and bolt it. (Figure B.) After it is filled, swing the door to place. (Figure A.)

THE RATION.—The Lord doubtless could have made a better fattening feed for hogs than corn, but the Lord never did.

In the Corn-Belt, corn forms the basis

NO HEARSAY ABOUT IT.

Albion, Neb., August 1, 1904.

I have fed Standard Food to my hogs for the last six years, except one summer, and then my pigs got sick and I lost them. I am feeding it now and they don't sell me anything "just as good as Standard," either. It is no hearsay with me. I know that it is all right.

J. W. Wallick.

of every ration in profitable hog-fattening.

About two-thirds of it is fat-making food—about one-tenth of it is lean-meat-making food.

It is largely digestible and it is the cheapest hog-feed grown.

Many hog-raisers feed straight corn and water.

But the man who gets the best results goes farther and does more.

He supplements the corn with a ration richer in muscle and bone-making materials.

His hogs are apt to be stronger and more thrifty. They carry their fat better and are less liable to disease; because they have more vitality and greater vigor.

It has been found that bran is too bulky to make the most profitable addition to corn during the fattening period.

Shorts are more concentrated and are much better on that account.

Ground oats, barley, wheat, peas and

GOOD RESULTS WITH PIGS AND BROOD SOWS.

Genoa Bluffs, Ia., April 4, 1899.

I have fed several hundred pounds of Standard Food, and believe I know something about it, and if there are any skeptical ones in this vicinity, let them come and look at my hogs and be convinced. I feed Standard Food to my sows before farrowing; not heavily, of course, but in sufficient quantity to keep their digestion properly regulated. In the spring of 1898 my 18 sows raised me 85 as fine, thrifty and vigorous pigs as one often sees. Out of that number 80 were weaned at about 10 weeks old and they were a dandy lot. I fed Standard Food to the mothers while the pigs were suckling and as soon as the pigs would drink I gave it to them in their slop, and how the little fellows did grow. At the age of 10 weeks I weaned them and I am positive that the sows carried at least 25 lbs. more flesh per head at weaning time than I ever had them do before, which was worth more to me than all the Standard Food they had eaten had cost me.

I then put my sows in a pen to fatten and kept on feeding Standard Food to them till I sold them about eight weeks later, averaging 375 pounds. After weaning the pigs, I then increased the ration of Standard Food, feeding them liberally of it till the pigs were about 7 months old. At that age I can easily make them weigh from 200 to 225 pounds.

Henry Davis.

beans, fed as a slop, all make good addition to the corn rations.

Dry meals do not make good hog-feed. The hogs eat it slowly and root it out of the troughs.

Mangels, sugar-beets, and turnips have a value beyond that shown by their analysis, because they are regulators and give a relish and a variety to the ration beyond the nutriment they furnish.

Alfalfa and clover, cut and wet with hot water, form a valuable addition to the grain ration.

Experiments show an average gain of from two to five per cent. more from grinding corn, although a large majority of feeders prefer to feed the corn whole.

When it is desired to add bulk to the ration, the corn and cob may be ground together. Some experiments show that corn-and-cob meal is equal in results to

an equal weight of clear corn meal for fattening purposes.

Variety is necessary. Two feeding materials in combination will always give better results.

But whatever you feed; whatever combination you make, season the fattening hog's ration with Standard Stock Food.

There is no part of the feeding ration except corn that you cannot get along better without than Standard Stock Food.

It is absolutely indispensable with a straight corn ration.

You may think it unnecessary to make the hog's ration palatable.

But we say to you that it is just as necessary for the hog as for any other animal.

We all do better on things we like better.

Properly seasoned food is more ac-



W. M. Gray and His Barn Yard.

CONVINCED OF OUR CLAIMS.

Ord, Neb., June 6, 1903.

The following is the result of a test feed made by me with Standard Food on pigs:

April 10, lot No. 1, Standard Food lot, 14 pigs weighed.....	1,220 lbs.
April 10, lot No. 2, straight grain lot, 14 pigs weighed.....	1,220 lbs.
April 23, lot No. 1, 14 pigs weighed.....	1,530 lbs.
April 23, lot No. 2, 14 pigs weighed.....	1,555 lbs.

Extra gain on S. F. lot the first 18 days	25 lbs.
May 23, lot No. 1 weighed.....	2,028 lbs.
May 23, lot No. 2 weighed.....	1,930 lbs.

Extra gain on S. F. lot for 43 days..	88 lbs.
June 6, lot No. 1 weighed.....	2,284 lbs.
June 6, lot No. 2 weighed.....	2,180 lbs.

Extra gain on 14 pigs fed S. F. 57 days	104 lbs.
Both lots were fed the same amount of	

ground corn, rye and oats, equal parts. I also fed each lot an equal amount of alfalfa hay. I was very careful in dividing these pigs, and also in the care given each lot, about the same sized lot and shed room.

I fed 26½ lbs. of Standard Food, costing \$2.65, and had 104 lbs. extra gain, which, at 5½ cents, would be worth \$5.72, showing a net profit of \$3.07, or 115 per cent. on the investment of \$2.65 in Standard Food.

I have used 2,500 lbs. of Standard Food during the past six years and made this test to satisfy myself as to its value.

I am convinced now that it will do all that you claim for it, both in condition and gain. The pigs fed Standard Food had a better appetite and would have consumed more grain, but I held both lots on the same amount of grain.

I have bought 1,000 lbs. more Standard Food today, for using this year.

W. M. Gray.

ceptable, and digestion actually begins before the food reaches the mouth. That's the way with the hog.

We appeal to his taste with Standard Stock Food and when it comes to that you can't find an animal that lives more for the sole purpose of eating than the hog.

Let's humor him.

Standard Stock Food excites his functions of digestion to the greatest activity; acts on the circulation of the blood, so that the nutriment from the digested feed is carried to every part of the body.

This means thrift, growth, fat.

It means vigor, vitality, the pink of condition.

It means more and better pork, a better price for it and an early market and a bigger profit.

It makes stock thrive.

QUANTITY.—Feed your fattening hogs twice a day. Feed them what they will clean up in half an hour or less.

If they leave any of it, feed a little less the next time.

If they will eat a little more, give it to them.

You can soon determine what they will clean up and then it's up to you.

WATER.—An abundance of pure, clean water is absolutely necessary. Every feeding lot should have running water in unlimited supply. The hogs cannot well do without it.

GREEN CORN.—Green corn is a good relish for hogs, but it's far from a good, exclusive diet. We cannot too strongly condemn its exclusive use.

It's not only wasteful (for its nutritive value is low) but it's very apt to make trouble.

The most of the hog epidemics come along about the time we begin feeding green corn.

Go slow, or you will lose the results of your entire season's work.

The hog likes it and he overeats. He gets his digestive system deranged, his stomach in a feverish condition.

The juices of the green corn make the best breeding medium for the intestinal worms with which hogs are always more

or less infested. And that means more trouble.

Don't feed any more green corn than you have to.

If you are compelled to use it, exercise great care in seeing that the hog does not overeat.

Limit the ration.

And give your hogs a weekly treatment of Standard Worm Powder. (See page 154.)

Standard Worm Powder will not only rid your hogs of worms, but it will also expel from the system the poisonous accumulation from the worms.

It purifies and tones the entire digestive canal, corrects indigestion and largely counteracts the effects of overeating.

Our Ideal Ration

The ration which we have found to give the best results in hog fattening—best in gain and profit—is soaked corn and oats and Standard Stock Food.

We feed it twice a day—about one-

BETTER DIGESTION.

Glenwood, Ia., March 28, 1899.

Regarding the merits of your Standard Stock Food as a flesh producer, will say: I fed it to 29 head of fattening hogs last year (the first I had used it). It gave them better digestion and I got the best gain I ever had on hogs. It gave them a good, glossy appearance. Could see a difference in amount of corn consumed in a week's time.

You can count me a friend of Standard Food.
J. H. Hopp.

SOMETHING LACKING.

Aulne, Kans., Jan. 27, 1904.

Your agent, N. A. Palmer, called July 3, 1903, and sold us 250 lbs. of Standard Food to feed to hogs and we fed it with good results up till November, 1903, and since then fed straight grain without Standard Food and find that something was lacking so we have this day bought 100 lbs. more to feed to seventy-five pigs.
Winkley Bros.

MAKES THE GRAIN WORTH MORE.

Burwel, Neb., Apr. 5th, 1899.

I have been feeding the Standard Food since May 18, 1898, with the best of results. I had 14 pigs farrowed on the last of April, marketed in December and averaged 220 pounds per head and not a runt or stunted one in the lot. I am an old hog raiser, but never had hogs put on flesh as fast as mine have since I commenced using Standard Food. They got all the good out of the grain I fed them.

I would not think of being without Standard Food.

C. B. Wade.

STRONG BUT NOT OVERDRAWN.

Hawarden, Ia., June 6, 1900.

I have fed Standard Food for the past four years to growing pigs and fattening hogs, with these results: In 1897 I raised 40 pigs, and at 9 months old sold them at an average weight of 310 pounds each; in 1898 I raised 35 pigs and sold them at an average weight of 297 pounds at 8 months' old; and last year, or 1899, I raised 50, and sold them in January, 1900, at 8 months' old, averaging 285 pounds, at \$12 each. I brought Standard Food from Tama County, Ia., enough for my summer feed, and will buy more as soon as that is gone, and would not take 50 cents per pound for what I have if I could not replace it. Standard Food has made me money, and will make anyone money who feeds it right.

Jurgan Wagoner.





Standard STOCK FOOD

is good for pigs, young and old. It makes them relish their feed, and you know, the better they like it, the more good they get out of it. It stimulates the flow of digestive juices, and makes the process of digestion complete. It makes every bushel of feed go farther, because it helps the animal digest it more easily and get more good out of it. It does this better than any other stock food, because it is made from better materials; it is stronger, more evenly balanced, more scientifically proportioned. Don't compare it with a make-shift. It costs more—it is worth much more. It *is* the Standard.

It Makes Stock Thrive

fourth oats and three-fourths shelled corn—soaking the mixture from one feed to the other and adding a full ration of Standard Stock Food at the time of feeding.

Once a day we give a light slop of shorts and water or skimmilk.

Clover or alfalfa is given in limited quantities once a day.

Corn-Cob Charcoal

Use the corn-cobs on the place for making charcoal to feed the hogs. Dig a pit four or five feet deep, much smaller at the bottom than at the top. Start a fire at the bottom and gradually fill with cobs.

Cover it with a sheet-iron lid, or with earth, if a large lid is not available.

In about twelve hours the combustion will have produced a good grade of corn-cob charcoal.

A good way to feed corn-cob charcoal is to make up the following mixture:

- 5 Bushels of Corn-Cob Charcoal,
- 8 Pounds of Salt,
- 2 Quarts Air-Slacked Lime,
- 1 Bushel Wood Ashes,
- 2 Pounds of Sulphur,
- 1 Pound Copperas,
- 50 Pounds Standard Stock Food.

Break up the charcoal and mix all well together. Put into self-feeding boxes and place where hogs of all ages have ready access to it.

This is a good mixture for growing hogs, as it furnishes a good percentage of ash for bone building, destroys worms, and keeps the hog thrifty and vigorous.

Hogs Following Steers

This is one of the great means of making cattle-feeding profitable—a method of fattening hogs at seemingly low expense.

The average steer passes from ten to fifteen per cent. of unmasticated and broken kernels of corn.

Hogs following steers, in the proportion of one good thrifty shote to each steer, utilize this product which would otherwise be waste.

Hogs following steers that have been fed Standard Stock Food, added to the

FOLLOWS THE "STANDARD" EXAMPLE.

Hiawatha, Kans., Jan. 30, 1904.

One of my neighbors came to sell me his hogs today. I went to see his hogs and bought 31 head of him. When he brought them to me I put them in a lot adjoining my feed lot. He looked at my hogs, the same age as his, that had been fed Standard Food. He had four hogs left. He bought a bucket of Standard Food to feed them. I never saw any hogs or cattle that had done better than mine had. I know I have received four times as much as the Standard Food cost me, in the hogs alone.

J. G. Howard.

grain ration, get somewhat less waste from the droppings, but this is more than offset by their getting any unused portion of the active principle of the stock food, not taken up by the steers.

The amount is sufficient to keep them in a good condition of thrift and vigor.

We have many customers who frequently mention the fact that their hogs following Standard Stock Food fed steers do better.

It makes stock thrive.

BEST IN 20 YEARS.

Centralia, Kans., Nov. 24, 1901.

Gentlemen: Your agent has asked me what I think of Standard Food. I have been feeding it for some time and am more than satisfied with results; more than that, will say that I have made the best feed on hogs this fall I ever made, and I have fed hogs for twenty years. On August 30th I shut up 25 sows that raised pigs last spring; your agent insisted on feeding them Standard Food, so I concluded to try a small amount, though I did not have much faith in it. After using a very little I could see an improvement, so bought more and continued feeding it for 75



Scott Archer's Hogs—Feeding Period Shortened One-Third

Cost of Gain in Hogs

It is probably fair to say that the average number of pounds of pork obtained from a bushel of corn the country over will not exceed seven or eight pounds during the fattening period.

Good feeders, feeding a variety of feed to young, well-bred animals, obtain twelve pounds or more.

Experiments have shown that pigs under six months can be made to gain one pound with four pounds of corn meal and shorts.

This would be at the rate of fourteen pounds from a bushel of corn.

They have also shown that the amount of feed required to make a given gain is increased as the animal increases in age, until hogs weighing three hundred and fifty pounds, or more, require from eight to ten pounds of the same feed to make a pound of gain.

Our customers who have been able to

days. When I put the sows up they averaged 165 pounds, and when I sold them November 14th they averaged 336 pounds, making a gain of 171 pounds per head in 75 days.

By using Standard Food I am satisfied I shortened the feeding period one-third; the gain I consider a good one, as the hogs fattened were as unlikely a bunch as I ever put up in my life, and yet came within 5 cents of topping the market. My actual experience has proven to me that Standard Food pays a good profit, and I would no more think of trying to fatten stock without it, than I'd try to fatten them without corn. I have today bought 250 pounds more Food to feed to 50 young hogs I am going to fatten. While at the start I had no faith in it, and bought the first box just to accommodate your agent, I buy it now to accommodate myself.

Scott Archer.

NONE AS GOOD AS STANDARD.

Arago, Neb., August 15, 1901...

Have two boxes of Standard Food on hand now; am feeding it to 120 spring pigs and they are doing fine. I have fed different kinds of stock foods, but have found none that gives as good satisfaction as yours. Will want several hundred pounds more this fall.

J. F. Frederick.

Standard Stock Food—It Makes Stock Thrive

furnish weights and gains with amount of feed consumed show that by the addition of Standard Stock Food to the grain ration they have been able to get one to two pounds more gain from each bushel of grain fed.

In the test made on hogs at the Iowa Experiment Station in 1902, the lot fed with Standard Stock Food, added to the grain ration, gained — pounds for each bushel of corn fed, in excess of the lot fed corn alone.

When to Market

Packers want hogs that will weigh from 225 to 275 pounds. Generally considered, hogs may be sold with greatest profit at an average weight of 250 pounds.

Of course, circumstances will modify this rule.

For instance, hogs at five cents a pound, with corn at 30 cents or less, would furnish the incentive to feed longer, while the opposite condition—high-



Owned and Fed by A. R. Bernard

SOON BEGAN TO GAIN.

Boone, Iowa.
Gentlemen: "I put a bunch of cattle on full feed February 1, 1900. They did not do well at the start. I began feeding Standard Food April 12th and they soon began to gain, and I never had cattle do better than these. They gained 250 pounds per head while being fed Standard Food from April 12th to July 4th. They averaged 1,500 pounds when sold July 6th. The hogs following these cattle were bought in February and averaged 110 pounds. When sold with the cattle they averaged 275 pounds and brought \$5.35. I never had hogs do as well while feeding cattle."

A. R. Bernard.

A KINK IN THE PIGS' TAILS.

Indianola, Iowa, June 15, 1903.
I have something good to say for Standard Food. I have used it quite extensively for twelve years. I was pleased to see Mr. J. Nicholl, your agent, drive on my farm with Standard Food, as I was just out and knew not where to get it.

I cannot be successful with any kind of stock without Standard Food. My stock is healthier. It puts a kink in the pigs' tails. They simply get more growth out of the food they consume. I am satisfied that I can put 50 lbs. more on my pigs by the time they are nine months old.

There is nothing better for horses and colts. In fact, I never fed anything that gave me as good satisfaction as Standard Food for all kinds of farm animals.

Abram Hartzler.

priced corn and low-priced pork—would warrant bringing the fattening period to a close as soon as other conditions would justify.

Standard Stock Food helps to shorten the feeding period.

It makes stock thrive.

Hog Ailments

We are not going to say very much on this subject.

There are several good chapters in what we have already said about cleanliness, ventilation, disinfectants, good feeding and the use of Standard Stock Food.

But the ailments of the hog is a sub-

FEEDING WITH GOOD RESULTS.

Hancock, Ia., May 22, 1901.
I bought 10 head of hogs on January 28, 1901, and fed till March 28, 1901. In 60 days I fed 50 bushels of corn, 10 barrels of buttermilk and 30 pounds of stock food, and got a gain of 1,100 pounds. The hogs cost me \$70.00 and sold for \$140.80. The corn was worth 35 cents per bushel, milk cost 10 cents a barrel, and stock food \$3.00, making a net gain of \$49.21 on the investment. I am feeding Standard Food to fattening cattle, stock hogs and pigs with good results, and recommend Standard Food to all feeders for fattening and growing stock.

J. T. Armstrong.

ject which cannot be passed over without common-sense consideration.

If you would raise hogs without disease—and this is necessary to make the business profitable—you must get rid of the notion that the hog is a filthy animal, or that he likes filth more than the steer or horse.

The first step in preventing disease among swine is to keep filth away from them.

Give them clean food, in proper amount, clean drink and clean quarters.

An eye to these necessities, with a liberal mixture of brains and Standard Stock Food, is usually all that is needed to keep your hogs in a condition of health and thrift.

It makes stock thrive.

WORMS.—Hogs are prone to worms. They are caused largely by the manner of feeding.

They produce an unthrifty and an unhealthy condition in the animal, and we may say that they are the cause of more disease among hogs than everything else combined.

We have given the proposition of worms in hogs a good deal of study and have done a good deal of experimenting along reasonable lines, with the result of the preparation of Standard Worm Powder for Hogs. We have fitted it to the needs of the hog's system, with the right things used in the right proportion and of full strength.

We use no filler in it. No base to make it bulky nor to cheapen its cost.

We wanted it strong, so it's the "clear stuff."

It will not only rid your hogs of worms, but it will neutralize and carry out of the system the poisonous accumulations from worms, which in nine cases out of ten are the cause of unprofitable hog-raising and loss from disease.

It can be relied upon to correct indiges-

tion and any derangement of the digestive system caused by overeating.

It cleanses and purifies the food canal and overcomes every deranged condition which has resulted from the presence of worms. (See page 154.)

Hog Cholera and Swine Plague

These diseases are both very fatal and destructive. They affect hogs in almost every part of the United States.

They are caused by germs which are carried in the air or in the feed.

The United States Government formula, which is recommended as the most efficient preparation for treatment of both diseases, is as follows:

Wood Charcoal	1 pound
Sulphur	1 pound
Sodium Chloride	2 pounds
Sodium Bi-Carbonate.....	2 pounds
Sodium hypo-sulphite.....	2 pounds
Sodium Sulphate	1 pound
Black Antimony	1 pound

These ingredients are completely pulverized and mixed, and the dose is a

COST \$20.00—WORTH \$100.00.

Western, Neb., Oct. 30, 1903.
October 24, 1902, I bought 200 lbs. of your Stock Food, The Standard, for which I paid \$20.00, and when I had fed it to a bunch of sixty shoats, I considered it had been worth \$100.00 to me. G. M. Kilmer.

STANDARD STOPS THE LOSS.

Koesauqua, Ia., May 6, 1903.

I have fed Standard Food since the year 1901 to all kinds of growing and fattening stock with the best results. My hogs were threatened with so-called hog cholera and lost ten head. I then began feeding the Food, and fed it heavily, making a slop of it, and did not lose but one after I began its use and haven't lost a hog with disease to this date. I am confident I can make my hogs from 40 to 50 lbs. heavier by the time they are nine months' old. The sows carry more flesh while suckling. Their appetites are good, always calling for more feed. I feed it to my beef cattle and I can keep them on a full, even feed by the use of the Food. They have a finish and a bloom that I cannot get by feeding corn or oil meal alone.

I have fed several hundred pounds and do not care to be without it. I have placed my order this day for 500 lbs. and do not care to make any change in foods. The Standard is good enough for me. I am sixty-five years old. I would like to feed Standard Food fifteen years more. Then I will turn it over to my sons for they are as enthusiastic as I am.

I remain, yours truly,

B. E. Wells & Sons.

FIGURES ARE TRUE.

58 hogs, in good condition, eating ear corn:

Without Standard Food, April 4, averaged	257 Pounds.
Without Standard Food, Apr. 19, averaged	272
Without Standard Food, Apr. 26, averaged	276
The gain made in 22 days	19
Commenced feeding S. Food Apr. 26, av.	276
With Standard Food May 6, av.....	296
With Standard Food May 13, av.....	307½
The gain made in 17 days.....	31½
Above figures are correct on hogs fed by me.	
Ferd L. Strawn,	

ARGUMENTS THAT COUNT.

Bondurant, Ia., April 30, 1904.

The following is the result of test feed made by me on hogs and Standard Food.

I placed four hogs each in two different pens and fed for 21 days. Lot 1 fed Standard Food consumed 8½ bu. corn and gained 162 lbs., while lot 2 not fed Standard Food consumed 10 bu. corn and gained 160 lbs. I then took the Standard Food from lot 1 and gave it to lot 2 for 21 days and they consumed 12 bu. corn and gained 188 lbs. H. W. Abraham.

POSITIVE IT PAYS FIVE FOR ONE!

Adel, Ia., June 5, 1900.

In 1899 I fed Standard Food to my 13 brood sows and I raised 104 fine pigs from them. This year I concluded to get along without Standard Food, and I raised 48 pigs from 16 sows. The sows this year were better and larger than last year, and should have done better than those of last year. I have bought 100 pounds of Standard Food to-day for my hogs and pigs and will not try to get along without it again. I am positive that I can make \$5.00 profit from every dollar invested in Standard Food by feeding it to my hogs, pigs and brood sows.

S. M. Cook.

large tablespoonful for each two hundred pounds weight of hogs to be treated.

It is to be given once a day, feeding it in soft feed and giving but little corn.

Animals that are too sick to eat should be drenched with the medicine, shaken up thoroughly with water.

A preparation used with much satisfaction by many Kansas farmers for warding off hog-cholera or swine plague is compounded as follows:

Powdered White Arsenic....8 oz.

Powdered Barbadoes Aloes.8 oz.

Powdered Blue Vitriol.....4 oz.

Powdered Black Antimony..1 oz.

Mix thoroughly and give a half teaspoonful in the feed of each six hogs twice a week.

If the pigs are young give the remedy to the sow in 25 to 30 drop doses, and add a tablespoonful of copperas a day to her diet.

Why Standard Stock Food Should be Fed

You should feed Standard Stock Food to your hogs for the same reason that you use salt, pepper, mustard, vinegar, horse radish, sugar, butter, sauce and other "fixings" with your own food.

It makes the feed more palatable and adds to the relish just as those things add to the relish of your own food.

Feeders are learning that animals will get enough more out of a palatable ration



When we first started in business we believed that Standard Stock Food was a good thing in preventing and curing hog-cholera.

It is good only in so far as it keeps up the condition and vigor of the animal, and gives it more resisting power in warding off disease or combatting it.

We have many customers who are convinced that it has been of great value to them in preventing and curing hog diseases.

It probably has, but any advantage coming from its use is in increasing the vitality of the animal and enabling it to throw off disease germs rather than in destroying the germs themselves.

It makes stock thrive.

THUMPS.—Tincture of belladonna in dose of ten to fifteen drops twice a day in milk is almost a sure cure for thumps. Give but little solid feed.

Rely principally upon a milk diet, adding to it a little Standard Stock Food.

Keep the animal warm and comfortable and allow room for exercise.

FED IT TO PIGS, SHOATS AND BROOD SOWS.

Chester Center, Ia., Mar. 27, 1899.

Early in the summer of 1898 I bought some of your Standard Stock Food and began feeding the Food to my pigs in a side trough, away from the sows, and I never had pigs grow like this lot did, and when I weaned them they grew right along. I never had pigs wean as nicely. I fed them the Food until I began to feed my cattle early in the fall, when I stopped feeding Stock Food.

On December 17th I bought 500 pounds of Standard Food for my feeding cattle. In a few days after feeding the cattle the Stock Food, I could see a wonderful difference in my 54 head of shoats. When I sold them their average weight was 234 pounds at nine months old.

The pigs were perfectly healthy when I commenced to feed the Stock Food and continued so until I sold them. I have said that I would not try to raise pigs without Standard Food, and I bought 500 pounds more of your agent for my summer's feeding.

I shall feed it this year to the sows while sucking the pigs, and to the pigs until they go after the cattle, as I consider that the shoats do not need the Food fed direct to them if the cattle are eating Standard Food.

J. P. Dale.



A. W. Glick's Fine Drove.

to pay any reasonable cost of making it palatable. That's sensible.

It helps to create a better flow of the digestive fluids, tones up the circulation and makes possible a better use of the nutriment.

It helps to run the pork making mill more smoothly, with less waste and greater capacity.

It helps the hog make a pound or two more pork out of a bushel of corn.

It will increase the feeding value of a bushel of corn six to twelve cents a bushel, at a cost of three cents a bushel or less. It makes stock thrive.

Feeding Standard Stock Food

Begin feeding Standard Stock Food to your hogs on a half ration or less and gradually work up to a full ration of the Food in two or three weeks.

Whatever the daily ration is, divide it up and feed a part of it each meal.

Use it as a seasoner—season each meal with it.

It makes stock thrive.

When you get your hogs on full ration of Standard Stock Food, figure on about one pound of the Food with two and a half bushels of corn, or its equivalent in anything you may be feeding.

IT PAYS HIM.

Summerfield, Kansas, Nov. 13, 1901.

Gentlemen: I have fed 200 pounds of Standard Food to my hogs this fall with excellent results. I have this day bought 75 pounds more, and shall continue to feed it, as I am sure it pays me.

Yours respectfully,

A. W. Glick.

EXTRA GAIN \$4.00.

Pella, Ia., Oct. 21, 1903.

This is the result of a test made by me with Standard Food on hogs. On August 31, 1903, I bought of your agent 200 pounds of Standard Food and fed it to my entire herd of fifty-four hogs until September 25, 1903. I then selected thirty-eight of the best ones and divided them into two lots of nineteen each.

The lot fed Standard Food then weighed 2,350 pounds, or an average of 123 6-19 pounds per head. The lot not fed Standard Food then weighed 2,350 pounds or an average of 123 13-19 pounds per head. I fed them twenty days and weighed again. The lot fed Standard Food weighed 2,850, or an average of 170 pounds per head, making a gain of 500 pounds or 26 6-19 pounds per head in twenty days. The lot not fed Standard Food weighed 2,770 pounds, or an average of 145 11-19 pounds per head, making a gain of 420 pounds or 22 2-19 pounds per head in twenty days. This represents the difference in gain in favor of Standard Food of eighty pounds, or 4 4-19 pounds per head. I fed exactly the same amount of corn and slop to each lot, and fed Standard Food according to directions in the box to one lot and both lots had the run of good blue grass pasture. I fed fifteen pounds of Standard Food, amounting to \$1.50, and sold hogs for 5 cents, so the eighty pounds extra gain brought me \$4.00, making a profit of \$2.50 on an investment of \$1.50. So, of course, I am well pleased with the investment.

John F. Van Gorp.

Standard Stock Food—It Makes Stock Thrive

Pork Pointers

The period of gestation for swine is about 16 weeks.

Pigs at birth weigh from 1½ pounds to 3½ pounds, the average being 2½ pounds.

The size of hogs most in demand in the leading markets is around 250 pounds.

The sow that raises ten pigs a year raises them at about half the cost of one which raises five a year.

A vigorous young boar is ready for

The Enterprise Stock Farm

Ord Nebr., Oct. 10, 1904.

J. A. Ollis, Jr., lives five miles south of Ord, Neb., on what is known as "The Enterprise Stock Farm" of 1,250 acres. For 22 years Mr. Ollis has been a prominent cattleman and usually feeds about 200 cattle per year. Of recent years he has been breeding and raising thoroughbred Duroc Jersey hogs, and we are safe in saying that no breeder of any class of hogs has paid more attention to his herd than Mr. Ollis. His stock has been



J. A. Ollis and His Duroc Jerseys.

reasonable service at 10 months, and if fed a ration of Standard Stock Food is good for 10 years.

Watch out for worms in hogs. Standard Worm Powder for Hogs will stop the trouble. All good hog raisers use it.

The time to sell hogs is when they are ready for the market. The man who sells them then will average out, while the man who holds for a better price is a speculator and that's risky business.

A good way to administer medicine to a hog is to use an old boot. Chop off the toe, insert the toe-end in the hog's mouth and pour the medicine into the top.

Standard Stock Food not only enables the hog to gain more flesh, but also puts him in better condition. You gain in two ways: You have more pork to sell and you get a better price for it.

It makes stock thrive.

shown at fairs, and show for themselves. He spares no money or time in improving his herd.

For eight years Mr. Ollis has been a regular customer of Standard Food, and during that time has used over 6,000 lbs.

Mr. Ollis has on his farm at the present time over 300 head of hogs, of which those shown in the picture above are a bunch of his show hogs fitted for the Loup Valley Agriculture Society Fair, and have been fed a regular ration of Standard Stock Food. This bunch took eight first premiums and four seconds at the Valley County Fair.

IF ONCE—THEN ALWAYS.

Beemer, Neb., April 19, 1899.

I have used 200 pounds of Standard Food for feeding to hogs. I have ten brood sows which have 64 living pigs. Sows have abundance of milk. I have just sold 18 hogs to which I have been feeding Standard Food and I am well pleased with it. I will continue to feed it.

H. C. Ihde.



Pure Bred Duroc Jerseys. Owned by J. P. Land.

Big Litters and Fine Pigs.

A prosperous Iowa farmer is Mr. J. P. Land, whose farm lies a few miles from Casey. He has been feeding Standard Stock Food long enough to know what it will do for hogs. The picture of his Duroc-Jerseys, which we present, shows for itself what kind of stock Mr. Land keeps. His farm is clean and well-kept, and he was found cultivating corn that gave promise of a magnificent crop.

"Yes," he said, in answer to a question, "I have been feeding Standard Stock Food and like it very much. This has been a hard year for young pigs, and a good many have been lost in this neighborhood, but I have had first-rate luck with mine. I fed Standard Stock Food to my sows, and they farrowed all right. They had big litters of fine pigs, and had plenty of milk for them.

"My hogs keep healthy and grow rapidly, and I believe I owe my success to the Food."

Together with raising and breeding pure-bred Duroc-Jersey swine, Mr. Land combines cattle feeding, dairying, and general farming. This keeps his farm in a fine state of fertility, and gives him finished products to sell instead of selling his grain and wearing out his land. He is using every means at his command

to make his farm give him the largest returns, and he considers Standard Stock Food an important item in his farm operations.

NO RUNTS.

Craig, Neb., Jan. 21, 1903.

I have been feeding your Standard Stock Food since August last. I had never used anything of that kind before and had no faith in it, either. I even told your agent for Burt County, Mr. W. A. Page, that I would try 50 pounds of Standard Food, but that when he called here again, if I was not satisfied with the Food, I wanted him to get out and stay out. In fact, just bought a box to get rid of him. But I want to say that from the start my hogs began to gain, and I am positive that the five dollars I invested in that box of Standard Food made me fifty dollars. I had used up all of the 50 pounds and was looking for the agent this time, and when he called on the above date I gave him my order for 250 pounds more. My hogs are thrifty, and I think I have the most even bunch of hogs I ever raised. There are no runts among them.

John Miller.

TELLS ABOUT HIS BROOD SOWS.

Le Mars, Ia., Nov. 26, 1903.

The sows that I intended to breed were doing very poorly, and some of them died; there was not one of them that would weigh 75 lbs. I started to feed the Food in their slop, and they soon picked up. Then I bred those I had left, about twenty-one head, and I never had sows do better. They had 120 fine pigs that are still doing fine. I fed the Food straight through and I am well pleased with the returns.

John Goetzinger.

A Visit to H. C. McGath

Mr. McGath was clipping the tops off a field of young alfalfa, which showed a promising stand, but he was ready to stop and show his stock to a Standard Stock Food man.

Mr. McGath rents 360 acres of fine land, a few miles west of Clark's, Nebraska, and breeds nothing but pure-bred stock, which includes Shorthorn cattle, Poland-China swine and Plymouth Rock fowls.

As we drove in we noticed a fine lot of pigs, and made up our minds to get a photograph of them.

his place that we did not photograph the tankage pigs as well as the Standard Stock Food ones.

It is safe to say that Mr. McGath will not feed tankage and leave our Standard Stock Food hereafter. He has discovered that he cannot afford to do so.

While Mr. McGath went down in the pasture to bring up the fine young Shorthorn bull, whose picture, together with that of Mr. McGath and his home, we give, we looked around and found a Poland-China sow, which Mr. McGath said was ten years old, and had raised 15 litters of pigs. We tried to persuade her to have her portrait taken, but she declined and disappeared in the underbrush



Mr. McGath's Home and Thoroughbred Stock

At our request Mr. McGath let them out of their lot into the barnyard where the light was better, and gave them a feed mixed with Standard Stock Food.

While he was doing this another lot of about the same age came up on the other side of a fence, and we noticed that several of them were coughing.

"What's the matter with that lot of pigs?" we asked.

"I'll tell you," said Mr. McGath. "A fellow came out here and talked me into buying a ton of tankage. Our experiment station said it was a good feed for pigs, and I concluded to try it.

"After I got it I thought I would try a little experiment, so I fed part of my pigs Standard Stock Food, and part of them tankage. I guess you won't have any difficulty in telling the difference between them."

We have been sorry ever since we left

in the woods lot where she was living.

Mr. McGath has fed Standard Stock Food long enough to have become thoroughly convinced of its value.

"I find it good for all kinds of stock," he said, "and I know it keeps hogs healthy and in good growing and breeding condition. My sows have big litters, and raise them, for they have plenty of milk."

ONE-THIRD LESS CORN.

Clay Center, Neb., May 30, 1900.

After feeding Standard Food some time, bought 100 pounds to make the following test feed. Fattened 12 shoats on corn and oats and Standard Food. After adding the Standard Food, I fed them one-third less corn, and found the hogs were doing much better. The corn I saved paid for the Standard Food. Made three similar feeds in succession. Have fed hogs in Nebraska for 18 years, and have never fattened hogs in so short a time and in such a satisfactory manner. I am convinced that Standard Food made me money.

Wm. Alberting,

EXCEEDS EXPECTATIONS.

Burwell, Neb., Oct. 23, 1903.
This is to inform you that I have been feeding Standard Food for five years with splendid results. I have fed it to fattening hogs and shoats to exceed my expectations. Have fed it to milch cows, and it greatly increased the amount of milk. There is nothing like Standard Food for calves.
Wm. R. Wright.

IT MAKES THEM GROW.

Bellwood, Neb., Apr. 25, 1899.
I have fed Standard Food since last August to all my hogs. I have about 140 head and have not a stunted or scrawny hog on my farm. I am sure it makes pigs or shoats grow a great deal faster, and I know that any good feeder, when pushing his hogs for the market, can get an extra gain of 10 or 12 pounds per month on each head by using Standard Food.
J. W. Demuth.

BROOD SOWS AND PIGS.

