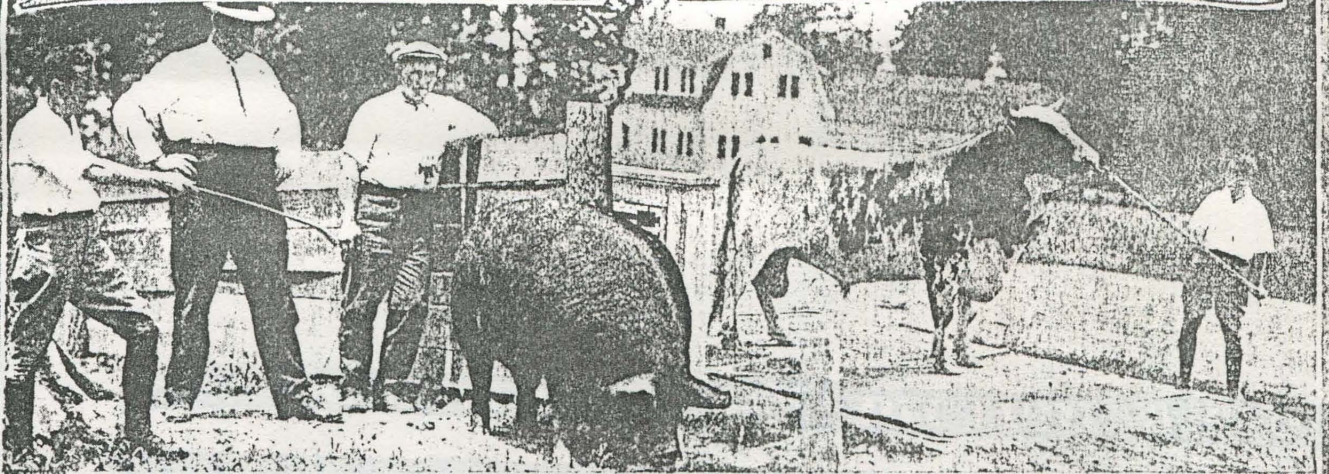
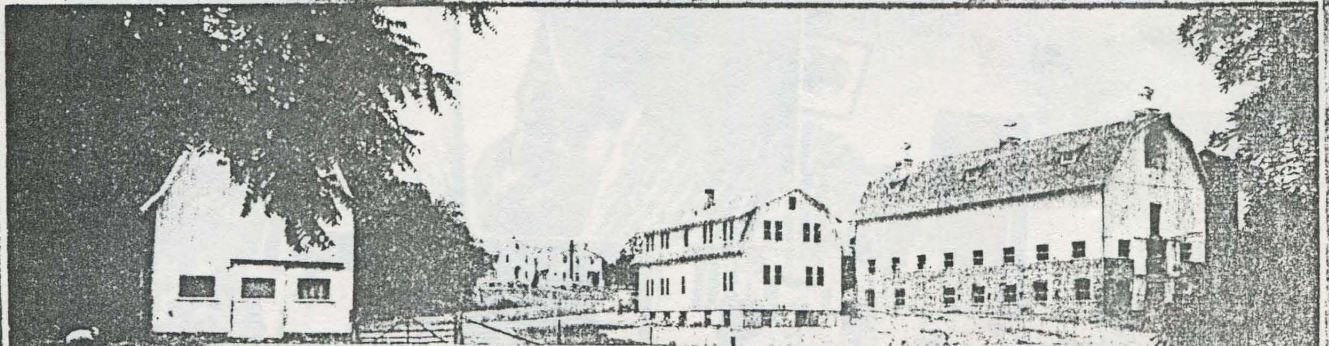


NOTABLE FARMS IN PICTURE & STORY



-AYRSHIRES- -BERKSHIRES-PERCHERONS- *at* GOSSARD BREEDING ESTATES THE HOME OF GRAND CHAMPIONS



GOSSARD BREEDING ESTATES

At the top (left) are H. W. Gossard, E. C. Stone, Secretary of the Hampshire Association, and A. F. Sinex inspecting "Laurel Epochal 10th," junior champion Berkshire boar; at the right Mr. Gossard and "Willowmoor Peter Pan 50th," chief Ayrshire sire at Ravinia; center, left is Mr. Gossard on one of his saddle horses, and at the right four of the Percheron stallions at Ravinia. Below some of the barns at Ravinia.

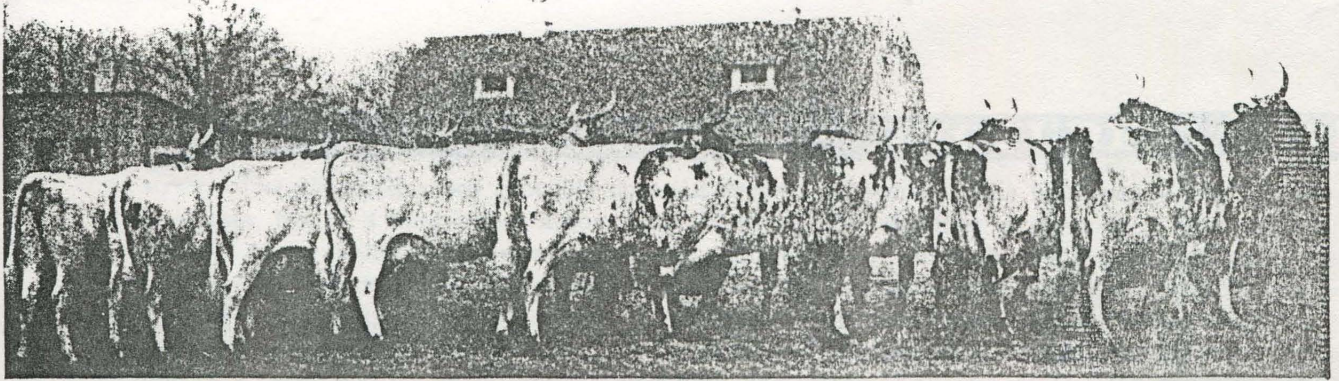


Where the business at Ravinia is Transacted. At the top is the auditor's office. Below the Farm Council is in session. Reading from left to right the men are: Ernest Forrest, superintendent of Ayrshire production; F. R. Steel, of the F. R. Steel Company, who handles the advertising; Richard V. Shaw, auditor; A. F. Sinex, superintendent of Berkshire production, and Charles Burkhardt, farm manager. The portrait inset is H. W. Gossard, owner of the Gossard Breeding Estates.

