

A Trip to the Farm

During the spring and summer of 1958, Clarence Lebsack produced a series of advertisements entitled "A Trip to the Farm" for the Sterling Journal-Advocate. These ads featured photographs and short stories about customers of Lebsack's Feed and Seed, usually along with product testimonials.

This is probably not a complete selection of the ads, but it shows the idea and the marketing approach that Clarence was taking during that time.



**Cleaning
and
Treating
Seed**

A Trip To The Farm

In the picture are Duane Kirkwood and Joe Lazzaretti cleaning and treating seed wheat at Lebsack's Feed and Seed.

With the spring season not far off, and moisture conditions excellent, you will want to plant the best seed possible. We have installed a new 600 bu. per hour Panogen treater. There are many advantages in treating seed the Panogen way, including control of soil borne diseases, smut, seedling blight, rotting of seed, and better germination of seed.

Watch for this column on the Farm Page each week. It will contain pictures of and news about your neighbors.

Meantime, keep your eye on the ball, your shoulder to the wheel, and your ear to the ground. O.K. Now try to work in that position. - Adv.

Advertisement in Sterling Journal-Advocate, Spring, 1958



A Trip to the Farm

by

Clarence Lebsack

Our picture this week is of John Amen, Jr. of south of Sterling. John now owns the 80 acre farm where he has lived for 39 years. He and his wife Mary live alone on the farm, while two grown children, Donald and Norma Jean Weber live in Sterling and Peetz.

John carries on a well balanced

farming program and feeds all of the hay and grain that he raises on the farm. He has 25 dairy cows and sells grade A milk. His crops this year will consist of 15 acres of sugar beets, 15 acres of barley, 18 acres of beans, and the balance is in alfalfa.

He feeds a balanced ration to his cows, using 32% Gooch's Best Dairy Concentrate as a protein supplement.

John has this to say about Northrup Kings' "919" Alfalfa: "919 makes the best quality hay I have ever grown. The stems are finer and the hay is leafier. I planted it with barley as a nurse crop and harvested a good cutting of hay the first year. Although I planted only ten pounds per acre, it still has a perfect stand. This year will be the fifth crop of hay. I am planting 15 acres of "919" this spring and will plow under the old hay in the fall."

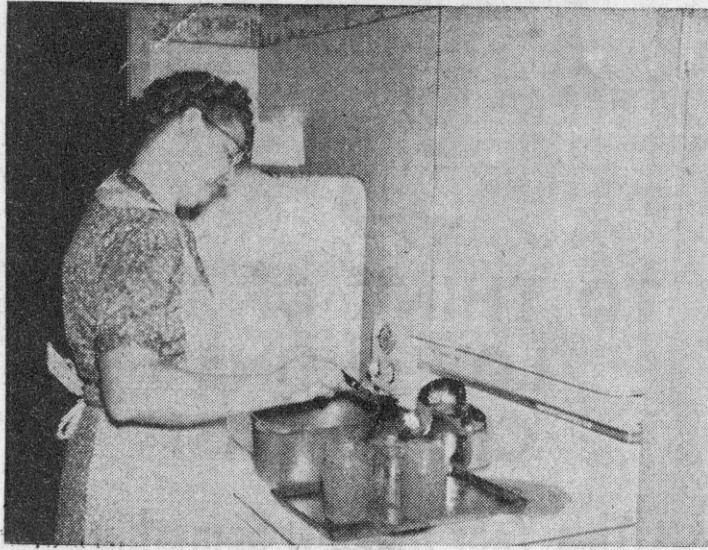
Such are the reports from growers of "919" alfalfa all over the area.

In the above picture, John was out in the field adjusting a new disc, getting ready for an early start on his spring work.

A boy becomes a man when he walks around a puddle instead of through it. — Adv.

March 11, 1958

A Trip to the Farm



By CLARENCE LEBSACK

Our trip to the farm today is to the Bartholomew Brothers Farm northwest of Sterling. Now operated by brothers Harry and Everett Bartholomew, the farm has been in the family since 1888 when it was homesteaded by Grandfather Gabriel Bartholomew. A. J. Bartholomew, Harry's and Everett's father was born in 1888 and spent 50 years on the farm before turning it over to the two brothers.