Blair, Neb., Mar. 17, 1904.
This is to certify that I have fed Standard Food for some years with good results. I fed it to my brood sows last year and had no trouble in the farrowing time. I had 13 young sows and raised 86 pigs. I think Standard Food is good for hogs and cattle.
Wm. Hansen.

SHORTENS FEEDING PERIOD.

Mead, Neb., May 1, 1901.
I have fed Standard Food for two years. I find that I can considerably shorten the feeding period. Hogs that follow cattle do nearly enough better to pay for the Food. After selling my cattle I keep right on feeding the Food to my old and young hogs. I find that I can get them ready for market much sooner by feeding the Food. I would not feed without it.
L. Johnson.

KEEPS THEM UP AND COMING.

Blair, Neb., March 18, 1904.
I have been feeding Standard Food over a year to hogs and cattle. I fed it to some runty shoats and they picked right up and did well. I fed it to cattle this last winter with good results. Never was one off feed, not one scoured and digestion was very good.
I am pleased with the Food and will continue to use it, and have ordered 500 lbs. more today.
Andrew Beck.

THE BEST.

Sheldon, Ia., June 12, 1900.
For the benefit of those who doubt the merits of Standard Food, I will say that there is no question but that it is the best condimental food on the market for feeding to farm animals. Standard Food is a great appetizer and digester. To digest and assimilate more of the nutriment means more profit for every bushel of grain fed, besides the extra growth, thrift and finish.
At my sale last year at Tipton, Ia., it was said that I had the best lot of hogs in that county. I had over 200 head, which averaged 290 pounds at eight months. I feed Standard Food to my brood sows before they farrow and during the suckling period, and to the young pigs just as soon as they start to eat. By so doing, they keep growing and thriving from the start to finish; and if you cannot do this with a hog, he is very poor property, indeed. I have fed over 10,000 pounds of Standard Food, and I know what it will do for a man who will feed it right. Do not feed 50 pounds or 100 pounds and then quit, but keep feeding it and it will make you money, as it has me. I would not be without it, and think every farmer should use it, and in a 10 minutes' talk I feel sure I could convince a man that he should feed it; for I can put a better hog on the market at 8 months by the use of Standard Food than I can at 10 months without it.
J. B. Carl.

SHORT CUTS TO MARKET.

Office of A. C. Antrim, Trustee Jackson Township, Howard County, Indiana.

Converse, Miami Co., Ind., June 23d, 1897.
This is to certify that on May 15th I weighed ten head of hogs that weighed 1,920 lbs. I placed them in a clover lot, and began feeding them corn and Standard Food. I weighed the corn that I fed to these hogs, and weighed the hogs each week to see how much they would gain, and how much pork I could make from a bushel of corn.

On May 22d they weighed 2,130 lbs. On May 29th they weighed 2,320 lbs. Up to this time I had fed about twenty bushels of corn. At this time I turned in three head more, which weighed 715 lbs. On June 5th the thirteen weighed 3,140 lbs. I sold these hogs on June 9th, weighing 3,245 lbs., having fed them forty bushels of corn and made 610 lbs. of pork; or fifteen and one-fourth lbs. of pork for each bushel of corn fed.

I am still feeding Standard Food, and can recommend it to anyone to feed as a fattener.
(Signed) A. C. Antrim.

THE BEST EVER.

Greeley Center, Neb., April 19, 1899.
We have been feeding Standard Food for about one year with good success. It is the best we ever tried. We have been feeding it to hogs and are surprised at the gain in growth and fat that they are putting on. We are feeding it to cattle with good success.

Have just ordered 1,000 lbs. more and expect to continue to feed till cattle are sold.
Brown & Zentler.

GAINED 250 LBS. IN 33 DAYS.

Edgar, Neb., May 31, 1900.
On the 11th day of April, 1900, I put two sows in the fattening pen, fed them on corn, and at noon gave them a thin slop of shorts and bran. In addition to this, I fed Standard Food. Sows weighed on April 11th, 880 pounds. Fed them 33 days, when they weighed 1,130 pounds, showing a gain of 250 pounds, or a gain of nearly 3 8-10 pounds per day per head. I know Standard Food very materially helped make the large gain. Am going to buy more Standard Food.
Wm. Darby.

A FIRM FRIEND.

Malvern, Ia., July 9, 1900.
I will give my experience in feeding Standard Food to hogs. I began it nearly a year ago, and am becoming a firm friend of it. Last winter I fed it to 65 winter pigs that thrived all through the coldest weather, and had no cough. I have fed it to hogs of all ages, with the same good results. This spring I had 20 brood sows that were fed the Food before farrowing, and they raised me 150 pigs. Can say I never had sows to farrow so easily, and the pigs were all strong, healthy, little fellows. I have also fed the Food to fattening cattle and find they do excellently with a little of the Food with their grain ration.

I can say that I am well pleased with Standard Food and shall continue to use it.
Chas. H. Brooks.

HAS CAUSE FOR LIKING IT.

Emerson, Neb., April 4, 1901.
This is to certify that I bought of your agent 100 pounds of Standard Food to feed to hogs. I shut up five good hogs to fatten. They were thin and averaged about 200 each. I fed them cooked corn and oats and Standard Food. I sold them 22 days after starting them, and they averaged 251 pounds, making a gain of 51 pounds in 22 days.

I like Standard Food and believe that it pays any one to feed it. Your agent treated me very nice and has done all he could to help me get results. I shall continue to feed Standard Food.
Ole Dostad,

"It Does the Business"

Mr. Fred Haage, near Mammon, Iowa, owns a nice farm and has it nicely improved, with a fine house and a big barn, as our pictures show. Mr. Haage had but little stock on his farm, a hail-storm last year having devastated his farm, entirely ruining every crop he had so that he did not harvest a bushel of

LOSES NO MORE HOGS.

Loretto, Neb., July 23, 1904.

I have fed Standard Stock Food to hogs, horses and cattle with splendid results. I never made a scale test, but always have good hogs, cattle and horses and lose no hogs with cholera, either.

I gave Mr. McDonald an order for another 100 lbs. today for my weaned pigs. I have fed the Food for eight years and will continue feeding it while I raise and feed stock.

Silas Daniels.



Residence of Fred Haage and His Barn.

grain of any kind. His pigs are shown in the picture and these he intended to finish on Standard Stock Food.

"The Food is all right," said Mr. Haage, "and I like it the best kind. I wouldn't buy any other kind for I have used the Standard a good while and it does the business for me. These pigs will get it as soon as I begin to feed them grain, because it will make them get fat quick."

Mr. Haage is a German of the kind that calculates closely and does not buy anything until he is assured that it will pay him to do so. When such a man uses any article it shows that he feels that he cannot afford to do without it.

A COMPARISON.

Webster, Neb., Apr. 12, 1899.

This is the result of a test feed made by me on a bunch of hogs. Thirty head of hogs were fed 30 days without Standard Food and they made a gain of 30 pounds per head; then they were fed just the same for 21 days with Standard Food and got a gain of 33 pounds per head for the 21 days. These are gains made and shown by actual scale weight and known to be correct.

B. Kleemann,

TWENTY YEARS' EXPERIENCE.

Syracuse, Neb., May 23, 1900.

I fed 300 pounds of Standard Food to 90 head of hogs that I had in the fattening pen, and I never had hogs do as well in all of my 20 years' experience of hog raising, and I give Standard Food the credit. I know that it made me a large profit over and above the cost of the Food. I can cheerfully recommend it to my neighbors, and to whom it may concern.

Peter Ferguson.

GOOD COUNSEL.

Orange City, Ia., June 13, 1903.

I commenced the use of your Food in March, 1903, and fed it to hogs. I want to say that in all the years I have raised hogs I never have had hogs that did so well as the bunch to which I fed the Food.

I kept on using it and now instead of buying it in 50 or 100 pound lots, I am going to buy it in ton lots. Do you suppose after using 300 lbs. for hogs that I would buy it in ton lots if I did not think and know it was the best thing I ever used for pigs? It will do all you claim for it and more. My hogs are healthy and are doing well. My twenty-five sows have raised me a nice lot of pigs. I have about 170 small pigs and I am going to feed them Standard Food until I put them on the market. I would not feed without it.

Try it, my farmer friends, and you will think as I do. Wishing you success, I am,

Yours truly,

K. DeJong.

The Stock Show It

Mr. Meyer has a fine farm a few miles from Clarinda, Iowa. One gets to the house by driving up an avenue of thrifty young maples, on the right of which is the house, and, at the end, to the left, is the big barn and the barnyard.

It was at this farm that the writer met his first defeat with a camera for a long time. Two boxes of "dead" plates had been palmed off on us by an Omaha photographer, and because of this, we failed to get pictures of the fine house and its owner, the big barn and the 200 pigs growing up in the pastures back of the barn.

We drove out to see Mr. Meyer in company with an agent of the F. E. Sanborn Company, and we had hardly got out of the buggy when one of the boys slipped up to the agent, and said, "Mr. Whittaker, we are out of Standard Stock Food and the horses are beginning to show it."

This hint was not lost, and that Mr. Meyer appreciates Standard Stock Food was proven by his order for half a ton to be delivered at once.

Mr. Meyer is a man of few words, but when he does talk, he means all he says. Beginning at the bottom, he has earned, by honest work, the big farm he now owns, and, although still in middle life, he is comfortably situated as far as this world's goods are concerned.

"I feed Standard Stock Food to all kinds of stock," he said, "and it does good every time. I just sold a nice lot of steers, and I am sorry I could not have them here for you to see. I don't feed very much Stock Food, may be a ton in a year, but it pays all the time."

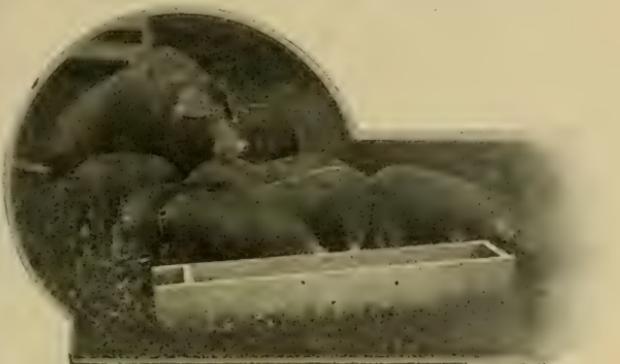
Here was a conservative, careful, methodical German farmer, who does not spend money foolishly, but who knows for himself that, in order to make most money from his stock, he must follow up-to-date methods, and for this reason he feeds Standard Stock Food.

When we got back to town, Mr. Whittaker showed us a splendid Poland-China sow, that he owns, with her pigs. This sow was jumped on by a horse, while heavy in pig, and so broken down that she could not walk and Mr. Whittaker thought she was totally ruined.

He fed her regularly, however, using Standard Stock Food, and she farrowed safely and began to get better. Soon she was able to walk around, but not easily, so she lay most of the time in the shade,

only getting up for a little while at a time.

The pigs show for themselves what kind of a suckler she was under such unfavorable circumstances. Standard Stock Food kept up the flow of milk and no one could wish for better pigs than the lot shown in the illustration.



Mr. Whittaker's Brood Sow

AVERAGE WEIGHT AT 8 MONTHS, 315 POUNDS.

Central City, Neb., Oct. 30, 1899.

On the 27th of September, 1898, I bought 100 pounds of your Standard Food and began feeding it to my hogs. There were ten head in the bunch that were first of August pigs. I fed them until the last week in May and sold them and they averaged 315 pounds each, which I consider good weight as I have fed hogs for the last nineteen years and have never been able to turn them at that age with anything I ever fed before. I also fed it to milch cows with very good results. I have fed about 350 pounds since I first bought, and expect to continue its use. I have this day placed my order for 100 pounds more Food.

W. H. Wilder.

BEST PIGS HE EVER RAISED.

Genoa Bluff, Ia., June 23, 1898.

It is nearly two years since Mr. I. B. Goodwin, of Marengo, called on me and wanted me to feed some Standard Food to my shoats. I did not have any faith in it, but bought fifty pounds to give it a trial. After feeding it a few weeks I could see a big improvement in them. I purchased fifty pounds more, and fed it with the same result as before. I have since fed over 500 pounds and shall want about 800 pounds more in September for hogs and cattle. I fed it to my brood sows last fall and winter, and this winter from 22 sows I raised 130 pigs. They are the best I ever raised.

Fred Haack.

BELIEVES IN IT.

Wood River, Neb., Nov. 11, 1901.

I have just finished a test on Standard Food, which has been very satisfactory. It is as follows:

On October 9th, 1901, I took eight hogs, four in each pen. The four that had straight corn weighed 555 pounds. The four that had Standard Food weighed 540 pounds. On November 11th, the four having straight corn weighed 780 pounds, gaining 225 pounds, 56 pounds each. The four having Standard Food weighed 825 pounds, gaining 285 pounds, 71 pounds each. I fed 65 cents worth of Standard Food.

I believe I can recommend Standard Food for hogs,

I. M. Hodges,

Has Fed Tons of It

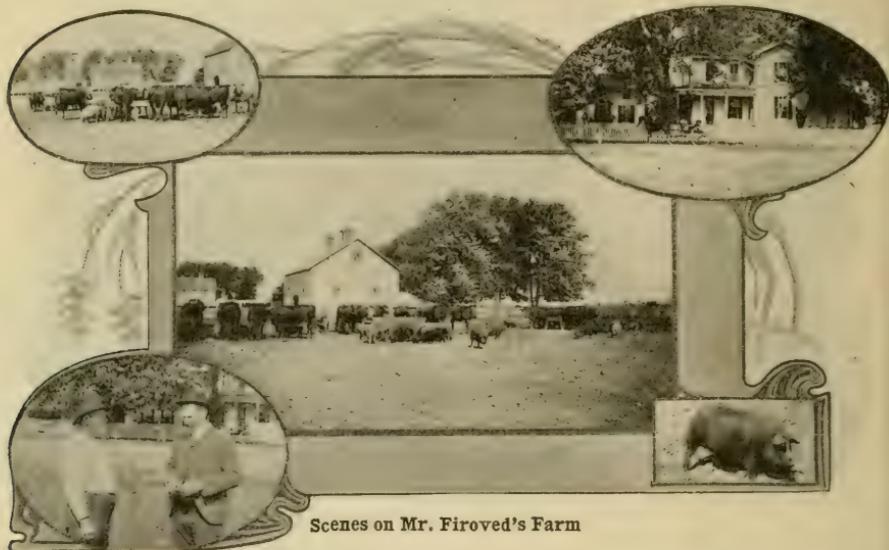
The farm of William Firoved, near Monmouth, Ill., is one of the best cared for in Illinois. The roadsides are clean, the fences in good repair, and all rubbish is kept cleaned up, so the barnyard is as clean as a well-kept lawn.

Mr. Firoved has lived on this farm for nearly fifty years, and it is as fertile and productive to-day as it was the first day a furrow was turned on it.

One of our representatives visited him

"I have lost as many as 1,000 hogs from cholera in one year, but since I began to feed Standard Stock Food I have not been troubled with it. I think it is all right in every way and expect to keep right on using it as long as I feed stock."

That Mr. Firoved is a pretty good tenant is proved by the fact that he has rented a 160-acre farm of the same man every year for more than 40 years. The owner does not care to sell the land, and Mr. Firoved has continued to rent it reg-



Scenes on Mr. Firoved's Farm

in July of this year, and found Mr. Firoved engaged in feeding a fine lot of cattle. He buys feeders, and sells them to his neighbors, or feeds them out, according to circumstances. Having 520 acres of his own land, and 160 acres rented, he keeps from 200 to 300 cattle, and from 300 to 1,000 hogs. He told our representative that he raises only a small part of the grain he feeds, buying thousands of bushels of corn every year.

Asked about his experience with Standard Stock Food, he said: "I have fed Standard Stock Food for about 12 years, and find it a fine conditioner and finisher for cattle and hogs. I have fed a good many tons of it, and it has always paid me.

"I feed my cattle twice a day, ear corn, breaking up the ears and scattering the Stock Food over it. Since I began to feed Standard Stock Food I never have a steer off his feed nor out of condition in any way. Steers to which it is fed always have a good appetite and eat regularly and gain steadily,

ularly. As it is constantly improving in productiveness, both the renter and owner seem perfectly satisfied with this arrangement.

Our representative got some photographs while visiting Mr. Firoved, showing his cattle, his home and himself. The one of Mr. Firoved was taken while he was talking to a neighbor and not looking, and is a good picture of this progressive and successful farmer.

120 LBS. EXTRA IN 30 DAYS.

Basco, Ill., April 15, 1899.

Al. Colwell had 16 white shoats averaging a little over 100 lbs. He divided and weighed, putting eight in each pen, side by side, and fed one lot Standard Food and the other the way he had been used to feeding. At the end of 30 days he weighed the hogs again and the lot getting the Standard Food had put on 120 lbs. more than the other lot fed in the common way, making a nice gain over all cost and trouble.

(Mr. Colwell, who has since moved to your city, will verify these facts.)

Jno. N. Forster, Basco, Ill.

The Standard Food cost him \$4.00 and the extra gain was worth \$10.00.

NOW FEEDING STANDARD FOOD TO EVERYTHING.

Clarinda, Ia., June 10, 1900.

I made the following test of your Food on fattening hogs. I took eight hogs, as near the same size as possible, and placed four each in two pens and fed each lot exactly the same grain ration, and to one lot fed Standard Food for 30 days; then I weighed them again and the four I had fed the Food to had gained 60 pounds more fat than the four that had no Food. I made this test from a skeptical standpoint, believing that it would not pay to feed Standard Food, but I convinced myself that it was a paying investment, and now I am feeding it to everything I have, and am getting very satisfactory results. We have bought 2,000 pounds of Standard Food from your agent since April 2d, and don't expect to feed without it, for it pays a good profit.

F. S. Cook & Son.

VALUABLE INFORMATION.

Ladora, Iowa, April 4th, 1899.

I want to tell you what I think of Standard Food as a condimental ration for hog feeding. I have been raising hogs for a number of years and have been fairly successful. My sows are always good sized at time of farrowing and as a general thing farrow a nice litter of large, healthy pigs. As soon as the pigs are old enough to drink, I provide a place for them to drink by themselves. To their ration of food I add a small amount of your Standard Food each day. It is surprising to see how hearty they eat and how the little fellows grow. I pursue this method until the pigs are about six months old, then I usually put part of them out to fatten, but, mind you, I don't quit feeding Standard Food then but more of it. By this method I succeeded in turning my hogs at much better weights and at an earlier age than I could before I began using your Standard Food. I do know that the general appearance of my entire herd is much better than before I began with the Food.

I am trying to handle my hog business to make money out of it, and to do so one must get the most pounds of pork possible out of every bushel of the grain fed, and Standard Food is a wonderful help in securing those results. I have fed several hundred pounds of your Food and have never been disappointed, believing that when I sell my hogs I get back the money I have invested in Standard Food with a good profit besides.

Why do we feed corn to our hogs? We know corn will make pork and think it the better way to sell our corn. Why do I feed Standard Food with the grain knowing that it adds to the cost of feeding about three cents to each bushel of corn? Because I believe it adds about five cents to the net value of that bushel of corn.

C. C. Keil.

ORDERS MORE.

Battle Creek, Neb., August 21, 1900.

The hundred pounds of Food I bought of you, April 3rd, are about fed up, and I give this day an order for another lot. I am convinced of its merits and would not do without it. Fed 50 pounds to a bunch of 40 pigs, as I had no milk or slop for them, and must say they are as good as anybody's milk or slop fed pigs, and better, as I have for the first time, not a runt in the whole bunch.

F. M. Mozer.

IT PAYS BIG.

New Sharon, Ia., Nov. 7, 1903.

I will tell you what I think of your Standard Food for hogs. I began feeding it to my sixty-six shoats about the 10th of September, 1903, and can say that I never have had hogs do so well. I was a little doubtful about the Food at first, but after a fair trial must say that it is all right and pays well to feed it. I am giving my order today for Food to finish my hogs.

George Randels.

APRIL TO DECEMBER, 265 LBS.

Grinnell, Iowa, Jan. 15, 1900.

My pigs were farrowed after the 20th of April, sold them the 20th of December; they averaged 265 lbs. each. They were fed on oats, slop, a ration of Standard Food, and had the run of a clover pasture. I can safely say that if the farmer will invest 20 cents per head for Standard Food, it will make him more money than any like amount in the deal. Count me for Standard Food.

G. W. Hamilton.

APPETITE INCREASED.

Pittsfield, Ill., Apr. 4, 1899.

I have used the Standard Food with a bunch of hogs which I was preparing for market last fall. After feeding it regular, as your agent told me to, I found their appetite had increased and the corn seemed to be better digested and they put on flesh much faster than they did before I fed it.

After feeding it about two months, I sold them, and was much pleased with the results I obtained by feeding the Standard Food, and I expect to continue its use with my hogs, as I believe it made me a good profit, and I think it is what every farmer ought to feed who is feeding corn to his stock, for I know it aids the digestion and assimilation, and is a great flesh producer, and does more than you claim for it.

T. B. Hall.

MAKES STOCK HEALTHY.

Albion, Neb., Dec. 28, 1903.

I have fed your Standard Stock Food for a good many years. Fed it to hogs and horses and am well satisfied with it. I know it keeps my hogs healthy and makes an extra growth, saves grain, puts them on the market quicker and when fed to brood sows the pigs come with less difficulty, healthy and strong. Standard Food is all right.

Frank Lenhart.

P. S.—I have given Mr. McDonald my order for 200 lbs. today.

A SQUARE TEST.

Loup City, Nebr., June 22, 1904.

I have fed Standard Stock Food to pigs for about two years with splendid results. My brother and I divided our pigs; fed the same, except I a regular ration of Standard Food and he didn't. My hogs when we sold them averaged 40 lbs. more than his. He says he intends to feed Standard Food to his now.

I know Standard Food is profitable to feed to hogs.

B. W. Parkhurst.

ONE TEST SATISFIES.

Aurora, Neb., May 1, 1899.

I commenced feeding Standard Food to about 25 head of late pigs and fed them through the early part of winter, and will say they did as well as I ever had them do on grain and pasture, which I think is doing well for winter feeding. The test that I made gave me entire satisfaction.

J. L. Evans.

2 4-10 LBS. A DAY FOR 80 DAYS.

Boone, Ia., April 4, 1899.

I commenced feeding Standard Food to twelve shoats June 10th, 1898, for a test, by request of your agent, they averaging 40 pounds in weight and from 2½ to 3 months old. When the cholera struck my locality, I drew off to market my twelve shoats at 272 pounds' average, the third day of September, 1898, making a gain of 232 pounds' average in two months and 23 days. I fed 50 pounds of Standard Food and the rest of my shoats run out and were not fit for market at all. I consider the Food made me \$50.00, \$1.00 per pound.

Do not wait to grow your pigs to fatten them. Grow them and fatten them at the same time; then, if disease comes, draw them off. I am well pleased with the Food and am feeding it to nearly everything now.

Martin Hested.



100 PER CENT. ON THE INVESTMENT.

Central City, Neb., Feb. 3, 1904.
I thought you might like to know how I like feeding Standard Food. I feed it to hogs and cattle and to calves (to calves in separated milk).

I have thirty-six shoats less than nine months old, that will average 275 lbs., which is better than I have ever been able to do before using Standard Food. My fall and winter pigs are as good or better than are usually produced in summer on green feed.

I know that I make more than 100 per cent. on money invested in Standard Stock Food. The Standard Food weighs the right way.

J. H. Jefferson.

OF ALL FOODS—THE STANDARD.

Hazel Dell, Ia., Feb. 18, 1903.

I commenced feeding Standard Food last spring, before my sows farrowed their pigs. They seemed to come strong and healthy and grow right off.

I fattened sixteen, which weighed 301½ lbs. at ten months. Sold eight to O. E. Osborn the 1st of December. Their average was 257 lbs. Five were sold at his sale. No. 20 brought \$56. No. 21 brought \$68. No. 22 brought \$78. No. 23 brought \$100. No. 26 brought \$51, which averaged over \$70 a head. Two fall pigs, one weighing 175 lbs., the other 165 lbs., five months old, brought \$26.

I can say of all stock foods that I ever fed, Standard Food is the best for growth and fat. It makes the food digest good and keeps the pigs healthy. For my part, I expect to feed it.

J. L. Osborn.

SKEPTICAL AT FIRST, BUT CONVINCED IT PAYS.

Van Meter, Ia., June 6, 1900.

Standard Food not only increases the appetite, causing the pigs to take more food, but it greatly promotes digestion and assimilation as well, thus enabling the animal to get more out of the food consumed. I find the Food also excellent for brood sows, both before and after farrowing. It keeps the appetite good and the digestion good, and on these things hinge the growth and welfare of the litter. I feed it to young pigs as soon as they will eat, mixed with slop of bran and shorts; and to older pigs, in soaked corn, about one pound to 3 bushels of corn. Of course, it adds to the cost of feeding, but I am confident the increased growth much more than offsets the cost. Have also fed it to my work horses with excellent results.

Wm. Hester.

\$1.50 MADE \$10.12.

Oskaloosa, Kans., Dec. 28, 1900.

I began feeding 7 pigs in fair condition, weighing an average of 100 pounds, on September 24, 1900, and put them on market November 9, 1900, averaging 190 pounds. I fed them 46 bushels of corn and got 13 21-23 pounds of pork for every bushel of corn fed, or a little over 61 cents per bushel for my corn. I fed \$1.50 worth of Standard Food to them, and I believe I got at least 5 pounds of extra pork from each bushel of corn fed by the use of the Standard Food, which was 230 pounds of pork; for which I got \$4.40 per 100 pounds, making \$10.12 extra at a cost of \$1.50. I have been feeding my stock, hogs and pigs with good results, and recommend Standard Food to all feeders for fattening and growing stock.

T. E. Hurst.

FED \$27.00 WORTH—AM \$100.00 BETTER OFF.

Plato, Neb., August 29, 1900.

Allow me to tell you the best I can what I think of Standard Food. I have always raised good hogs before I ever fed it. In December, I bought 500 pounds for \$45.00, and I have fed about 300 pounds of the five hundred since, and I consider I am \$100.00 better off in gain in pork and finish, than I would have been if I had not fed it.

John Howell.

BEST IN 20 YEARS.

Bromfield, Neb., May 23, 1900.

I purchased some of your Standard Food of your special agent to feed to winter pigs. I can say after feeding the Food according to directions that I have now the best bunch of winter pigs I have raised during the past twenty years. I have today placed my order for more Food.

Janet Stewart.

FEEDS STANDARD—WINS ADMIRATION.

Taylor Ridge, Ill., Feb. 29, 1904.

I had 16 sows; 15 of them had 108 pigs. I weaned them as they were about 7 or 8 weeks old, lost 10 head of them, leaving 98. I commenced to feed Standard Food on July first, 1903, kept it up until I sold them, February 22nd, 1904. They were 9 months' old. Sold to O. L. Bruner, Taylor Ridge. Their average weight was 310¼ pounds. There were a good many farmers present when we weighed them. They wanted to know what I had fed them. I told them Standard Food.

G. Schneider.



PART FOUR

THE HORSE

Man's best friend in the brute creation—as faithful as a spouse, as sensitive as a baby, as intelligent as ordinary mankind.

In work and in play, in war and in peace, by night and by day, in winter's snows and summer's heat—under the half-naked savage or before Milady's carriage—toiling over rugged mountain peaks or tugging at heavy loads in dark mines in the very bowels of the earth—wherever man labors or sports, there is the faithful horse, bearing man's burdens, speeding him through space, saving him time, and helping him on to greater usefulness and happiness.

We have harnessed the Niagara's of the world and set them to work; we have put the yoke of labor upon the quiet mill-stream; we have confined vapory steam in iron bounds and made it our slave; the winds of the heavens do our bidding; the limpid oil from Earth's deep crevices turn our mighty engines; we have jerked the lightnings from the clouds and set them to doing the tasks of millions of men; the chug-chug of the automobile is heard up and down the land, in quiet country lanes and crowded city's thoroughfares, and yet—the Horse—from faithful old Dobbin in the home pasture, to the high-bred, high-stepping, \$20,000 prize beauty in the show ring—is more valued, more honored, more loved today than ever before in the world's history.

Man's best friend—he deserves man's best treatment.

Give him Standard Stock Food. He likes it. He deserves it. It is good for him. It makes him worth more to you, for

Standard Stock Food Makes Stock Thrive

CARE AND FEEDING OF HORSES

The Horseman

IT HAS often been said that the true horseman is a natural-born genius; the knack of knowing horses and the art of breeding, feeding and caring for them to the best advantage being born in a man and not acquired by study or practice.

This is true to a certain extent—but only to a certain extent.

The successful horseman must have a deep-rooted, natural, instinctive love for the horse.

With that to start with, an observing eye in his head with the crevices behind the eye filled with good horse-sense, will do the rest.

This must be remembered, however:

The horse has a more highly developed—more distinctive individuality than any other domestic animal.

This individuality must be taken into account. It is not easy to lay down cast-iron rules that apply with equal force to all horses.

Good horsemen understand this.

Often they find it necessary to give each horse of a pair very different treatment.

We shall endeavor, therefore, in this chapter to give only broad, general directions for the care of horses.

We shall describe one good way and not pretend to give the only way.

General Treatment

THE SPIRIT.—The one thing to keep in mind at all times in the care and management of horses is this:

The horse is not a mere machine of bone and muscle; he is an active, living organism, and his usefulness and value depend more upon his nerve, his spirit and temperament than upon the physical frame work.

The general structure is important. It is the foundation. It must be right. But it is valueless unless it is animated by a keen activity, a fire, a vigor, a spirit—we almost said soul, and, indeed, in the well-bred, well-reared, well-managed horse there is something very much akin to what we call soul in man.

A man may weigh 200 pounds, have an Apollo-like form, be as handsome as a picture and be absolutely valueless to society.

A horse may be perfect in his conformation to type, he may have a good pedigree and be fed a ration that is absolutely right according to the books, and yet be valueless to the owner if he has not in him that spark, that spirit, that distinguishes the real horse from the plug.

“DOSING” HORSES.—This desirable condition cannot be produced by dosing and dopping horses. We do not call into question the value of the skilled veterinarian and the remedies he gives, but we are sure of this:

More horses have been ruined by promiscuous dosing with drugs than have ever been saved by them.

A well horse needs no medicine.

A sick horse needs the service of a trained veterinarian.

There are, of course, a few simple remedies which the owner may safely administer for a few simple, easily-understood diseases, but it is a safe rule to keep drugs away from your horses as far as possible.

If a horse is in the hands of an intelligent master, if he has good quarters and proper care, if he is given proper exercise and not overworked, if he is given pure water and a good ration, made appetizing and palatable by the addition of a little Standard Stock Food, you will have no need of administering drugs.

He will keep in fine condition without dosing.

Standard Stock Food is not a medicine. It is simply a seasoning for the animal's ration, taking the place with the grain and hay, that was filled by the wild grasses and plants that the animal ate in infinite variety when on the range.

It helps the appetite; it aids digestion; it quickens the circulation; it perfects assimilation and It Makes Stock Thrive.

KINDNESS.—Nothing pays better. A good horse is impossible without it. Firmness is necessary, but it may be and should be a gentle firmness, so be gentle with your horses.

The man who whips and kicks and scolds his horses, does not get the best results from the grain and hay he feeds them.

Nor can these useful and intelligent animals give him their best efforts, if they live in constant dread of a blow or a jerk.

The nerve and spirit of a horse is more valuable to you than any other part of him.

Don't destroy the nerve and break the spirit by rough usage.

Mistreatment either develops viciousness or breaks down and destroys his spirit.

It interferes with his digestion and wastes his energies.

So be kind to him and build up his confidence in you and himself just as you try to build up flesh on his bones and endurance in his muscles.

Use the whip only when necessary and never in anger.

Give him the benefit of the doubt.

Speak firmly but kindly to him for even a horse appreciates a pleasing voice, which carries with it the expression of kindness.

GROOMING AND CLEANING.—Any man who is capable of owning or managing a horse naturally takes pride in the appearance of the animal. He wants the horse to show the effects of the good care he has had.

But the grooming and cleaning of horses is of greater importance than that.

It isn't simply a matter of looks.

It means health and vigor, spirit and nerve.

The horse is a hard-working animal. Old tissue in his body is constantly being torn down and thrown away.

A large part of this is eliminated from the body through the pores of the skin.

In fact almost as much waste matter is expelled from the body of the horse through the pores of the skin as by the bowels.

Think of that, the pores of the skin play as important a part in the horse's health as do the bowels.

It is just as necessary to keep them open and in fine condition as it is to keep the bowels open and in good condition.

Then, use the comb and brush.

They show that you are a good horse-man, and their use pays.

Don't use a curry comb with too sharp teeth. It is painful, and in time will destroy the disposition of a good horse.

One of the best tools of a good groom is a stiff broom with the handle cut off to a convenient length, say, two feet or less. This affords a good leverage and enough power can be brought to bear on the horse's coat, not only to remove a great deal of dust in a short time, but to make the coat bright and to invigorate the skin.

Finish the grooming process with a

cloth, going over the horse with it from head to heel.

Give particular attention to the fetlocks. Rub them clean and dry.

Clean out the feet with a foot hook, and do it every day.

If there are any abrasions on the limbs, or on any part of the body from the wear of the harness, clean them thoroughly and apply Standard Gall Cure.

It works like a charm on collar or saddle galls or on any abrasions of the skin, resulting from any cause.

It should be in every stable. (See page 159.)

Preparing Horses for Winter

We should not forget the old saying, "The animal that is in good condition when winter comes is already half wintered."

During the fall let us by good feed and good care put the horses in the best possible shape to go through the winter.

In caring for a horse you have noticed that he sheds his coat twice a year. In the spring he lays off his long, warm coat of winter hair and puts on a shorter, finer and sleeker one.

This in turn is replaced in the fall with the heavy winter coat again.

Now this change of coats is quite a drain upon the horse's vitality, and without special care he will become dull and low-spirited, and is more than usually susceptible to colds and other common disorders.

Keep up the flesh. Maintain his condition and general vitality during these periods with good feed and good care.

To every feeding ration add a sprinkling of Standard Stock Food—enough to season it and add to its palatableness and digestibility, and you will be rewarded with a condition of flesh and general thriftiness that will put your horse into winter quarters with an assurance.



of the best condition and the greatest economy in his keeping.

Lest you forget, let us say it again, "Standard Stock Food makes stock thrive."

Buying a Horse

Buy a horse that is well broken. A horse may be perfect in form and build, sound in wind and limb, and yet be rendered worse than valueless by vicious habits or bad training.

Study his disposition as well as his build.

Insist upon seeing him both in action and while standing perfectly still.

If he does not stand perfectly square and plumb on all four feet, in a natural manner without lifting the heel from the ground, have a suspicion of his soundness.

Select a horse suited to the work you want done.

The all-round, general-purpose horse is a delusion—like most Jacks-of-all-trades.

You can judge of his intelligence by his face. The head should be broad between the eyes; the eyes large and kindly, the mouth large with smooth, close-shut lips, the ears not too long but broad and inclining slightly inward.

A slightly curved neck of good thickness, a deep circular chest, a well-rounded belly, high withers, slanting shoulders and bulky, muscular loins are all desirable.

The haunch should be well rounded and the tail carried well up.

The legs should be straight and strong, the pastern gradually sloped, the feet close together with the hoofs pointing forward.

Starting a Balky Horse

A man might use a worse thing to start a balky horse with than Standard Stock Food, but he could probably use a better.

The horse likes it, and his attention might be diverted by it enough to get him started.

But he may be more surely started in some other way.

Years ago the Maine Farmer published a statement from a famous horseman, who said he had never failed to start a balky horse, no matter how badly he sulked nor how ugly he was by a very simple means. He said:

"Do not beat him nor throw sand in his ears, nor use a rope on his front legs, nor burn straw under him.

