

*Ad for a
Cattle Sale for the
By The Way Ranch
1949*

*Owned by future Nebraska
Governor Sam McKelvie*

Courtesy The Nebraska Cattleman

Mr. Rancher and Breeder

Our business is your business — beef production



17th Annual Sale By The Way Ranch October 21

15 bulls 18 mos.; 20 bulls 12 mos.; 15 bulls
8 mos. 50 females—cows and heifers
nearly all in calf.

CHAMPION CLUB STEER AT DENVER

Cupid (above) was grand champion steer in the junior division at the great Denver show last Jan. Also in the open Hereford class he stood second only to Wyoming Hereford Ranch. He was grand champion at the Chadron Hereford Show, as was his half brother (same sire) last year. Also, the '46 Chadron champion was by our bull, Carlos Royal.

He was fitted and showed by Lois Mae Hamm, Crawford, Nebr. His sire, VIA Bo Aster 62d was bred by By The Way Ranch and owned by P. L. Raben & Sons.

Cupid weighed 1150 pounds at 18 months after being trucked 300 miles. Not only had he the scale, but quality with exceptional depth, thickness and covering. He is a fair sample of how well our cattle do in the feed lot. That is the real test.

WE BREED THE LARGER TYPE

In founding our herd we chose the larger type of Herefords and never have departed from it. Eighty percent of our bulls go to ranchers; and many club calves are sired by bulls from our herd.

Official tests have pretty well proven that the sire is principally responsible for the feed lot performance of the get. That tallies with our experience.

We weigh our sale bulls at regular periods, and gladly give the buyer these weights. Also the gains per day. All but a few are grown on the range.

The principal sires of our offering this year are WHR Royal Duke 27th by WHR Royal Triumph; VIA Domino 14th by OJR Royal Domino 10th; Dominus 37th by Colorado Domino E 10th; and Carlos Royal by WHR Royal Domino 45th. There are no better, or more popular blood lines.

Above all else, we want you to see our herd and our sale offering. Come any time. Sires and dams of the sale offering will be on exhibit sale day. Meanwhile, write for a catalog. The ranch is 18 miles South of Valentine on black top highway No. 83.

BY THE WAY RANCH, Valentine, Nebraska

SAM R. McKELVIE

EVERETT BROWN

TED PELLE

AUCTIONEERS—THOMPSON AND CORKLE

Courtesy The Nebraska Cattleman

Mr. Rancher and Breeder**Our business is your business – beef production****17th Annual Sale By The Way Ranch October 21****15 bulls 18mos.; 20 bulls 12 mos.; 15 bulls 8 mos. 50 females—cows and heifers nearly all in calf.***(Photo large Hereford steer with Loes Mae Hamm)**(Left column)***CHAMPION CLUB STEER AT DENVER**

Cupid (above) was grand champion steer in the junior division at the great Denver show last Jan. Also in the open Hereford class he stood second only to Wyoming Hereford Ranch. He was grand champion at the Chadron Hereford Show, as was his half brother (same sire) last year. Also, the '46 Chadron champion as by our bull, Carlos Royal.

He was fitted and showed by Lois Mae Hamm, Crawford, Nebr. His sire, VIA Bo Aster 62d was bred by By The Way Ranch and owned by P. L. Raben & Sons.

Cupid weighed 1150 pounds at 18 months after being trucked 300 miles. Not only had he the scale, but quality with exceptional depth, thickness, and covering. He is a fair sample of how well our cattle do in the feed lot. This is the **real** test.

*(Right column)***WE BREED THE LARGER TYPE**

In founding our herd we chose the larger type of Herefords and never have departed from it. Eighty percent of our bulls go to ranchers; and many club calves are sired by bulls from our herd.

Official tests have pretty well proven that the sire is principally responsible for the feed lot performance of the get. That tallies with our experience.

We weigh our sale bulls at regular periods and gladly give the buyer these weights. Also the gains per day. All but a few are grown on the range.

The principal sires of our offering this year are WHR Royal Duke 27th by WHR Royal Triumph; VIA Domino 14th by OJR Royal Domino 10th; Dominus 37th by Colorado Domino E 10th; and Carlos Royal by WHR Royal Domino 45th. There are no better, or more popular blood lines.

*Above all else, we want you to see our head and our sale offering. Come any time.
Sires and dams of the sale offering will be on exhibit sale day. Meanwhile, write for
a catalog. The ranch is 18 miles South of Valentine on black top highway No. 83.*

BY THE WAY RANCH, Valentine, Nebraska

SAM R. McKELVIE EVERETT BROWN TED PELLE
AUCTIONEERS - - THOMPSON AND CORKLE

The NEBRASKA CATTLEMAN, SEPTEMBER, 1949