Altogether the farm consists of 600 acres, 320 of which are in the home place. The balance is rented land. About 210 acres is irrigated and this year was planted to 45 acres beets, 90 acres corn, 36 acres alfalfa, 30 acres barley and eight acres irrigated pasture. In addition, dryland wheat and millet are grown on the farm. Some marginal land has been reseeded to grass.

The farm's feedlot sees 100 to 200 head of calves fattened each fall and winter.

Shown is Dorothy (Mrs. Harry) making plum preserves in her spot-

less kitchen. She starts 200 chicks each spring on Purina Startena and switches later to Purina Growena and Purina Lay Chow. She has experimented with other feeds but now chooses Purina exclusively because she says it is the best buy.

There are two homes on the farm; one occupied by Mr. and Mrs. Harry Bartholomew, the other by Mr. and Mrs. Everett Bartholomew and children, Becky Lynn, 3, and Johnnie, 1.

All are members of the First Christian Church of Sterling, where Harry and Dorothy are active in the Choir, Sunday School and other church work. Dorothy is a past president of the Colorado Convention of Christian Churches and is active in other work of the state organization.

The community is well served by all the Bartholomews.

We are proud to have them on our feed program and on our farm feature this week.—Adv.



A Trip to the Farm

by Clarence Lebsack

This week our column features Mr. and Mrs. Ed Brekel, well known residents of this area. Their farm is located $9\frac{1}{2}$ miles south and $\frac{1}{4}$

mile west of Fleming. Ed's father, John Brekel, originally bought this farm in 1914. Ed has lived there since birth and bought the farm from his father in 1954.

The farm consists of 480 acres, 400 of which is farm ground and includes 158 acres of wheat, 57 acres of oats, 28 acres of millet and Coes, and the balance summer fallow. Ed has no pasture land but does keep 12 cows.

The Brekels keep a flock of 300 layers which they have fed Purina Feeds since 1954. They start the baby chicks on Purina Startena, then advance them to Purina Grow Chow, and finally to Purina Lay Chow. The Brekels say, "Purina is the best for our money. We have had very good results."

The Brekels have three boys, Leonard, Raymond, and Dale. Leonard will start school this fall. They are members of St. Peter's Catholic Church and are very active in community affairs.

We are very happy to have Mr. and Mrs. Brekel as our customers and we take pleasure in telling you about their fine farming operation in today's Trip to the Farm. — Adv.

May 27, 1958



A Trip to the Farm

by Clarence Lebsack

Our Trip to the Farm this week turned out to be a trip to town. This picture of Mr. and Mrs. C. A. Clevenger was taken in our own feed room.

Cleo and Mrs. Clevenger live 3 miles north and 1 mile west of Crook, where they operate their own family size farm. They bought their farm in 1943 and have developed it into a nice combination Grade A dairy and farming unit. It is a 320 acre farm, with 160 acres irrigated farm land and 160 acres grass, some native and some seeded.

Their crops this year are 32 acres corn, 32 acres hay, 14 acres oats, 28 acres wheat and the balance summer tilled.

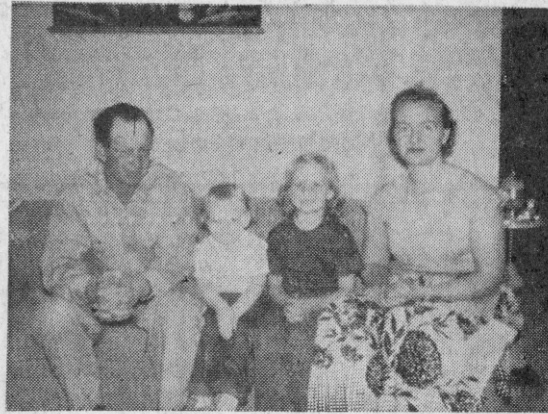
All of the crops except wheat are fed on the farm. Cleo cuts some ensilage for his 25 head of milk cows

and 25 head of stock cattle. This and his barley, oats, and corn are supplemented with Gooch's Best 32% Dairy Ration to give him good production and high butterfat content.

Mrs. Clevenger keeps a flock of 200 laying hens and says, "In spite of low egg prices my hens have always made some money." They are properly fed and cared for, which is very important in a good management program. She feeds Gooch's Best Starting, Growing and Laying feeds. The Clevengers like Gooch's Best Feeds for their quality and for the exceptional results they have had in feeding them to their stock.