"Go quietly and pat him on the head a moment. Then take a hammer or pick up a stone from the road. Tell the driver to sit still, take his lines, hold them quietly while you lift up either of the horse's front feet and give each nail a light tap and a good smart tap on the frog. Drop his foot quickly and then chirrup to him to go.

"In ninety-nine cases out of a hundred

the horse will at once move off about his business, but the driver must keep his lines taut and not pull or jerk him back.

"This may make you smile but a horse has more common-sense than most people are willing to give him credit for.

"The secret of this little trick is simply diversion."

The Feeding of Horses

THE HORSE'S STOMACH.—Few men realize the difference in size between the horse's and the ox's stomach. The stomach of a large horse will not contain more than three or four gallons, while the rumen or paunch, the first division of the ox's stomach, will hold about sixty gallons.

Consequently the horse must be fed a less quantity at a time, and feed that is more concentrated.

THE RATION.—The horse wants only a little coarse food at a time. It takes him longer to eat his ration, because he must do all his chewing before the food is swallowed, while the ox relies upon rumination to prepare its food for digestion.

Most people feed too much rather than too little.

About two pounds of hay and grain per day for each one hundred pounds of live weight is usually enough to keep a horse in good working condition. When idle the amount of concentrates in the ration should be reduced one-third or one-half.

Oats is the best all-round grain for the horse.

It contains a larger proportion of muscle-making food than any other, and produces more nerve and spirit.

Bran should form an important part of the horse's ration, and in winter, corn should be added.

Hay should be fed twice a day and the amount should be less than the horse would naturally eat.

Most farmers have corn in abundance. It is handy to feed and as a result they usually feed too much of it to horses.

Corn is all right for fattening, but the horse is intended for work and what he needs most is the feed that makes muscle and gives strength and endurance.

VARIETY OF FEED.—While oats is acknowledged to be the best horse feed, that is no reason why it should be fed exclusively.

A variety of feed is not only much relished by the horse, but is absolutely essential to his best condition.

He will do better on a varied ration, even though it contains no more actual nutriment, because the variety appeals to his taste and that aids the process of digestion.

Every good horseman you know, feeds a variety of grain to his horses.

Oats ought to form the basis of the ration, varied by the addition of bran,

shorts, wheat, barley, corn and different kinds of roughage.

Standard Stock Food adds a relish to any grain ration fed to the horse.

It makes his feed taste better. It gives a zest to the appetite. It stimulates the secretions and aids the process of digestion. It imparts tone and condition to the animal and a degree of spirit and vitality which is not obtained in ordinary feeding.

It makes stock thrive.

Meal is not a natural food for the horse. It is too concentrated. If used it should be mixed with chopped hay or other roughage, dampened.

If corn meal is fed it should be in the form of corn-and-cob meal to give body to the ration.

REGULARITY.—One of the most important things in the care of the horse is regularity in feeding. His stomach being small in proportion to his size, makes frequent and regular feeding absolutely necessary to the best results.

HOW TO FEED.—The order of giving feed and water is a matter of considerable importance upon which there is much difference of opinion among good horsemen.

However, Prof. Sanborn, formerly of the Missouri Experiment Station, reached the conclusion, as the result of his experiments, that horses watered before feeding grain retained their weight better than if watered after feeding grain, and also had the better appetite.

It is reasonable that horses should not be watered directly after eating, as the water is likely to carry out of the stomach a portion of undigested feed, which is wasted.

As a rule horses should be fed three times a day.

It is much better to give the heavy ration at night, especially to horses that are worked heavily during the day.

SALT.—The horse must have salt in

abundance, but this does not mean giving him a large quantity at irregular intervals.

An excess of salt at one time produces congestion of the stomach and induces excessive thirst.

It is better to keep rock salt before the horse all the time. He will then satisfy his appetite by an occasional lick.

If you have not followed this practice, introduce it gradually by giving him a little salt with his regular ration for a week.

FEEDING THE WORK TEAM.—A horse worked steadily and kept in good condition is apt to be in good appetite and to have good digestive powers.

He needs a liberal feed, without over-feeding.

Oats and good timothy hay, if varied with bran and shorts and made appetizing with Standard Stock Food, make the ideal ration.

For economy's sake a portion of the ration may consist of corn, especially in winter. But a work team cannot do its best on an exclusive corn ration.

We have always obtained the best results by running a portion of the hay through a hay-cutter, mixing the grain ration with it and dampening before feeding.

The practice of allowing a work team

KEEPS IT ON HAND.

Centralia, Kans., April 7, 1903.

I have fed Standard Food for three years. I kept only two or three horses and a few hogs and always keep my horses in good flesh and raise hogs as quickly and as big as anybody, on about one-half the grain that I used to feed. My horses get only four ears of corn at a feed and are never off their feed or sick and are always ready for work. My hogs have done fine.

I have nearly one hundred swarms of bees and they are always at my Standard Food box. I surely believe that Standard Food is a fine thing for my bees, too, as well as for hogs and horses.

I expect to continue to use your Food. I do not use very large quantities, but keep it always on hand.

A. W. Swan.

FOR THE LIVERY STABLE.

Thurman, Ia., Sept. 9, 1904.

The F. E. Sanborn Co.,
Omaha, Neb.

Gentlemen: This is to certify that I have used Standard Stock Food in my livery barn for the past three years with the best of results. In fact it is the best stock food I ever used. I would not think of being without it. A. J. Martin.

STANDARD FOOD FOR HORSES.

Scottsville, Kan., July 31, 1903.

I wish to say I fed Standard Stock Food to my horses twice a day all through harvest, and never had horses keep up as well. Four of these horses were just getting over the distemper.

Give me Standard Stock Food for horses,
O. E. Schmill.



Livery Barn of A. J. Martin

to go from morning until night without food is cruel and injurious.

The horse's stomach is small, and when working he needs food as often as a man at hard labor.

The Carriage Horse

Mettle and style are the results most looked for in feeding carriage horses.

Expense is usually not considered.

As a result the carriage horse is generally over-fed, especially when not used with regularity.

The master or the groom must use the utmost discretion in measuring the quantity of feed by the work done.

If for any reason the horses are not used, cut down the grain ration a third or a half.

Use oats as the basis, give variety by rolled wheat, barley, bran and shorts.

Don't over-crowd them with hay.

Avoid surfeiting and indigestion and keep the digestive system toned up, the nerve, spirit and mettle developed, a thrifty condition maintained by the use of Standard Stock Food regularly.

It makes stock thrive.

Feeding the Trotter

Every trainer, every owner of a fast horse, has his own methods of feeding and caring for the high-strung animal in his charge.

These methods are usually the result of long experience and careful study, and probably are, in most cases, the method best adapted to the feeder and his horse.

We do not propose to lay down rules for the care of trotters.

But this thing is certain:

If you have the right foundation to start with, if the horse has it in him, you can feed mettle, and spirit and courage and nerve, into him.

And it is those things that win races and cut a second from records.

On the other hand you can take all the vim and go and nerve out of the best horse that ever came down the home-stretch by ill-advised, injudicious feeding.

Study the horse; his likes and dislikes; his digestive capacity, and nurse them as tenderly as a mother does a new-born babe.

Avoid softening feeds. Make oats your basis, and above all things, see that the trotter on which you are pinning your faith, has a regular ration of Standard Stock Food in season and out.

Don't over-feed it, but give enough with each ration to tempt the appetite, to tone up the digestive system, to increase the flow of digestive juices, to aid in assimilation, to make the work of digesting the food easier, so that all the animal's energy is left for the track; to quicken the circulation and put an edge on him.

It helps him acquire the qualities that smash records.

It gives him the mettle and endurance that win.

Fattening for Market

Whatever we may think of the value of fat on a draft horse, the fact remains that the demands of the markets—especially the Eastern markets—are for draft horses and chunks in a much fatter condition than the average farmer deems necessary.

This has given rise to a distinct business in the Central West, largely in the hands of professional horse buyers, who fatten from one hundred to one thousand head of horses in a season.

They find it an easy matter to increase the weight of a fair-sized draft horse one hundred pounds a month, by putting him on full feed and giving him no more exercise than is necessary to keep him in condition.

They effect an increase in price of \$10.00 to \$25.00 per head.

The farmer who raises horses might just as well have this extra price, for he has at hand every means that the professional horse feeder has, to put the horse in a fat condition.

The plan of feeding is to adopt the kind of feed that is cheapest in the vicinity.

This generally means the heavy feeding of corn.

The most successful feeders feed two feeds daily of bran, shorts and oats and one feed of corn, with good clover hay for roughage.

They feed all the horses will eat, keep them in comfortable stables and give but little exercise.

They find Standard Stock Food of especial value at this time, in giving the horses' appetite a natural stimulant, and in assisting in the work of digestion.

Its cost is so slight, compared with the extra good effect obtained, that no good horseman can afford to do without it.

It is extremely important that horses which are fattening do not become dull and sluggish.

If they do, you lose as much as you gain from the extra flesh.

Standard Stock Food, by toning up the digestive system and quickening the circulation, prevents this sluggishness.

It gives the horse that extra condition which we call "finish" in steers, and sends him to market as "fit as a fiddle."

Now just a word which seems to have a place right here.

Some customers say, "Why will Standard Stock Food give muscle, strength and endurance to a trotter, nerve and spirit to a carriage horse, and put fat on a draft horse, which is the very thing the trotting horse owner doesn't want."

We believe you understand.

If you don't, here's the place to find out.

With the trotter you want muscle, strength, endurance.



Save Your Grain Bills

You know that a large proportion of the grain you feed is absolutely wasted, because the animal does not thoroughly digest it.

Anything that will help the digestion will save money for you.

Standard Stock Food

makes the feeding ration more palatable. It stimulates the flow of the digestive juices. It helps the animal digest the ration. It helps the animal get more good out of the feed you feed. It makes the feed you feed go farther and do more good. It saves your grain bills and

It makes stock thrive.

We have told you the kind of feed to feed to get it.

With the carriage horse you want style, nerve and spirit.

We have told you what to feed to develop those qualities.

With the work horse you want strength, muscle, condition.

And we have told you how to produce them.

With the draft horse or chunk being prepared for market, you must have fat and condition to get the best price.

We have told you what the best feeders do to get these things.

Now, it makes no difference what you are feeding to get in the horse, whether it be muscle, strength, endurance, condition, fat or finish, you have got to get them from the feed you feed.

If you want muscle, spirit, endurance, feed oats and bran and shorts.

If you want fat and finish, feed corn.

The mission of Standard Stock Food is to help the animal get the thing you want it to get—to get more of the kind of nutriment out of the feed that it contains.

It does this and more.

It makes stock thrive.

Preparing for Spring Work

The average horse, the work horse, the carriage horse, the roadster, even with the best of care, comes through the win-

A HANDSOME TRIBUTE.

Williamsburg, Iowa, Feb. 28, 1904.

My first experience with Standard Food was in feeding it to a horse. In Sept., 1901, I purchased a horse from the Iowa County poor farm on conditions that they were to feed the horse and fatten him. The purchase price was \$125.00. They fed the horse for about six weeks and weighed him and found he had not improved any in weight, so they came to the conclusion that they would sell the horse to me as he was. So I bought the horse for \$100.00. I took him to my feed barn and fed him on corn and oats for two and one-half months and then weighed him, and he weighed 1,600 lbs.; a gain of 100 lbs. in that time. I then bought a box of Standard Food and commenced feeding as directed. After feeding thirty days, I weighed him and he had gained 105 lbs. I fed him in that way until the first of April, 1902. The day I shipped him to Chicago he weighed 1,990 lbs. and brought the neat sum of \$250.00, and nearly all the credit is due to Standard Food.

Since then I have been using Standard Food and can cheerfully recommend it to any one fattening horses for market.

E. W. Lloyd.

STANDARD FOOD ALWAYS THE SAME.

Schuyler, Neb., May 8, 1904.

The 100 lbs. of Standard Food that I ordered of you some time ago was promptly sent me as per your recent communication stated.

I have been feeding this Food to my teams since I got it, and find no difference in its make-up or results than when I was selling it for you, notwithstanding the labored efforts of vendors of other foods.

I think the Standard is good enough for me.

L. Thompson.

ter in a condition unfit for the hard work of the spring.

He has been fed during the winter on a heating ration, such as corn, to keep up the animal heat and overcome the effects of cold weather.

His blood has become sluggish from the effete matter taken into it.

He is losing his winter coat and expending energy and vitality in growing a new one.

He is soft and out of condition—just exactly like a man with the "spring fever."

Not having been worked hard, his muscular system is relaxed—he is not fit for heavy work.

Not having been on full feed, his digestive system is relaxed—he is not in condition to assimilate the ration made necessary by hard work.

He needs help and needs it badly.

Standard Stock Food is absolutely essential to him at this trying time.

It tempts the appetite and tones up the relaxed digestive system, so that the horse gets more good out of the feed you feed, without over-working his digestive organs.

Getting more good out of the feed, puts him in better condition. He can be put to work. He can eat enough and digest enough and assimilate enough feed to harden his muscles and to put life and vim into him.

Begin hard work as gradually as possible.

Increase the grain ration gradually and omit corn altogether.

Watch the shoulders and backs for sores. Clean him thoroughly at night and keep Standard Gall Cure handy for use as soon as the slightest abrasion of the skin shows itself.

And, above all, don't neglect to add Standard Stock Food to the regular ration.

It makes stock thrive.

Horse Breeding

THE MONEY IN IT.—More farmers ought to raise colts. There is money in it, if good horse sense is used in the process.

It doesn't pay to breed a plug mare to a scrub sire, and it certainly does not pay to breed a good animal to a poor one.

You don't want a plug mare on the

place, anyway. Get rid of her, if you have her, and start with a good one.

Then breed to a thorough-bred stallion.

There are now plenty of good stallions in this country, and it's very poor economy to use a poor one simply to save in the stud fee.

Study the markets and breed the type that is likely to command the best price.

Have a definite aim and stick to it.

Breeding track horses is a special business. It requires capital, experience and, to a degree, a speculative spirit.

The average man had better leave it alone, and spend his time and energies in producing the best type of draft horses or roadsters.

The trolley car, the bicycle and the automobile will not put them out of business during your life-time.

COST OF RAISING A COLT.—It costs no more to raise a colt to the age of three years than to raise a steer to the same age.

As a rule, the colt, if a good one—and you don't want to fool away your time on anything else—will bring just about double the money that a steer will.

It is true that the colt requires a little more skill and care in management than the steer, but it is skill and care that pay.

But don't expect to make a fortune from the haphazard breeding of common mares.

The demands of the markets are a little higher each year. You must produce good colts or none.

CARE OF THE STALLION.—In feeding the stallion, good, sound oats should form the basis of the ration. In the general care of him, good grooming and a fair amount of daily exercise are the principal necessities. They cannot be dispensed with.

But do not confine the grain ration to oats. Vary it with rolled barley, and an occasional feed of corn. Wheat bran is a necessary adjunct to his feed. It is cheap and safe and is especially rich in the most important elements of nutrition.

Avoid all fattening feeds. Give him a nitrogenous ration.

Clean, bright clover hay, makes the best roughage, but this may be varied by such other roughage as can be obtained, if it is sound and free from mold and dust.

It is of course, impossible to give specific directions as to the amount of the ration.

Some stallions will eat twice as much as others, therefore, the amount must always be regulated by the best judgment of the feeder.

If any feed is left in the manger, remove it at once and reduce the amount at the next feed.

A good rule to follow is to give him as much three times a day as he will eat with a relish.

In the matter of exercise, a stallion



should not be walked or jogged so fast or as long as to become wearied, but enough daily exercise should be given to keep the muscles in good condition and to keep up the general tone of the system.

Sterility in stallions is caused more by the lack of exercise than anything else.

The feeding of heating and fattening foods is probably the next greatest cause.

The point to be constantly kept in mind in the feeding and care of the stallion is so to feed, groom and exercise as to keep his vitality and general condition up to the top notch, because what adds to his health, strength and vigor, will add to his sexual power and make him a surer foal-getter.

It is a simple proposition, the sexual organs partake of the general condition of the system.

Standard Stock Food added to the ration of the stallion, makes the ration more palatable, gives tone and vitality to the system and increases the powers of digestion, so that the feed he eats is put to better use.

His vitality is increased thereby, and he will be made surer and more satisfactory in service.

Standard Stock Food contains nothing which could be injurious to the most delicate animal. It builds up in the most natural manner.

It makes stock thrive.

THE BROOD MARE.—Work the brood mare. She needs the exercise and she can just as well as not be paying her way as she goes along.

But if you do not work her, be sure that she has abundant exercise. It means a stronger, healthier foal. Don't strain her, nor over-work her, but keep up her activity.

She need not be given a different ration when in foal than she would otherwise have, but it should be a little more abundant because of the extra drain upon her system.

Keep up her appetite and keep her digestive organs toned up to their full capacity by the regular use of Standard Stock Food.

This is highly important. Horse breeders have found that it means a better colt and a better mare.

See that the bowels are kept free and open. An occasional mash or feed of cooked food will assist in this.

If on pasture she may be able to do without a grain ration, but if the pasture is short, it is best to supplement it with oats and bran.

Avoid heating foods. And don't give too much hay.

Standard Stock Food performs a most important function in insuring a good flow of milk for the foal. Clover hay, carrots, wheat middlings and oats help increase the milk.

COMMON-SENSE SAVING.

Merrill, Ia., Oct. 6, 1904.

Gentlemen: I have been selling Standard Food about four and a half years, and during this time I have witnessed many feedings of it for all kinds of farm animals, which have shown valuable results. My personal experience of its use has been with horses, and I have proved to my own satisfaction that my horses are much hardier and better looking with a less ration of grain, either oats or corn, than I ever had them before I commenced to use it. I used to feed 8 quarts of oats three times a day to each horse when I was on the farm; also the first year I was on the roads I fed a heavy ration. I conceived the idea that if they were getting the best nutriment out of the grain they were eating they could do with less, so I gradually cut down the ration to six quarts of oats, at the same time adding one cup of Standard Food in each ration. I was, for a time, rather doubtful as to results, but I found it all right. My horses had greater endurance, were more lively and looked better than ever before. We well know that roading is no easy place for a horse and that he really requires a greater grain ration than a horse on a farm, owing to the fact that he has less time to eat hay and also that his movement produces a greater action on the stomach and bowels, which certainly requires a more solid ration than hay. My horses weigh about 1,200 lbs. each and are considered heavy for the roads, yet they make long trips, showing but little tiring. I contend that the Food not only gets more nutriment out of the grain ration, but sustains and hardens the entire system. Many of our farmers use 8 quarts of oats to a feed, three times a day to each horse, during the working season. I am satisfied if I ever go on the farm again, I would reduce the ration to five quarts of oats and one cup of Standard Stock Food. Just think for one minute; saving two quarts of oats each feed is six quarts per day saved; at 20 cents per bushel this is about four and a half cents; the cost of Standard Food is two cents. Take this from the saving in oats and I have 2½ cents saved each day. This looks small, but if I am feeding six or eight horses, as many farmers do, it means a saving of from 15 to 20 cents each day, or from \$50.00 to \$70.00 a year, to say nothing about healthier, hardier and better looking horses. I find that it is better to use a little good judgment than it is to use too much good grain in the ration for horses. Just try it about three months.

Yours truly,
Jas. Pritchard.

EXCELLENT RESULTS.

Elyria, Nebr., August 4, 1904.

I have used Standard Stock Food for three years for horses and can say that I have had excellent results.

Yours truly,
C. W. Post.



He's Standard-Fed

The brood mare should rest for eight or nine days after the colt comes.

She may be bred again on the ninth day after foaling.

CARE OF THE FOAL.—During the suckling period the condition of the foal depends largely upon the treatment given the mare.

It is important that the foal suckles as soon as possible after birth. The first milk of the dam acts as a purgative and prepares the colt's digestive tract for the digestion of the milk.

If the dam has not been fed Standard Stock Food during pregnancy and the flow of milk is light, she must be given much the same ration that is fed dairy cows, with the regular addition of Standard Stock Food.

If her milk is too abundant or too rich, the colt is apt to scour. Lessen her feed, and do not allow the colt to take all the milk.

It is better to give the colt frequent access to the dam—at least three or four times a day.

Don't allow it to suckle when the mare is heated.

If for any reason the mare cannot suckle the colt, cow's milk may be used; it should be reduced one-quarter by water, and fed at blood heat, with a little sugar added for taste and Standard Stock Food to aid digestion.

Weaning time is the critical period in the colt's life.

This should be done when the colt is about five months old, and it should be prepared for this change by teaching it to eat oats, bran, cracked corn, etc., from the feed box from which the dam eats, beginning at two months old.

If the weanling is thrown on its own resources and left to hustle its living on "full pasture" and around straw stacks, it is pretty sure to develop into a scrawny colt and that means later a matured horse not worth raising. But if good, nutritious food, oats, hay and ground feed are furnished with frequent allowances of roots and a small daily ration of Standard Stock Food, there will be no question about your developing the best kind of an animal that the breeding will warrant, for it will at once begin to take on flesh and grow in size, strength and beauty.

Always remember, that the best time to start a colt off in the way it should go, both in feeding and training, is when it is very young.

Liberal feeding of the colt means that plenty of exercise must go with it. The two must go together.

A good colt may be ruined by high living and close confinement.

Roughage such as hay, straw and corn

Roughage, such as hay, straw and corn liberally but the allowance should always be less than the colt would eat if left to its own inclinations.

A fair grain allowance for a colt in its first year, measured in oats, is two to three pounds daily; from one to two years, four to five pounds, and from two to three years old, seven to eight pounds.

He should grow every day of his life, developing bone and muscle and mettle.

If once stunted, he never fully recovers. Keep him in a healthy condition; keep him thrifty, keep his entire system toned up, his appetite good, his digestion perfect, his circulation active, by feeding regularly Standard Stock Food.

It pays for itself many times over.

It enables him and every animal on the farm to get more good from the feed you feed.

It makes stock thrive.

For the Livery Barn

For a horse that is well treated, no horse in the world has a harder time of it than the livery horse.

And this in spite of the extra care that good liverymen give their animals.

They live under hard conditions.

They may stand practically idle for several days and then have a week of the severest kind of work.

They fall into the hands of all sorts of people—ignorant, cruel and injudicious.

When out at hire, they often are fed and watered with the greatest irregularity and with utter lack of judgment.

They are denied the run of pasture, but live on a dry ration the year round.

They live an unnatural life and they die an early death—worn out by unnatural treatment.

No other horses so greatly need the help that Standard Stock Food gives them.

It aids their digestive system. It stimulates the failing appetite. It gives the edge and vim they are so apt to lose. It keeps them in condition that prolongs their usefulness to their owner and adds to his profits.

It makes the feed you feed worth more. It makes it go farther. It saves grain, because it helps the animal get more good out of a smaller ration.

There's no doubt about it. The best horsemen in America have proved it.

Four quarts of oats with Standard Stock Food will do the work of five quarts of oats without the Food.

It makes stock thrive.

The Mule

Nothing seems to affect the mule much, except good care and good feed.

He stands grief like a soldier, and he differs from him in that he seems to never die.

You seldom hear of a dead mule.

"It's a poor mule that won't work both ways."

You might say, What is the mule best adapted to?

And the answer might well be, What is he not adapted to?

He is harnessed for all kinds of work from cultivating the soil and hauling crops on the farm to doing the drudgery of city labor.

A good pair of mules can pull a wagon six miles an hour for twenty hours without a break, and at the end of the journey roll over a few times, take a feed of oats, and travel back again.

A good mule raiser says:

"I have never seen a mule that I could not train to be good and gentle by handling him firmly but easily and quietly."

Good mules are the result of probably even greater care in the selection of the sire and dam than is necessary in producing a good horse.

Good points are inherited from both sides, but more depends upon the sire than upon the dam.

Mules respond readily to good feeding and care.

While they usually eat what is given them, they relish a good ration and will show the effects of good feed as readily as the horse.

They have a hardy digestion, but its capacity should not be over-estimated. Like all other live-stock the mule on artificial food needs help to get the most out of the feed you feed him.

Standard Stock Food gives him this help.

It makes his rough fare more palatable. It helps him digest it more easily and more thoroughly.

It keeps him in good condition under hard conditions.

It gives him vigor in the harness and makes him worth more to you.

It makes mules thrive.

Intestinal Worms

Worms invest the intestines of horses only when the horses are in poor condition.

They are a serious drain upon the animal's vitality and must be eradicated or the horse will be ruined.

For symptoms and general treatment, see page 155.

The best remedy in the world for worms in horses is Standard Worm Powder for Horses.

It expels the worms without straining or deranging the digestive system, as do the strong purgatives often used.

Its use should be followed by Standard Stock Food to tone up the horse's system and put him in condition to resist further attacks of worms. See what Dr. Michener, of the United States Bureau of Animal Industry, says about this on page 155.

Keep a sharp lookout for worms.



BLUE RIBBON HORSES

Fed Standard Stock Food, Won More Ribbons than Any other String in America

Kansas City, Mo., December 6, 1902.

Please ship four 25-pound boxes of Standard Food to me at Kansas City, advising me date of shipment and over what road shipped. I have been feeding Standard Food to my entire string of show horses the past year, and, in some instances, have had to send direct to you to get same when I could find no agencies in towns where I had run out. I have been unable to find anyone here who handles same.

My string of show horses this year have won more ribbons, blues, 1st, 2nd and 3rd premiums, than any string of show horses in America. I shipped 21 of these horses over 19,000 miles the past summer, winning 168 blue ribbons, 93 reds, and 31 yellows. You perhaps saw the excellent condition they were in at the Kansas City Horse Show. I did not have a sick horse on the entire trip, and all of them were always ready for their feed, and I attribute this largely to the fact that they get Standard Food as regularly as they receive their oats.

I enclose draft for the last shipment made to me at Glenwood Springs, Colorado.

G. E. Palmer.

If you keep your horses in condition by feeding Standard Stock Food, you will not be bothered by them.

For Standard Stock Food makes stock thrive.

A Standard Fed Livery Team

We hired a livery team at Blair, Nebraska, to drive us out into the country. It was a surprisingly fine team to come out of a livery stable. We had been driving livery teams for weeks in three states and had not had a team turned out to us that came anywhere near being as good as this one, and we remarked on its appearance to the young man who was driving us out.

"We keep all our horses in good condition," he said. "We've got the best horses in this country and we keep 'em looking right. We feed 'em Standard Stock Food, made down here in Omaha."

After we got back to town we called on the owner of the stable, Mr. Harrison, and he said he found Standard Stock Food the thing to keep horses in good condition, even when they were kept hard at work. The illustration shows what a fine team it was better than we can describe them in words, and a drive behind a pair of such high-headed beauties adds to the pleasure of seeing such a fine country.

An Enthusiastic Feeder

Through being misdirected and sent to the wrong farm, we happened to stop at the home of W. E. Weidlein, about 10 miles from Geneseo, Ill., and before we got set on the right road by Mr. Weidlein, we were glad we had been sent down the wrong one, for in him we found an enthusiastic friend of Standard Stock Food.

Mr. Weidlein farms about 700 acres and his home, as will be seen by the illustrations of it, is a most beautiful one. Mr. Weidlein we found to be a very intelligent and progressive man. He is up-to-date in every way and his farm shows modern and successful methods are being practiced on it. Standard Stock Food was introduced to him only last spring, but he has used it enough to know it is good, and expressed his intention of feed-

A Standard Fed Livery Team



ing it extensively to his cattle this season.

"I work ten horses at my farm work," said Mr. Weidlein, "and last spring I plowed 150 acres, 75 of this being sod. These horses have been kept hard at it all summer, and you know that wears teams out usually. I began feeding my teams Standard Stock Food last spring, and have kept it up, and I never had my horses go through the summer as well as they have this summer. They have kept in good condition and have had good appetites, and they look as well now as they did when I started them in the spring work.

"I have been watching the stuff my brother-in-law, Lewis Schroeder, has been giving the food to, and I am going to

Residence of W. E. Weidlein



feed it to all my cattle the coming season. I am convinced it is all right."

Here is an educated, enterprising, thinking farmer who has not allowed himself to be talked into the use of Standard Stock Food by the mere use of words. He has tried it carefully, putting it to a hard test himself, and has judiciously and impartially observed its effect on the stock of his neighbors. He has proved to his own satisfaction that it is a profitable addition to regular feed stuffs and, taking the part of wisdom, has begun the use of it.

FROM HORSES TO POULTRY.

Arcadia, Nebr., Feb. 9th, 1904.

I have used Standard Food for three years, having bought seven orders. I have used it for work horses, colts, hogs, calves and poultry. I am well satisfied with results and know if it is used right it will give good results. I have bought more Food today and want to keep it on hand.

M. Blakeslee.

GOOD RESULTS FROM BOTH.

Milton Ia., July 30, 1904.

This is to certify that I have used Standard Stock Food for two years and have found it very satisfactory. Can recommend it with pleasure. Your agent, W. E. Atkins, called on me the other day. You have a good man to represent you in this county. You can look for good results from his work.

M. S. Bonar.

Wants No Cheap Foods

Mr. Henry Meinen, Mammon, Iowa, was found just finishing a huge rick of hay. He has as fine a farm as can be found in Plymouth County, and his farm buildings cannot be beaten by any farm in Iowa, owned by a practical farmer. His buildings are so protected by trees and his barn was so hidden by the hay rick in front of it that it was hard to get a picture, at the time in the day we were there, but we succeeded in getting a photo of his splendid home, which is a type of the other buildings on the farm. The photo does not show the beautiful flowers in the door yard, nor give a very good idea of the pleasant location the house stands in, but it shows what kind of a house a Standard Stock Food farmer can afford to build.

"I like Standard Stock Food all right," said Mr. Meinen. "It does me good every time I feed it. Another fellow was around here trying to sell me a cheap stock food, but I told him Standard was good, and I knew it for I had tried it. I guess he didn't sell very much around here, for everybody knows Standard Food is the best."

Mr. Meinen's farm is not only a proof that he is a good farmer, but proves that Plymouth County, Iowa, is a good county for the enterprising man to own a farm in.

Residence of Henry Meinen



SUITED TO ALL FARM ANIMALS.

Story City, Ia., Jan. 16, 1904.

Your agent, Mr. B. R. Dawson, called on me in regard to Standard Food. I will say that I think it the best food on the market for all farm animals. I would not be without it for anything.

Yours truly,
Henry Stoll.

"KEEP STEADILY AT IT."

Blair, Neb., March 7, 1904.

If a man will follow your directions it will pay him to feed Standard Food. I was a long time making up my mind about using it. I thought Oil Meal would do as well, but know better now. Oil Meal is not in it. After I was once persuaded to try it, I could not get along without it. Many make a mistake by using it a little while and then quitting. Keep steadily at it and I know it will pay.

Louis Hansen.

WILL CONTINUE TO FEED IT.

Barnes, Kans., Aug. 26, 1903.

I have used other stock foods and have decided in my own mind, together with results received from them, that the Standard Stock Food is by far the best. It is stronger and better than any I have ever used. I will continue to be a buyer of your Food.

J. S. Hill.

FROM BENTON COUNTY, IND.

Ambia, Ind., May 4, 1903.

I am well pleased with Standard Stock Food. Have used other stock foods and never found any equal to Standard. Have used it at intervals, when feeding, for eight years.

Frank Navill.

FROM MISSOURI.

Stanberry, Mo., Nov. 9th, 1903.

I will state my experience with Standard Food. I am pleased to say that I have used Standard Food for two seasons and find it all you claim for it. I can heartily recommend it to stock raisers and feeders. I believe it is the best stock food made.

S. H. Dresbach.

CAN'T GET ALONG WITHOUT IT.

Rock Valley, Ia., Apr. 17, 1903.

Please send me fifty pounds of your Standard Stock Food, as no agent comes around and we can't get along without it. We have bought ——— Stock Food and have some of it yet, but don't like it.

Send order to the State Bank.
C. Van Der Pool.

STANDARD IS JUST THE THING.

Princeton, Mo., Jan. 6, 1904.

I began using Standard Food in my livery barn about five years ago and have nearly always had some on hand since. I find it just the thing for my horses. It makes them look better and their hair has a healthy appearance. I find it keeps up their appetite and they are always glad to get your Food.

I have just bought another supply today and do not intend to be without it again as long as I am in the livery business.

E. E. Boxley.

WORTH ONE DOLLAR PER POUND.

St. Mary's Kan., Feb. 21, 1903.

I bought 100 lbs. of Standard Food from your agent, G. A. Dunham, to feed to ten head of mules. Fei about 75 lbs. and am satisfied the mules sold for \$100 more than they would have sold for without the Food.

I will never feed mules for market without using Standard Food.

J. J. Englehart.

Mr. Englehart is a reliable, progressive farmer, who makes a success of feeding mules for market, and we feel sure that all who saw these mules will appreciate this statement from him.

140 DAYS OLD—WEIGHT 192 POUNDS.

Decorah, Ia., Sept. 9, 1898.

Mr. Perry, agent for Standard Stock Food, offered special premiums, payable in Stock Food for the best litter of pigs, also for the best skim milk calves fed a ration of Standard Food with their other feed.

Two litters of pigs were shown, one three months and twenty days old, the other just a month older. The younger litter weighed, on an average, 110 pounds, the older, 192 pounds. The eight younger pigs scored, as a whole, 90 3-5, the five of the older litter, 91 2-5; the five best of the eight scored 91 4-5. I therefore awarded each lot first premium. The best sow pig in the litter of five was awarded first premium over all competitors in her class.

As the feeders of the Stock Food pigs were new men at fitting stock for exhibition purposes, I think the result a great recommendation for Standard Food.

Mr. Logsdon showed two May calves that were fine, weighing about 450 pounds each.

H. L. Coffeen, Secretary.

FITS HIM FOR MARKET.

Henry, Ill., Feb. 27, 1904.

I wish to give you the result of a test that I made in feeding Standard Food to a horse that I was fitting for market. This animal made such a splendid gain and the finish was so nice that my neighbors were anxious to know how it was done, and I told them the secret.

This horse was fed without Standard Food through December, the first of the feed, and made a gain of 70 lbs.; fed in the same manner in January, with Standard Food added, and made a gain of 140 lbs.; fed in the same way up to the 13th of February and made a gain of 60 lbs. He was eating just as greedy as ever when sold.

I think this a very good showing and a good gain.
T. L. Wilson.

JUST AS HE SAID.

LaPorte City, Iowa, July 26, 1904.

Standard Food is all you claim for it. My horses were not doing well and I thought I would try a little on them, as your representative had told me that it was a horse builder. Well, it is just as he said. My horses began to improve and I never had horses do better with the small amount of grain that I had to feed them. I also fed it to some calves that were not doing well and it soon made its showing on them. Standard Food is the food for me. I will never be without it as long as I keep a horse.
F. R. Bender.

MORE THAN HE EXPECTED.

Pella, Ia., Oct. 22, 1903.

I have fed your Standard Stock Food to wormy, scrubby colts, hogs and calves. It did not do what I expected, but did much more. We have also fed two sacks of your Poultry Food to our chickens, they were in bad condition when we began feeding it, but it soon straightened them up. My wife thinks that it is the best thing for little chickens that she ever got hold of.

Before feeding any of the Standard Food I had fed three other foods and had almost come to the conclusion that there was nothing in stock foods, but your agent persuaded me to try some Standard and now I would not care to be without it, and I do not think that it is any too highly recommended.
Jacob Van De Pol.

ADVANTAGE MADE PLAIN.

Ord, Nebr., June 15th, 1904.

I have used Standard Stock Food two years and am well pleased with results. I have fed it to fattening cattle, horses and hogs. I can especially recommend it for horses when they have distemper. It is the best thing that I have ever used for that purpose.

