



ROY L. MUELLER

THERE is no question in the minds of any of us here at the farm but what this is the best lot of Red Poll cattle ever offered at auction or private treaty. We mean just that. One of our reasons for saying this is that this is the first time eleven national show class winners and champions have been offered for sale. This is the first time also that an international grand champion bull has been sold at auction and it is only the second time that a national grand champion bull has been sold at auction. It is the first time that a sale offering of normal number has consisted entirely of cattle with Advanced Registry and show ring breeding combined to a high degree; for these same cattle — the same individuals in most cases — have made many top, consecutive AR records and have come up with magnificent show ring winnings.

We have shown at the last seven national and international Red Poll shows, winning five of the seven premier exhibitor awards and four of seven premier breeder awards. This record is unequalled by any herd. For the details please see the complete summary of our show winnings on other pages.

In selecting the cattle to sell, our one aim has been to present cattle that will please buyers on sale day and then carry on in the buyers' herds. There is more to having a good sale, from our viewpoint, than just selling at good prices. The cattle must give ultimate satisfaction. No other kind of sale offering could do us any good in the long run. We are not selling a single, undesirable, blemished, unsound, or shoddy individual!

We own two daughters of the high record cow, Lill Advancer AR. (She has produced three daughters of

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which two are living.) We are keeping one and selling one. The one selling is sired by a national grand champion bull; she carries the service of the breed's top-rated bull. We are selling seven individuals, one bull and six females, out of dams with AR records from 468 to 735 pounds of butterfat. Other good records are reflected in the pedigrees. Only three other herds in the history of the breed have previously been in a position to sell cattle with such production. In their cases it was done largely at the expense of dual purpose individuality and type. Because we have not been interested at all in developing good production at the expense of substance, quality, type, and fleshing ability, our "Elgins" have remained dual purpose right down the line. They are living proof that milk and beef are compatible production qualities that can be bred into cattle at a high, practical level.

This is a production sale! We are selling many cattle that we would rather show than show against. But we felt from the beginning of our sale plans that the only way to have a sale that would be good for the breed and a credit to our herd would be to part only with good cattle. We are not anxious to have any but a good sale from any viewpoint.

It is our wish and hope that these cattle will go into herds where they will have opportunities to accomplish for the new owners the kind of job they have done for us. Partly because we always expect to own Red Polls at Elginvue, we want to see breed progress continued. In appreciation of the benefits we have enjoyed from Red Polls and for our hopes for the future, we want the "Elgins" and us to merit your continued confidence. This sale has been planned with all this in mind.

Mrs. Mueller and the boys, John and Karl, join me sincerely in thanking you for your past business and in extending you a most cordial invitation to attend the sale. Be sure to visit us at the farm to see the cattle we are keeping. All of us will be at your service. You are welcome to inspect the cattle before sale day if possible. If you would like more details on some of your selections than it is possible to include in the catalog, I suggest that you plan an early visit to the farm and see the cattle at work. If that is not possible you are welcome to write. We will try our level best to answer every letter completely in sufficient time before the sale.

Very truly yours,

Roy L. Mueller

**Title for this article, and those written by John and Karl, were urgent suggestions of the sale manager. Only the title for this one, however, needs any particular explanation for most people. On the show circuit and on purebred livestock farms the man with the authority to make decisions, whether he be owner or manager, is often referred to as "The Ramrod." The three titles concerned were incorporated into Elginvue ads some years ago as a light touch that would serve to suggest the mode of herd management that has worked so well for this family firm of farmer-breeders. —Sale Manager*