Mr. and Mrs. Clevenger have reared four children on this farm, Delbert of Crook — Maurice and Richard of Sterling — and Mrs. Roy Luelf of Fort Collins.

We are happy to have them as our friends and customers, and pleased to have them as our guests this week.—Adv.



A Trip to the Farm

by Clarence Lebsack

Our Trip to the Farm picture this week is of Mr. and Mrs. C. E. Coleman and family. Ruth attends Columbine School and Christie is at home.

Barney and Minnie live $4\frac{1}{2}$ miles west of Sterling on Highway 14, and like others who operate a Grade A Dairy, they have no less than a full 365 day year. They own their 160 acre farm and rent additional ground for their operation. In all they have 480 acres of farm land and 200 acres pasture.

Their crops this year will consist of 20 acres of dryland alfalfa, which has been doing very well, 135 acres of wheat, 70 acres of feed crops, 40 acres of barley, 20 acres of oats, 60 acres of proso millet, and the balance will be summer tilled.

They have 24 head of Holstein and Brown Swiss milk cows and 11 replacement heifers besides the new calf crop.

Barney feeds all the grain he grows on the farm and buys additional alfalfa and corn for silage. He is using our Checker-Mix facilities to prepare his dairy ration, using Purina Cow Chow Concentrate and home grown grains. Barney says, "I've used Purina Cow Chow Concentrate for about five years now, and am very well pleased with it. I switched a time or two but have always gone back to Purina."

They are milking 20 cows at present and are getting 80 gallons of milk a day with a 4.2 butterfat test. The bull calves are sold at birth and the choice heifer calves are kept for herd replacements. When you visit the farm at milking time you will see that it is not a one man operation. Minnie and the girls are also out helping with the chores.

They have worked hard and have done a good job of managing and culling to have such a fine dairy herd and comfortable home.

We are very proud to have them on our feed program and as our guests in this column.—Adv.



A Trip to the Farm

by Clarence Lebsack

Our Trip to the Farm picture today is of Dick Debus of Iliff. Dick and his sister, Georgia Rae, who was not available at the time the picture was taken, have been very active in 4-H work. Dick has been in 4-H work for five years and Georgia Rae for six years. He is an eighth grader at Iliff School and Georgia Rae is a senior at Sterling High School.

Their parents are Mr. and Mrs. George Debus, who live $\frac{1}{2}$ mile east and 3 miles north of Iliff.

In his 4-H career Dick has been showing at several shows in the

area. He started with one calf in a fat beef project and has increased to where he now has 5 calves in the fat beef class and 1 in breeding beef as well as 3 horses that will show in the pleasure horse class. Dick has constantly placed well in his showings at fat beef shows and showed an enviable 5th place in his class at the National Western last winter with an Angus Jr. yearling.

Georgia Rae has been in 4-H work since 1953, her first projects being clothing and cooking. She also showed a dairy heifer at the Logan County Fair that year. Since then she has won 5 - 1st, 3 - 2nd's, 2 - 3rd's, and 9 grand championships and reserve championships, some of these in livestock and others in showmanship.

Last summer she was named "Youth of the Week" by the Colorado Cattlemen's Association. Last year she was awarded a plaque by Gooch's Feed Mills for her outstanding 4-H work.

Georgia Rae and Dick have been using Lebsack's Feed and Seed mixing facilities and have been using Gooch's Best Feeds through their ears of work with livestock, with very good results as you see in this article.

Georgia Rae and Dick, like other 4-H members, have a very enviable 4-H record and have gained a world of knowledge in feeding, showing, and managing livestock.

Our congratulations to Georgia Rae and Dick for their fine work. We are happy for this opportunity to tell you about them in today's Trip to the Farm.—Adv.

A Trip to the Farm



By CLARENCE LEBSACK

Our trip to the farm this week features the Edgar Dorn family of about eleven miles northeast of Sterling across the river. Edgar bought the 80 acre farm in 1941 and has developed it into a first class Grade A dairy farm. Besides the 80 acre irrigated farm he has 320 acres of upland pasture which he rents for the maintenance of his young stock. He milks an average of 25 cows year around and has one of the nicest dairy herds in the country.