I fed it to fattening cattle last winter, making a gain of 300 lbs. in 150 days. No scouring or cattle off feed. My neighbor fed 40 head of cattle, not using Standard Food, and he lost two head and foundered three others, only making a gain of one pound per day on each steer. This same man laughed at me for feeding Standard Food.
E. Hurlburt.

STANDARD BRINGS SUCCESS.

Albion, Neb., Dec. 30, 1903.

I have fed Standard Food to hogs, horses, and cattle for the last seven years and can truthfully say that it is the best appetizer and health, growth and flesh producer I ever used. I am feeding it at present to 100 head of hogs and forty head of cattle. For brood sows, feed for two months before they farrow and the pigs will come healthy, robust and strong. I would advise any man who feeds grain to try it and be convinced. Am also well pleased with the treatment I received from the F. E. Sanborn Company and Mr. McDonald, their representative here.
W. B. Johnson.

A SPLENDID SHOWING.

Le Mars, Iowa, March 23, 1903.

I have used Standard Food with my grain ration for 2½ years, in which time, I have bought 2,600 pounds. I must say the results have been gratifying when fed to brood sows, pigs, fattening hogs and beef cattle.

In the year 1901, I marketed 64 barrows at the age of 11 months that averaged 269 pounds. Since I began using your Food I have made a better growth with my young brood sows than ever before. My success with the Food with tending cattle as well as hogs is a continual satisfaction.

In September last, I put up a bunch of steers and heifers that averaged about 900 lbs., getting them on full feed in about two months. On the 6th of February they were driven to Merrill, a distance of 10 miles, where they weighed 1,360 pounds each. They were on full feed for three months. With this bunch was one bull, coming 4 years old, that I couldn't keep in the yard. I tied him in the barn on the 27th of November, at which time he weighed 1,150 pounds. He was driven with the others to Merrill and weighed 1,550 pounds, making a gain of 400 pounds in 72 days. I consider this, on the whole, a splendid showing.

August Renther.

MORE OUT OF WHAT THEY EAT.

Monroe, Ia., March 30, 1903.

This is to certify that I have fed Standard Food for three years and consider it by far the best thing I ever fed for hogs and horses. I am satisfied I can increase the weight of my hogs 80 pounds each during the growing and fattening period, by using Standard Food. I have fed the Food to my cows before calving and I know I made no mistake in doing so. I also fed it to my brood sows up to the time they farrow, and have no trouble at farrowing time. They produce strong, healthy pigs,—pigs that you can be proud of. I have not lost a hog, neither do I have any stunted ones. They are thrifty and always ready for their feed. They get more out of what they eat, no matter what you feed them.

O. L. Scarbraugh.

IT PAYS.

Geneva, Neb., July 28, 1903.

In February, 1903, I took 50 lbs. of Standard Food on trial, as I was then feeding another food. At that time I had some hogs that were not doing well. They had a cough, and I could not fatten them. I gave your Food to them and in about ten days I could see a big change in them. The cough left them and I never had hogs do better than from that time on.

I also gave your Food to my horses with good results. My wife fed it to some poultry that were not thrifty and they came out O. K. I have bought 100 lbs. more and I shall feed it all summer. I think it pays to do so.

W. H. Putnam.

TRIED IT—BUYS MORE.

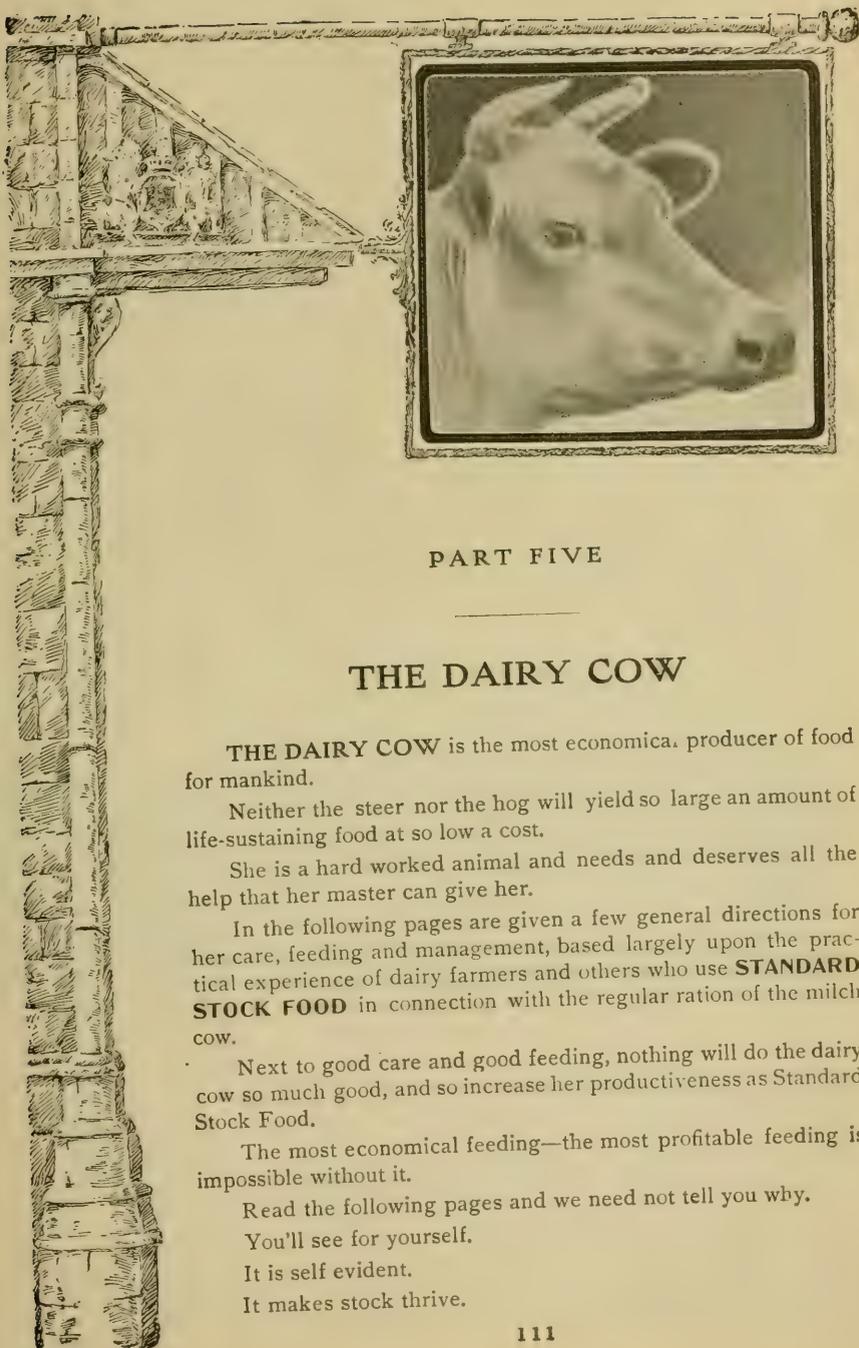
Bloomfield, Ia., April 8, 1899.

Your agent stated to me that by feeding Standard Food to my stock with their regular grain ration during the fattening period, my stock would make extra gains, quicker growth, shorten the fattening period and that I would get more pounds of gain for every bushel of grain fed. I bought 100 pounds to give it a trial. I fed it according to directions. Bought another 100 pounds Nov. 7, 1898, and fed it up. Feb. 7, 1899, gave my order for 100 pounds more. Am still feeding it because I am sure it pays me a profit.

I fed thirty-five hogs in about six weeks less time than I did before.

I had eight June and August calves which I fed about four months. Fed them a ration of Standard Food every day in connection with their grain ration. When I sold them in February, '99, they averaged 540 pounds.

J. L. Guernsey.



PART FIVE

THE DAIRY COW

THE DAIRY COW is the most economical producer of food for mankind.

Neither the steer nor the hog will yield so large an amount of life-sustaining food at so low a cost.

She is a hard worked animal and needs and deserves all the help that her master can give her.

In the following pages are given a few general directions for her care, feeding and management, based largely upon the practical experience of dairy farmers and others who use **STANDARD STOCK FOOD** in connection with the regular ration of the milch cow.

Next to good care and good feeding, nothing will do the dairy cow so much good, and so increase her productiveness as Standard Stock Food.

The most economical feeding—the most profitable feeding is impossible without it.

Read the following pages and we need not tell you why.

You'll see for yourself.

It is self evident.

It makes stock thrive.

THE DAIRY COW

Dairying is the highest form of agriculture. The dairy farmer grows crops to feed his cows and makes his money from the products of the herd. He becomes a manufacturer of finished goods from raw products and sells his manufactured goods to the consumer, taking to himself all the profits the manufacturer usually gets.

Dairy farming adds to instead of subtracting from the fertility of the farm, and the dairyman leaves to posterity the land, over which he has held stewardship, in better condition than he found it.

The cow is the poor man's friend, the farmer's assistant and the provider of luxuries for the rich.

Milk is the universal food which is relished by all the people of the earth; butter is a necessity in every civilized country under the sun and cheese the most nutritious and easily digested food known to man, relished by every one and within reach of both rich and poor.

The cow furnishes us two of the great luxuries of life—milk as sweet as nectar, and butter perfumed with the flavors of clover blossoms and the sweet grasses of the field, as yellow as the sunshine of a summer day.

It is not to be wondered at that dairying has been looked upon as an honorable calling from the earliest times and that as civilization spreads, the products of the dairy have risen in price and increased in use until now it has grown to be an immense and profitable branch of agriculture.

Dairy Profits

On every side, in every dairy section of the country may be seen fine farms, comfortable homes, good out-buildings—all giving evidence of material prosperity.

And yet dairying is just in its infancy. As the world becomes more civilized, butter and cheese will come into greater demand and prices will never sink below the profit point.

Mr. F. P. Land, a progressive and intelligent farmer, living near Mendo, Iowa, said to the writer not long ago: "The dairy recently established in our town is dumping about \$30,000 a year into this neighborhood and it is just like finding money. Farmers raise just as big crops, just as many hogs and cattle and do just as much of the kinds of work they used to do, and the money from the creamery is added profit."

This is the common experience. Dairying adds to the profits of the farm without making much difference to the other branches of farming carried on.

Where dairying becomes the principal business of a neighborhood more cows are kept, but other stock do not disappear, for progressive dairymen understand the value of calves and appreciate the fact that money may be made raising them, and pigs are kept to turn the skimmilk into good money.

Mixed farming is recognized as the best farming and where dairying is included in the branches carried on, will be found the most prosperous of all farmers. It fits in and rounds out perfect farming. It fills a place that cannot be filled by any other industry with the same degree of financial success.

Cows For the Dairy

MILK TYPE.—Much has been said, and much is being said, about the milk type in cows, but it takes a smarter man than has yet come to the front to select the best and the poorest cows from the herd, using only outside conformation in making his selections.

It has been demonstrated time and again that about the best that the most expert cow judge can do is to select from a herd cows that are among the best or among the worst, as the case may be, and then the scales and the Babcock tester often put the expert to shame.

While we cannot tell every time which is the very best cow in the herd, by merely looking her over, there are certain outside indications that point in a great majority of cases to the good cow.

DAIRY BREEDS.—The dairy breeds most commonly found in this country are as follows: Jersey, Guernsey, Holstein-Friesian, Ayrshire, Devon, Alderney, Brown Swiss, Shorthorn.

Alderneys, Brown Swiss and Devons are comparatively rare, not enough of them being kept to make them an important factor in the dairy business of this country.

Not very many herds of pure-bred cows are kept for dairy purposes in this country, as compared with the total number. It is probable there are more Shorthorn grades than grades of any other breed, followed by Holstein-Friesians, Jerseys following in turn.

All over the West, Shorthorn blood and that of Holstein-Friesians is noticeable in the dairy herds.

Jerseys, Alderneys and Guernseys are recognized as distinctively butter cows. Holstein-Friesians and Brown Swiss are recognized as good cows to keep where whole milk is sold, as in supplying cities; these breeds usually give a large quan-

tity of milk with about the standard quantity of solids and butterfat in them.

Shorthorns are recognized as "dual-purpose," or all 'round cows. As the old Kentucky saying has it: "Shorthorns are good for beef, butter, milk and to show at the fairs."

While there can be no doubt that pure bred cows are better than grades, yet we must take things as we find them, and frankly meet the fact that about ninety-nine out of every one hundred dairy cows in the United States are grades and cross-breeds, no attention having been paid to breeding, except to keep the heifer calves from the best cows to replenish the herd and even this is not by any means the universal rule.

Average Yield of Cows

Taking all the cows in the country together, the average yield is about 123 pounds of butter for each cow. This includes all kinds of cows, kept under all sorts of conditions.

It is probable that the average yield for each cow in the regular dairies of the country is not far from 130 pounds of butter in a year.

It is agreed that the cow that produces 200 pounds of butter in a year

practical dairies. If any one desires to invest in pure-bred cows, he is likely to make a profit on an average lot although the writer has owned Jerseys that were not as good as an old "penny-royal" cow of the purely native type. Pedigree does not make a good cow, nor lack of it a poor one, but the chances of getting a good cow are much better when we buy one that is pure bred and pedigreed, than it is when we buy one without any particular breeding.

Notwithstanding this the very best dairy herd in the West—Clover Farm Herd—is made up of cows of all kinds, which have been selected by testing them with the scales and Babcock tester, the only infallible test.

It is a fact if the poorest half of the cows in this country were sent to the butcher the other half would make more clear money for their owners than the whole lot now make.

We know of a case where a man had two cows that he tested. Taken together, the cows did not yield enough butter to pay for the feed they consumed. The poorest one was sold and the other then made a profit of \$13.65 in a year.

There is another side to this story. It is a brighter side and on this side we find a more helpful view.



Some Good Stock in Mr. Fred Chard's Barn Yard; it Gets Standard Stock Food

just about pays for her feed and the expenses incident to housing and otherwise caring for her and getting the butter to market.

If a cow yields 250 pounds of butter in a year she has the value of 50 pounds to her credit. If she yields 300 pounds a year the profit from her is doubled and she is worth twice as much as the 250 pound cow. Increase the yield to 350 pounds and she increases still more in value and is worth three times as much as the 250 pound cow. Remember we are now talking about the kind of cows that are to be found in this country in the

GOOD FOR MILCH COWS.

July 29th, 1904.

Gentlemen: I began using your stock food four years ago and have fed it continually ever since with the very best results. I have not lost a hog since using your food; have sold six months old pigs that averaged 248 lbs., the results of feeding your Standard Stock Food.

I have experimented with my milch cows and it pays me to feed it to them, getting more milk and richer quality and enough more butter to more than pay for your food. Am using it now, in July, while they are on grass with good results. Have just ordered 500 lbs. more so I will not be without it this fall.

Fred Chard, Sr.

Feeding Cows

Mr. Gurler, who is eminent authority on the selecting, care and breeding of dairy cows, says he has no doubt that a large majority of the unprofitable cows of this country could be made profitable by proper feeding. It follows that proper feeding would also make the good cows better.

Mr. Gurler's belief has been confirmed by every dairyman who ever fed Standard Stock Food to his cows.

The increase in the yield of milk and butter from the use of Standard Stock Food is very marked, from the beginning of its use.

It makes stock thrive.

How Standard Food Helps

Proper attention to feed in kind and quantity is essential to success with any kind of livestock. It has been found by careful experiments that a cow weigh-

If a thousand-pound cow gives 30 pounds of 4 per cent. milk, she will require daily in addition to the "food of maintenance" 1.4 pounds of protein, 6.48 pounds of carbohydrates and .48 pound of fat, making the total nutrients required for one day 2.1 pounds of protein, 13.48 pounds of carbohydrates and .58 pound of fat.

A cow of the same weight, giving 40 pounds of milk in a day requires 2.57 pounds of protein, 15.64 pounds of carbohydrates and .74 pound of fat. If her yield were 50 pounds of 4 per cent. milk she would require 3.03 pounds of protein, 17.80 pounds of carbohydrates and .9 pound of fat.

It is easy to see that a good cow may be so fed that she cannot possibly manufacture milk in paying quantities from the materials supplied. Or she may be supplied the proper feed in sufficient quantities without having digestive pow-



Dairy Cows and Calves Fed Standard Stock Food by M. O. Vanbroklyn

ing 1,000 pounds requires a certain quantity of feed merely to keep her alive and in good condition. This is true of all livestock, and the quantity of feed thus required is called the "food of maintenance."

In addition to this feed the cow must be supplied with enough to supply the materials for the milk she gives, or the milk flow will fall off.

For each 1,000 pounds of weight a cow requires as "food of maintenance" .7 pounds of protein, 7 pounds of carbohydrates and .1 pound of fat.

FOR THE DAIRY FARMER.

LaPorte City, Ia., August 12, 1904.

Dear Sirs: Your agent for this locality has today had the pleasure of coming here and had a photograph taken of a fine bunch of dairy cows, which have been fed your Standard Food. I will tell you what I think of it, as a conditioner, that if a man will feed it regular, he will receive good results, it will make money for him, that he can't get in any other way, and will keep his cows always ready for their feed. I have been in the dairy business a number of years and never had cows and calves and my hogs do better than since I have used Standard Food.

Yours for business,
M. O. Vanbroklyn.

ers enough to assimilate enough of the nutritive element in her feed to make a profitable milk yield.

Standard Stock Food is compounded with exactly this thing in view. It is a preparation of the best roots, seeds and spices to increase the digestive capacity by increasing the flow of saliva and the digestive juices to the extent that the animal gets the greatest possible good from the feed consumed.

Many cows are condemned because they are dainty about what they eat. Very frequently a good cow is so constituted in this respect she often refuses to eat more than will just keep her going. Her feed does not suit her because she is so finely constituted that she cannot eat the feed given her.

Standard Stock Food makes all kinds of feed palatable, and palatability is recognized as an important factor in making feed digestible. It is not always possible to preserve the aromatic flavor of hay, grain and ground feeds, but Standard Stock Food imparts a quality to feed that makes it acceptable to the most dainty animals, causing them to eat plentifully, digest more perfectly, assimilate more completely the nutrients in the feed and return them in the way of a profitable yield of milk and butter.

It makes stock thrive.

Standard Stock Food has been on trial for 18 years. It has proved its merits so many times that there is no argument left against it. It has behind it an array of facts arising from its successful use that prove beyond the faintest doubt, beyond all chances of doubt, that it stands alone in its capacity to increase the milk flow of dairy cows and add to the profits of the dairyman. There is no other stock food that has been put to as severe tests as Standard Stock Food has been put to. On more than 100,000 farms it has been used with success. The use of it on some of these farms dates back 18 years, and it is still being used on them. The number of permanent users of Standard Stock Food increases year by year, because it has proved its right to be called The Standard Stock food.

Rearing Calves

Calves should not be sold for veal if

WHAT IT DOES FOR CATTLE.

Honey Creek, Ia., April 22, 1903.

Have fed Standard Food to hogs for some time and appreciate its good qualities very much. I thought I would test it to my own satisfaction in feeding cattle.

I put a carload of heifer calves in the lot last fall that averaged 420 pounds each. I fed them Standard Food from the beginning and continued it. I fed ear corn, millet hay, and Standard Food four months with a net gain of seventy-one pounds per head each month after they were shrunk.

Believing that Standard Food will do all that is claimed for it, I expect to continue feeding it.

T. J. Smith.

they can be properly raised. To sell them is to take away the chance of realizing a good profit from raising them to sell for beef or to use in the dairy or sell for cows.

The heifer calves of good cows should be kept for dairy purposes for where a good sire is used the heifer calf of a good cow is very likely to be better than her mother.

Calves intended for the dairy should be so fed as to develop their frame—bone and muscles—but not so as to make them fat. The proper way is to crowd them as far as possible without overworking their digestive organs.

Calves should be raised with a view to the use to which they are to be put. A dairy cow has only one business in life—to consume and digest large quantities of milk-producing feed and turn it into milk, and the more of such feed she can consume, digest and assimilate the more profitable she will be as a cow.

The whole secret of improving the dairy herd is to select the heifers from good cows and then rear them so they will have strong digestive powers and the good appetite that always goes with these.

The fact that dairymen make their money from selling the butter fat from the milk, leaving them only the skim-milk, has worked against calf rearing, because skimmilk calves have not been held in high esteem, and the term skimmilk calf has been a term of reproach.

With the help of Standard Stock Food, calves can be raised on skimmilk with perfect success and grow up with good digestions and the capacity to assimilate large quantities of feed.

It makes stock thrive.

Feed to a Purpose

The capacity of any animal to consume and digest a certain kind of feed and put it to the best use is increased by early education.

The same kinds of feed that produce

FOR WEANING CALVES.

East Peru, Ia., Jan. 14, 1904.

I use Standard Stock Food in addition to the regular grain ration in my herd of registered short horns, and find good results. I usually have a large number of cows drop their calves during the winter and early spring and always had more or less trouble until I began using Standard Food, as they would get off feed and reduce in flesh and run down generally. I find it a good conditioner and helps to carry them through this critical time in the absence of grass.

I also find it a very valuable help at the weaning time, as the accompanying group of young bulls will show. These calves were all weaned and always had a ration of Standard Food which kept them from scouring and aided digestion and stimulated their appetite. These calves will weigh at twelve months old, from 200 to 1,000 lbs., and I can recommend it to any feeder or breeder as a valuable addition to successful feeding and consider it worth many times what it costs.

O. E. Husted.

the largest yields of milk are the very kinds that make the best growth of bone, muscle and increase appetite and digestive capacity.

The heifer calf that is to be used in the dairy should never be allowed to get fat and beefy, for this will induce the beef habit that will cling to it through life.

The calf that is allowed to run with its mother, or is fed on whole milk will become fat, plump and pretty, but will permanently be injured for dairy purposes.

Skimmilk is a protein feed and is much better to develop dairy qualities than whole milk. For the first week feed the mother's whole milk, but do not let the calf suck the cow, excepting immediately after birth, that it may secure the laxative effect of the first milk. After the first week gradually add skimmilk until by the time the calf is two weeks old the whole ration is skimmilk.

Feed from 12 to 16 pounds of skimmilk a day, according to the capacity of the calf, and it is best to divide this into three or four feeds at the start. Always

begin to ruminate until it has solid food in its stomach.

The skimmilk with Standard Stock Food may be kept up for seven or eight months, at the same time giving clover or alfalfa hay and oats or bran all the time.

Calves fed this way will be as large as ordinary yearlings. They will not be beefy and fat, but will have large frames, large stomach capacity and will be able to digest large quantities of feed.

Never feed cornmeal or timothy hay to a heifer calf that is designed for the dairy. Both are fattening feeds and we do not want fat heifers.

The dairy man who rears his heifer calves in this way will find that for every dollar he spends for Standard Stock Food he has received four or five dollars' worth of benefits.

He will have the benefit of the butterfat from his cows and will have a lot of big, growthy calves, which will be better for any purpose than they would have been if they had been fed on whole milk during their early life.

Where bull calves are being reared for



beef warmed to blood heat. Be careful about overfeeding skimmilk. A calf cannot consume more skimmilk than it would consume of whole milk. A little Standard Stock Food and shorts in the skimmilk will make a perfect substitute for the cream taken from the milk.

At two weeks a calf will begin to nibble at hay, and good clover or alfalfa hay should be kept before it, giving a new wisp every day. About the same time, it will begin to nibble at oats or bran and a box of either should be placed where it is easily accessible.

Encourage the eating of grain and hay as much as possible, as the calf does not

beef, the feeding may include both cornmeal and timothy hay, but these should be fed in small quantities.

After the calves are weaned, separate the heifers from the bulls and feed each with a view to the purpose to which they are to be put, always feeding Standard Stock Food to promote digestion and get the most out of the feed.

It makes stock thrive.

SCOURS IN CALVES.—Scouring is caused either by over-feeding or improper feeds. It is Nature's relief for deranged digestive organs. Sour, filthy milk from a vat or barrel that hasn't been cleaned for six months is one sure

way of producing scouring. Infrequent feeding—a large quantity at long intervals is another cause. Cut down the ration to one-half or less, and give it in smaller quantities, but more frequently. Give sweet skimmilk instead of sour slop; don't neglect to use a little Standard Stock Food, and if not too late the trouble will be cured.

Shelter and Care

Cows should be kept in a comfortable stable, one that may be dark and cool in summer and light and warm in winter.

Cows should be furnished a well-protected yard in which to run a while every day in winter. They need sunshine and should be kept in it as much as possible with comfort in cold weather. It is a fact that cows kept away from the sunshine make lighter color butter than those that are allowed to stand in the sun a while every day.

Milk is about 87 per cent. water. Give your cows a plentiful supply of pure water. In winter a tank heater should be used to take the chill off for if an animal drinks ice-cold water it must be warmed in the stomach and warming it requires more feed.

Feed cows at regular time and milk at the same hours every day. If cows are habituated to regular habits they will not worry between feeds or milkings, and this causes them to yield more milk.

Treat cows kindly. Of two milkers, one of which treated his cows kindly and the other of which yelled and swore at them, the one with a kind disposition got enough extra milk to pay his wages.

Feed every cow according to her appetite and capacity to make good use of feed. No two cows are alike in these respects and each one should be studied.

Standard Stock Food is in use on dairy farms all over the country and in every case has proved to be valuable. It makes good cows better and poor ones more profitable.

It makes stock thrive.

A Simple Milk Test

The dairyman who does not own a Babcock tester may test his cows so as to get a comparative idea of their value by a very simple method. Get as many long-necked bottles as you have cows, and, after milking each cow perfectly dry, weigh her milk to get the number of pounds. Then stir it or pour it from one vessel to another until it is thoroughly mixed, and from each cow's milk fill one of the bottles even full, and set away in a cool place until the cream has risen. The amount showing in the necks of the bottles will show at once which cows give the richest milk. The bottles should all be of the same size and make. Bottles in which ketchup has been packed

for sale in stores will make good test bottles for this purpose.

You now know how many pounds each cow gives and which one gives the richest milk.

Keep the milk from your best cow and the one from your poorest one and take it to a creamery and have it tested, being sure to mix the milk well from each cow, before taking the sample for testing. The Babcock tester will show you exactly what each cow is doing and from observing the difference in the various test bottles you can make a very close estimate of what any cow in the herd is doing. The man who takes the trouble to make a test of this kind often meets with a surprise in finding that some of his cows are not paying their board.

Dairy Hints

If you have ever had the milk from your cows tested for butterfat, you have no doubt been surprised by the different results obtained at different times. It is now pretty definitely settled that you can't feed butterfat into a cow—that is, the percentage of fat in the milk depends more upon the cow than upon the percentage of fat or protein in the ration. The difference in the yield of fat, from day to day, depends wholly upon the cow's condition. How important, then, it is that every milch cow be kept in the very pink of condition. Standard Stock Food, by improving the digestion, perfecting assimilation, quickening the circulation, enables the cow to get more good out of the feed you feed, and, by keeping the cow in perfect condition, not only increases the flow of milk, but keeps up the normal flow through a longer period and maintains the full percentage of butterfat. It is surely great stuff for the dairy cow. You ought to use it every day in the year.

It makes stock thrive.

Don't waste the skimmilk. It is rich in protein and one of the best growth promoters on the farm.

Don't let the flow of milk fall off during a summer drought, even if you have to cut a few rows of corn to keep it up. Feeding new crops is coming more and more into favor. We believe it is only a question of time—when farm land is still more valuable—until dairy cows will be rarely pastured, and the practice of soiling become universal. Standard Stock Food will keep up the appetite for dry roughage in the summer.

It makes stock thrive.

From our experience we believe it pays to chop the alfalfa, hay or whatever roughness is fed to dairy cows. It certainly makes the cows eat the roughage much cleaner. It is a good plan to cut the hay, mix with it the ground feed—oats, corn and peas or whatever is used—add the ration of Standard Stock Food

and then thoroughly mix. It takes a little time to cut roughage, but it pays.

Remember that a large portion of the food a cow consumes in winter goes to keep up the animal heat. The less energy that is consumed for fuel in her body, the more energy she will have to convert into milk. Your barn need not be quite so warm as your house, but it ought, for the best results, be warm enough to keep water from freezing.

The good dairy cow is a lady and ought to be treated as such. Kindness pays. Don't irritate her. And don't give her unpalatable food. Standard Stock Food will increase the palatableness of the feeding ration and the cow will show her appreciation in the milk pail.

It makes stock thrive.

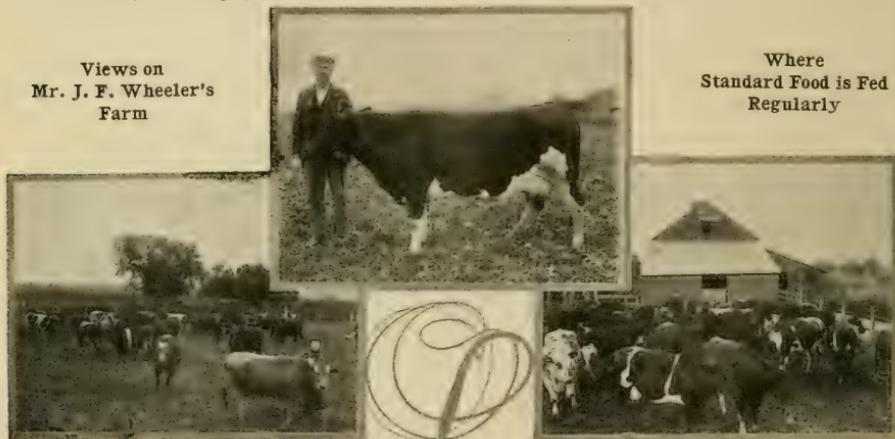
You cannot expect to see the full effects of Standard Stock Food the first week—you feed it to dairy cows. Often there is little perceptible increase in the flow of milk, but it pays for itself many

Standard Stock Food is especially needed by the dairy cow. We make large demands upon her digestive system, and her digestive juices are not nearly so strong as are those of the horse or hog. A large part of the work of digestion is done in her mouth, and it is especially necessary that the flow of saliva be kept up at all times. This is best done by making the food palatable, and food is made most palatable by Standard Stock Food. It makes stock thrive.

A Short History of a Success

During a visit to our office Mr. J. F. Wheeler of Douglas County, Nebraska, gave us his experience in feeding Standard Food, which extends over a period of something more than eight years. These experiences were given in a narrative form and were so closely interwoven with his history and with his work as a feeder and a dairyman, that we believe they will bear repeating.

Views on
Mr. J. F. Wheeler's
Farm



Where
Standard Food is Fed
Regularly

times over in keeping up the flow throughout the entire period of lactation.

WORTH MANY TIMES ITS COST.

Marysville, Kans., December 23, 1901.

Standard Food is just "the stuff" for hogs. I would not risk doing without it, even for one week, for many times its cost.

Am feeding the full ration, about 2 pounds per day, to my 20 cows. This seems expensive, but I am convinced it pays. I weaned my calves and got them to eating easier and quicker on Standard Food than I ever was able to do without it. I would not be without it on account of the good I get out of it for my calves alone. In regard to my cows, can say that the other milkmen have quit business on account of the high price of feed, while I am buying more cows and am supplying their customers and am selling milk at a profit.

When I first began to feed Standard Food my cows gained 4 gallons of milk in three days. This, at the price I was getting, gave me 96 cents extra for an outlay of about 30 cents. Am well satisfied with Standard Food, and shall continue to feed it.

J. S. Chapman.

Mr. Wheeler came to Nebraska from Illinois in 1883, settling on a small farm near Blair, Washington county. Finding his field of operations somewhat limited, he removed to a large farm near Fremont, where he began feeding on a larger scale. In the fall of 1894 he purchased 207 head of western cattle and at once began fitting them for market. After feeding them some time, he found about 40 head of the bunch were not doing as well as the others. They apparently were not capable of going to the bunks and partaking of that full, even ration that makes feeding profitable.

During his experience as a feeder, Mr. Wheeler had never heard of Standard Food, but he believed there was something of a condimental nature which he could feed to his animals to assist them in keeping on a full, even feed. While he was considering what was best to do with these animals, our agent called on

him and told him about Standard Food and what it would do for his cattle. Mr. Wheeler was pleased with the idea, and, acting upon his theory regarding conditional food, decided to cut out the 40 head referred to as not doing well, and add Standard Food to the grain ration.

This was done with gratifying results, for at the end of three weeks it was found that these 40 steers were comparing quite favorably with the best animals in the herd, so far as their ability to partake of a good, regular ration each day was concerned. He became convinced that if Standard Food would help the poorer animals of his herd, it would produce proportionate results with the better ones, and he began feeding Standard Food to the entire lot, which was continued until the end of the feeding season.

were separated from the cattle and kept by themselves until morning, when they were fed a light ration of grain, together with a ration of Standard Food; after which they were turned into the feed lot with the cattle, where they remained until night. This method, by which the hogs received an extra ration of grain and Standard Food, proved to be a very profitable way to handle hogs following cattle.

Mr. Wheeler had, during his career as a farmer and feeder, taken much interest in the dairy business. Believing that he was especially fitted for handling milch cows successfully, he began looking for a suitable location. This was found at his present residence in Douglas county, to which he moved in 1897. He at once began to take an active part in the dairy business in his locality, becoming a mem-



A Scene on the Dairy of L. L. Aldrich, Falls City, Neb.

This bunch of cattle were on feed six months and thirteen days, and made an average gain of 310 lbs. per head, which was certainly good, considering the grade of cattle. Every item of expense had been carefully figured, covering corn, roughage and Standard Food, and when the cattle were marketed, it was found a nice profit of \$1,483.00, together with 300 bushels of corn that had been charged to the expense account, were left on the credit side of the ledger.

This lot of cattle were followed by three cars of hogs, which were not figured in the total, so far as the profits referred to were concerned. Mr. Wheeler had his own individual ideas in handling these hogs, which shows his abiding faith in Standard Food. Each night the hogs

ber and an active worker in a co-operative creamery.

In reference to results obtained from a continuous use of Standard Food with milch cows, we will use his own words: "Having fed Standard Food to my cows and keeping close account of the results, can say that the profits obtained from the feeding of Standard Food, have been more than satisfactory. My cows are always ready for their ration; no off days. A full flow of good, rich milk at every milking."

Mr. Wheeler is running a farm of 207 acres, on which he keeps in addition to other animals, a herd of 100 cattle, 90 of which are cows and heifers. At the present time he is milking 43 cows, receiving 900 lbs. of milk per day, which is shipped

direct to Omaha, after being properly fitted for shipment.

During the last eight years Mr. Wheeler has fed more than 10,000 lbs. of Standard Food, and he says that he never fed a pound that did not give him a profit. At the close of the visit referred to, he made this remark: "I would never think of running a dairy farm without using Standard Food." He evidently meant what he said as he left an order at that time for another ton of it.

CANNOT AFFORD TO BE WITHOUT STANDARD FOOD.

Falls City, Neb., May 20, 1901.

Gentlemen: I have been using your Standard Food for feeding my dairy stock, with best results. I have been in the dairy business almost five years, have fed several different kinds of condimental foods, but none with as good results as Standard Food.

Last January my cows were doing no good; in fact, they were completely out of condition. After talking with your agent, Mr. A. N. Cook, he assured me that Standard Food fed each day

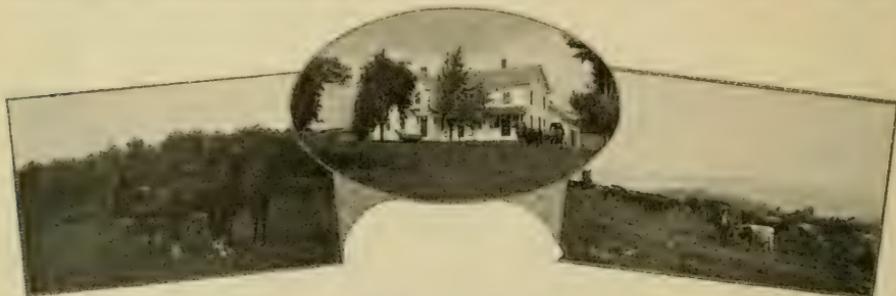
The Best Proof

There is no better proof of the value of Standard Stock Food than the results obtained from feeding it by a careful, painstaking, practical man.