GOSSARD BREEDING ESTATES

THEY BREED GRAND CHAMPIONS AT RAVINIA FARM"

says "The Judge"



"The Judge"

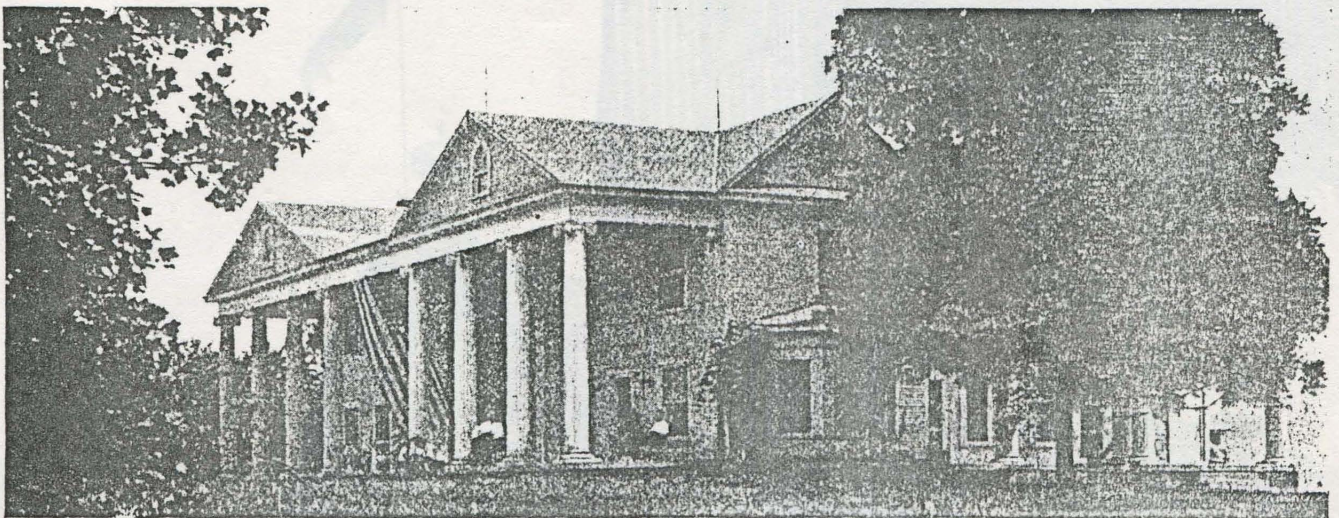
WHENEVER and wherever several women are gathered together, the conversation generally turns to clothes. And some time during the conversation it is a pretty safe guess that corsets will be discussed. In this discussion the name "Gossard" is sure to come up, for Gossard and his "They lace in front" corsets have revolutionized style in this article of woman's wearing apparel.

Whenever and wherever several livestock breeders are gathered together, their principal topic of conversation, of

course, is pure-breds. And some time during that conversation it is a pretty safe guess that they will discuss Berkshire hogs, Ayrshire cattle and Percheron horses. In this discussion the name "Gossard" is sure to come up, for Gossard and his "Epochal Berkshires" and "Ravinia Ayrshires and Percherons" have taken a place in these breeds second to none in the livestock world.

It is rather a far cry from corsets to pure-bred hogs and cattle, but H. W. Gossard made the jump; and the same methods that have made his corset business the largest in the world are making his farming and livestock breeding operations unusually successful.

It is a pet theory of mine that when a big city business man acquires a farm it is from sentimental reasons. You will remember that when you were a boy and dreamed boy's dreams you determined that some day you would return to the small town of your birth, rich and powerful, your idea of riches then being to drive a handsome team of white horses thru the main



Home of H. W. Gossard at Ravinia, near Martinsville, Ind.