The breed is predominantly Brown Swiss and the herd is among the high producers in the area. He has 80 head of cattle in all. Edgar feeds everything he grows on the farm and is a firm believer in feeding green chopped hay, cutting it fresh every day. He also cuts his corn and sorghum crops and puts them into a trench silo for winter feeding.

Shown here is Edgar standing between two rows of sorghum and two rows of corn which he will begin cutting about the end of the week and putting into the silo. He has been following the practice of planting two rows of corn and two rows of Sorgo al-

ternately. Thus when cutting the silage it is mixed as it is placed in the pit silo. The sorghum pictured is a new development by Northrup King and Company. It is NK 320 and is much farther along in maturity than Atlas planted the same day in the same field. It will produce heavily in grain for the silo whereas Atlas seldom passes the milk stage in this area.

Crops on the Dorn farm this year are 36 acres of hay including 10 acres of new seeding of Northrup King's 919 alfalfa seed, 24 acres of corn and hybrid sorghum.

Mr. and Mrs. Dorn have four children: Ronald of Montrose, who is an engineer with the U. S. Dept. of Land Management; Jack and Judy who are attending Colorado State University and Janet, who is a sophomore at Iliff High School. Edgar served on the Iliff school board for 13 years and all are active members of the First Methodist Church of Sterling. We are proud to have the Dorns on our feed program and are happy to have them on our Trip to the Farm.—Adv.

August, 1958



A Trip to the Farm

by Clarence Lebsack

Our picture on our trip to the farm this week is of Kenney Freeman of Iliff and a Hereford steer which is one of his 4-H Projects this year. His other project is a 2-acre field of sugar beets.

Kenney has been in 4-H work three years. His projects have been Gardening and Sugar Beets.

He won Blue Ribbons in both Gardening and Sugar Beets at the Logan County Fair in 1957. This is his first year in Livestock.

His Calf weighed in at 360 pounds in October. He will show his steer at the Logan County Fair this August.

Kenney is 15 years old and is a Junior at Iliff High School. He is the son of Mr. and Mrs. Allen Freeman and has one sister, Carolyn.

We are proud to have Kenney on our Farm Trip this week.—Adv.



A Trip to the Farm

by Clarence Lebsack

Our picture this week was taken of Alex Hettinger and myself on the Hettinger farm. Alex's farm is a mile west of Atwood and is owned by his mother, Mrs. Elizabeth Hettinger.

Alex has been on this farm since childhood, and began operating it with his brother Herman after they returned from service where he saw action in World War 2, in the European theater. Herman now has a veterans Farm Training Class and Alex farms by himself. However, the brothers still have their livestock program on a partnership basis.

Alex and his wife Helen and their two sons, Dale 11, and Dennis, 4, live in a neat modern home on this very productive 160 acre farm. His crops this year will be 24 acres of beets, 40 acres of corn, 22 acres of barley, 13 acres of wheat, and the balance in hay. He has 70 head of steers in the lot this winter, and tries to make this a practice every year. He feeds all the hay and grain that is produced on the farm, and

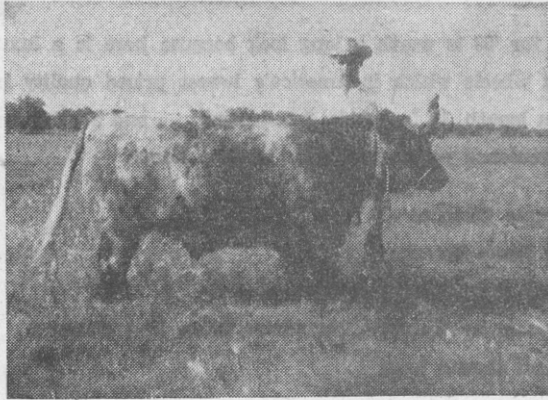
he feeds Purina 32% Steer Fatena supplement to his feedlot cattle.

He also has a small herd of stock cows. He has worked out a program whereby he has a field of legume to plow under every year, with about a three year alfalfa rotation and a field of clover to plow under on alternate years, thereby maintaining high fertility of the soil. The 22 acres of barley and 13 acres of wheat will be seeded to alfalfa and clover this year. Alex has a field of "919" alfalfa of which he has this to say: "It has been in three years and still has a perfect stand, it is the leafiest and nicest quality hay I have ever grown, and yields have been very good. I am going to plant another 22 acres of "919" this year."