We have thousands of dairymen as our customers and the success they have obtained from feeding Standard Stock Food and the results they report have shown that the profit to be obtained from feeding it to dairy cows is in many cases greater than is usually obtained in other lines of feeding.

Mr. E. G. Baird, of Jefferson, Schoharie County, New York, is a successful and enthusiastic feeder of Standard Stock Food. He owns a well improved farm of 232 acres, milks about thirty cows and also has thirty-five to forty head of young stock and horses.

He began feeding Standard Stock Food last year to his entire dairy herd, and has obtained excellent results. He also



Snap Shots on a Good Dairy Farm Owned and Operated by E. G. Baird, Jefferson, New York

would prove a benefit to me and took my order for enough to feed 100 days.

I have made this statement since I began using the food. I believe I can use Standard Food and feed on one-third less grain and still be winner in dollars and cents and know my cows are in better condition, and I would not think of doing without it as long as I am in the dairy business. My cows are giving more milk this spring than I ever got any spring before and I shall soon be ready for another order, and shall always be ready to speak a good word for Standard Food. Yours truly,
L. L. Aldrich.

Mr. Aldrich is a representative and successful dairyman, and a good friend of Standard Food. He feeds it now, not because our agent asked him to, nor because our agent said it would pay him, but because he knows it pays him. We do not make any extravagant claims that Standard Food fed to dairy cows produces a greatly increased flow of milk, but do claim that a saving of feed will result and that the flow of milk will continue for a considerably longer period than is possible without it. Hundreds of dairyman, including Mr. Aldrich, have had this proven to their satisfaction, and if Standard Food will

make them money it will do the same for you—if you will give it a chance. sold some of the food to other farmers in his vicinity and reports complete satisfaction.

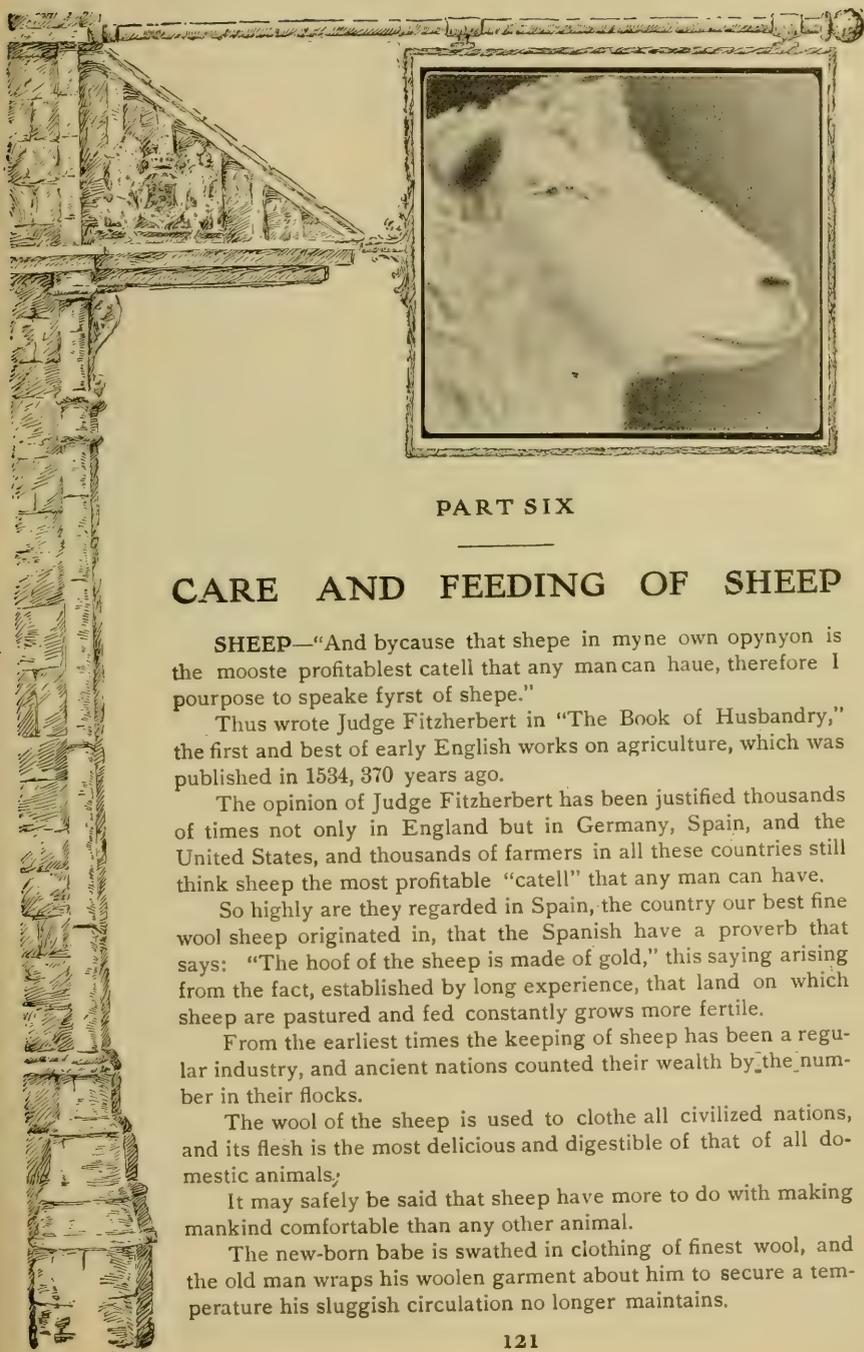
What he thinks of the Food can probably be best shown by quoting a letter from him under date of September 6, 1904, which is as follows:

WHAT I THINK OF STANDARD STOCK FOOD.

"I feed Standard Stock Food to my entire dairy herd and am confident it will increase the flow of milk per cow from one to two pounds per day. I also feed it to my calves with good results. Will say further there is nothing equal to Standard Stock Food for horses, as it will give them the nicest coat and put them in the best condition than any stock food I know of."

Such an endorsement from a man of Mr. Baird's standing and success should have great weight in showing the value of Standard Stock Food.

The accompanying half tones made from photographs of Mr. Baird's stock show their general good condition.



PART SIX

CARE AND FEEDING OF SHEEP

SHEEP—"And bycause that shepe in myne own opynyon is the mooste profitablest catell that any man can haue, therefore I pourpose to speake fyrst of shepe."

Thus wrote Judge Fitzherbert in "The Book of Husbandry," the first and best of early English works on agriculture, which was published in 1534, 370 years ago.

The opinion of Judge Fitzherbert has been justified thousands of times not only in England but in Germany, Spain, and the United States, and thousands of farmers in all these countries still think sheep the most profitable "catell" that any man can have.

So highly are they regarded in Spain, the country our best fine wool sheep originated in, that the Spanish have a proverb that says: "The hoof of the sheep is made of gold," this saying arising from the fact, established by long experience, that land on which sheep are pastured and fed constantly grows more fertile.

From the earliest times the keeping of sheep has been a regular industry, and ancient nations counted their wealth by the number in their flocks.

The wool of the sheep is used to clothe all civilized nations, and its flesh is the most delicious and digestible of that of all domestic animals;

It may safely be said that sheep have more to do with making mankind comfortable than any other animal.

The new-born babe is swathed in clothing of finest wool, and the old man wraps his woollen garment about him to secure a temperature his sluggish circulation no longer maintains.

MONEY FROM SHEEP

WHEN we see the statistics, telling us that there are more than 51,600,000 sheep in the United States, we are likely to think sheep are rather plentiful, but that is only a little over 14 to the square mile. In the rich state of Kansas there are only 31-5 sheep to the square mile; in Illinois, 9%; in Iowa, 15 2-5; in Missouri, 11 1-3; in Nebraska, 6½, and in South Dakota less than 12 sheep to the square mile. If all the sheep in the United States were kept in Kansas there would be less than two to the acre, a number the rich lands of that state could take care of without straining its resources in any way.

On the high-priced lands of England, with all its other crops and varied industries, there is an average of 300 sheep to the square mile, and it is found profitable to keep them.

It lives and thrives anywhere. It may be found in the bleakest countries of the North, and in the sweltering tropics. The savage and the uncivilized use its skin for clothing and the dainty lady wears gloves, boots and coats made of its skin also.

Sheep grow to market age in a few months, and while doing so, grow a coat of wool that will sell for enough to pay the cost of raising them.

The demand for wool is much greater than the supply in this country, and mutton always sells at a remunerative price.

Breeds

In the matter of breeds the farmer has a wide choice. The Merinos with their fine wool, capacity to thrive in large herds, and general hardiness, have always been most popular in this country. The mutton breeds are numerous, and among them the Shropshire, the Southdown, the Oxford, the Lincoln, the Cotswold, the Leicester, the Dorset, the Hampshire, and numerous other breeds have all proved hardy and profitable in this country.

Sheep will live and thrive where pastures are short and the rainfall small, better than any other farm animals. They are greedy weed and shrub eaters, and will consume straw, corn stover and other coarse feeds to advantage.

They require but little shelter, a shed protected from the prevailing winds and having a rain-proof roof keeps them perfectly comfortable in all weathers.

The mutton breeds are very prolific, the ewes frequently having twins or triplets, and with ordinary care 100

ewes will bring forth more than that number of lambs.

Characteristics

Sheep are easily controlled. They do not break away and stampede, they are not hard on fences, and they do not pack the soil even in wet weather. Where the land is rolling it is their habit to seek the highest places to sleep, and there they deposit the large part of their droppings just where they are most needed. Their droppings never kill the grass, being deposited in small quantities, and in this way a farm on which sheep are regularly kept grows more fertile every year.

A farmer can keep a flock of sheep even if he has but few acres, as they do not require a large range nor great capital to start with. They have but few diseases, and these are such as only arise from neglecting them.

No class of live stock can be turned out so early in the spring nor left out so late in the fall as sheep. They are great savers of feed, as they delight in gleaming grain fields, and in rough or broken ground will thrive on the ordinary scrubby growth that cattle will not touch.

Pure-bred sheep should be kept because they have been bred to a certain purpose, but the veriest scrub ewes, crossed on a pure-bred ram, will bring lambs that are a great improvement and many of the most productive flocks of sheep in this country are those which have been brought up to a high standard by grading up with pure-bred sires.

Feeding sheep has been a profitable business in the past, and there is no reason why it should not continue to be as profitable as ever.

The most extensive sheep-feeders usually buy their feeding stock, fit it for market during the winter, and sell in the spring as soon as the wool can safely be taken off.

Buying thin sheep in the fall they try to put them in good condition by feeding alfalfa hay, corn or other grain. In the West alfalfa is the best single feed for sheep. Further east clover, prairie hay, timothy and corn stover are used for roughage, and corn, oats or wheat screenings for grain.

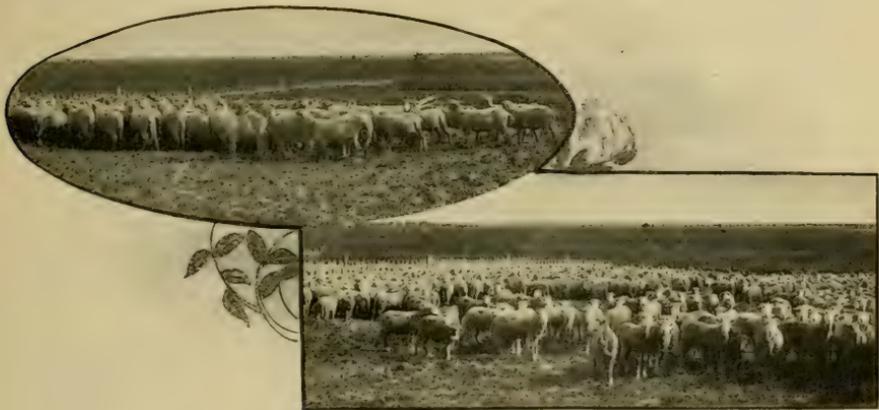
The farmer who has a few sheep and feeds them out will always find a market for them at a good price; usually in the section where but few sheep are kept the local butchers are glad to take sheep at a figure that makes them very profitable.

The farmer who keeps a comparatively small flock of sheep should try to get an animal that produces a fair fleece of wool, and has a good mutton shape. Where pure-bred sheep are not kept this kind of an animal may be secured by using a male of a good mutton breed on ewes with some fine wool blood in them.

One of the favorite crosses of this country is a pure-bred Shropshire, Oxford, Cotswold, Southdown, Lincoln or Hampshire ram on the grade ewes to be found everywhere in the country. Such a cross will produce a fine fleece of wool of good quality, and a mutton body that is very desirable.

made at the Chicago Fat Stock Show and other similar shows where prizes have been offered on cross-breeds. A cross of this kind produces mutton just as good as that from a pure-bred animal, and the breeding stock may be secured for much less money.

At the Chicago Fat Stock Show some Southdown wethers 213 days old weighed 193 pounds each, showing a gain of nine-tenths of a pound every day from birth. This was an exceptional case, of course, but shows what may be done with the best care and how much profit may be made from sheep, when the best mutton breeds are used. As to cross-breeds, it is only a question of care to make them



Two Profitable Flocks Owned and Fed by R. L. Shaw, Fremont, Neb.

The Ram

In selecting a ram choose one wide at the top of the head. He should have a broad and rather long back, and the loin should be broad and thick, the hip long and the ham well let down so as to make a good leg of mutton. The flank should be let down so as to make the under line of the body parallel with the upper. The brisket should be wide and thick, and the foreflank full so as to set the legs wide apart. This conformation is very similar to that of a good beef steer. It gives the largest percentage of valuable meat and denotes a good feeder. The wool on such a sheep should be glossy, and the skin a bright pink, denoting good health and plenty of vigor.

That cross-bred sheep produce good mutton has been proved by the exhibits

just as profitable. Cross-breeds will not weigh quite as much as pure-breds, but they will make just as good use of feed.

GREATER GAIN WITH LESS COST.

Fremont, Neb., Nov. 15, 1900.

Gentlemen: This is to certify that I purchased of your agent, W. H. Haven, 7,500 pounds of your Standard Stock Food last season to feed to sheep. In the first place I purchased 1,000 pounds to make a test with oil meal, and found that the sheep being fed Standard Food did much better than those being fed oil meal, and at a much less cost. I then bought Standard Stock Food to feed the balance of my sheep, as I consider Standard Food the best condimental food that I have ever fed to sheep. By feeding Standard Food I reduced the death loss to absolutely nothing, which alone about pays for the Standard Food that the sheep ate, and was able to put on a greater gain than I ever did before and at a less cost. I can say that I believe Standard Food to be as good for sheep as anything I have ever fed.

R. L. Shaw.

Care of Breeding Ewes

Breeding ewes should not be allowed to get fat. They should be kept in good condition and so fed as to be plump and hard, but there should be very little surplus fat on them.

If pastures fail late in the fall they should be given extra feed in order to keep in good condition, so there will be no trouble getting them in lamb.

The average period of gestation is about twenty-two weeks, and they should be bred so as to drop their lambs about the time settled fair weather comes in the spring. This is a matter that will depend on the seasons in the locality where the sheep are kept.

If the sheep are kept in a good warm house during the winter the lambs may come earlier, but we are now discussing the keeping of sheep on the average farm under average conditions.

After the ewes are bred they should be kept as quiet as possible and fed regularly and plentifully on good bright hay and about half a pound of oats or bran, or a mixture of these, a day. With the grain ration should be given the quantity of Standard Stock Food directed. This will keep the ewes in a high state of health and give good digestive powers, keeping them in good condition with less feed than would otherwise be the case.

It makes stock thrive.

Breeding ewes which have been fed Standard Stock Food regularly through the winter will produce vigorous lambs, and have a plentiful supply of milk for them. They will not be in danger from garget, nor will they fall away in flesh from suckling the lamb.

Where ewes are kept in high condition from two or three weeks before they are bred, they are much more likely to have twin lambs, and thus become more profitable. English flockmasters regularly put their ewes on extra feed of the most nutritious kind two or three weeks before breeding them, with this in view.

Some flockmasters labor under the delusion that ewes should be kept rather thin during pregnancy, but this is not a good policy. They should be kept in such condition that they are round and plump, feeling hard and firm under handling.

Give plenty of good water, and do not hurry them or allow them to be crowded through gates or doors.

Watch them closely during lambing time, and if any of them refuse to own their lambs, shut them in a pen with the lamb and see that it sucks regularly, and the ewe will soon acknowledge her offspring and thereafter take care of it.

On hundreds of farms breeding ewes are kept on oat or barley straw, peavines

or corn stover all through the winter, and do well on such rough feed, but will require a little more grain than would be needed where clover or alfalfa hay is given. In the west, thousands of breeding ewes are wintered on alfalfa with little or no grain, but this is not the best way, and the good sheep-keeping farmer would not be content with such makeshift feeding.

Breeding ewes should be well protected from storms during the winter. What is principally needed are dry yards and a house that will protect them from rain and wind. The house need not be a warm one, but it should be such a cue as will protect from high winds and cold rains.

A yard that would otherwise be quite damp may be made dry by bedding it with straw. The ewes will eat a part of the straw and the remainder will be tramped down and make manure.

Care of Lambs

Lambs mature quickly and make a better size if they are taught to eat grain as soon as possible. It is surprising how soon a lot of lambs will begin to eat bran, oats and cracked corn or wheat screenings, if such feeds are within their reach.

The best way to feed grain to lambs is to make a "creep" for them. This is a pen in the pasture with an opening on each side through which the lambs can creep, but small enough to keep the ewes out. If such a pen is made of slats set upright, the slats may be far enough apart so the lambs can creep through anywhere at pleasure. This pen or creep should be covered so as to protect the grain from rains and should have in it a trough in which grain should be kept all the time.

With the grain thus fed, feed Standard Stock Food, and the lambs will grow and thrive wonderfully, and when weaning time comes may be taken away from the ewes without "going back" at all. Grain never gives such large returns as when it is fed to young lambs. If Standard Stock Food is used as directed the lambs will get all the good possible out of the grain and grow into money more rapidly than any other young stock, for besides making weight in the shape of flesh they will be growing a long, heavy fleece of wool.

It makes stock thrive.

Weaning Lambs

Lambs that have been taught to eat grain will be ready to wean at four months of age. By this time they should be lusty fellows, eating grass regularly with their dams and eating grain every day. When taken from the ewes they should be separated far enough that

they and their dams cannot hear each other, and put on the best pasture procurable. Second growth clover or alfalfa makes a good weaning pasture, and the writer has weaned many a bunch of lambs by turning them in a field of growing corn. If the corn is standing up, the lambs will not do it any harm, as they cannot reach the ears and will only eat the lower leaves, that would be lost in any event, and the weeds and grasses that spring up in every cornfield.

Grain should be regularly given, and Standard Stock Food continued without a break.

Very often pasturage is short at the time lambs are weaned. In that case a patch of rape comes in very handy. Rape can be grown to a size for pasture in about seven weeks from the time of sowing and makes an elegant feed for lambs, or for sheep of any age. When first turned on rape sheep should be allowed to run in it for only an hour, gradually increasing the time until they can be allowed to run on it altogether. Sheep like to have a rape patch to run in, with liberty to go back on a grass field to lie down or to nibble over.

Fattening Sheep

It is not thought to be profitable to try to fatten yearlings. At this age sheep

are losing their lamb teeth and their front teeth are getting loose, so they do not eat well, and it is hard to get them to put on flesh rapidly.

Sheep should be sold as lambs or the spring they are a year old, just after shearing, or should be kept over until past their second winter. Unless wool is high enough to make it an object, it is better to sell the wethers the spring they are a year old, reserving as many of the ewes as are needed to keep the flock good, or increase it to the desired size.

Fattening sheep should be kept on a dry yard. This should be well littered and they should have a shed, protected on the windward side and having a rain-proof roof.

A building that would be warm enough for dairy cows will be entirely too warm for sheep. As they require good ventilation, an open shed, as suggested above, makes a very comfortable place for them.

Grain and rough feed should be fed separately. Place the rough feed in convenient racks, protected if possible, and feed the grain in troughs. The racks may be filled with hay, letting the sheep eat at liberty; a great many feeders make very large racks purposely, so it will not be necessary to put hay in every day. In close quarters the racks should



It Will Pay You

After all is said and done, there is just one thing that you want to know about the Standard Stock Food and that is whether it will pay you or not.

You are probably more interested in that phase of the question than you are in the why or the wherefore.

We can easily tell you *why* Standard Stock Food will make money for you, but overshadowing our say-so is this fact:

More than 100,000 farmers and stockmen are feeding it every year.

They know that it pays them and they freely say so. They don't say so to please us nor to fool you. They say so, because it *is* so, and back up their say-so by continuing to purchase Standard Stock Food.

Thousands of them have used it continuously from ten to fifteen years, hundreds of them have used it ever since we first put it on the market.

Honestly now, can you, as a business farmer, afford to decline to give Standard Stock Food a fair trial.

Remember it's the best stock food in the world—there is no question about it.

IT MAKES STOCK THRIVE

be of a size to need filling every day, as sheep dislike hay in such places after it has been "blown on," as shepherds say.

Rough Feeds

The best rough feed for sheep is alfalfa, as it is so well balanced that it requires less grain with it than any other coarse feed. In the east clover hay will be found at the best, and where neither of these are to be had, prairie hay or timothy may be substituted. Corn stover is probably next best to alfalfa, if the corn has been cut early and the stalks well cured in the shock before being husked. If the stover can be cut or shredded it will be more convenient, but the sheep will not eat any more of it than they would if it were uncut.



Grain Feeds

Corn stands at the head for fattening sheep, and 500 pounds of shelled corn with 400 pounds of good clover hay will make 100 pounds of gain under average conditions.

In many parts of the country wheat screenings are a cheap feed, as they are sold at a low price.

Oats make a good grain ration for sheep and a cheap one when they are low-priced. Oats tend to make growth, however, rather than fat, and should be fed in connection with corn.

Wheat bran, while good for ewes and stock sheep, is not a good fattening feed and should not be used, as it is rarely cheap as compared with corn or screenings.

The grain given to fattening sheep should be fed in wide, flat-bottomed troughs, so as to compel them to eat slowly rather than "hog" their grain

feed, as they will do in V-shaped troughs.

With the grain ration always give the proper quantity of Standard Stock Food. Every flock-master or sheep-feeder who has ever used Standard Stock Food is loud in its praise. It hurries them along better than anything else, keeping them in good appetite, and keeping their digestive organs toned up to full capacity all the time.

It makes stock thrive.

Length of Feeding Period

The feeding period with sheep and lambs is from twelve to fifteen weeks. In this time lambs will gain from 25 to 30 pounds a head and be in fine shape for the block. Older sheep will gain from 15 to 20 pounds, the profit being

in increasing the value of the pounds the sheep weighed at the beginning, rather than making money from the added weight.

Standard Stock Food is admirably adapted to helping sheep get "fit" quickly. When it is used the sheep keep on feed regularly, while without it more or less of them will be off feed a part of the time, as a sheep is a rather dainty feeder and must be carefully fed to keep eating heavy feed regularly. Standard Stock Food keeps the digestive organs at work all the time, and as the feed is more perfectly digested and assimilated, a flock to which it is fed will invariably beat one to which it is not fed.

From the time they first begin to eat until they are finally disposed of, Standard Stock Food will pay at least 100 per cent above its cost to the flock-master who uses it regularly in feeding his flock.

This is not a matter of theory or guesswork. Read on other pages of this

book the testimony of experienced and successful sheep-feeders.

Their testimony could be added to by that of hundreds of others who have become so thoroughly convinced of the merit of the Food that they would not think of trying to keep sheep without it.

It makes stock thrive.

Sheep like variety in their ration. They have been known to eat 350 different kinds of grasses and plants. You can give the taste of variety to their feed, by the judicious use of Standard Stock Food.

It makes stock thrive.

The rule in sheep raising is always—dry feet and dry back. Take care of that and your flock will do well.

Thousands of lambs die every year from stomach worry—the result of improper

or insufficient nourishment. Tempt the appetite and aid the digestion by giving a little Standard Stock Food with each feeding ration, and your lambs will be healthy, frisky, happy and prosperous. It makes stock thrive.

The Nodular disease in sheep is caused by a worm that develops in the stomach and, passing into the intestines, lays its nit in the mucous membranes with which the intestines are lined. These nits gather in bunches called nodulars; pus forms and the nits emerge and multiply until the whole digestive tract is full of them. They interfere with the processes of digestion and assimilation to such an extent that the sheep literally starves to death. The best preventive is to keep your flock in a vigorous, healthy condition, with the digestive system toned up to its fullest capacity by the regular use of Standard Stock Food. It makes stock thrive.



Scenes on Daniel Leonard's Farm, Corning, Ia.

AN EXPERIENCED SHEEPMAN'S VIEWS

Corning, Ia., Sept. 25, 1904.

After an observation of over fifty years of constant intent to succeed, I will say to the young man intending to engage in sheep husbandry to not start out to get rich quick. Be sure to go slow at first. Make up your mind that you will be disappointed, but when you have reached success from adversity a few times you will then begin to start fairly on the road to independence, if you persevere and continue to learn the know-how.

No pasture lot is giving its best returns without a few sheep on it to eat the weeds. A certain number will destroy weeds and make room for grass to grow to the amount of all the grass they would eat. Why not raise wool and mutton instead of grain, beef and pork, and save freight on the heavier products as well as save the fertility of our real es-

tate? It is said that land is too high in price to raise sheep on in this section of country. Let us see. Say let us start at Omaha, thence east, state by state, to Philadelphia, and sheep are more numerous, county by county, as we reach the east. Then, if you please, let us enumerate a few sections in England, and you have my answer. Forty-eight years ago we stopped here with less than three hundred dollars. We now have and have helped our sons to over 1,100 acres of land. Staying with the sheep pays.

I find that sheep have natural advantages which cattle and hogs do not possess, and offer greater sources of profit than either of the others. First, they are very prolific and raise their young on the most inexpensive feed with the least care; Second, their flesh costs less to produce and brings more in the market than any other; be-

sides it is the most healthy food for man.

In regard to Standard Stock Food, I know from experience that if it is fed intelligently it will give good results, but if fed by Tom, Dick and Harry, as it comes convenient, it is a waste and more too, the same as salt fed hap-hazard. We have found your Food especially beneficial when fed to horses!

The above might be strung out to cover pages, but the successful may know from the above.

Yours truly,

Daniel Leonard.

IT MAKES ME MONEY.

Pomona, Kas., August 29, 1901.

The following is my experience in feeding 25 head of steers, corn and Standard Food, and after May 20th, on pasture:

April 10th, I weighed these steers, which were then on a full feed of corn, and their average weight was 876 pounds; total, 21,900 pounds. I then commenced feeding Standard Food, and on May 20th, their average weight was 1,020 pounds; total, 25,505 pounds; a gain of 3 3-5 pounds per day per steer. On May 20th, I put the cattle on pasture of timothy and clover, feeding Standard Food and a full feed of corn, weighing again June 19th, when the total weight was 27,990 pounds, a gain of 99 1-5 pounds per steer in 30 days. These cat-



Owned and Fed by Milen Patterson

Owned and Fed by Milen Patterson

Two hundred and sixty-six head averaged 925 pounds when put in feed yard; were started on snapped corn, finished on ground corn. They were fed Standard Food sixty-five days. Mr. Patterson had these cattle on feed ninety days when he shipped to Kansas City, Mo. They averaged 1,275 pounds, and sold for an average price of \$5.13 per hundred. Sold by the Drovers' Live Stock Commission Company.

FEEDS IT TO ALL.

Winterset, Ia., Sept. 30, 1902.

Your special agent, Mr. L. S. Houlette, came to me and asked me to give the weights of my 31 head of cattle I put on feed Jan. 11, 1902.

Their weight was 1,000 pounds when started. I sold them May 12, 1902, at an average weight of 1,443 pounds in Chicago. They were on feed 132 days and made 443 pounds per head at that time. I fed them Standard Food.

I have bought 2,000 pounds today, as I think it pays to feed to all kinds of stock. I have 85 steers in feed at present and shall put 120 more on feed, to which I shall feed Standard Food.

G. L. Shaw.

tle were shipped July 1st, when they were weighed without water, at a total weight of 28,560 pounds, showing a gain of 266 pounds in 80 days' feed, each steer an average of 3 1-3 pounds per day. I have fed cattle for some four or five years, but never had cattle do as well as this bunch, and I am satisfied that Standard Food helped me greatly to get this result. I am now feeding Standard Food to 115 hogs with a profitable result, and I expect to continue its use, because it makes me money.

H. A. Davis.

"A FAIR AND HONEST TRIAL."

Herman, Neb., March, 1904.

Having used Standard Food for six years past, wish to say it is an excellent food in connection with the grain ration of hogs, and especially so during the fattening period. It will give fattening cattle a sharp appetite as well as increase it. I can recommend the Food to any feeder or stock producer.

J. H. Johnson.

A STOCKMAN'S ADVICE.

Kennard, Nebr., March 19, 1904.

This is to certify that I have used the Standard Food for about six years, and am well pleased with it. I have never made a scale test and cannot tell exactly what it does, but would advise anyone feeding cattle to use Standard Food. I think the hogs do better by following cattle fed the Food.

W. E. French.



Owned and Fed by W. M. Briggs; They Got Standard Food

SUCCESS WITH STANDARD FOOD.

Des Moines, Ia., July 19, 1903.

Gentlemen: I will hand you the out weights of the bunch of cattle you photographed June 10th. Their weights, when bought Nov. 1st, were 1,052 lbs., average. I rough-fed them until January 1, 1903, and then gave them a small feed of corn once a day until February 1st. Their weight was 1,100 lbs. per head when I got them on full feed. I sold them June 10th; their weight that day at Grimes, Ia., 6 miles from my farm, being 1,425 lbs per head. They had their feed in the morning and were weighed at 5 p. m. Their ration was ear corn and a regular feed of Standard Food sprinkled over it, twice a day. For roughness I used second crop timothy and clover; not very good at that. I think my cattle fed fine considering the corn of 1902.

Truly yours,

W. M. Briggs.

ORDERS THE BEST EVIDENCE.

Anthon, Ia., June 8, 1903.

On April 2nd of this year, your agent, Mr. Brunell, induced me to try some Standard Food in feeding my cattle. I can say I was well

satisfied with the results obtained. My cattle ate better and digested the corn better. I am going to feed it to hogs this summer and have this day given your agent an order for 300 lbs.

V. H. Wilsey.

Never Had Cattle Do Better

In reference to the cattle shown in the picture below, Mr. Bernard states: "These cattle were put on full feed February 1, 1900. They did not do well at the start. I began feeding Standard Food April 12th and they soon began to gain, and I never had cattle do better than these. They gained 250 pounds per head while being fed Standard Food from April 12th to July 4th. They averaged 1,500 pounds when sold July 6th. The hogs following these cattle were bought in February, and averaged 110 pounds. When sold with the cattle they averaged 275 pounds, and brought \$5.35. I never had hogs do as well while feeding cattle."



Owned and Fed by A. R. Bernard, Boone, Iowa

A Sample of Standard Food's Effect

The animals shown below were exhibited at the Minnesota State Fair, 1900, and won third prize on herd. The bull and three heifers on the right won third prize as get of sire and third on the yearling bull. Mr. Lucas says: "I attribute the fine growth and condition of my herd in a large degree to the careful feeding of Standard Food. These animals have been fed a moderate ration of Standard Food nearly all their lives."

There is nothing in it that will injure any kind of stock for breeding or fattening purposes.

The best evidence I can give you is that my sons and I buy it in large quantities. We have placed our order to-day for 1,000 lbs. to feed our 40 head of beef cattle we have on feed, and shall put 60 more on feed at once, also feed it to our 300 hogs we have on feed, and do not care to be without it.

S. E. Daggett & Sons.

THE PROPER THING FOR PROFIT.

Underwood, Ia., May 28, 1903.

On October 1st to 10th I commenced feeding the Food to 21 head, and from that time to May 4, 1903, when I sold them in Omaha at a



Part of Aberdeen Angus Herd Owned by Berry Lucas, Hamilton, Mo.

DEMONSTRATED ITS VALUE.

Ord, Neb., July 30, 1904.

We have fed five lots of cattle during the past four years, and have fed Standard Stock Food to two lots, and I believe I know something about its value.

Three years ago I fed 1,000 lbs. of Standard Food to 60 steers, making a gain of 300 lbs. per steer in 3½ months. This lot of cattle had the itch during the feeding period and, no doubt, were held back on that account.

The next year I fed without using stock food. The gain was not so good. Last year I bought 1,000 lbs. of Standard Food again to feed to 119 steers. They were bought Jan. 25, 1904, weighed at Ord; average weight, 810 lbs. Sold June 10, 1904, weighed at Ord, 1,240 lbs. Weight at Chicago, 1,210 lbs. Making a gain of 400 lbs. (Chicago weight), in 4½ months. Three loads sold for \$5.95, and three loads at \$6.05. I fed from a self-feeder.

I know that I can get a better gain by feeding Standard Food, as the gains on my cattle when fed stock food have demonstrated.

Danner & Co., by H. G. Danner.

FOR ALL THE STOCK.

Conrad, Ia., Dec. 18, 1902.

I have fed Standard Food to all kinds of stock, from my horses down to my poultry, and find it all you claim for it. Your agent, Mr. C. M. Deal, sold me my first order for fattening cattle. He told me it would shorten the feeding period and make a better market finish, which it surely did. The finish alone is worth more than the Food costs me. My cattle feed evenly; none scouring, or belching food; and all are ready for the feed every day.

I think it excellent for young calves and small pigs, and I don't think it can be beat for horses. I never fed it to a horse but what I could see an improvement in a short time.

good price for the kind and market on which they sold. These cattle were on feed seven months and went into the feed lot at about 800 lbs., certainly not more and perhaps less. They sold with the shrinkage in Omaha for \$4.85 per hundred pounds and weighed out at an average of 1,317 lbs. per steer, an average gain per steer per month of about 74 lbs.

I am well pleased with my experience and consider the money invested in Standard Food made me a good profit. My cattle fed evenly and ate all the ration clean and quickly. The whole feed was satisfactory and I believe Standard Food is the proper thing to feed for profit.

John Sexton.

A GOOD TEST.

De Soto, Ia., June 30, 1903.

This is the result of my test feed with Standard Food on two (2) bunches of hogs. Both bunches being fed same amount of soaked shelled corn for one (1) month.

"Lot Fed Standard Food."

May 28th, 6 hogs weighed.....1,070 lbs.
June 27th, 6 hogs weighed.....1,325 lbs.

Gain 255 lbs.

"Lot Not Fed Standard Food."

May 28th, 6 hogs weighed.....1,030 lbs.
June 27th, 6 hogs weighed.....1,245 lbs.

Gain 215 lbs.

Total gain for Standard fed lot..... 255 lbs.

Total gain for lot not fed Standard Food 215 lbs.

Gain in favor of Standard Food..... 40 lbs.

Cost of Standard Food at 10c per lb.....\$.90

Cash value of 40 lbs. gain at 5c.....2.00

Net gain of 6 hogs\$1.10

Net gain per hog per month, 18 1-3 cents per month.

H. L. McCombs.

"THE STANDARD FARMER"

"You have a fine farm here, Mr. Busby."

Abner Busby's weather browned cheeks began to wrinkle as a slow smile showed on his face, and he gave a deliberately



"You Have a Fine Farm Here"

comprehensive glance at the prospect before him.

The man who was talking to the farmer was looking with delight across the fields, emerald green with growing corn or golden with wheat, rye and barley, while here and there in the green and gold glory of the Nebraska prairie, in the July of a fat year, the landscape was dotted with the royal purple of alfalfa blossoms.