GOSSARD BREEDING ESTATES

NOTABLE FARMS IN PICTURE & STORY

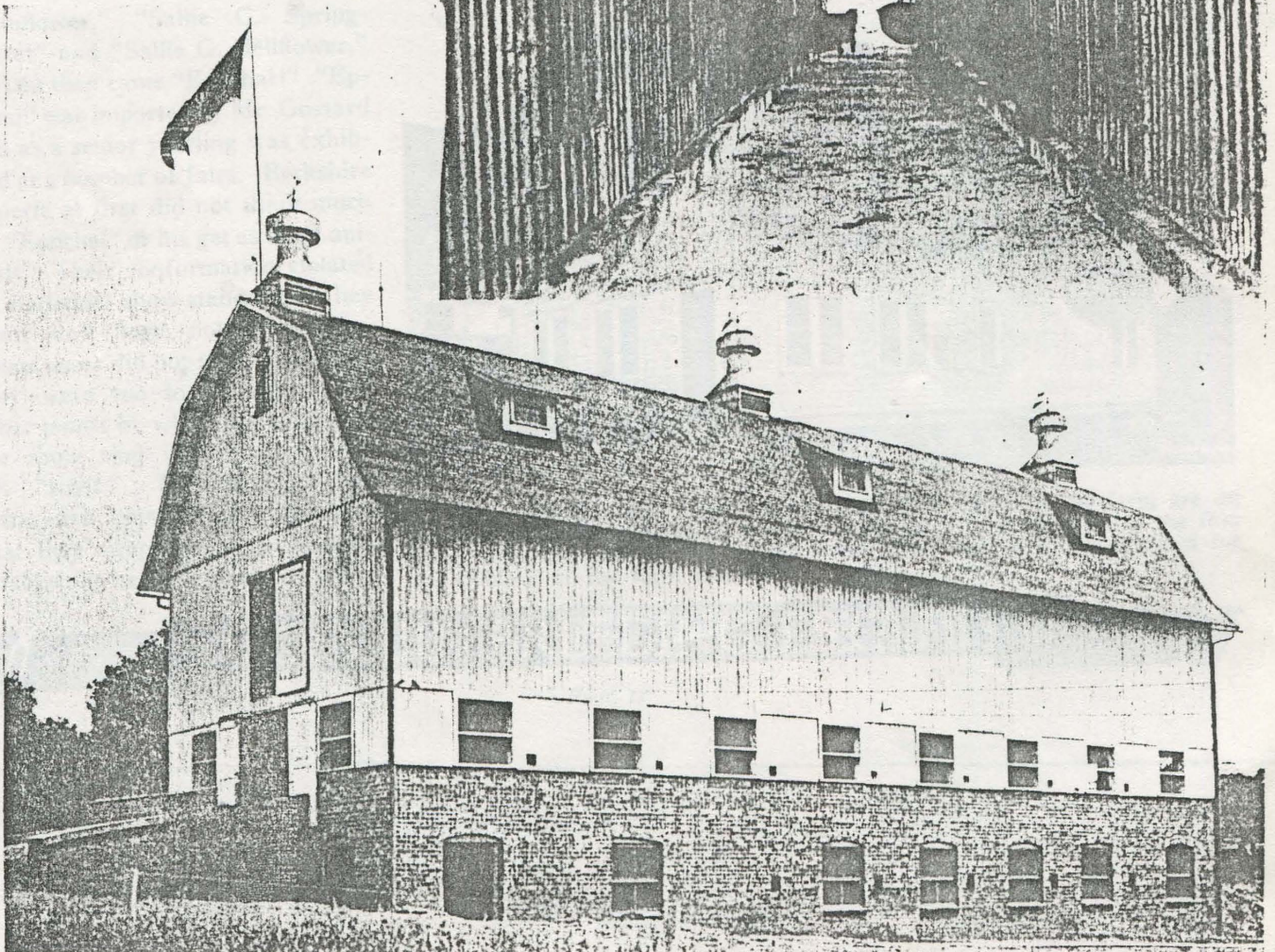
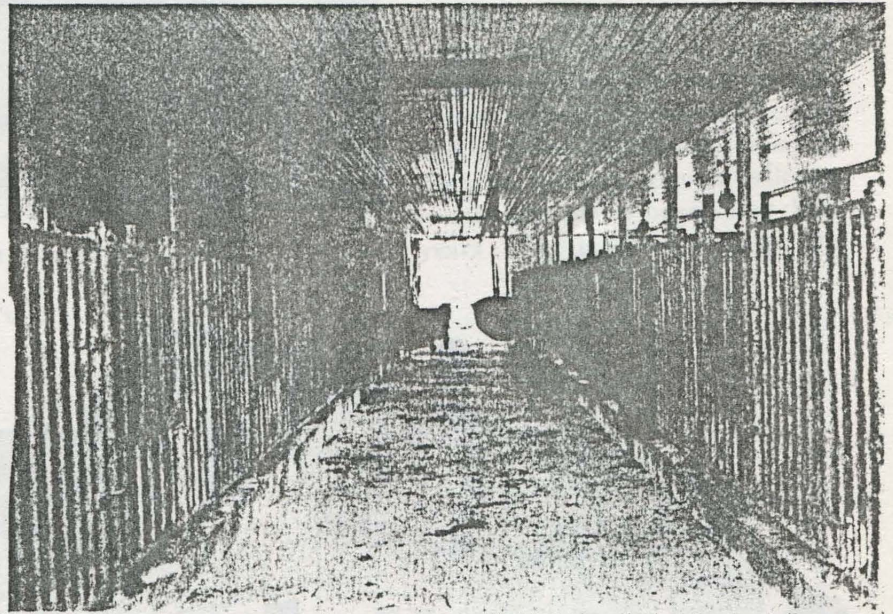
street. The present-day boy probably does not dream of horses, but of a magnificent automobile. That is the basis of my theory about business men who acquire farms—they return to the home town and establish themselves on a big place. Nothing is farther from the truth in the case of H. W. Gossard; his acquisition of a farm, and his entry into the pure-bred livestock business came about in a most unusual way.

Some fifteen years ago, before automobiles cluttered up the country roads, night overtook a man driving from Vincennes, Ind., toward Indianapolis when he was still seven miles south and west of Martinsville. The road wound along the edge of a ravine, gradually dropping until it came to a ford in a running stream of clear spring water. Beyond the stream was another rise, at the top of which stood an old-fashioned white farm house. Here the traveler stopped and secured accommodations for the night for himself and his horse.

Morning exposed to his view from the house one of the prettiest

of scenes. The house stood near the top of the rise. On all sides were wooded hills, divided by ravines, thru which flowed brooks and small creeks, fed by innumerable springs on the hillsides and in the valleys. It was just such a place as his mind's eye had pictured as a peaceful retreat from business. Before night he owned the house and the barn and sixty acres surrounding them, a part of which were under cultivation. This man was a distant relative of H. W. Gossard, president of The H. W. Gossard Co., Chicago, and from him a short time afterward Mr. Gossard secured the property.

Sixty acres is not much of a farm for a man used to doing things in a big way. One by one neighboring

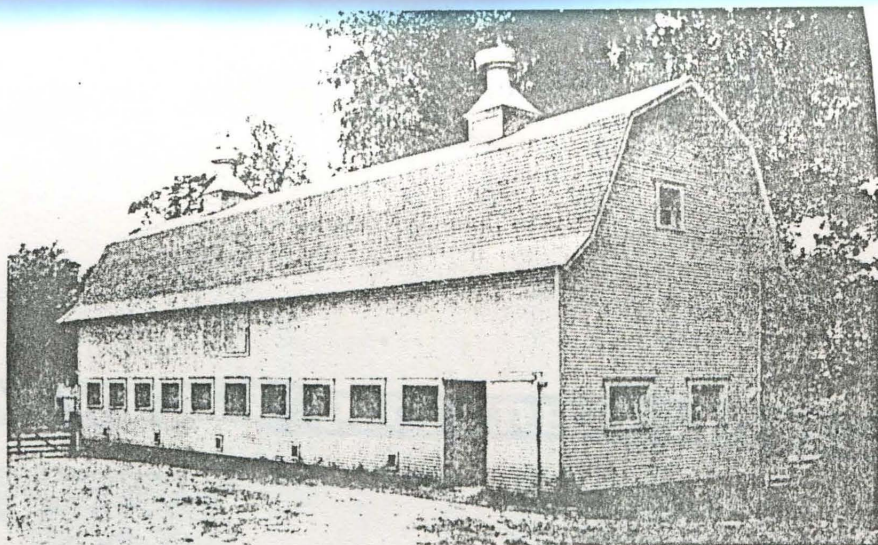


The Main Dairy Barn at Ravinia, the Interior of the Second or Test Floor, Where World's Records Have Been Made, Being Shown in the Upper Picture.