Alex is another of the many satisfied farmers who are raising Northrup King "919" alfalfa purchased from Lebsack's Feed & Seed. We are proud to have this farm family on our Trip To The Farm spot this week.

—Do not quarrel with an angry person, but give him a short answer — it will hurt him more than anything you could say.—Adv.

March 25, 1958



A Trip to the Farm

By Clarence Lebsack

This week our Trip to the Farm features Don Karg, 14 year-old son of the Sam Kargs, whose farm is located nine miles Northeast of Sterling.

Don is a sophomore at Iliff High School. He has been active in 4-H work for the past four years and has been very successful in his projects. He has shown each year at the Logan County Fair and has taken numerous prizes.

His first year 4-H project was in fat beef and he took a fourth place in the medium weight hereford class. His second year was devoted to beef, first aid, and gardening and he took a first place in

lightweight hereford class and a fourth place in the same category. Don devoted his third year in 4-H to beef, beets, and dairy projects and came out with a second place in each of those categories.

This year, in addition to continuing his beef project, Don plans to show a holstein dairy heifer and dairy cow, and also has 2 acres of beets under cultivation.

In addition to his school and 4-H work Don is very active around the family farm, which includes 100 acres of irrigated land. One of his chores is to milk their 19 dairy cows.

Don is an excellent example of Northeastern Colorado's progressive young farmers. We are pleased to tell you about him in our column today and we wish him luck at the Logan County Fair this year. Be sure to attend. August 5-6-7. —Adv.

Summer, 1958



A Trip to the Farm

by Clarence Lebsack

Today on our Trip to the Farm we salute the R. V. Mason family of Rt. 3, Sterling. Ralph and Mrs. Mason live 12 miles west and 4 miles north of Sterling. They have a 2200 acre farm, of which 1200 is pasture and 1000 farm land. They carry on a diversified farming program.

Wheat is their cash crop, and barley, oats, and millet are raised for feed, which is all fed to cattle and hogs on the farm. Ralph has 30 head of good stock cows, but his main interest is hogs. He has a herd of 18 Yorkshire brood sows, 9 of which have farrowed an average of 10½ pigs to the litter and have saved 9 each. The Yorkshire is a meat type hog and is in good demand on all markets.

The Masons have been marketing pigs as weaners, as breeding gels,

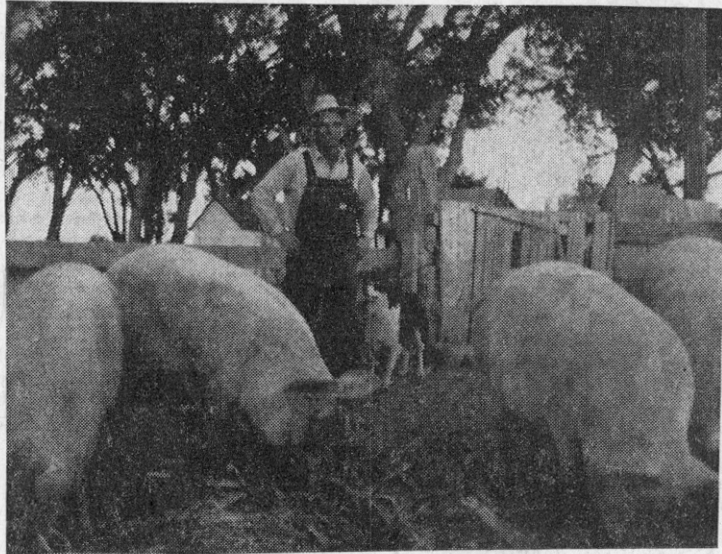
and also as fat hogs. They get their sires from only the best herds in the midwest and follow a strict culling program to build up the herd to produce pigs conforming to packers desires.

Ralph follows a well balanced feeding program, using his home grown grain. He is on a straight Gooch's Best Feed program. His sows and gilts are fed Gooch's Best Brood Sow Supplement during the gestation period, and while pigs are nursing, thus providing a maximum of milk for the pigs. The baby pigs are started on Gooch's Best Sugar Crunchetts fortified with Aureomycin and Hygromycin. They are kept on this feed until they are weaned and are then placed on a grain ration and 30% Super pig supplement also fortified with Aureomycin and Hygromycin. The Hygromycin is a "built in" wormer, which insures a worm free herd. After the pigs weigh about 90-100 lbs. they are put on Gooch's Best 40% Hog fattener and grain combination to fatten out. Ralph says "Gooch's Best Feeds have the best program for my type of operation. I used to feed another feed but find that this is the best program."