It was a fine farm, such a farm as may be seen in the best part of Nebraska almost any summer day, in any year. The road that passed the farm house had been mowed until it was as free from weeds as a well-kept lawn and the lawn before the house was well trimmed. The house itself was painted white and the shutters, thrown back to allow light and air to enter, were as green as the corn blades in the field on the slope beyond.

Straight and trim the fences bounded the fields, and the big barn and feeding sheds to the left were in good repair, nicely painted and fitted into their places like the setting in a brooch. Under the big feeding shed, in the feed lot, some tidy steers chewed the cud of contentment, and above all was a sky as blue as sapphire and a breeze, that bore the perfume of shocked wheat and curing alfalfa, cooed in the evergreen trees on the lawn. A cock strutted and crowed in the barnyard, and hens sang harshly or cackled lazily in the barn and about the place. Some plump, round swine lay in the shade of the feed troughs, and slept away the day in swinish ease.

It was a fine farm, indeed, and Abner Busby knew it as did the passing stranger, who had called on a matter of business connected with some farm machinery Mr. Busby had bought.

Half sitting on the railing of the portico in front of his pleasant home, Abner Busby felt the joy that comes to the man who achieves. He had settled in Nebraska in the old days of hard work and privations, such as only pioneers know, and had seen the fulfillment of the old prophecy, for had he not seen "the desert blossom as a rose" and out of the wilderness of wild land, untouched by the man with the hoe, had he not seen the bloom of rich harvests?

To have a passer-by, a stranger in a strange land, recognize the beauty of his farm, and delight in the picture of prosperity that nature had laid in her own colors across the hills, was, to this man, as sweet as honey in the comb, and it is not to be wondered at that his features, hardened by the sun and storms of many years, relaxed and wrinkled in leathery ridges as a smile spread across his face.

"Yes," he said, reflectively, "I reckon I have a pretty fine place, an' it ain't the only one in this section. The folks in this neighborhood call me the Standard Farmer, an' so I jest named my farm the Standard Farm."

"Isn't that rather a queer nickname to give a farmer?" asked the stranger.

"I guess it is," assented Mr. Busby. "but it come about in a cur'ous kind of a way."

"How was that?"

"Waal, you see, when we first come out to this country we kind o' sot down out o' doors, as you might say. They wasn't no trees nor no shelter of any kind an' we jest camped right on the open prairie an' put up shacks for shelter till we could git started.

"Then we turned to an' broke up a patch an' got some corn planted an' begun to break more so's to have some ground to put in wheat in the fall.

"In a year or two we was able to build better houses, but things didn't go altogether smooth an' we had to rustle pretty lively to git started an' keep a-going. We kep' this up for several years an' by that time we kind o' forgot how things used to be tended to back yonder, an' we got careless 'bout how our farms looked an' wasteful, on account o' the plentiful crops, an', to tell you the truth, this was a pretty run-down-at-the-heel section o' God's country for some consid'able time after it was thick settled.

"We raised cattle an' hogs, an' if they done well we made money, an' if

murrain an' cholera come along an' killed off our stock we took it as the workin's of Providence an' turned to an' stocked up again.

"One day, it must a-been about twelve years ago, a feller come through the country selling a new stock food. It was made down here to Omaha an' he



"They Began to Perk Up"

told some great tales about how much good it'd do our stock by keepin' them healthy an' giving them a good appetite an' making the corn go further.

"I was feeding a lot o' steers that fail that wasn't doin' no good on earth. They et about half as much as they ought to an' their hair stood right out on end. I was plum discouraged about 'em an' when that feller come along with the stock food it done me good to give him such a cross-harrerlin' an' tongue lashin' that I thought he would never come to see me again.

"But he wasn't that kind of a man. He called on me time an' ag'in, an' was such a good feller, an' seemed to believe with all his might that Stock Food was all right, that finally I bought a hundred pounds of it jest to git shut of him for a while.

"After I had bought it, I concluded I might as well feed it, 'though I was mortal certain it wasn't no more use than a lot o' sawdust. So I begun to feed them steers accordin' to directions, an', sure's your a-settin' there, they begun to perk up an' sort o' take notice when I come around to feed 'em, an' before three weeks they was lookin' so much better that I went down an' told the feller he might bring me another box o' the Food.

"Waal, to make a long story short, them steers come right out o' the kinks an' grewed to beat the band, an' when they was ready to sell I got a bigger price than any o' my neighbors, an' then I began to toot my horn about how smart I was to find out about Standard Stock Food first.

"You know how 'tis with a feller. You may have to take a club to him to git him to change his ways an' then, after

he finds out that was what he ought to a-done long ago, he turns to an' takes all the credit to himself. I was jest that way. It's human natur', I guess.

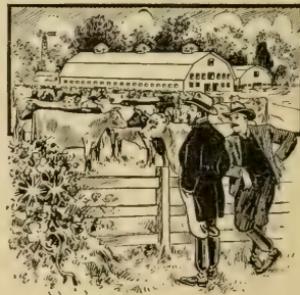
"The next year I begun early with a lot o' steers an' hogs an' my stuff bulged right ahead of anything in this hull section. Fellers used to come round this way to see the steers, but yit they wouldn't own up that it was Standard Stock Food. All the folks that belong to the perverse an' stiff-necked generation the scripters tell about ain't dead or converted yet, by a long shot, so my neighbors come to see my steers an' hogs an' went away marvelin', but unconvinced.

"For some time it seemed to me there was something wrong about the steers. Things didn't seem to jibe right an' I couldn't tell what it was, 'till one day Gabe Hawkins was lookin' at the steers, an' he said, says he:

"'Ab, if you'd clean up this barnyard a little a feller could git more reel enjoyment a-lookin' at your steers. The way it is now his mind is took offen the steers to steer his way, so to speak.'

"Say, d'ye ever notice how some folks look dressed up in common clo'se an' some look kind o' mussy no matter if they're dressed in spick an' span silk an' satin?

"Waal, that's just what had been the matter all the time. Soon's Gabe spoke I knowed in a second where the trouble was. Them steers didn't have the right kind of a settin' out. There they was, sleek as a mole—some of the neighbors declared I must curry them o' night—an' the barnyard an' feed lot was shoetop deep in manure. It all busted in on my inner consciousness, as the preacher



"The Steers Looked Fifty Per Cent Better"

would say, in a wink o' your eye. That wasn't the kind of a lot to keep that kind o' steers in.

"You don't have to tie me up an' hit me with an axe-handle to make me see the hole in a barbed wire fence. You jest p'int out the circumstance to me an' it ain't long afore the circumstance is

layin' flat of its back an' I'm on top of it.

"The next morning me an' the boys turned to an afore the week was out we had that feed lot an' the barnyard swep' an' garnished, as the scriptērs say, an' I ain't tellin' you no lie when I say them steers looked fifty per cent better than they did afore, an' I swan I believe they knowed the difference an' swelled out more'n a little.

"That was the beginning of the hull thing, the enterin' wedge, so to say. I hadn't no place to pile the manure I hauled out. I knowed it wasn't no use to put it on the land, for the land was as rich as it could be, anyhow, but I had to put it somewhere, so I scattered it over the oats stubble where I was goin' to put in wheat.

"After the feed lot an' barnyard was clean, I seen it would take a new fence around 'em to make things look right, an' after that was built I noticed the barn yard looked better than the door yard afore the house, so I slicked that up, an' while I was at it I got that fancy wire fence you see an' put it up around the house.

"By the time I was through with these things, I noticed my house needed painting, an' then I concluded I ought to put some blinds up to the winders, an' after that was done I had to build a new kitchen, an' I'll be doggoned if I didn't have to furnish the hull house afore mother an' the girls was satisfied. I begun to think I owed Gabe Hawkins a big grudge for ever mentionin' the manure in the feed lot.

"Then I painted the barn an' put up a new windmill, an' afore I was done with gettin' the place to look's if it all belonged to one man, I had got clear

could git paid for haulin' it out by gettin' bigger crops, so I got careful about saving all of it I could.

"All the time, I was a sayin' that Standard Stock Food would make any man rich, for my stock sold for more'n anybody else got an' my crops got to gittin' big on account o' the manure



The Standard Farm

I saved an' my neighbors got to thinkin' consid'able, an' one after another they turned to an' follered my advice, till the hull neighborhood got to lookin' more scrumptious an' picked up like.

"Then come the time when I got to bein' called the Standard Farmer. Ol' Elder Bowie, he was presidin' elder in this deestrick in them days. He was one o' your ol', hard-knockin' preachers, who'd come out here when the country was new an' talked right straight from the shoulder.

"We was havin' a sort of a basket meetin' in that grove down yonder, an' the Elder was the preacher. On Sunday mornin', the day of the meetin', he preached a sermon an' took for his tex', 'The Christian Standard.' He p'inted out that every one has to have a standard by which to regelate his life. 'Fer instance,' he said, 'Washington is the standard o' patriotism in this country; Dan'l Webster the standard of flowery speakin'; Lincoln the standard o' statesmanship.' Then he said, says he, 'Even in this very neighborhood we have a standard by which you farmers might square your own ways o' workin' your farms. There's Brother Abner Busby, who has made his farm like unto a garden an' whose cattle on a thousand hills look like they each one had a private nurse to keep 'em slick an' feed them the good things o' life.'

"Say, I'd a-took two-bits for myself an' a-handed the buyer back twenty cents o' that, if I could a-got out o' that crowd. I'd been talkin' Standard Stock Food till the whole crowd see how the shoe fit me, an' Gabe Hawkins, he looked p'intedly at me an' snickered right out.

"From that the name got tacked onto me. At first I didn't like it very much



"Standard Stock Food Would Make Any Man Rich"

over to the back lots an' people said I was gettin' fooler an' fooler every year.

"You see, I didn't get all these things done in one year, I took it gradual, but kep' on doin' things. The wheat crop where I'd put the manure turned out five bushels to the acre more'n any other field on the place, an' I found out I

an' I come mighty near goin' over an' j'inin' the other Methodists, but the Elder he come around an' talked mighty smooth to me an' put the thing in such a light that I begun to feel kin' o' proud o' the name, an' finally I concluded to go the whole hog an' I called the farm 'Standard Farm,' as you'd see by the name on the barn, if you could see the front side of it from here.

"It looks kind o' conceity in me at first sight, but after you know all about it, you see it ain't my fault I've got the



The Whole Neighborhood Picked Up

name. Sence that, most o' the farmers around here has got to be Standard Farmers, too, but I got the patent on the name an' I hold it."

"Sort o' curious how things turn out, ain't it?" said Abner, after a pause. "You wouldn't think buying a little box o' stock food would turn a hull neighborhood upside down, would you?"

"It seems to have been a rather good investment, though," said the stranger.

"Waal, I should smile," said Abner, and he did.

YOU CAN WRITE TO THIS MAN.

Haddam, Kans., June 18, 1903.

I will give you the weights and gain on my cattle during last season's feed. These cattle, forty in number, were bought December 5, 1902, and sold April 28, 1903. They were westerners and were wild, consequently, during the first three weeks of the feed, the entire lot did not eat more than 2½ bushels of corn per day. I felt very much dissatisfied and discouraged with them. I had a little Standard Food left over from last year, so I began feeding it over snapped corn. They liked it, and in three weeks were on a good strong feed. They were on feed 120 days, during which time they made an average gain of 414 pounds per head.

This statement can be verified by getting a copy of the Stock Yards Daily Journal of April 29, 1903. I have been using Standard Food for four years and the longer I use it the better I like it, and the more I am convinced all should feed it.

I will say this to the feeder who feeds as I did when I started to use Standard Food regarding statements of this kind, that if he thinks this statement is too strong and will write to me, I will find time to answer him and show him where to find the record of this feed. This is not all; these cattle were the tails out of twelve cars.

W. S. Teague.

"A MARGIN OF \$50.70 A HEAD."

Ozawkie, Kan., June 6, 1902.

I fed Standard Food in connection with corn and oil meal. I fed yearlings weighing 755 pounds and costing \$3.05 per cwt. I fed five months, put on 362 pounds' gain, and sold on the St. Joseph market for \$6.60. They cost \$23.02 a head and sold for \$73.70, giving a margin of \$50.70 a head. For light cattle I think I ought to feel well satisfied.

I don't know whether it was your Food or the oil meal or both, but something put a fine gloss on them. The salesman said they were the fattest bunch of western cattle he had seen for some time. They were sold on May 14th. If you have a copy of the St. Joseph Stockman of that date you will notice the sale of 67 cattle, weighing 1,117 pounds.

F. G. Stark.



A Standard Fed Herd on the Farm of W. J. Kennedy, Cuba, Kansas

PART EIGHT

FITTING STOCK FOR
THE SHOW RING

FITTING stock for the show ring requires extra care in every direction. It has come to be an art by itself in these days when appearance counts for so much in the show ring.

It is much to be regretted that modern stock judges will hardly look at an animal, shown as a breeder, unless it is in fit condition to go at once to the butcher's block.

As we are compelled to accept present conditions if we show stock, we must do the best we can to make our stock fat and in perfect condition in every way.

Every dainty in the way of feed must be furnished and the appetite kept at the highest point all the time. There is a condition that stock showmen have come to call "bloom," which the successful exhibitor must secure. To hold an animal in this condition week after week is proof of the skill of the feeder.

Feeders of stock for market know that it is possible to overfit cattle or sheep, and this is what happens when a show animal begins to lose its "bloom." When this happens it becomes lumpy with fat and flabby under the handling of the judge, and, if this is very pronounced, the animal has little chance of winning.

Suppose you were going to exhibit cattle, sheep and hogs at a big fair, where to win a prize would be an honor to you. You would want to have it "fit to the day," as the saying is, so it would be in good shape and under the handling of the judge would be smooth and firm all over.

To secure this desirable condition it is necessary to begin some weeks in advance of the show by gradually increasing the feed given to the animal.

"A Beef Cow"

Say you have a Shorthorn cow, for instance. She is not giving milk, for you are going to show her as a beef animal. You begin operations by putting her in the stable and increasing her feed. You want her to eat as much as possible, but she must have a good appetite. So you tempt her with dainties, but unless you are very careful she gets too dainty for ordinary tidbits, and goes off her feed.

To prevent a thing of this kind, begin feeding her Standard Stock Food. This will make any ordinary food palatable to her, stimulate her appetite, increase her digestive powers and give her coat that lively luster that the show animal must have.

At the same time you begin feeding her

you also begin to groom her regularly. You first wash her all over with castile soap and soft water, rinsing the soap off in a thorough manner and rubbing her perfectly dry, using first a wisp of straw and then a rub cloth. After this is done, you go over her with a cloth dampened with olive oil, and put a blanket on her. A horse sheet will answer for this purpose, but heavier blankets will be necessary later.

Carefully scrape her horns with a bit of glass until they are perfectly smooth. Then bring them to a surface with emery paper, and finally polish them with a cloth, wet with olive oil and sprinkled with emery powder, until they shine like ivory and ebony.

If you are very careful with her you will have a sheath made for each horn and keep these on at all times, to prevent them from getting scratched or otherwise marred.

Keep her well bedded and polish the hoofs toward the last. Trim the hair close on the tail down to the brush, and carefully "pick" the brush or long hairs at the end of the tail. "Picking" is pulling each hair out of the tangles it will be in, one at a time. Never use a comb for this purpose, as it pulls out the hairs and reduces the size of the brush. After the brush is picked and straightened, it may be combed, but never when there are twists and tangles in it.

Curry the cow and rub her down every day. Give her only the best hay and the sweetest grain, never neglecting Standard Stock Food at any time during the feeding.

The show animal must be kept on dry feed from necessity most of the time, but a small quantity of green feed may be given two or three times a week.

Watch it every day and see to it that it does not pick over its feed, as this shows either a loss of appetite or too liberal feeding.

If Standard Stock Food is fed regularly the appetite will not fall, but too much grain and hay may be fed. The best way to keep a show animal in condition is to feed all the hay and grain it will eat up clean. Feed regularly at least three times a day and furnish all the water wanted.

Breeding animals fattened, as show animals must be fattened, will, under ordinary feeding, be damaged more or less, for they must be put into such high condition to have a chance to win that the necessary letting down to get them into shape for breeding again leaves them

more or less weakened as far as breeding is concerned.

If Standard Stock Food is used in the process of fitting for the show ring, the vital powers will not be strained beyond their capacity, and when the process of reducing to breeding condition is begun there will be no difficulty in the after-usefulness of the animals as breeders.

Many a good breeding cow, of almost every breed, has been totally ruined by having been made butcher fat for show purposes, and then reduced to breeding condition without giving her system the advantage of any preparation for this change. During the violent change from breeding to show condition and back to breeding condition again, she needs special care in keeping her system in perfectly natural working order.

Standard Stock Food keeps the animal to which it is fed in a perfectly normal and healthy condition, even when loaded with a weight of flesh and fat. This is why butcher stock fed the Food shrinks so little in going to market. The weight added by the use of Standard Stock Food is not a load of fat too great for the lean meat, but a naturally balanced condition between flesh and fat that allows reduction in weight without weakening the subject in any way.

Fitting Sheep

In feeding sheep for the show ring, it is allowable to use more green stuff than is the case in fitting cattle. The very best hay should be given as the main part of the rough feed, but with this may be fed considerable quantities of cabbage, turnips, mangels or sugar beets. In fitting sheep grain should be ground and a good mixture is corn, oats and wheat bran, in equal quantities by weight. To this mixture add Standard Stock Food according to directions. Keep the sheep in a dry place and litter their pens with clean straw.

In the case of Merinos, keep the animals blanketed all the time, in order to keep the oil in the wool from becoming hard, as the wool of a Merino should be heavy with oil. No clipping should be done on a Merino that is to be shown, as this leaves light spots in the fleece.

Shropshire sheep are invariably clipped while being fitted for the show ring. This is done by rubbing the surface of the wool with a wet sponge, and then clipping the surface very lightly with a pair of sharp shears, so as to make it perfectly smooth and give it a thick, firm appearance.

A good Shropshire showman will go over his sheep time and again and rub the wool in every direction, so as to raise every fiber of extra length in order that it may be clipped off.

As in the case of cattle feeding, Standard Stock Food will cause a sheep to

make a firm, evenly distributed growth of flesh and fat that will bring the animal into the ring a "good handler" and one that will prepossess the judge in its favor.

Sheep are more apt to lose their bloom while on a fair circuit than almost any other stock, but the showman who uses Standard Stock Food regularly will find his animals keeping "on edge" week after week with very little difference in appetite, appearance or handling qualities.

In showing sheep all the white-faced breeds should have their faces carefully washed, not long before they go into the show ring, as this gives them a clean, lively appearance that is very pleasing to spectators and judges.

Hogs For Show

The best show hog is the one that is heavily built up with flesh and fat, and has strength enough to stand square and firm on its feet.

A hog must be fed with great care, or it will come into the ring with its legs bent as if from overloading.

Feeding on corn alone will not put a hog in the best show condition. If milk is to be had it is a very good thing for fitting hogs, and corn, ground oats and wheat middlings made into a thick slop will add to the weight rapidly. Standard Stock Food should be fed every day to keep the animal eating, digesting and assimilating the largest possible quantity of feed.

Keep the animal in a clean pen and give it plenty of clean bedding. Wash it frequently and oil its skin often with olive oil. If it is a thin-haired Berkshire or Poland-China, it adds to its appearance to clip its hair rather short, but a thick-haired hog looks the worse for this treatment.

Fitting Horses

The fitting of horses, when well done, adds to their appearance and to their value. A very fat horse might not suit a farmer as well as one in good, hard-working condition, but take a working horse to market and no matter how hard he may be, if he is not fat he will not sell as well as one that has been made fat.

It is the same in fitting him for the show ring. In the draft and general purpose classes, it is necessary that the horse be really fat to get even a "pleasant look" from the judges, and in the lighter classes the horse that shows its ribs is often passed up for a worse one, fat enough to feel in high spirits and too fat to make any sort of a show on the road.

In fitting horses for either the show ring or the market, we must keep in mind the fact that the horse is very easily overfed. He has not the digestive capacity of a hog, nor the paunch of the steer or sheep. His stomach is small

and can easily be overloaded, if feed, high in nutritive value, is given to him liberally and continuously. Get a horse off his feed and he is out of sorts pretty badly. He lets his head hang down in a listless way, his coat stares and loses its brilliancy, and his eye is dull and lustreless.

To avoid trouble of this kind it is necessary to get him in the highest possible condition and keep him on edge all the time as far as appetite is concerned, but you want him to be in high natural condition, not "tuned up" with drugs or kept in an artificial condition by the use of rank purgatives, such as the mineral salts.

The feeder wants the animals he is fitting to eat with a good appetite and digest and assimilate the largest possible quantity of the nutrients in his feed.

He feeds the best hay he can get, and for this purpose timothy is a very good, if not the very best, rough feed. Corn stover is also a good rough feed, if well cured. He feeds plump oats and good sound corn, not forgetting to give bran, and in this to feed the proper quantity of Standard Stock Food.

With Standard Stock Food it is so easy to fit a horse for show ring or market that the trouble is reduced to the minimum. The Food keeps the horse in good condition by regulating the bowels, increasing the flow of saliva and the digestive juices, and making the powers of assimilation strong and active.

Feed Standard Stock Food regularly to any horse and he is bright-eyed, high-

or catches the fancy of the judge and gives him a disposition to put the blue ribbon on the animal before going over him carefully.

It pays in prizes for the show ring, and in big round dollars, for the market, to feed that which has proven its merits in thousands of cases. Feed horses Standard Stock Food and get more prizes, more money, or more work out of them, according to which of these you are seeking. It makes stock thrive.

The stockman who follows these directions as to feed and care may be sure that his stock will go into the show ring at their best. Standard Stock Food is the stock showman's best friend, as it allows him to put his stock in the highest possible condition without injuring it in the least. He may safely fit his breeding stock for the show ring, and after the fair season is over reduce it again to breeding condition, feeling that he has not injured his chances for getting good young stuff from it. There is nothing that will take the place of Standard Stock Food in fitting stock for market, any more than there is a substitute for it in feeding fattening or breeding stock. It makes stock thrive.

GAIN 522 POUNDS.

Earlham, Ia., June 18, 1903.

Dear Sirs: These cattle weighed when put in feed lot, October 1, 1902, 1,040 pounds per head. They were put on full feed about November 10th. Commenced feeding a ration of oil meal, about 1½ pounds to the steer, December 15th. After feeding oil meal for awhile we concluded that they were not doing as well as they ought to, so bought Standard



Wicks Brothers Fed These Cattle Standard Food, and They Believe In It

headed and full of life. His ears show that he is alive, his coat is glossy, his skin in good condition and all his vital powers in full play.

A horse fitted in this way takes the eye of the buyer and brings a high price.

Stock Food to feed along with their other feed. We like it and think it helped to keep up a good, even appetite and finish the cattle well. We shipped these 20 head May 25th, and after driving them 9 miles to Earlham, they averaged 1,562 pounds, a gain of 522 pounds per head.

Wallace and Charles Wicks.



Owned and Fed by Weir Bros., Superior, Neb.

The following is the report made by the Messrs. Weir Brothers, of Superior, Neb., on the cattle shown in the above cut:

"Yarded Oct. 6, 1899, average weight 700 lbs. Fed until May 22, 1900, average weight 1,188 lbs. when sold. Sold at \$5.15 per cwt. Kansas City, Mo. Fed on corn and cob meal, alfalfa and Standard Food. Fed Standard Food from Nov. 16th, one pound to ten head.

We think it pays to feed Standard Food from the fact that it keeps the digestion good and causes cattle to eat more, and more regularly, and they do not scour as they do when not fed the Food.

Weir Bros.

A Fine Gain

In the picture below are shown sixty-one head bought Sept. 1, 1899, yarded Sept. 20th, when they averaged to weigh 1,054 pounds. Fed snap corn until Jan. 4, 1900, then shell corn and straw until April 1st, then soaked corn and straw until sold in Chicago May 28th, when they weighed 1,504 pounds average, showing an average gain of 450 pounds per head. They sold at \$5.50 per cwt., which was the top price paid that day.

Mr. Parker paid \$4.15 per cwt. for these cattle and fed them a regular ration of Standard Food from Feb. 1st until they were marketed.



Owned and Fed by J. F. Parker, Silver Creek, Neb.

PART NINE

BY DR. C. W. SANBORN

COMPARATIVE DIGESTION
IN FARM ANIMALS

NO subject pertaining to live stock feeding is of more vital interest to the farmer and the feeder—and their pocketbooks—than the subject of comparative digestion in our different farm animals.

The feeder's financial success depends upon his knowledge of causes and effects, and it is very possible for him to understand the theory of breeding, and how to compound a ration from a scientific standpoint with complete knowledge of the chemical composition of the feed-stuffs he uses, and yet fail in results if he lacks a knowledge of the animal mechanism and the complex process of digestion.

What is Digestion?

Digestion, as the term is now used, means the preparation of food for absorption and assimilation.

Foods of animals are usually solids, and in order that their nutritive elements may be absorbed and taken up into the blood stream of the animal, they must first be reduced to a liquid state. It is this process of liquification which is called digestion.

It is in reality a series of complex processes, both chemical and mechanical in nature, for certain food elements are insoluble in the state in which they are eaten and must be chemically changed or converted into other forms before they can be dissolved. The most familiar example of this is the conversion of the starchy substances in the feeding stuffs into sugar by the action of the saliva in the mouth.

Starch is not soluble, and therefore could not be absorbed, but changed into sugar, it is readily assimilated.

Digestion is accomplished by the action upon the food of the various digestive juices secreted at different points along the digestive canal (such as saliva in the mouth and the gastric juice in the stomach) assisted by the natural animal heat of the body and various physical or mechanical actions, such as the mastication of the food by the teeth, the churning motion of the stomach, etc.

Different Methods

Considered from this point of view the process of digestion and the digestive apparatus differ greatly in our different farm animals;—the cow, for example, has four stomachs, the largest of

which will hold 30 gallons, while the horse—though a heavier animal—has but one small stomach with a capacity of only about 5 gallons. It is evident that in the general evolution of the digestive system from its simplest to its most complex form, in different members of the animal kingdom, it has been constituted in different animals to conform to their food, habits and general characteristics.

The Ruminants:

The horse and the hog have one stomach; the ox and the sheep four.

These two—the ox and the sheep—are called ruminants because the food they take into the first stomach is regurgitated and chewed a second time—the process commonly called "chewing the cud."

Each of the four stomachs of the ox and sheep has its separate function to perform in preparing the food for absorption.

The first stomach, or compartment, is called the rumen or paunch, for the reason that it is from this compartment that rumination takes place. The food capacity of the first stomach is greater than that of the other three divisions combined. The function of the first stomach is that of a retainer or reservoir for retaining the coarsely masticated food for the second mastication. The steer chews his food the first time only sufficient to be passed into the first stomach, where it is mixed with the secretion of this division, and at proper intervals is recalled to the mouth for its second and final mastication.

The second stomach is called the reticulum or honey-comb bag, on account of its numerous partitions which present a honey-comb appearance. It is the smallest of the four compartments. Its cavity communicates freely with that of the first stomach by a large opening. Its function in digestion seems to be that of aiding rumination and supplying moisture for the first stomach, as the second stomach always contains more or less water and food.

The third stomach or compartment is called the Omasum or manyplies, on account of its numerous mucous folds, which vary in breadth and are from twelve to fifteen in number. The function of the third stomach in the process of digestion seems to be that of

regulating the passage of food from the second stomach into the fourth or true stomach. The orifice or passage from the second stomach leading into the third division is so small that it acts somewhat like a check valve in preventing the coarse food material from passing out of the second division into the fourth division. Still, the orifice is large enough to allow the passage of whole corn and other small grain into the fourth stomach.

After the food has once entered the passage of the third compartment it cannot be recalled for further mastication. Therefore, all whole corn and other grains that escape mastication in the mouth, must pass through the entire digestive tract undigested. Thus we see whole corn and other grain pass through the

The Horse and Hog

Of the four differently constituted domestic animals, it will be observed that there is a great difference in the manner of preparing their food for the action of the gastric juices. The horse chews his food fine and once for all, and it is then passed direct into the stomach to be acted upon by the gastric juice. The hog, being true to his carnivorous nature and instincts, scarcely stops to chew any food that can be swallowed, as he relies upon his powerful digestive fluids to digest all food that enters the stomach; but with the steer and sheep, we find that the preparatory process for the action of the gastric juices is of a more complex nature; the functions of the first three divisions of their multiple stomach is that



**A Typical Scene in Mr. Geo. Dinsdale's Feed Lots, Palmer, Neb:
Where Standard Stock Food is Used by the Ton**

digestive canal of the steer, and then grow, showing that even the germinating principle of the grain had not been affected.

The fourth compartment is in reality the only true stomach of the four. It is called the abomasum or rennet, and corresponds in its physiological structure and functions with the single stomach of other mammals, such as the horse and the hog. It is here that the real process of digestion takes place. Its mucous membrane is arranged in numerous large and small folds, and on their summits open the numerous ducts which excrete the gastric juice.

The fourth and true stomach of the ruminant is very liberally supplied with muscular fibres and with nerves, blood vessels and lymphatics, and differs from that of other mammals, such as the horse and hog, only in shape and size. Their histological structure and functions are of the same character.

of preparing the food for the fourth and true stomach, where the gastric juices are produced.

It must also be noted that there is a greater difference in the solvent power of the digestive fluids of the different animals. The digestive fluids of the horse and hog are much more powerful than those of the steer and sheep. The gastric juices of the hog are powerful enough to dissolve small and tender bones when taken into the stomach with other food elements. Pepsin, a substance largely used for aiding digestion in the human, is the active digestive principle of the gastric juice taken from the mucous membrane of the stomach of the hog.

This great difference in the solvent power of the digestive fluids of farm animals is clearly demonstrated to the farmer and feeder in grain feeding. For example, we find that the hog will make a gain in weight of from ten to fifteen pounds from a bushel of corn, under

proper methods of feeding, while the steer will only make a gain of from four to six pounds from a like amount of corn with his hay or other fibrous food included. These are Nature's laws and are worthy of careful study, in order that the best and most profitable results may follow.

Standard Stock Food appeals to the taste of animals and excites and stimulates the flow of all the digestive juices, enabling the animal to digest its feed more perfectly—get more good out of it—make it go farther, and produce greater gain.

It makes stock thrive.

BEST IN THIRTY YEARS.

Portland, Minn., December 16, 1898.

Dear Sirs: The following is the result of my feeding 26 steers, to which I fed STANDARD FOOD last season. I bought these steers in Chicago the last days in November, 1896. They were what I call long yearlings. I shipped them home, and roughed them through the fall and winter, up to the last of February. They averaged 870 pounds in Chicago when I bought them.

I was about out of hay in March, and gave one sack of oats a day, with straw, to the 26 head. In about three weeks I increased this to two sacks of oats a day, and during the month of April I gave them three sacks of oats a day.

May 1st I turned them on a bluff pasture eight miles from my farm, where they ran until August 10th, when they were brought home and put onto pasture on the after-feed. October 10th I commenced feeding them two sacks of oats a day, and in three weeks increased to three sacks a day. November 1st I commenced feeding a small feed of snap-corn once a day, and increased gradually until December 1st, when I had them on a full grain feed. They then weighed 1,200 pounds, and I commenced to feed them STANDARD FOOD.

I continued feeding in this way until May 5th. On that date I drove them nine miles to Caledonia, Minnesota, where they were weighed. (These steers were weighed Saturday, two days after they were taken out of the yard, and there was a large shrinkage on them.) They averaged 1,764 pounds. They were shipped to the Union Stock Yards in Chicago. Clay Robinson & Co. sold them for \$5.30. The next highest was one load at \$5.25, and the next \$5.10. They weighed in Chicago 1,730 pounds. These steers were fed twice a day, at 8:30 a. m. and 4 p. m.

I have fed steers for thirty years, and have never fed any steers before where all of them were on full feed every day, none scouring or belching corn, and I never had steers do better than this bunch. I can recommend STANDARD FOOD to all feeders. I have ordered 500 pounds of STANDARD FOOD for feeding this season.

Yours very truly,

G. M. Watson.

One hundred pounds gain per month for five months.

Topped the market; best in thirty years' feeding.

We had them photographed, and photograph was reproduced in Breeders' Gazette.

A PAYING INVESTMENT.

Stockham, Neb., November 26, 1902.

I have fed Standard Stock Food off and on for two or three years, and, while I believed it paid me to do so, yet I never could tell to what extent. This year I determined to know how much value there was in it. I had 50 April pigs that were not doing as well as I thought they ought. On June 9th I bought some Standard Food of your agent, Mr. L. E. Holmes, and began feeding them, with a steady gain, until September 25th. On September 25th I bought 200 pounds more Standard Food, enough to finish my entire bunch. On this date we also started a test feed which resulted as follows:

We shut up six barrows, three in each pen. Both lots had the same sized yards and sheds and were fed exactly the same, except one had Standard Food and the other not.

On September 25th Standard Food pigs weighed 226 pounds.

On September 25th straight corn pigs weighed 233 pounds.

On October 26th Standard Food pigs weighed 336 pounds.

On October 26th straight corn pigs weighed 336 pounds.

On November 26th Standard Food pigs weighed 408½ pounds.

On November 26th straight corn pigs weighed 390 pounds.

I fed 30 cents worth of Standard Food first month and gained 7 pounds.

I fed 40 cents worth of Standard Food second month and gained 18½ pounds.

It undoubtedly pays to feed Standard Food to hogs, when one can get from two to three dollars from every dollar invested.

B. C. McConaughy.

ONE HUNDRED PER CENT.

Marquette, Neb., Nov. 17, 1902.

The 70 head of pigs photographed to-day are April and May pigs. I have not pushed them for fat, but for growth. They will average at least 150 pounds.

These pigs have been fed on alfalfa pasture, a small ration of corn and slop. I began feeding them Standard Food when about two months old, and have fed it regularly since. I have fed three bunches of pigs with Standard Food as an additional ration from weaning time until on the market. I know I can shorten up my feeding period at least 40 to 50 days and can keep them in the best of condition all the time.

I have fed over 5,000 pounds of Standard Food to hogs and cattle and can say that I have realized over 100 per cent on money so invested. Yours truly,

W. T. Lock.



Owned and Fed by G. M. Watson, Portland, Minn.

PART TEN

Condensed from Farmers' Bulletin No. 22,
U. S. Dept. of Agriculture

THE COMPOSITION
OF FEEDS

It is a well understood fact that animal bodies are constantly changing. The very act of supporting life, by keeping up the circulation of the blood in the body, requires the expenditure of energy. This energy consumes the tissues of the body by burning them, exactly as wood is burned to produce heat or to change water into steam. This process uses up the tissues and they must be replaced by similar materials taken from the feed consumed.

The plants, fruits, or grains which we eat, take from the soil and the air the materials from which they make growth, and change their form in such a manner that they become nourishing food.

From the soil the plants of every kind get that part of them which is left after they are burned. This part is called the ash. The ash of plants when consumed by the animal goes to make bones, mostly, while the other portions are used in making flesh and fat.

COMPOSITION OF ANIMAL BODIES. The animal bodies are made up mainly of four classes of substances—water, ash (or mineral matter), fat and nitrogenous ingredients.

Water constitutes from 40 to 60 per cent of the body and is an essential ingredient. From 2 to 5 per cent of the body is ash. The proportion of these ingredients varies somewhat at different ages.

The nitrogenous materials in the body are known as protein, which includes all the materials containing nitrogen.

All those not included in this class are called nitrogen—free or non-nitrogenous.

Nitrogen, which in animal bodies is called protein, is the same as that found in plants, and is the material of which about four-fifths of the atmosphere is composed.

Lean meat, the white of an egg and casein (the curd of milk) are the most prominent and familiar forms of nitrogen.