GOSSARD BREEDING ESTATES

farms were added to the original place, until now about 2,000 acres have been joined together into the Ravinia farm of the Gossard Breeding Estates.

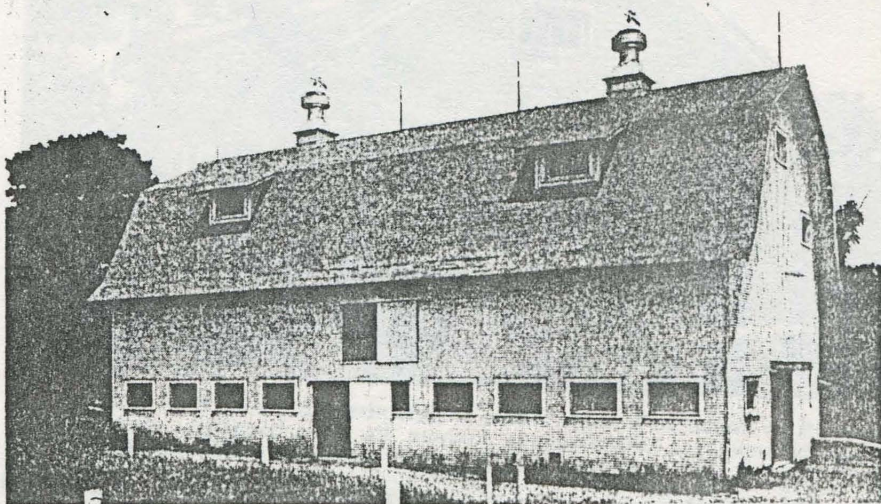
Mr. Gossard's original intention was to create a commercial orchard at Ravinia. But before the orchard was more than an idea, he became interested in Berkshire hogs. On the place he had one good imported English sow, "Sallie J.," and to mate with her "Lord Bromley Manley," also an importation from England, was secured. "Sallie J's" first litter by "Lord Bromley" contained five sows, "Sallie G. Mayflower," "Sallie G. Sunflower," "Sallie G.



The Calf Barn at Ravinia.

Berkshires are judged. How thoro was this victory is shown by the fact that for the last three years the Epochal herd has won at the biggest shows more awards, more firsts, more championships and more grand championships than all their competitors put together.

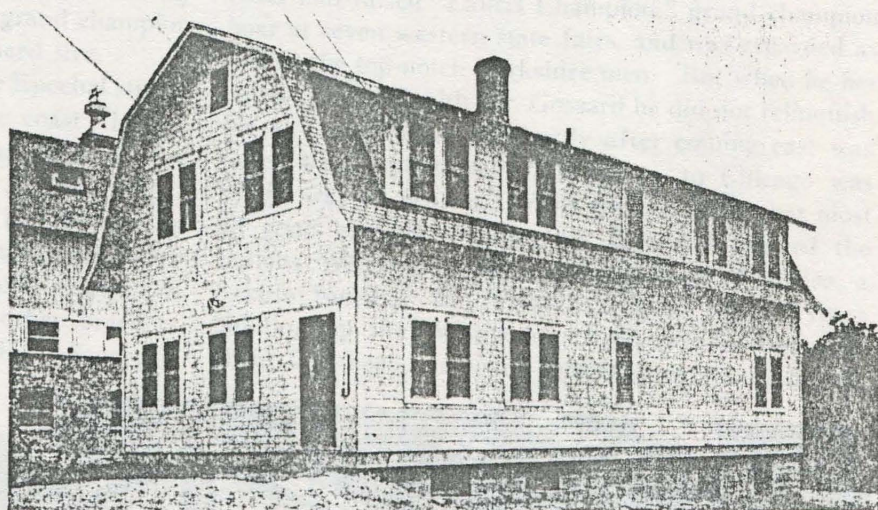
"Epochal" was mated to the five daughters of "Lord Bromley" and "Sallie J.," and the resulting litters made the foundation for the "Epochal Berkshires" that are now famous among Berkshire breeders, and have the wholesome respect of the men who are staunch believers in other breeds of hogs. For three years "Epochal's" get swept the



The Horse Barn at Ravinia.

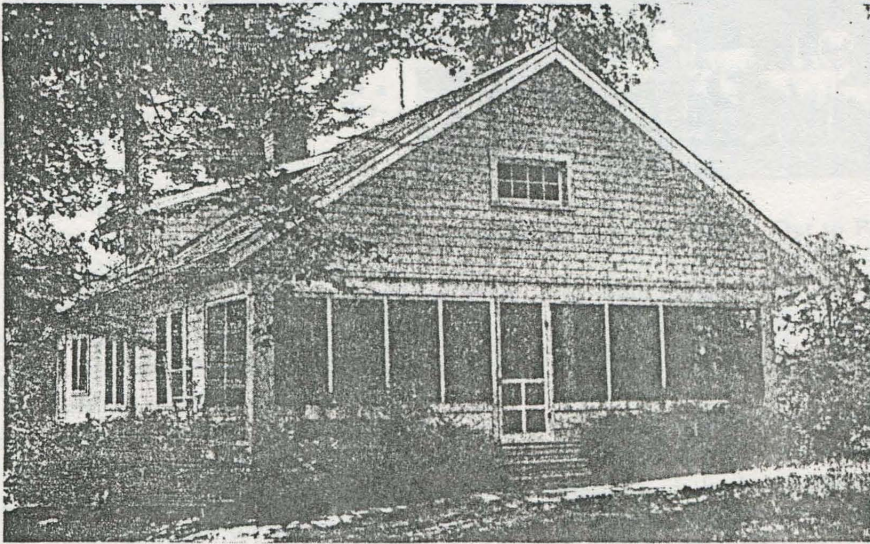
Cornflower," "Sallie G. Springflower" and "Sallie G. Bellflower."