He also uses our mixing and rolling facilities to mix his ration. The Masons are firm believers in a good hog program year in and year out and are never without a bunch of brood sows.

This is the story of another very well satisfied Gooch's Best and Lebsack's Feed customer. Until next week - don't smoke in bed. Those ashes on the floor may be your own. - Adv.

A TRIP TO THE FARM



By CLARENCE LEBSACK

On our Trip to the Farm this week we visited the T. E. Mason farm one-half mile west of Atwood. The Masons purchased the farm from the Tome Hume estate in 1956 after farming it since 1941.

The 80-acre farm this year has a diversification of crops including: 11 acres beets, 17 acres beans, 12 acres wheat, 23 acres corn and the balance of pasture.

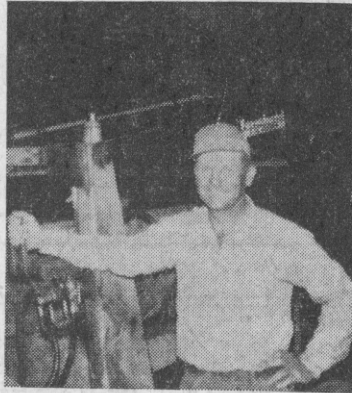
Shown here is Herman with part of the 20 Yorkshire brood sows on the farm. The sows are bred to farrow the year around in groups of five at three week intervals. When the picture was taken he had five sows in the farrowing house. All had farrowed within a week's time. Most of the pigs are sold as weaners on the farm where he has an established market.

In addition to hog breeding, Herman feeds 100 head of cattle each winter. He feeds all his home grown

feed and buys additional feed for the cattle and hogs. His hogs are kept on a balance ration feeding program using Gooch's Best Brood Sow Supplement for sows and Gooch's Best Sugared Pig Booster for the baby pigs until after weaning when they are sold.

The Masons do all the farm work without extra help.

Their daughter, Pam is an eighth grade student at Atwood School. Herman is treasurer of the Atwood school district and Mrs. Mason is a member of the Atwood Home Demonstration Club. Both are sponsors of the MYF at the Atwood M. E. Church. Mr. Mason is on the official church board and Mrs. Mason is a Sunday School teacher. They have a well-planned farm program along with their community activities. We are proud to have them on our Trip to the Farm feature and as our good customers. —Adv.



A Trip to the Farm

by Clarence Lebsack

Our Trip to the Farm this week led to an interesting visit with G. T. Monroe of Iliff. Tom and Faye and their daughter, Miriam, live 2 miles east and 1 mile north of Iliff on a 560 acre combination irrigated dryland and stock farm.

Miriam attends Iliff School as did both her father and mother. They are lifelong residents of Iliff and have always been very active in community life. They are members of the First Methodist Church of Sterling. They have lived on this farm for eight years, and purchased it one year ago. They live in a very attractive and modern home and the farmstead is well kept.

Tom follows a good crop rotation program and uses hundreds of tons of feed lot manure as well as commercial fertilizers and green manure crops. Of the 560 acres in the farm 350 acres are irrigated and the balance dryland. He has 75 acres in hay, 30 acres of this being Northrup King's "919" alfalfa. Tom says, "The 919" has turned out very

well. I have cut it only one year but the 2nd and 3rd cuttings were very good quality and very leafy hay."

There are 35 acres of barley, 18 acres of corn, 85 acres of wheat and the balance summer tillage ground, except for 20 acres of sugar beets which are farmed by the Stieglitz Brothers.

Tom raises purebred Berkshire hogs. He keeps about 10 brood sows at all times. He markets some of them as bred gilts and the rest are fattened for market. He feels that a good hog program is essential to his farming operations and has kept this program since he began farming.