THE SUBSTANCES IN FEEDS. The food of all herbivorous animals, those that live on grass, grain, hay or other plants, contain the same four groups of substances found in the body. Water, ash, nitrogenous materials (protein) and fat. In addition, feeds contain a group of substances called carbohydrates, which are referred to below. The materials in all feeds, in varying proportions, are as follows:

Water. All feeds, no matter how dry they may seem, contain water. This is proved by submitting them to a heat above 212 degrees, when the water is evaporated and the feed loses weight. This water is exactly the same as any other pure water, and while adding to the palatability of the feeds, is of no more use to the animal otherwise than the water it drinks.

Ash. That part of any feed material which is left after burning it is called the ash, as previously explained. This is composed of lime, magnesia, potash, soda, iron, chlorine and carbonic, sulphuric and phosphoric acids. The digestive organs select from these materials what are needed by the body, and the remainder is carried off as waste. A mixed ration almost always contains enough of these for the needs of the animal. The ash goes to the making of bone. Corn is deficient in ash, and where hogs are fed largely on corn it may be necessary to feed wood ashes, ground bone or charcoal.

Fat. The percentage of fat in a feeding stuff is found by subjecting a sample to the action of ether. This dissolves the fats, such as oils, together with the wax and green coloring

matter. This ether extract is called crude fat, and is stored up in the body as fat to be burned to supply heat and energy.

Carbohydrates. Carbohydrates are divided into two groups. First, starch, sugar, gums and the like. These are called nitrogen-free extracts, because they remain in the feed after the nitrogen is removed. Second, the woody part of feeds, cellulose fiber, which constitute the walls of vegetable cells, but are of no more value as feed than wood pulp.

Coarse feeds like hay and straw are mostly fiber. The grains are largely sugar, starch and other nitrogen-free materials. The carbohydrates compose the largest part of all vegetable foods, and are one of the principal sources from which animals derive their fat.

Protein. This is the most important and costly part of all the feeds. It is composed of the nitrogenous materials in feeds, being derived from the nitrogen they contain.

From the protein in their feed animals get the materials from which to build up lean meat, tendons, skin, hair, hoofs, horns, wool, etc. Carbohydrates cannot be made to take the place of protein, and an animal deprived of protein would starve to death, no matter how much carbohydrates it consumed; but if we feed an animal freely on protein and a little carbohydrates, the excess of protein will be consumed in supplying heat and energy, and thus takes the place of carbohydrates.

Fat is more valuable than carbohydrates in producing heat and energy. It is usually considered two and one-fourth times as valuable, but by some it is valued at two and four-tenths the value of carbohydrates. The fat in an animal comes from the fat and carbohydrates consumed in the feed, and may come from the protein consumed, if the other feed elements are deficient.

IMPORTANT TO REMEMBER. It is important to keep in mind the following facts: Carbohydrates can never take the place of protein.

Protein can take the place of carbohydrates when the latter are deficient in the feed consumed.

Protein is always more costly than carbohydrates.

It is frequently good economy to feed more carbohydrates than are needed, in order to get the necessary protein. This is the case when ordinary farm feeds are low priced.

DIGESTIBILITY OF FEEDS. All of the nutrients in feeds are not digestible. Those portions not digestible are carried off through the bowels as waste. A part of the feed is dissolved by the saliva and digestive juices of the stomach and formed into a substance called chyle, which is absorbed into the blood and from the blood goes to nourish the various parts of the body. This we say is digested and assimilated.

The different feeds have different degrees of digestibility and each different feed differs to some extent in digestibility under varying conditions and at different times. The figures given in the table on the next page are the average of those made up from a large number of experiments, and may be accepted as approximately correct.

For instance, of clover hay 60 per cent of protein, 55 per cent of nitrogen-free extract, and 55 per cent of the fat is digested. The table (No. 1) shows the average clover hay to contain 12.3 per cent of protein, or 12.3 pounds in 100 pounds. As only 60 per cent of this is digested, 100 pounds of clover hay would con-

TABLE 1—Dry Matter and Digestible Food Ingredients in 100 lbs. of Feeding Stuffs

Feeding Stuff.	Total Dry Matter.	Protein	Carbohy drates	Fat.	Fuel Value.
	<i>Pounds.</i>	<i>Pounds.</i>	<i>Pounds.</i>	<i>Pounds.</i>	<i>Calories.</i>
Green Fodder:					
Corn fodder (average of all varieties).....	20.7	1.10	12.08	0.37	26,076
Kafir-corn fodder.....	27.0	0.87	13.80	0.43	29,101
Rye fodder.....	23.4	2.05	14.11	0.44	31,914
Oat fodder.....	37.8	2.44	17.99	0.97	42,993
Redtop, in bloom.....	34.7	2.06	21.24	0.58	45,785
Orchard grass, in bloom.....	27.0	1.91	15.91	0.58	35,593
Timothy, at different stages.....	33.4	2.01	21.22	0.64	45,909
Kentucky blue grass.....	34.9	2.66	17.78	0.69	40,930
Red clover, at different stages.....	29.2	3.07	14.53	0.69	36,187
Alfalfa, at different stages.....	28.2	3.89	11.20	0.41	29,798
Cow pea.....	16.4	1.68	8.03	0.25	19,209
Soy bean.....	23.5	2.79	11.82	0.63	29,833
Rape.....	14.3	2.16	8.65	0.32	21,457
Corn Silage (recent analyses.....)	25.6	1.21	14.56	0.88	33,046
Corn fodder, field cured.....	57.8	2.34	32.34	1.15	69,358
Coor stover, field cured.....	59.5	1.98	33.16	0.57	67,766
Kafir-corn stover, field cured.....	80.8	1.82	41.42	0.98	84,562
Hay from—					
Barley.....	89.4	5.11	35.94	1.55	82,894
Oars.....	84.0	4.07	33.35	1.67	76,649
Orchard grass.....	90.1	4.78	41.99	1.40	92,900
Redtop.....	91.1	4.82	46.83	0.95	100,078
Timothy, (analyses).....	86.8	2.89	43.72	1.43	92,729
Kentucky blue grass.....	78.8	4.76	37.46	1.99	86,927
Red clover.....	84.7	7.38	38.15	1.81	92,324
Alsike clover.....	90.3	8.15	41.70	1.36	98,460
White clover.....	90.3	11.46	41.82	1.48	105,346
Alfalfa.....	91.6	10.58	37.33	1.38	94,936
Cow Pea.....	89.3	10.79	38.40	1.51	97,865
Soy bean.....	88.7	10.78	38.72	1.54	98,569
Wheat straw.....	90.4	0.37	36.30	0.40	69,894
Rye straw.....	92.9	0.63	40.58	0.38	78,254
Oat straw.....	90.8	1.20	38.64	0.76	77,310
Soy-bean straw.....	89.9	2.30	39.98	1.03	82,987
Roots and tubers:					
Potatoes.....	21.1	1.36	16.43	33,089
Beets.....	13.0	1.21	8.84	0.05	18,904
Mangel-wurzels.....	9.1	1.03	5.65	0.11	12,889
Turnips.....	9.5	0.81	6.46	0.11	13,986
Ruta-bagas.....	11.4	0.88	7.74	0.11	16,497
Carrots.....	11.4	0.81	7.83	0.22	16,999
Grains and other seeds:					
Corn (average of dent and flint).....	89.1	7.14	66.12	4.97	157,237
Kafir corn.....	87.5	5.78	53.58	1.33	116,022
Barley.....	89.1	8.69	64.83	1.60	143,499
Oats.....	89.0	9.25	48.34	4.18	124,757
Rye.....	88.4	9.12	69.73	1.36	152,400
Wheat (all varieties).....	89.5	10.23	69.21	1.68	154,848
Cotton seed (whole).....	89.7	11.08	33.13	18.44	160,047
Mill products:					
Corn meal.....	85.0	6.26	65.26	3.50	147,797
Corn-and-cob-meal.....	84.9	4.76	60.06	2.94	132,972
Oatmeal.....	92.1	11.53	52.06	5.98	143,302
Barley meal.....	88.1	7.36	62.88	1.96	138,918
Pea meal.....	89.5	10.77	51.78	0.65	130,246
Waste products:					
Gluten meal—Buffalo.....	91.8	21.56	43.02	11.87	170,210
Gluten feed (recent analyses).....	91.9	19.95	54.22	5.35	160,533
Malt sprouts.....	89.8	18.72	43.50	1.16	120,624
Brewers' grains.....	21.3	4.00	9.37	1.38	50,692
Brewers' grains (dried).....	92.0	19.04	31.79	6.03	119,990
Distillery grains (dried), principally corn.....	93.0	21.93	38.09	10.83	157,340
Distillery grains (dried), principally rye.....	93.2	10.38	42.48	6.38	125,243
Rye bran.....	88.2	11.47	52.40	1.79	126,352
Wheat bran, all analyses.....	88.5	12.01	41.23	2.87	111,138
Wheat middlings.....	84.0	12.79	53.15	3.40	136,996
Wheat shorts.....	88.2	12.22	49.98	3.83	131,855
Cotton-seed meal.....	91.8	37.01	16.52	12.58	152,653
Cotton-seed hulls.....	88.9	1.05	32.21	1.89	69,839
Linseed meal (old process).....	90.8	28.78	32.81	7.06	144,313
Linseed meal (new process).....	90.1	30.59	35.72	2.90	141,155
Sugar-beet pulp (fresh).....	10.1	0.63	7.12	14,415
Sugar-beet pulp (dry).....	93.6	6.80	65.49	134,459
Milk and its by-products:					
Whole milk.....	12.8	3.38	4.80	3.70	30,829
Skim milk, cream raised by setting.....	9.6	3.10	4.61	0.90	18,139
Skim milk, cream raised by separator.....	9.4	3.01	5.10	0.30	16,351
Buttermilk.....	9.0	2.82	4.70	0.50	16,097
Whey.....	6.2	0.56	5.00	0.10	10,764

tain only 7.38 pounds of digestible protein. The remaining 4.92 pounds are carried off through the bowels as waste, and do not aid in nourishing the animal. The amounts of digestible carbohydrates and fat are calculated in the same way.

The calculations have been made for 100 pounds of each kind of feed. American analyses have been used in making up the feeding values.

While the dry matter in each 100 pounds of feed is given in the first column, the digestible nutrients given are the amounts found in 100 pounds of feed as it is usually fed.

FUEL VALUE. In the last column of the preceding table is given the fuel value of the various feed stuffs.

The value of feed for supplying animal heat and vital energy is measured by its fuel value, and it is said to contain so many "heat units" or "calories." A calorie of heat is the quantity required to raise the temperature of one pound of water four degrees. Thus the fuel value of one pound of digestible fat is estimated to be about 4,220 calories, and of a pound of digestible protein or carbohydrates to be about 1,860 calories.

It has been found that an animal of a given weight requires feed that contains a certain number of heat units or calories.

The table shows us how many calories are contained in 100 pounds of a given feed stuff. If we make up a ration containing enough protein, and add enough coarse feed to make up the required number of calories, we have a ration sufficiently close to the standard to meet all practical requirements.

QUANTITY OF FEED. Different animals require different quantities of feed, and the same animal requires different quantities at different times.

An ox standing in a stall does not require as much feed in a day as one that is being worked, if both are of the same weight, nor does a cow weighing 1,000 pounds and giving eight quarts of milk a day require as much feed as one of the same weight giving twelve quarts a day.

BALANCED RATIONS. The quantity of feed required to feed a given animal one day is called a "ration." When this ration has the proper quantity of protein, carbohydrates and fat it is called a "balanced ration." The following table gives the proper quantities of protein, carbohydrates and fat for 1,000 pounds, live weight, of the different animals named under the conditions given. Remember the ration is for twenty-four hours' requirements, and for 1,000 pounds. Thus it might mean for one steer weighing 1,000 pounds, 10 sheep weighing 100 pounds each, or 20 pigs weighing 50 pounds each.

(See Table on page 145.)

16 POUNDS GAINED FROM A BUSHEL OF CORN.

Forty fat shoats, in fine condition, being fed 4 bushels corn each day, fed on a short blue-grass pasture.

Without Standard Food:

July 19, average 150½ lbs., total 6,020 lbs.

July 29, average 160½ lbs., total 6,420 lbs.

Gained from one bu. corn in 10 days, 16 lbs. worth 35c.

Fed the same with addition of Standard Food:

July 29, average 160½ lbs., total 6,420 lbs.

Aug. 8, average 176½ lbs., total 7,055 lbs.

Gained from one bu. corn in 10 days, 16 lbs. worth 56c.

10 days' gain from 40 bu. with Standard Food, 635 lbs.

10 days' gain from 40 bu. without Standard Food, 400 lbs.

CALCULATING RATIONS. Suppose we desired to make a balanced ration for a steer weighing 1,000 pounds, in the first part of the fattening period, and have corn, alfalfa, oats and bran on hand for making the ration. We estimate a trial ration of 15 pounds of shelled corn, 9 pounds alfalfa hay, 3 pounds oats, and one pound of bran, and figure out the value of each. By referring to Table I, we find that 15 pounds of shelled corn contains 1.07 pounds protein, 9.91 pounds carbohydrates, .75 pounds fat, and that the fuel value is 23,587 calories. We figure the alfalfa, oats and bran in the same way, and find that the combination makes a ration as follows:

	Protein	Carbo- hydrates	Fat	Fuel Value
	lbs.	lbs.	lbs.	lbs.
15 lbs. Shelled Corn..	1.07	9.91	.75	23,587
9 lbs. Alfalfa Hay..	.95	3.35	.12	8,544
3 lbs. Oats29	1.44	.12	3,744
1 lb. Bran12	.41	.002	1,111
	2.43	15.11	.99	36,986
Standard Ration..	2.50	15.00	.50	34,650

As far as nutrients are concerned, the above ration is very nearly a balanced ration; certainly near enough for all practical purposes.

With the two tables we give anyone can compound rations without trouble. Table I. gives the digestible nutrients in each kind of feed, and Table II. shows how much of each class of nutrients is required for animals of various ages under various conditions, and for each 1,000 pounds of live weight.

In finding the amount of each kind of nutrient in the feeds used in the above ration, we first referred to Table I. and ascertained the amount of each nutrient contained in 100 pounds of shelled corn. As we use 10 pounds for the ration, we take one-tenth of the quantities given in the table. This is found by multiplying the decimal fractions by .1 (one-tenth). As we use 9 pounds of alfalfa hay, we multiply the figures given in the table by .09 (nine-hundredths) to find the amount of each kind of nutrient contained in the 9 pounds.

There is no fixed rule by which a ration may be computed. The only way is to make up a ration, figure out the nutrients in it and compare them with the standard ration as given in Table II.

In making up a ration that is balanced according to feeding standards, the cost, palatableness and adaptability must always be considered.

The feeding of Standard Stock Food with any ration does not perceptibly increase the amount of any kind of nutrient because of the small amount of it fed. Therefore, it does not help to balance the ration. It serves a better purpose. It makes the feed ration more palatable, easier digested and better assimilated.

It makes stock thrive.

Extra gain in pork, 235 lbs.

Worth on the market at \$3.50 for pork, \$3.22.

Cost of extra food, \$2.50.

Profit in extra gain, \$5.72.

Test continued Aug. 8th to 18th. Gain from each bushel of corn fed, under same circumstances, was 15½ lbs. of pork.

C. H. Cowdin,
Markham, Morgan County, Ill.

EXPERIENCE TEACHES.

Herman, Nebr., March 19, 1904.

This is to certify that I have used the Standard Food for four years and am well pleased with what it has done for me. I have fed it to cattle, hogs and milk cows with good results. Have never made a scenic test, but would advise anyone to use it. I have bought 500 lbs. more today.

Joseph Olson.

Standard Stock Food—It Makes Stock Thrive

TABLE II—Showing amounts of nutrients per 1,000 pounds live weight for a day's feeding

Animal	Total Dry matter	Digestible nutrients			Fuel Value Calories
		P.	C.	F.	
Oxen:	<i>Lbs.</i>	<i>Lbs.</i>	<i>Lbs.</i>	<i>Lbs.</i>	
At rest in stall.....	18	0.7	8.0	0.1	16,600
At light work.....	22	1.4	10.0	0.3	22,500
At medium work.....	25	2.0	11.5	0.5	27,200
At heavy work.....	28	2.8	13.0	0.8	32,755
Fattening cattle:					
First period.....	30	2.5	15.0	0.5	34,650
Second period.....	30	3.0	14.5	0.7	35,500
Third period.....	26	2.7	15.0	0.7	35,900
Milch cows:					
Giving 11 lbs. milk a day....	25	1.6	10.0	0.3	22,850
Giving 16½ lbs. milk a day....	27	2.0	11.0	0.4	25,850
Giving 22 lbs. milk a day....	29	2.5	13.0	0.5	30,950
Giving 27½ lbs. milk a day....	32	3.3	13.0	0.8	33,700
Sheep:					
Coarse wool.....	20	1.2	10.5	0.2	22,600
Fine wool.....	23	1.5	12.0	0.3	26,400
Breeding ewes, with lambs....	25	2.9	15.0	0.5	35,400
Fattening sheep:					
First period.....	30	3.0	15.0	0.5	35,600
Second period.....	28	3.5	14.5	0.6	36,000
Horses:					
Light work.....	20	1.5	9.5	0.4	22,150
Medium work.....	24	2.0	11.0	0.6	26,700
Heavy work.....	26	2.5	13.3	0.8	32,750
Brood sows.....	22	2.5	15.5	0.4	35,170
Fattening swine:					
First period.....	36	4.5	25.0	0.7	57,800
Second period.....	32	4.0	24.0	0.5	54,200
Third period.....	25	2.7	18.0	0.4	40,200
Growing cattle:					
Dairy breeds—					
2 to 3 months old, weighing about 150 lbs.....	23	4.0	13.0	2.0	40,050
3 to 6 months old, weighing about 300 lbs.....	24	3.0	12.2	1.0	33,600
6 to 12 months old, weighing about 500 lbs.....	27	2.0	12.5	0.5	29,100
12 to 18 months old, weighing about 700 lbs.....	26	1.8	12.5	0.4	28,300
18 to 24 months old, weighing about 900 lbs.....	26	1.5	12.0	0.3	26,850
Beef breeds:					
2 to 3 months old, weighing about 160 lbs.....	23	4.2	13.0	2.0	40,450
3 to 6 months old, weighing about 330 lbs.....	24	3.5	12.8	1.5	36,650
6 to 12 months old, weighing about 550 lbs.....	25	2.5	13.2	0.7	32,150
12 to 18 months old, weighing about 750 lbs.....	24	2.0	12.5	0.5	29,100
18 to 24 months old, weighing about 950 lbs.....	24	1.8	12.0	0.4	27,850
Growing sheep:					
4 to 6 months old, weighing about 60 lbs.....	26	4.4	15.5	0.9	40,800
6 to 8 months old, weighing about 80 lbs.....	26	3.5	15.0	0.7	37,850
8 to 11 months old, weighing about 100 lbs.....	24	3.0	14.3	0.5	34,300
11 to 15 months old, weighing about 120 lbs.....	23	2.2	12.6	0.5	29,650
15 to 20 months old, weighing about 150 lbs.....	22	2.0	12.0	0.4	27,750
Growing swine:					
2 to 3 months old, weighing about 50 lbs.....	44	7.6	23.0	1.0	70,450
3 to 5 months old, weighing about 100 lbs.....	35	5.0	23.1	0.8	55,650
5 to 6 months old, weighing about 150 lbs.....	33	4.3	22.3	0.6	52,000
6 to 8 months old, weighing about 200 lbs.....	30	3.6	20.5	0.4	46,500
9 to 12 months old, weighing about 200 lbs.....	26	3.0	18.3	0.3	40,900

P.—Protein. C.—Carbohydrates. F.—Fat.

Why Standard Stock Food is the Best Stock Food in the World

It isn't so simply because we say so.

It isn't merely because we make it.

We say so, because it is so and it is so because we make it so.

No other manufacturer of stock food has so good a formula.

No other manufacturer of stock food uses so expensive materials.

No other manufacturer is in so close touch with the live stock interests of the country.

No other manufacturer knows so well what live stock need and stockmen require.

We have had twenty years experience—and we do the very best we know how.

And that's why Standard Stock Food is the best stock food in the world.

IT MAKES Stock Thrive



The Beautiful Home and Some Fine Stock Belonging to Harlan Burge

GAINS 3 LBS. PER DAY.

Bedford, Ia., Oct. 5, 1903.

Gentlemen: I take pleasure in giving you some facts and figures regarding the bunch of cattle shown in the picture sent you. These cattle, forty-three in number, weighed when put into the feed lot, March 15, 1903, 950 lbs. per head. They were on full feed until sold, July 27th, when they weighed 1,346 lbs., showing a gain of ninety lbs. per month, or three lbs. per head per day. I never had cattle do better. They sold for \$4.85 per cwt. at home, with a three per cent. shrink.

I have fed Standard Food for the last four years, feeding during that time about 4,000 lbs., and I consider it a valuable addition to the grain ration. I am now feeding Standard Food to forty-one head of cattle and 100 hogs, and I intend feeding it during the coming winter. My cattle are now making a gain of 100 lbs. per head per month.

Yours truly,
Harlan Burge.

We refer to this letter with considerable pride, because it bears evidence of the entire satisfaction of an old customer who has fed Standard Food long enough

and in quantities sufficient to prove its worth. We know Mr. Burge must feel a pardonable pride in the ownership of the beautiful home with its pleasant surroundings which is pictured here. It is an index of what thrift and industry will produce in the great corn belt.

WHERE OTHERS FAIL.

Albion, Neb., June 13, 1903.

About Nov. 20, 1902, I bought of your agent, P. C. McDonald, 2,000 lbs. of Standard Food and fed it to 150 head of cattle. They were rough Western cattle when put in, and when I shipped them to Chicago in May they were sleek and fat.

I am well satisfied with the Food and whenever I feed cattle for market I will use Standard Food, as I think it does what you claim for it—"Makes stock do better, look better, sell better."

I have also fed it to horses for a long time with good results. Wishing you every success,
I remain,
Yours truly,

D. J. Gates.



Western Cattle Finished With Standard Food by D. J. Gates



PART ELEVEN

THE FARMER'S POULTRY

ITS PROFITS. Nothing grows into money more quickly than Poultry, and nothing can be kept on the farm that will make better returns for good care in the way of housing and feeding.

Chickens pick up waste grain about the farm, hunt and destroy many injurious insects and turn these into good money.

They add to the revenue of the farm, while it is being used for crops and other stock to the limit of its capacity.

The Best Ration

It has been established that corn and wheat are the two best grains for laying hens, oats being a close third. Wheat bran is a good feed, as it is rich in the phosphates that go into the yolk of the eggs and the lime that goes to make shells, but there are not enough of these needed materials in any farm-grown feed to produce the best results in winter.

A hen is a machine for the manufacture of eggs, and unless we furnish her with the materials that go to make eggs, we cannot expect her to manufacture them.

It has been found, in all careful experiments, that highly concentrated feeds are most advantageous in inducing hens to lay, especially in winter.

Standard Poultry Food is the most concentrated and most perfectly compounded Poultry Food ever manufactured. It is the result of many years of experience in making concentrated foods for live stock. It is like Standard Stock Food in promoting digestion and assimilation, with the further advantage of furnishing exactly those elements needed to promote the greatest possible egg-production. Oyster shell meal, bone meal and dried and ground beef, together with various roots and spices all very finely ground and mixed in proportions that long study of the matter has shown will produce the best possible results, are used in making this Food.

Standard Poultry Food is sold at a low price and no poultry owner can afford to leave it out of the feeds he uses. It gives the combs the blood red color of perfect health, and causes chicks to ma-

ture quickly and perfectly. This gives the owner the advantage of getting his early chickens into market in the quickest possible time, and causes the pullets to mature quickly and begin to lay young.

Mrs. Hansel, of Loup City, Nebraska, a farmer's wife, who has become known the world over on account of the performance of her hens in the great Australian Laying Competition, is a constant user of Standard Poultry Food, and to it she attributes much of her success, a success that has made sales for her both in this country and in foreign lands.

Pure Bred Poultry

While a very large number of pure-bred fowls are kept on the farms of this country, only a small number, comparatively, keep pure-bred stock.

But Pure-bred Poultry is just as much more valuable than scrub stock, as pure-bred cattle are better than native stock, and everyone should endeavor to improve his stock as rapidly as possible.

Almost any flock of fowls may be graded up very rapidly by the use of pure-bred males, and, as it only takes a year to breed a generation, the persistent use of pure-bred males of the chosen breed will make the flock practically pure-bred in appearance and productiveness in four or five years. A new male should be bought each year, and the grade pullets only, used as breeders.

Selecting a Breed

Selecting a breed is largely a matter of fancy, for all the recognized breeds have merits, altho some of them are better than others for the farm.

The American Poultry Association, a large association of breeders of pure-bred poultry, is the only recognized authority in this country in deciding questions concerning the breeds of Poultry. This association decides what breeds shall be recognized as pure-bred and what the color and shape shall be. It has divided Poultry into several classes, as follows:

American Class, which includes the Wyandottes, Plymouth Rocks, Javas and Rhode Island Reds;

Asiatic Class, which includes the Brahmas, Cochins and Langshans;

Mediterranean Class, which is composed of all the varieties of Leghorns, The Andalusians, The White-Faced Black Spanish and The Anconas;

Polish Class, a class of ornamental fowls, characterized by heavy top-knots or crowns. This breed is given its name because of its top-knots, which formerly were called "polls";

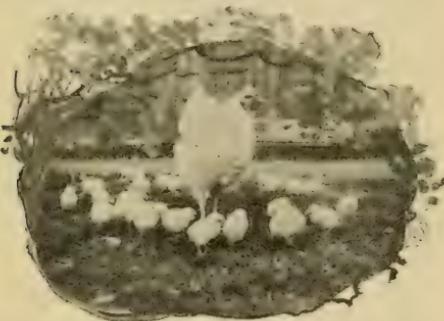
English Class, which includes the Dorkings and the Orpingtons;

French Class, which includes the Houdans, La Fleche, and Creve Couers;

Hamburgh Class, which includes all the varieties of the Hamburgs.

Besides these, there are the Game, Bantam, Miscellaneous, Duck, Turkey and Geese, each having a Class.

The most popular breeds of chickens in this country are, first, Plymouth Rocks; second, Wyandottes; third, White Leghorns; and fourth, Brown Leghorns. After these come the Orpingtons, a new breed recently perfected in England and introduced into this country.



The Wyandottes, Plymouth Rocks and Orpingtons are usually called general purpose fowls and the Leghorns are known as egg-machines of the first class. All the great egg-farms of this country are stocked with White or Brown Leghorns, and they undoubtedly lay more eggs in a year than any other breed.

The Plymouth Rocks, White and Barred, are in the lead, and the Barred Plymouth Rock is found oftenest on the farms of this country. It is an excellent, all-round breed, laying a good number of eggs, attaining good size, hardy and active.

The Poultry House

A plain Poultry house is just as good, and often much better, than one that has numerous "fancy fixings" connected with it. As good a plan as can be followed is to build a plain, square or oblong, box-like house, facing the South, providing windows of good size for the south side. Twelve feet is a handy width, and it should be long enough to contain about four square feet of floor room for each

fowl kept in it. This would make a house 12x16 feet, large enough for about 50 fowls, and allow them room enough to move about easily, even when confined during the day.

If the front of each house is eight feet six inches high and the back three feet lower, it will be high enough to allow moving about in it freely, and at the same time be more easily kept warm by the animal heat from the bodies of the fowls.

The windows should be made so as to slide to one side, and should be guarded by wire netting, fastened to the outside of the building, so the windows may be left entirely open during the warm weather. Unless the weather is quite cold, a small space for ventilation should be left at each window during the night time.

The perches should all be of the same height from the floor and six inches under them a platform should be built to catch the droppings. The nest boxes, perches and all interior accessories should be so arranged that they can easily be taken outside to clean the house. Do not allow the perches to rest upon or touch the side walls at any point, as this gives the red mites or ticks that are so troublesome, a chance to crawl on the walls and hide in the cracks.

Cover the building, sides and tops, with the cheapest flooring procurable, that has no loose knots in it. Have this dressed on both sides and nail it securely in place. After the flooring is laid on the roof, put a good roof of shingles or other roofing over it, and line the inside of the sides with thick building paper. The roof will need no lining as it will be tight enough without.

While a Southern exposure is preferable, an Eastern front is good, as it allows the early morning sun to shine in during the winter. Be certain that the house stands where it will always be dry inside. If the location is dry enough, a dirt floor, raised six inches above the common level, by filling in, to prevent dampness from getting in, will be found the best.

Keep the floor, whether of dirt or wood, always covered with litter of some kind, such as short straw, chaff or leaves. Keep the Poultry house clean, and whitewash the inside three or four times a year. This will kill insects to some extent, make it lighter inside and purify the air.

Feeding

Poultry should be liberally fed, but, except when being fattened, hens should not be given all they will eat, or they will become so fat that they will not lay well.

The best rule is to watch the flock carefully and feed a little less than would be eaten at once, or, still better, feed

all the grain by scattering it in litter on the floor of the house, or out of doors, and make the hens scratch it out. This will keep them busy, give them the exercise they need and compel them to eat slowly.

Laying hens should be fed a mash in the morning, made of wheat bran, one part, and wheat middlings, or shorts, two parts, to which add as much Standard Poultry Food as the directions call for. Mix these dry and then dampen with hot water, stirring the mixture well so every part will become equally damp. Do not make the mash too wet. It should contain just enough water to make the mass a crumbly dough. Feed in a trough early in the morning and later give half a feed of oats, barley or wheat. About an hour before sunset in summer, and half an hour earlier in winter, give a full feed of corn. It is well, at this time, to give as much as the hens will eat, and if a little is left in the litter, it will keep them scratching early in the morning until they get their regular morning mash.

Furnish pure water where the hens can get it at any time and have a pile of gravel or a box of some kind of grit, where they can get to it.

In winter green feed in the shape of cabbage, chopped up turnips, potatoes or beets should be furnished every day or two. In summer, farm poultry will get all the green stuff necessary. If vegetables cannot be had for them during the winter, the litter from clover or alfalfa hay is just as good. Clover, or alfalfa hay, chopped into short lengths or cut fine in a feed cutter, is fully as good as any green feed that can be given to fowls.

Standard Poultry Food is absolutely necessary to the best results. Hens to which it is regularly fed, will lay in winter when eggs are high-priced and very profitable.

The Care of Young Poultry

Young Poultry of all kinds is easily raised and kept in perfect vigor, making

rapid growth and maturing quickly, if fed Standard Poultry Food from the first. Standard Poultry Food being an egg-making food, is perfectly adapted to promoting growth in young chicks, as the egg is a perfect food in itself. Anything that will make hens lay will make chicks grow thriftily and rapidly.

Give the chicks a mash, made as for laying hens, of wheat bran, middlings and Standard Poultry Food, once a day, and frequently during the day, after the morning feed, cracked wheat and cracked corn in about the proportion of two parts of wheat to one of corn.

After two weeks, the chicks can be given whole wheat, but will not be able to swallow whole corn for several weeks.

The rule in feeding young poultry is to feed often and little at a time. If this is followed, there will be very little trouble with disease in the flocks.

Young chicks may be allowed to run out and follow their mother after three or four days, if the weather is fine, but young turkeys should be kept confined for three or four weeks, giving them a small yard to run in, moving this frequently.

Young ducks, hatched by hens, must be kept confined until they learn to follow the mother hen, and then, if there is a stream near at hand, they are likely to desert the mother and take to the water.

Strange as it may seem, young ducks are easily drowned in a hard rain, and should be prevented from getting their backs wet until the feathers begin to show through the down.

Turkeys are rather hard to raise but proper attention to feeding and Standard Stock Food will bring them through. They should be given, for a few days, the curd made by slowly heating sour milk or buttermilk. Squeeze this curd dry and mix with it a little Standard Poultry Food, gradually increasing the quantity of the Food until the full amount is given. Provide them with good, sharp grit and be careful that they

MRS. HANSEL'S HENS WIN AGAIN.

Loup City, Neb., July 9, 1904.

Gentlemen: It gives me much pleasure to inform you that my pen of Rose Comb Brown Leghorn pullets are leading again in the great International Egg Laying Contest now being held in Australia, taking second place the first month and leading the entire one hundred pens at the end of the second month. These pullets were fed on your Standard Poultry Food from baby chicks up to the time they were shipped to Australia, and I think are showing what well bred, properly fed stock can do. I know you will be pleased with the fine record they are making.

I have used your Poultry Food ever since it was put on the market and have only words of praise for it. I have a fine lot of young stock on hand and use your Poultry Food every day and with the best results, and can recommend it to all raisers of poultry as the cheapest as well as the best poultry food on the market.

Yours respectfully,

Mrs. A. H. Hansel.

WILL STAND BY IT.

South Omaha, Neb., Sept. 9th, 1904.

I will now write to you of the results of using Standard Poultry Food for the last several months.

With just about the same number of hens laying they have beaten 1903 a good deal. In May, 1903, they laid 447 eggs, in June 442, in July 282 and in August 280, making a total of 1,451 laid in the four months named. In May, 1904, they laid 705, in June 550, in July 460 and in August 397, so that they have laid in the four months named, 2,112 eggs, beating the same period of 1903 by 681 eggs.

I will say that I fed the hens about the same as last year. They were in the same yards and henhouse and were largely Hamburgs and Minorcas, the same as last year."

If you wish to make use of this statement, you can make it as strong as you wish and I will stand for it. Yours truly,

F. A. Agnew,
Atty. at Law.

do not get wet, and that they have a dry place to sleep. Treat them carefully for two or three weeks, and then gradually accustom them to running out in fine weather, and presently they will become the hardest fowls on the farm.

One Cause of Failure

It is perfectly safe to say that more than one-half the failures to make poultry pay a handsome profit is due to the presence of lice and mites. In a large majority of cases where young chicks do not do well and old fowls die of obscure diseases, the trouble is to be accounted for by the presence of these little pests.

The poultry mite, or tick, is usually called the red louse. It is not really a louse, but a minute tick and gets its common name because, where they are found, in a poultryhouse or chicken coop, about one in one hundred is red from the fact that it is full of blood sucked from the fowls. Your fowls cannot possibly thrive unless you get rid of these pests.

Standard Insect Powder

Standard Insect Powder is certain death to all these forms of insect life, and may be applied by dusting the fowls with it after they have gone to roost. Such an application will kill all the insects that are on their bodies, but as it may miss a good many of those hidden in the walls, the application should be repeated for several days.

CHICKENS STOPPED DYING.

Ridgeway, Mo., March 29, 1904.

Gentlemen: A few months ago many of my chickens were dying. Hearing of Standard Poultry Food, I purchased a 4 lb. box from my home dealer. After giving this to them I lost very few chickens. My hens are in a healthy condition, and I feel safe in recommending it to any one interested in poultry.

Enoch D. Emery.

FROM 3 TO 27 DOZEN EGGS.

4817 Pacific Ave., Omaha, Neb.,

March 11, 1904.

Gentlemen: I have been feeding your Standard Poultry Food for the past six weeks to 90 Plymouth Rock hens. When I began feeding it in January my hens were laying two to three dozen eggs a week. Four weeks ago I sold six dozen eggs, three weeks ago ten dozen, two weeks ago seventeen dozen and last week twenty-seven dozen from these hens, and this increase was made during the cold weather in February. Standard Poultry Food is the best I ever used. It is all right.

J. E. Bonewitz.

A good liquid lice killer, applied with a sprayer or paint brush to the roosts and cracks of the walls, will kill them where they hide, and also kill the eggs, and thus cut off coming generations. We are preparing such a liquid for the market. Until this is perfected, a good solution is made as follows: Take one-half pound of hard soap and shave into one gallon of water. Put it on the fire and bring it to a boil, by which time the soap will be dissolved. Remove from the fire and stir in two gallons of kerosene. This makes a thick, creamy emulsion which can be kept any length of time. To use, take one-half gallon of the emulsion and mix it with five gallons of soft water. It is necessary to use soft water, as hard water decomposes the soap and prevents the mixture from mixing together. This may be used as a dip, wash or spray, and if used in connection with Standard Insect Powder, every insect about the poultry house will be killed.