And then came "Epochal!" "Epochal" was imported by Mr. Gossard and as a senior yearling was exhibited at a number of fairs. Berkshire experts at first did not think much of "Epochal" or his get as show animals. Their conformation violated all Berkshire show standards. They were pork hogs, not show hogs. Their noses did not turn up enough, they were too long, and several other points by which Berkshires in the show ring were judged were not "right." Nevertheless, they were such outstanding individuals that they swept the fairs, thereby establishing new standards by which



Office Building and Dairy at Ravinia. The offices of the farm are on the first and second floors at the front; the dairy is at the rear of the first floor, while the rear of the second floor is devoted to a school room for the children of the farm employees.

GOSSARD BREEDING ESTATES



Home of A. F. Sinex, Superintendent of Berkshire Production at Ravinia. Similar homes, equipped with all modern conveniences, are supplied other heads of departments at Ravinia.

fairs; his sons made new price records for Berkshire moars, two of them bringing \$10,000 each.

The Epochal strain was continued at Ravinia by "Epochal's Prime Minister," the 1920 grand champion Berkshire boar, who is now the chief herd sire.

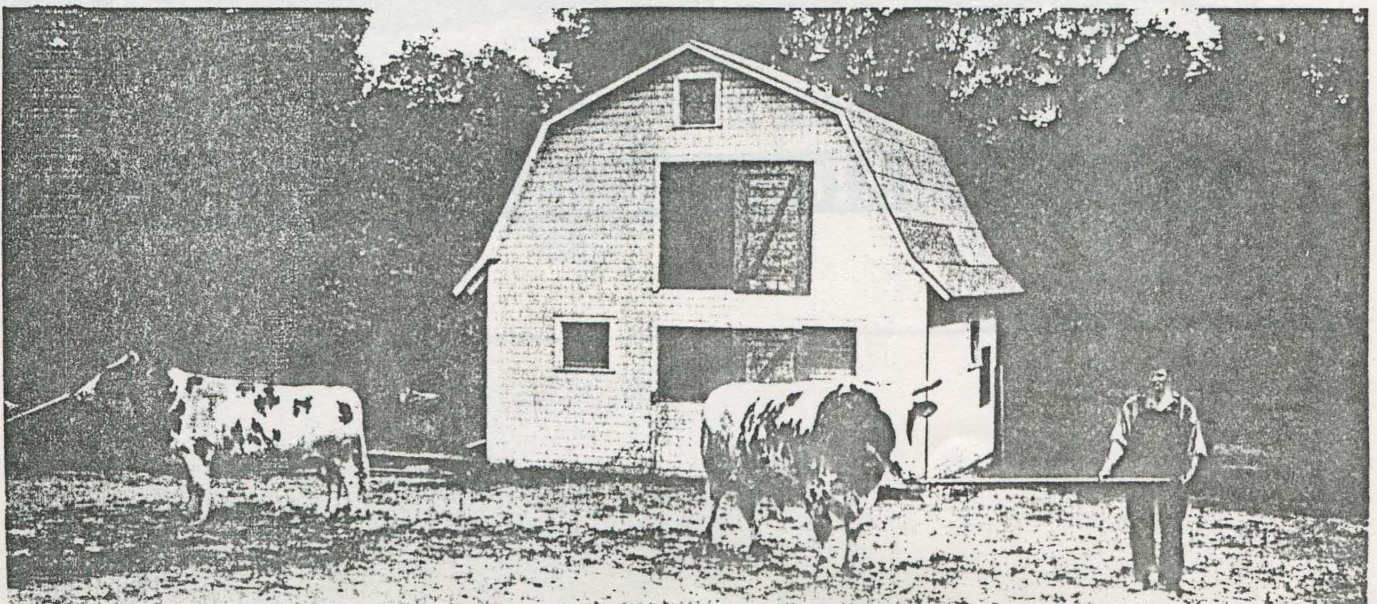
Needing other blood to cross with the Epochal strain, Mr. Gossard secured from the Pacific coast "Laurel Champion." "Laurel Champion" was bred to the Epochal sows, one of his get, "Laurel Epochal 10th," being junior champion Berkshire boar in 1920, and is now being groomed for the grand championship of this year, an honor his owner confidently expects to win. This expectation is shared by other breeders who have seen him, among them being E. C. Stone, of

Peoria, the leading Hampshire advocate, who is shown inspecting the boar with Mr. Gossard in the illustration at the top left hand corner of the title page of this article.

A Notable Herd of Ayrshires

The rapid increase in the herd of Berkshires at Ravinia and the need for skim milk for feed for the young pigs, determined Mr. Gossard to add a dairy herd. His choice fell upon Ayrshires, and again chance played its part in Mr. Gossard's affairs and resulted in the purchase of one of the greatest Ayrshire herds in America. It happened in this way:

F. R. Steel, a Pacific Coast Berkshire breeder, had come on to Ravinia to become general manager of the Gossard Breeding Estates. Mr. Steel had raised "Laurel Champion," grand champion boar at seven western state fairs, and was regarded as one of the top-notch Berkshire men. But when he became associated with Mr. Gossard he did not relinquish his Oregon ranch, and shortly after coming east was called back to Oregon. His return to Chicago was by the way of Seattle. While there he did what most all good breeders of livestock then did—visited the famous Willowmoor herd, owned by J. W. Clise, a Seattle banker. Mr. Clise had spent twenty years building up the Willowmoor herd, which numbered about 250 head, many of which were champions in



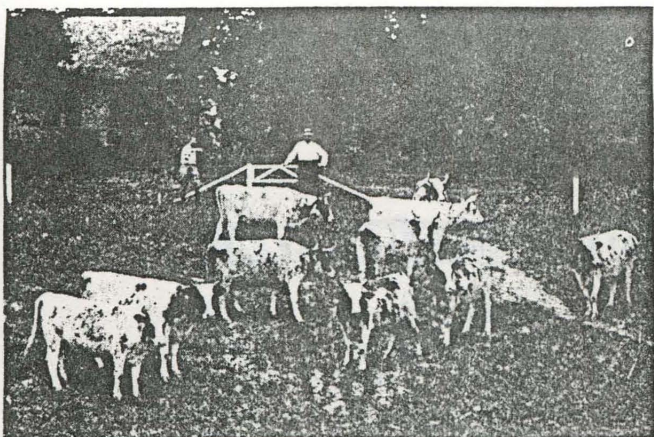
This Photograph and the One on the Opposite Page Show the Six Ayrshire Sires in Use at Ravinia and the Three Bull Barns. The bull at the right in this photo is "Willowmoor Peter Pan 50th," chief herd sire, while at the left is "Willowmoor Peter Pan 26th" both direct sons of the world's champion, "Beuchan Peter Pan." Imported.