Included in this hog operation is a well planned feeding program. He feeds his home grown grains and uses Gooch's Best Feeds. He starts his pigs on Gooch's Best Sugar Crunchettes starter fortified with hygromycin and aureomycin. When they are weaned they are switched to Gooch's Best Super "30" pig supplement and at about 90 lbs. are put on Gooch's Super "40" hog fattener. The brood sows are supplemented with Gooch's Best 30% Brood Sow Supplement. Tommy was one of the first hog raisers to feed hygromycin fortified feed and says, "It has worked out very well. I never have to worm my hogs. I depend on Gooch's Best Feeds with hygromycin to keep them free of worms, and it has done a good job."

Besides his hog program a sizable cattle feeding operation is carried on by Tom and Robert Coakley. They fed 1100 head of cattle this season and have that same number bought for another feeding season.

Our compliments to the Monroe family on a job well done. It's a pleasure to have them on our Trip to the Farm this week. — Adv.

May 13, 1958



A Trip to the Farm

by
Clarence Lebsack

Our trip to the farm and picture this week is of Mr. and Mrs. Pete Nein of Crook, Colo. The Neins have lived on the same farm since 1934 and they recall times that were not so good. They bought the farm in 1940. It is located 5 miles west and 1 mile north of Crook, and totals 570 acres: 300 acres of farm ground and the balance pasture land. Pete is operating a well balanced farm with diversified crops, livestock and poultry. He has 45 head of stock cows that are beginning to calve now. He feeds about 100 to 125 head of cattle in the lot every year and feeds all he raises except sugar beets and wheat. His crops this year will be 27 acres of beets, 50 acres of corn, 20 acres of

oats, 80 acres of wheat, 60 acres alfalfa and the balance will be summer fallow. He has a fair sized field of irrigated ground all staked out for leveling this spring.

Mrs. Nein has a flock of 600 hens that have maintained an average of better than 80% production thru the fall and winter months. In spite of low egg prices their flock has constantly made money for them. They have a nice laying house that is well ventilated, and heated thru the winter. They also have 300 three week old chicks for replacement. The Neins feed Gooch's Best Feeds from Lebsack's Feed and Seed to all of their poultry and livestock.

They start the baby chicks on Gooch's Best Starter, feed them Gooch's Best Grower and then switch to Gooch's Best Layer Breeder pellets. They feed Gooch's Best Proguard "100", a Terramycin fortified feed, at frequent intervals to keep their production at a high level and keep down disease in times of stress.

Pete feeds Gooch's Best 22% Steer Prema and 32% Feed Lot Supplement A to his feed lot cattle.

Their farmstead is very attractive, the buildings are very well kept and trees are plentiful. Pete and Lena are both very active in the Crook Community and in Church work and Pete was in the Ovid District High Ten growers in 1957, and high in the Logan County District. They farm the place with the help of one man, Ira Ferguson. This is a true family type farm and is very well managed.

—Adv.

March 18, 1958



A Trip to the Farm

by Clarence Lebsack

Our picture and story this week comes from the Arnold Schepler farm. Arnold and Mrs. Schepler live in a neat, modern home among other well kept buildings on a 1,000 acre wheat farm south and west of Fleming. They came from Wilcox, Nebraska in 1936 and bought their presently owned farm in 1949. They have three children, Jean Tiedgen of Sterling, Karen Eatwell of Denver, and Dorvan of Fleming. Dorvan and his father farm together. He also has a 960 acre wheat farm.

The picture is of Arnold in his cage laying house. He has 624 cages in the house, and keeps them

filled at all times. At present he has half Hi-lines and half Nick-chix and is getting good production from both types. The Scheplers have a 30x60 ft. insulated and heated house with four double rows of cages. To keep them filled at all times calls for a good replacement program. In 1957 they raised two replacement flocks of 300 chicks each, and have 300 chicks, 6 weeks old, in the brooder house now.

The baby chicks are started on Gooch's Best Starter and at five weeks of age are put on Gooch's Best Grower and kept on it until they are in 10% production. They are then placed in cages and fed Gooch's Best Cage Layer Granules. Arnold has been on Gooch's Best for about 2 years and says "It's my best buy."

Arnold likes the cage layer setup because of the accurate culling program he can carry on and the ease with which he can take care of his flock.

Besides his wheat farming and cage laying operation, Arnold has 30 head of good stock cows.

We are proud to have the Schepler family on our list of satisfied customers and on our Trip to the Farm program this week.

Until next week, remember, people who are completely wrapped up in themselves make a small package.
—Adv.

March, 1958