A TEST IN MOULTING TIME.

Orleans, Indiana, August 15, 1904.

We have been feeding Standard Poultry Food for some time, and will say that it has given us very satisfactory results, so much so that we will want to buy in hundreds-pound lots later on when our present supply is exhausted.

Since commencing to feed the Standard Poultry Food, our hens have become quite healthy, their combs taking on that bright, rich, red lustre which characterizes a healthy bird. The egg production has been much increased, being something near 35 per cent. increase in favor of the Poultry Food. Will say that I believe it to be the best egg producer on the market, and we shall feed it to our hundreds of black and white Langshans and Buff Orpington Okls. and pullets this fall and winter to keep them up in that fine, healthy, robust condition.

I believe that a person's profits will be almost doubled by feeding the Standard Poultry Food, for a conditioner that will make hens shell the eggs out in moulting time, will surely make them lay any other time. The Langshans have a bad record as summer layers, but ours beat anything in these parts, not even excepting the noted Brown Leghorns. I was very slow in accepting your \$2.00 offer, but am quite thankful now that I accepted it, as we were looking for a food that would increase the egg yield sufficient to pay for it and have a balance left to help keep business going.

W. E. Edwards & Co.

4817 Pacific St., Omaha, Neb.,

RECOMMENDS IT TO ALL.

Tabor, Iowa, July 6th, 1904.

I have used Standard Poultry Food with best results. I can recommend it to any poultry raiser.

Mrs. Abbie Baggs.

Standard Poultry Food—It Makes Hens Pay



BEST BUTTER RECORDS.

Princess 2d, a Jersey cow, belonging to Mrs. S. M. Shoemaker, Baltimore, Md., made a record of 46 pounds 12½ ounces of butter in one week; the milk yield was claimed to be 16 per cent fat.

In 1890 the Holstein-Friesian cow, Pauline Paul, owned by J. B. Dutcher & Son, Pawling, N. Y., was reported to have made 1,153 pounds of butter in one year.

At the Chicago Dairy Show, in Chicago, November, 1891, the Brown Swiss Brienz cow, owned by Abe Bourquin, Nokomis, Ill., made 9.32 pounds of butterfat in three days, the largest yield ever made in a public competition by any breed.

In the Home Butterfat Tests of Guernseys, made in 1899, Lily Ella made 912.5 pounds of butter in one year.

In April, 1903, the Holstein-Friesian cow, Sadie Vale Concordia, A. R. O., 1,124, made 30 pounds 10.16 ounces of butter in seven days under official supervision. She also made a record of 123 pounds 10 ounces of butter in thirty days.

Gypsy, of Racine, Guernsey cow, has a record of 11,246.8 pounds of milk in one year, making 713 pounds of butter.

The Ayrshire cow, Rose Clenna, 11,153, made 455 pounds of butter in 365 consecutive days.

The Guernsey cow, Topsy, has a record of 408 pounds of milk, 34.26 pounds of butter, in seven days.

In 1903, Charmante Gron, 14,442, Guernsey cow, made a year's record of 11,875¾ pounds of milk, making 789.2 pounds of butter.

In January, 1901, the Holstein-Friesian cow, Lillith Pauline de Kol, 43,434, made 28¾ pounds butter in seven days, the largest official record to date.

HIGH PRICES FOR LIVE STOCK.

The highest price ever paid for any cattle of any breed in this country was paid at the famous New York Mills' sale of Shorthorns, owned by Walcott & Campbell. At this sale was offered descendants of the famous cow "Duchess." In all 110 head were sold for \$83,000, an average of \$3,482 per head. The highest price was paid by R. Pavin Davis, of England, for 8th Duchess of Geneva, who was sold for \$40,600. Earl Bective paid \$35,000 for 10th Duchess of Geneva, and Lord Skelmersdale bought the two-year-old heifer, 1st Duchess of Geneva for \$30,600.

The next best price ever realized for Shorthorns in this country was at the sale of B. B. Groom & Co., Winchester, Ky., where 73 head of Bates bred Shorthorns sold at an average price of \$1,691 per head.

In April, 1882, heavy hogs sold in Chicago market for \$9.35 per 100 pounds.

In June, 1882, native beef cattle sold in Chicago for \$9.30 per 100 pounds.

The highest price ever paid for a carload of cattle was for the load that won the championship at the International Live Stock Exposition, at Chicago, in 1900, the price paid being \$15.50 per 100 pounds.

The highest price ever paid for a beef animal was paid for the Aberdeen-Angus steer, Advance, champion at the International Live Stock Exposition, Chicago, December, 1900. This steer was sold at auction for \$1.50 per pound, on foot.

At Chicago, May 15, 1901, the Hereford cow, "Dolly" 2d, 61,709, owned by John Hooker, sold at public sale, with heifer calf by her side, for \$5,000.

At Coopersburg, Pa., May 30, 1901, T. S. Cooper sold the Jersey Bull, Mon Plaisir, 59,936, for \$3,500, and the Jersey cow, Golden Rosebay, 157,333, for \$2,775.

December 6, 1902, the Galloway bull, imported McDougall of Tarboch, was sold at a public sale in Chicago, for \$2,000.

The record price for Hereford bulls to that time was broken when, on January 7, 1902, Thomas Clark, of Beecher, Ill., sold "Perfection" to G. H. Hoxie, Thornton, Ill., for \$9,000.

February 5, 1902, M. A. Judy & Son, Williamsport, Ind., bought of C. H. Gardener, Blandinsville, Ill., the famous yearling Aberdeen-Angus heifer for the record-breaking price of \$6,500.

The highest price ever paid for an Aberdeen-Angus bull was \$9,100, the price paid by B. R. Pierce, Creston, Ill., to M. A. Judy & Son, Williamsport, Ind., for "Prince Ito."

May 30, 1902, T. W. Lawson, Boston, Mass., paid \$7,500 for the imported Jersey bull, "Flying Fox," owned by T. S. Cooper, Coopersburg, Pa.

In June, 1902, Texas steers sold in Chicago market for \$7.65 per 100 pounds, the highest ever paid.

June 18, 1902, J. F. Jennings, Streator, Ill., paid \$2,525 for the Polled-Durham cow, Golden Heather, the record price to that date.

August 21, 1902, at a public sale, L. Lukins, Disco, Ill., bought the Poland-China boar, "Old Tecumseh," for \$2,300.

At Indianapolis, September 16, 1902, Clem Graves, Bunker Hill, Ind., sold 43 head of Herefords for an average price of \$1,007. The bull, "Crusader," 85,596, sold for \$12,000, and the cow, "Dolly 2d," 61,799, for \$7,000.

In October, 1902, Western grass range cattle sold on the Chicago market for \$7.40 per 100 pounds, the highest price to that date.

In 1903, Averill & Gregory, sold to Dr. Wm. N. Landon, Syracuse, N. Y., the Holstein-Friesian cow, Segis Inga, 36,617, for \$1,600, the highest price paid for a female of this breed since 1888.

April 1, 1904, George H. Northrup, Raceville, N. Y., sold a Rose Comb Black Minorca cock to Henry Schultz von Schultenstein, Berlin, Germany, for \$1,000, and another for \$500. At the same time he sold 17 fowls of the same breed for \$1,900.

HOG CENSUS.

The number of hogs on the farms of the United States each year, for ten years, is given below:

1895	44,165,716
1896	42,842,759
1897	40,600,276
1898	39,759,993
1899	38,651,631
1900	37,097,356
1901	56,982,142
1902	48,698,890
1903	46,922,624
1904	47,009,627

The total farm value of all the hogs in the United States, January 1, 1904, was \$289,224,627.

The number in some of the leading states was as follows:

Iowa	7,364,268
Missouri	3,710,020
Nebraska	2,860,242
Ohio	2,728,535
Indiana	2,658,151
Texas	2,404,808

No other state had as many as 2,000,000 hogs at that time, although Kansas, with 1,856,935, was well on toward that number.

MILCH COWS AND OTHER CATTLE.

The following table gives the number of milch cows and other cattle in the United States, for ten years:

	Milch Cows.	Other Cattle.
1895	16,504,629	34,364,216
1896	16,137,586	32,085,409
1897	15,941,727	30,508,408
1898	15,840,886	29,264,197
1899	15,990,115	27,994,225
1900	16,292,360	27,610,054
1901	16,833,657	45,500,213
1902	16,696,802	44,727,790
1903	17,105,227	44,659,206
1904	17,419,817	43,629,498

The farm value of all the milch cows in the United States, January 1, 1904, was \$608,841,489.

At the same time, the farm value of all other cattle was \$712,178,134.

GESTATION TABLE.

Below is a gestation table showing the time when colts, calves, lambs and pigs may be expected, the date of service being known:

Time of Service	Mares 340 Days	Cows 233 Days	Ewes 150 Days	Sows 112 Days	Time of Service	Mares 340 Days	Cows 233 Days	Ewes 150 Days	Sows 112 Days
Jan. 5	Dec. 10	Oct. 14	June 4	April 26	July 5	June 9	April 13	Dec. 1	Oct. 24
" 15	" 20	" 24	" 14	May 6	" 15	" 19	" 23	" 11	Nov. 3
" 25	" 30	Nov. 3	" 24	" 16	" 25	" 29	May 3	" 21	" 13
Feb. 5	Jan. 10	" 14	July 4	" 27	Aug. 5	July 10	" 14	Jan. 1	" 24
" 15	" 20	" 24	" 14	June 6	" 15	" 20	" 24	" 11	Dec. 4
" 25	" 30	Dec. 4	" 24	" 16	" 25	" 30	June 3	" 21	" 14
Mar. 5	Feb. 7	" 12	Aug. 1	" 24	Sept. 5	Aug. 10	" 14	Feb. 1	" 25
" 15	" 17	" 22	" 11	July 4	" 15	" 20	" 24	" 11	Jan. 4
" 25	" 27	Jan. 1	" 21	" 14	" 25	" 30	July 4	" 3	" 14
April 5	Mar. 10	" 12	Sept. 1	" 25	Oct. 5	Sept. 9	" 14	Mar. 5	" 24
" 15	" 20	" 22	" 11	Aug. 4	" 15	" 19	" 24	" 13	Feb. 3
" 25	" 30	Feb. 1	" 21	" 14	" 25	" 29	Aug. 3	" 23	" 13
May 5	April 9	" 11	Oct. 1	" 24	Nov. 5	Oct. 10	" 14	April 3	" 24
" 15	" 19	" 21	" 11	Sept. 3	" 15	" 20	" 24	" 13	Mar. 6
" 25	" 29	Mar. 3	" 21	" 13	" 25	" 30	Sept. 3	" 23	Mar. 16
June 5	May 10	" 14	Nov. 1	" 24	Dec. 5	Nov. 9	" 13	May 3	" 26
" 15	" 20	" 24	" 11	Oct. 4	" 15	" 19	" 23	" 13	April 5
" 25	" 30	April 3	" 21	" 14	" 25	" 29	Oct. 3	" 23	" 15

The use of this table is a very simple matter. The first column gives the date of service. The columns headed "mares," "cows," etc., give on the same line the date when the progeny may be expected from such service.

STANDARD FOOD WINS IN HOG FEEDING TEST

With a Profit of 195 Per Cent.

Its value Demonstrated at the Iowa Experiment Station

The following comparison is based on Chicago selling weights.

	Cost to Produce 1 lb. of Gain	Daily Gain Per Hog	Net Profit Per Hog in 49 Days
6 hogs fed corn and Standard Food.....	5 1-2 cts.	2.01 lbs.	\$2.02
6 hogs fed corn only.....	5 7-10 cts.	1.81 lbs.	\$1.65
In favor of Standard Food	1-5 cts.	1-5 lb.	\$.37

The straight corn lot gained 532 lbs. shrunk weight.
 The Standard Food lot gained 592 lbs. shrunk weight.
 The cost of feeding Standard Food 49 days was 19 cents per head.
 The net profit on the investment in Standard Food was 195 per cent.
 The Standard Food lot shrunk less than any other lot.
 The straight corn lot returned \$1.46 per 100 lbs. on the corn eaten.
 The Standard Food lot returned \$1.73 per 100 lbs. on the corn eaten.

Determination of the Age of Farm Animals by Their Teeth

(U. S. Department of Agriculture.)

HORSE.—The horse has twenty-four temporary teeth. The male has 40 permanent teeth, the female 36 or 40. The smaller number is more usual in females, due to the lack of the tusks. The temporary teeth consist of 12 incisors and 12 molars; the 4 center front teeth, 2 above and 2 below, are called pinchers; the next four are called intermediate or lateral, and the next 4 corner teeth. The permanent teeth consist of 12 incisors, 4 tusks and 24 molars. The dental star is a yellowish ring appearing next the enamel on the table or crown of the tooth. The following table shows, approximately, the changes of the teeth with age:

- 3 to 10 days: Temporary pinchers and 3 molars cut.
- 40 to 60 days: Temporary intermediates or laterals cut.
- 6 to 9 months: Temporary corner teeth cut.
- 19 to 25 mos.: Temporary corner teeth leveling.
- 2½ to 3 yrs: Permanent teeth replace pinchers.
- 3½ to 4 yrs.: Intermediates or laterals replaced.
- 4 to 4½ years: Tusks cut.
- 4½ to 5 years: Corner teeth replaced.
- 5 to 6 years: Leveling of lower pinchers.
- 7 yrs.: Leveling of permanent intermediates.
- 8 years: Dental star and notches in pinchers.
- 9 years: Dental star in intermediates.
- 10 years: Dental star in corner teeth.

CATTLE.—Cattle have 20 temporary and 32 permanent teeth. The temporary are 8 incisors in the lower jaw and 12 molars. The permanent teeth are 8 incisors and 24 molars. Cattle have no incisors in the upper jaw. The table for cattle is as follows:

- At birth: Temporary incisors appear.
- 5 to 6 months: Teeth decayed on border.
- 6 to 7 months: Leveling of pinchers.
- 12 months: Leveling of first intermediates.
- 15 months: Leveling of second intermediates.
- 18 mos.: Intermediate incisors become stumps.
- 2 years: Permanent pinchers cut.
- 2½ to 3 yrs.: Permanent first intermediates cut.
- 3½ yrs.: Second intermediates cut (laterals).
- 4 years: Corner teeth replaced.
- 5 to 6 years: Leveling of permanent pinchers.
- 7 years: Leveling of first intermediates.
- 8 years: Leveling of second intermediates.
- 9 years: Leveling of corner teeth.
- 10 to 12 years: Dental star in corner teeth.

SHEEP.—Sheep have 20 temporary and 32 permanent teeth. The table for changes is as follows:

- 1 month: Milk incisors appear.
- 3 months: Milk incisors decayed on border.
- 15 months: Permanent incisors cut.
- 2 years: First permanent intermediates cut.
- 33 mos.: Second permanent intermediates cut.
- 40 months: Corner teeth cut.

HOGS.—Hogs have 28 temporary and 44 permanent teeth. The table for changes is as follows:

- At birth: Temporary corner incisors cut.
- 1 to 2 mos.: Temporary central incisors cut.
- 3 months: Temporary incisors cut (lateral.)
- 9 to 12 mos.: Permanent corner incisors cut.
- 12 to 15 mos.: Permanent central incisors cut.
- 18 to 20 months: Permanent lateral incisors.



A Fine Bunch Owned and Fed by John Symms. Whiting, Kan.

BUYS BY THE TON.

Whiting, Kansas.

I bought a ton of Standard Food to feed to 150 cattle, and will say that I never fed a bunch of cattle that did as well. After feeding Standard Food to these cattle for forty days, I re-commenced feeding it to another bunch of 60 head, and got just as good, if not better results.

John Symms.

SUCCESS WITH THE STANDARD.

Arlington, Nebr., March 23, 1904.

I do not believe there is anything that will equal Standard Food for hogs and shoats. I have had good success with it. I am feeding it to a load of young cattle and am well pleased so far with it.

F. G. Menking.

STANDARD WORM POWDER FOR HOGS

Any man who raises hogs realizes the need of something to expel worms from the hog's digestive tract, for a large proportion of hog troubles and hog diseases are the direct or indirect result of worms.

The hog-raiser wants for this purpose something that is reliable.

He wants something that will do no harm.

He wants something that will not only remove the worms, but will also remove the poisonous accumulations produced by the worms.

And he wants something reasonable in price.

Hogs are prone to worms, especially hogs fed on corn. They are more prevalent among young hogs than among old. In a great majority of cases worms in hogs are caused by sickness or derangement. A hog full of worms cannot grow and thrive and fatten, because the worms are not only robbing him of the nutriment in his feed, but they produce debility and an unthrifty condition.

We have given a good deal of study to the subject of worms in hogs and the best methods of expelling them, and after a good deal of experimenting we put on the market our preparation,



STANDARD WORM POWDER FOR HOGS

with the fullest confidence that it would meet with the needs of the practical hog-raiser. The results obtained from its use have proved that it is the most reliable, effective and thorough preparation in the market for expelling worms from hogs. It not only expels the worms, but it neutralizes and removes their poisonous accumulations that cause disease. It cleanses and purifies the food canal and overcomes any deranged condition which has resulted from their presence. It will correct indigestion and any derangement of the digestive system caused by over-eating. It is not a flesh producer, but a destroyer of intestinal worms. It assists nature to regulate and overcome the deranged and poisonous conditions caused by these parasites. It should not be fed to brood sows during the period of gestation as it might cause abortion.

Pigs should be treated for worms with Standard Worm Powder at weaning time, as a preventive of worms and disease. When shotes and hogs appear unthrifty and show indications of derangement they should be given thorough treatment with Standard Worm Powder to expel worms and poisonous accumulations and to prevent disease.

Full directions on each package. It is put up in 50c., \$1.00 and \$2.00 packages. A dollar package is sufficient for 25 or 30 shotes of average size.

It contains no base or filler to cheapen its cost. Its use should be followed by regular use of Standard Stock Food.

It makes hogs thrive.

STANDARD MEANS JUST THAT.

Ord, Neb., July 13, 1904.

I fed Standard Worm Powder to 40 shoats after losing 7, I suppose from the effect of worms. They did splendidly after using the Worm Powder and soon quit dying. I can also recommend Standard Insect Powder for freeing poultry from lice and mites. W. A. Stark.

PUTS HOGS IN CONDITION.

Nemaha City, Neb., Aug. 30, 1904.

Some time ago all of my pigs got the thumps. After trying several different things I got some of your Worm Powder for hogs, and it is the best thing to put hogs in good condition that I have ever used.

David Frazier.

STANDARD WORM POWDER FOR HORSES

Worms in a horse are almost invariably the result of a poor, debilitated condition of the animal. Their immediate origin is not fully understood, but they seldom are present in the intestines of a vigorous, healthy animal. It is when the horse is insufficiently nourished, or is deranged and run down that worms begin to thrive in the mucous accumulations in the intestines. The logical treatment is first to expel the worms and then to tone up the animal's digestive system.

The most common of the intestinal worms is known as the lumbricoid. It is much like the common earth-worm, nearly white in color, and grows from 4 to 12 inches long, varying in thickness from the size of a straw to that of a lead pencil. Another common variety is the pin-worm, found usually in the large intestines. They are semi-transparent, thread-like, and from one to two inches long.

The symptoms of intestinal worms are slight colicky pains at times, switching of the tail, frequent passages of manure, rubbing of the tail or rump against the stall or fence, rubbing of the upper lip upon the stall, and the passage of worms themselves. Watch for the symptoms. The horse is in poor condition; does not shed his coat; the appetite is depraved. He licks the walls, bites his manger, licks parts of his body, eats earth, and is particularly fond of salt. He is hide-bound, pot-bellied; the bowels are irregular, either constipation or diarrhœa being present.

In the treatment of the horse for worms preparation should be made by allowing the bowels to become nearly emptied. This gives the medicine a chance to have greater effect. Then mix with the feed ration a tablespoonful of Standard Worm Powder for Horses. Follow these directions for three days, giving no feed excepting that with which the worm powder is mixed.

You can depend upon it that Standard Worm Powder for Horses will rid your horse of worms. More than this, it carries out of the horse's system the poisonous matter which has resulted from the presence of worms, and leaves the horse in good shape to be built up by proper feed and care. But this is not enough. Dr. Michener, V. S., of the United States Bureau of Animal Industry, says:

"It should be borne in mind that intestinal worms are mostly seen in horses that are in poor condition, and an essential part of our treatment then is to improve the the appetite and powers of digestion. This is best done by giving the horse vegetable tonics. Unless this is done to tone up the digestive organs the worms will rapidly accumulate again, even though they may have all been expelled by the worm medicine."

This is a sensible proposition and makes our duty plain.

After the treatment with Standard Worm Powder for Horses has been finished, put the horse on a light and moderately increasing ration and mix a ration of Standard Stock Food with each meal. Nothing else in the world will so improve the appetite and powers of digestion. It will soon put the horse in good condition.

It makes stock thrive.



PRAISES STANDARD WORM POWDER.

Wauneta, Kan., Nov. 5, 1904.

Gentlemen: Please find check inclosed of \$3 for which please send me a 2 lb. package of Worm Powder for Horses and 25 lbs. of Stock Food. I will try your Stock Food and if it gives as good results as your Worm Powders

for hogs I shall continue to use it on our farm. I never used anything for hogs that brought them like that stuff did. It seems as if I can see our Duroc-Jersey hogs grow since I fed that 2 lb. box of Worm Powder.

Yours for success,

Mr. and Mrs. Henry Shrader.

STANDARD POULTRY FOOD

It Makes Poultry Pay It Makes Hens Lay It Makes Chicks Grow
It Promotes Thrift and Vigor It Adds to Your Profits

Standard Poultry Food in the past few years has gained the reputation in the poultry-yards of many of the leading poultry raisers in the country, of being the best egg-producer and growth-promoter ever put upon the market.

Twenty thousand poultry raisers are now using it with surprising results.

Added to the regular feeding ration it will do your fowls more good, keep them in better health and vigor, make hens lay more eggs, make chicks grow faster and yield a greater profit than you can possibly secure in any other way.

Standard Poultry Food is different from other poultry foods in that it is not a stimulant, but a genuine, healthful food tonic.

It produces eggs, promotes growth, induces vigor and vitality, not by *forcing*, but inducing a healthy, natural condition, by keeping the digestive system in perfect order and by supplying the tonic elements which fowls secured for themselves when in a natural, wild state.

Its cost is slight—its returns big.

It helps the fowl get more good out of the grain you feed. It saves your grain bills and increases your profits.

Don't let your hens worry along, insufficiently nourished. Don't let them get fat and lazy and good-for-nothing.

Avoid both extremes by feeding regularly Standard Poultry Food, the great vitalizer, and reap a big reward in profits.

It will do for you what it has done for others.



BELIEVES IN STANDARD POULTRY FOOD.

Loup City, Nebr., June 23, 1904.

I can recommend Standard Poultry Food for feeding to poultry. It is also splendid for laying hens.

Yours truly,

Mrs. B. K. Parkhurst.

WANTS MORE.

Spiker, Nebr., Feb. 15, 1904.

Mr. Chris Holstein of Spiker, purchased a sack of Poultry Food from me and began feeding it to his chickens. I called on him again in about 10 days and he purchased two sacks more. When he began using the food he was only getting 3 or 4 eggs a day from 60 hens; in a week he was getting 15 eggs per day and in 30 days was getting 30 eggs per day from 60 hens. Mr. Holstein bought six sacks more, so as to have it on hand.

C. E. Norris.

BRINGS A GOOD YIELD OF EGGS.

LaPorte City, Ia., Dec. 23, 1903.

Standard Poultry Food increased my hens' laying in good shape, also it keeps them in a more healthy condition. I am well pleased with the results of Standard Poultry Food and can cheerfully recommend it to any one that wants a good yield of eggs.

Mrs. H. M. Smith.

DOUBLES THE EGG YIELD.

Uniontown, Pa., June 1, 1904.

I have had one case of your Standard Poultry Food and found it to be the best ever used. It doubled the egg yield of my flock. I ordered two cases more from you about May 20th. Did you not receive our order? If not, ship it on receipt of this letter, as we are out.

Moser & Bros.

A larger package for the price than any other poultry food.

Made of stronger, fresher, purer ingredients.

Packages, 2 sizes, 25 cents and 50 cents.

A 50-cent package will feed 30 hens 60 days.

If your dealer does not keep it send to us direct.

Standard Stock Food—It Makes Stock Thrive

STANDARD INSECT POWDER

Lice Steal Your Profits

The most of your chicken troubles come from lice.
The most of chicken failures are caused by lice.
You can't afford to keep a lousy hen, nor to have a lousy chicken house.
There's no need of it.

STANDARD INSECT POWDER

kills vermin of all sorts on poultry, animals and plants.

It is one of the best insecticides known.

Sure in its results, but absolutely harmless.

Full strength and absolute purity guaranteed.

Does not lose its strength. If kept dry it is good for years.

May be used with safety and sure results for sitting hens and little chicks.

Invaluable for calves, colts and pigs.

It is a powerful disinfectant and deodorizer and should be sprinkled freely about chicken houses, stables, pens, cellars, etc., wherever a disinfectant is desired.

Excellent for house-plants.

Standard Insect Powder comes in 25 cent boxes with sprinkler-top.

It is inexpensive, but it does the work.

If your dealer cannot supply you, write to us.



STANDARD INSECT POWDER FINE.

Ord, Nebr., June 20, 1904.

Standard Insect Powder is fine for freeing chickens of lice and mites.

Mrs. B. Hackel.

THINKS IT THE BEST.

Arcadia, Neb., June 22, 1904.

Standard Insect Powder is the best preparation that I have ever used for freeing poultry of lice and mites.

Mrs. A. G. Wing.

SOLD EVERY BOX.

Davenport, Ia., Sept. 7, 1904.

I must say I am more than pleased with the Poultry Food. I think it is the best Food for laying hens I ever used. I have sold every box you sent me.

It is a little early for the Stock Food, but a number have said they would buy a little later on. Trusting I may hear from you soon, I am as ever, your agent,

Mrs. Geo. Bethel.

"MILES AHEAD OF OTHERS."

Lyons, Nebr., Sept. 20, 1904.

I have raised chickens for the past 16 years; have used nearly all kinds of Poultry Food but Standard Poultry Food is simply miles ahead of any Food on the market. It keeps chickens healthy; makes them lay more eggs; it is the cheapest food on the market and quantity and quality is what counts.

Standard Insect Powder is the cheapest In-

sect Powder on the market. I am using this also, and have just bought another box. The top being perforated makes it nice to handle. You who are raising chickens give these a trial and let me hear from you.

Mrs. Lewis Hanson.

KEEPS THE FLOCK CLEAN.

Ord, Neb., June 20, 1904.

Standard Insect Powder is good for freeing poultry of lice and mites. It is the best that I ever used.

Mrs. Adie Travis.

DESTROYS LICE AND MITES.

Ord, Nebr., June 20, 1904.

After carefully using Standard Insect Powder I can say that it is the best preparation that I have ever used for freeing poultry of lice and mites.

Mrs. J. W. Mason.

"BOTH ARE GOOD."

Ord, Neb., June 20, 1904.

Gentlemen:— I can recommend Standard Poultry Food and Standard Insect Powder; both are good.

Mrs. Eunice M. Travis.

STANDARD POULTRY FOOD SATISFIES.

Arcadia, Neb., June 24, 1904.

Last winter I bought 100 lbs. of Standard Poultry Food to feed to my hens and can say that it gave very satisfactory results.

Yours truly,

Mrs. Blanche Buck.

Standard Stock Food—It Makes Stock Thrive

STANDARD STOCK LINIMENT

An old time-tried and valuable farm liniment for the use of man and beast.

We have manufactured it for 18 years, in which time it has gained the confidence and unqualified endorsement of the public.

For horses it is especially valuable in curing Spavins, Ringbones, Splints, Curbs, Sprains, Cuts, Scratches, Barbed Wire Wounds, etc.

For household use it is applied externally for Rheumatism, Neuralgia, Cuts, Sprains, Bruises, Chilblains, Frostbites, Burns, etc.; with uniformly good results.

It will do all that any good external liniment can be expected to do, and its peculiar penetrating qualities make it efficacious where other remedies have failed.

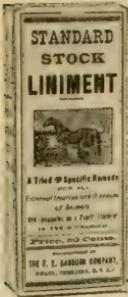
Keep it in the house and stables.

It may save you much suffering and many dollars.

It is backed by the Standard name and reputation, and that means the highest quality every time.

Large bottle—50 cents.

If your dealer does not keep it, send to us direct.



RECOGNIZES THE STANDARD.

Adel, Ia., March 14, 1901.

I have fed Standard Food for two years and it has always made me money, but this winter I was induced to try another food, because it was cheaper, but it did not give me satisfaction, and my cattle were all scouring very badly when your agent came to me and sold me Standard Food; and in three days every one of them had quit scouring, was back on feed again, and going along all right. The first thirty days after feeding Standard Food, notwithstanding the condition my cattle were in when I commenced the Food, they made a gain of 61½ pounds and the second month they made a gain of 89 pounds per head. To say I am pleased is to express it mildly and I shall continue to feed Standard Food because I cannot afford to feed without it.

Henry Rinehart.

BUYS IT BY THE TON.

Nassau, Ia., March 31st, 1898.

Early in 1898 I commenced feeding your Standard Food to cattle and hogs and am becoming a firm friend of it. While I have not made test weights, yet I have fed the Food to hogs of all ages with uniform good results. They get more good out of the corn, which is our main food here. It makes the hogs grow and fatten faster and seems to put them in much healthier condition. I believe it is what it is claimed to be, a money maker for the feeder, and the best evidence I can give of that is that I and my sons are now buying it by the ton.

Marcus McCain.

DESTROYS THE WORMS.

Lo Mars, Ia., Oct. 16, 1903.

A few words in regard to your Worm Powder. My pigs were in very poor condition about two months ago. I bought a box of your Worm Powder and began using the Powder and fed the usual amount of Standard Stock Food with it. I fed the Powder at two different times and have been feeding the Food right along. I find it is all right for pigs as a worm destroyer.

George Pritchard.

FOR FLESH AND FINISH.

Bedford, Ill., Dec. 14, 1898.

I bought another hundred pounds of your Stock Food today from your agent, to feed to my hogs, for I know it pays to feed it for flesh and finish. I shipped one lot to St. Louis. They said they were the slickest hogs they ever saw, and I got five cents more on the hundred for them than any others were sold for.

Frank Springer.

ALMOST THE HIGH RECORD.

Please find enclosed the egg record during the month of January for twenty-three White Wyandottes owned by I. Brittendahl, of this city.

What you are most interested in is this: He commenced feeding Standard Poultry Food December 11th, and fed it all along and is feeding it at this time. Hence the result—466 eggs in thirty-one days from twenty-three White Wyandottes. How is that? C. T. C. Lollich.

This is the record:

January 1.....	14	January 16.....	16
January 2.....	14	January 17.....	12
January 3.....	18	January 18.....	16
January 4.....	17	January 19.....	17
January 5.....	13	January 20.....	16
January 6.....	18	January 21.....	17
January 7.....	13	January 22.....	17
January 8.....	20	January 23.....	14
January 9.....	15	January 24.....	17
January 10.....	16	January 25.....	15
January 11.....	12	January 26.....	12
January 12.....	18	January 27.....	12
January 13.....	12	January 28.....	18
January 14.....	11	January 29.....	14
January 15.....	17	January 30.....	11
		January 31.....	14

Total466

STANDARD GALL CURE

It Heals the Sore Places

It cures Collar and Saddle Galls.

It cures sore neck, sore back, sore mouth, sore teats and all cuts and abrasions of the skin.

It is unequalled for rope-burns, wire cuts, old sores, scratches and other injuries and diseases of the skin.

Keep it in the stable and have it handy when you need it.

If you are troubled with cracked or sore hands at husking time you will find it will quickly heal them.

It is easy and pleasant to use.

Simply cleanse the affected parts and apply it two or more times a day.

If we have no agent in your town handling our goods, send us 25 cents and we will send you a large box of Standard Gall Cure, postage paid.



A BAD CUT HEALED.

Sioux Center, Ia., Sept. 7, 1904.

I can say I had a horse that was cut in his hind foot by wire and I could not work him for a month, and I used Standard Gall Cure for a week, and I worked him ever since, and this wound is healed up well.

G. J. VandeBerg.

STANDARD GALL CURE HEALS.

Kent, Nebr., June 28, 1904.

Standard Gall Cure is fine for healing sore shoulders on horses.

Yours truly,
S. Dutton.

THE WHOLE LINE IS "STANDARD."

Taylor, Nebr., June 29, 1904.

Standard Stock Food is just the thing for hogs and horses. Standard Gall Cure is fine for sore shoulders and galls on horses.

Chas. O. Copper.

NO BETTER PRAISE FOR ANYTHING.

Laporte City, Ia., Feb. 9, 1904.

No better praise ever came from anything than from Standard Worm Powder for hogs. Of all that I have sold every man puts his O. K. on it.

Yours truly,
C. E. Harmon.

LEARNED BY EXPERIENCE.

Elyria, Neb., June 27, 1904.

I have fed Standard Stock Food to fattening cattle for eight years, having bought one of the first orders sold in Valley Co. I know that I can make a better feed by the aid of Standard Food and would not think of feeding cattle without it.

Erwin Dodge.

THE MOST RELIABLE.

Loup City, Neb., June 27, 1904.

Standard Worm Powder is the most reliable preparation for removing worms from pigs that I have ever used.

Yours truly,
U. R. Welsh.

GOOD ANYWHERE ANY TIME.

Schaller, Ia., May 7, 1903.

I am entirely satisfied with the Food. I have used it this spring for brood sows before and after farrowing, and think it fine for them. I have the best lot of young pigs this spring I ever saw on my farm. All are thrifty, strong and healthy. No runts.

I have also used it for fattening hogs and am well pleased with it in this line. I have today ordered 200 lbs. more for my pigs, which is the best proof I can give as to what I think about it.

Standard Food is all right anywhere and any time, and for anything in the shape of stock a farmer has.

Wm. Seck.

HEARTILY RECOMMENDS IT.

Struble, Ia., June 1, 1900.

On February 2d, I bought 100 pound of Standard Food to feed to a bunch of 23 head of hogs which were very hard to fatten. These hogs weighed 180 pounds average, when I began to feed the Food, and the 23 head made an average gain of 2¼ pounds per head per day for the entire time I fed them. I had never used any Standard Food before and was rather skeptical but I want to say that it will do all or more than you claim for it. I have since bought 500 pounds more to continue its use with my hogs, which means that I am thoroughly satisfied with results obtained. I can heartily recommend Standard Food for growing and fattening hogs.

A. P. Noble.

GIVES STANDARD FOOD THE CREDIT.

Denton, Neb., May 18, 1901.

I have found raising hogs to be profitable and I give Standard Food the credit. I can save from fifty to seventy pounds on a sow through the suckling period by feeding Standard Food, and can raise better hogs at seven months old with Standard Food than I can at nine months' old without it. I can recommend it very highly for young calves and cows; have also fed it to my horses and never had them do better. I have used Standard Food for two years and have just bought another 500 pounds from your agent.

John R. Speits.

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It Makes Stock Thrive



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 Shortens the feeding period of animals being fed
 for market... produces extra gain by increasing
 the feeding value of the ration with which it is
 fed, and assisting in utilizing more thoroughly
 the nutriment contained in the feed.
 Produces a superior finish in animals being
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 and assimilation.
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 corn or its equivalent or other feed with which
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 Invaluable for rich cows. It stimulates
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 for a longer period.
 Promotes thrift and produces a rapid and
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