different classes. Mr. Ciss was advancing in years. He desired to sell his herd, but did not want to break it up. He intimated to Mr. Steel that his animals were in the market. That intimation was conveyed to Mr. Gossard and after a period of negotiations the

at Ravinia brought about some feverish building operations, for the farm's sole cattle housing facilities was one barn. Building materials were plentiful on the farm. The woods were extensive, while the hills held an abundance of sand and gravel.

Some Rapid Building Operations

While the buildings were being planned, a sawmill was set up, and a concrete mixer secured. While the mixer was turning out the concrete for the build-

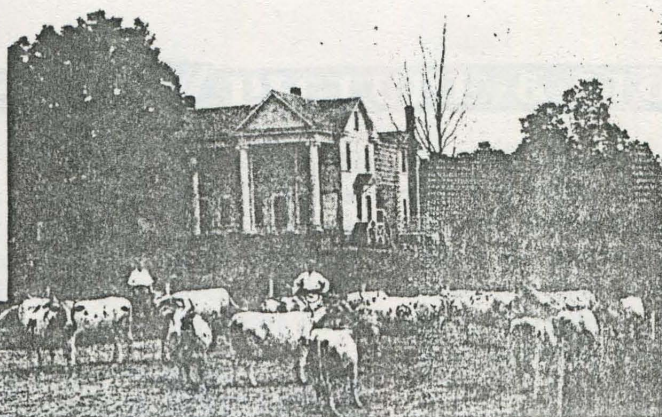


H. W. Gossard and E. C. Stone and Part of a Foundation Herd of Young Ayrshires Just Purchased by Mr. Stone at Ravinia.

sale was made.

The first shipment was made by a special train, carrying 100 head of the best Willowmoor animals. Eighty of the cows were on test when they were put aboard the train and the tests were continued without interruption thruout the journey. Telegrams sent ahead brought scores of people, principally the families of the railroad men, to the train for the milk. The trainload of cattle reached Martinsville and Ravinia Farm without a mishap and the cows on test were milking more than when they started. The total purchase was 250 head, including young stock.

The arrival of 250 head of purebred dairy animals

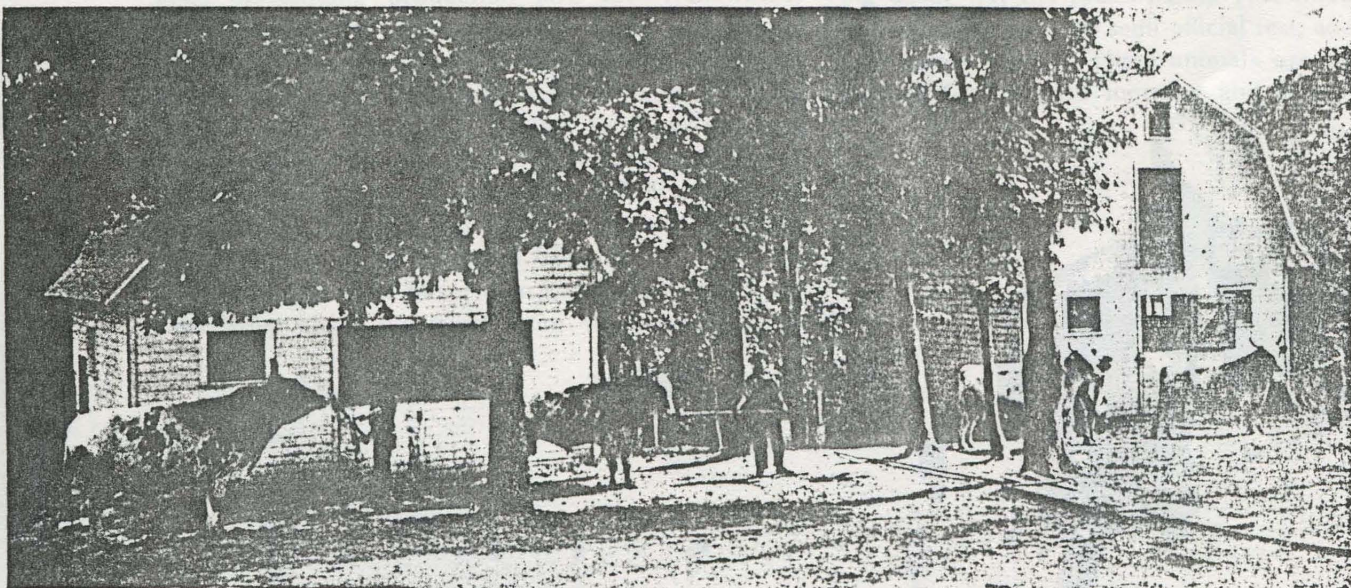


The Cows on Test Are Turned Out to Pasture Twice Daily at Ravinia.

ing foundations, the sawmill was transforming trees into the rough lumber needed. A crew of carpenters followed the masons, and the barns and stables rose rapidly.

The Ayrshire herd arrived at Ravinia about September 1, 1918. By December 1 the buildings were completed and the herd housed.

The foundation sire of the Willowmoor herd was "Beuchan Peter Pan," imported, regarded by Ayrshire

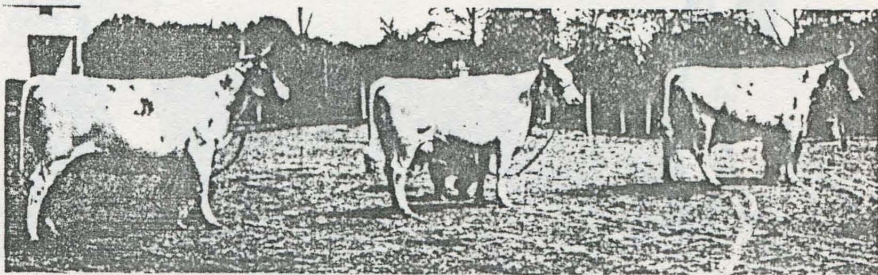


Reading from Left to Right the Ayrshire Bulls are "Peter Pan Successor," "Lilys Ben Hur," "Vesta Robinhood" and "Ravinia Peter Pan." All four of these bulls are show ring winners.

GOSSARD BREEDING ESTATES

breeders as the greatest of all sires of the breed. Fifty-three of his daughters are in the Advanced Registry and hold 71 records. These daughters made a grand average of 10,446 pounds of milk and 413.09 pounds of butter fat. Twenty-five of his daughters, nine of whom are shown in the heading of this

and now numbers about 500 head, mature and young stock. These animals are in charge of Ernest Forrest, who is regarded as one of the most successful Ayrshire herdsmen. I asked Mr. Forrest to let me pass on his methods of breeding and feeding for the benefit of FARM MECHANICS readers. And here they are in practically his own words:



"Willowmoor Lily 5th," World's Record Junior Three-Year-Old for Butter Fat, and Two of Her Daughters.

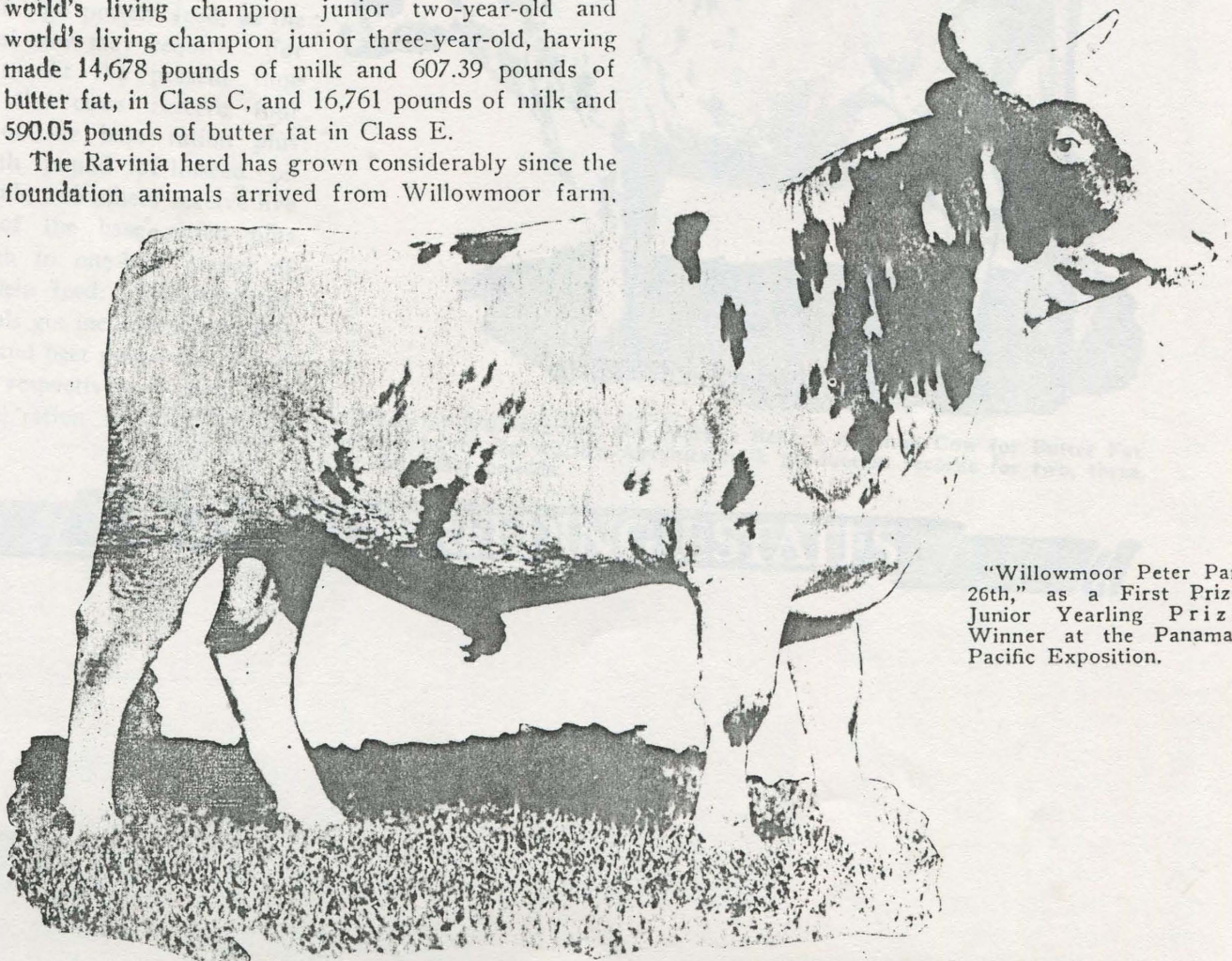
article, are at Ravinia, while the chief herd sire, "Willowmoor Peter Pan 50th," is the son of "Beuchan Peter Pan," and was regarded by Mr. Clise as "the most outstanding production sire the Willowmoor herd has known, not excepting such animals as 'Beuchan Peter Pan, Imp.,' and 'Willowmoor Robinhood.'" His sister, "Willowmoor Miss Carston," is the world's living champion junior two-year-old and world's living champion junior three-year-old, having made 14,678 pounds of milk and 607.39 pounds of butter fat, in Class C, and 16,761 pounds of milk and 590.05 pounds of butter fat in Class E.

The Ravinia herd has grown considerably since the foundation animals arrived from Willowmoor farm,

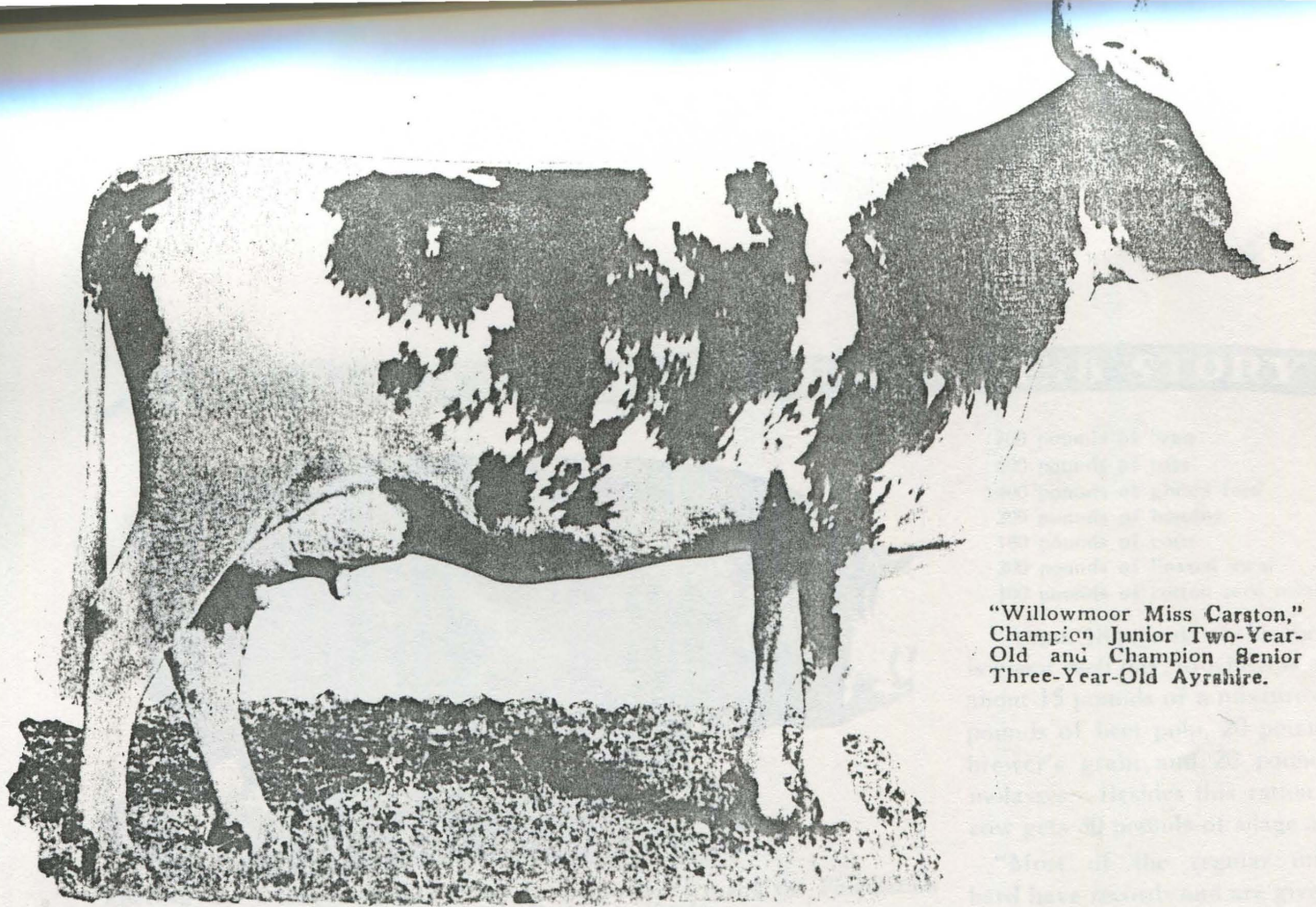
made more advanced registry records and more world's records than any other one Ayrshire herd in the world gives special interest to the method of feeding used. At the present time (the middle of July) 40 of the cows are on semi-official test, and are milked four times a day. These animals are turned out to pasture for exercise morning and afternoon. Their

Ernest Forrest Tells "The Judge" How He Handles the Ayrshires

"The constructive breeding operations in Ayrshires are carried on with 350 head here at Ravinia—six herd sires, 125 mature cows and the balance young stock, including calves. The fact that this herd has



"Willowmoor Peter Pan 26th," as a First Prize Junior Yearling Prize Winner at the Panama-Pacific Exposition.

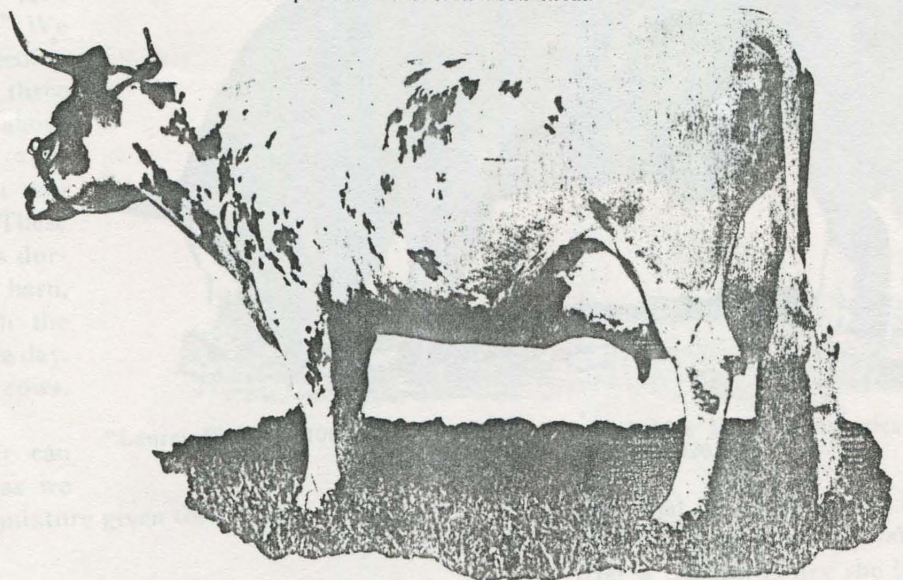


"Willowmoor Miss Carston,"
Champion Junior Two-Year-
Old and Champion Senior
Three-Year-Old Ayrshire.

records are made under rather ordinary conditions, except that a good variety of feed is used, and the cows are milked with exact regularity. One man cares for from six to ten test cows, devoting all his time to them. Part of the test cows have box stalls, but none of them are pampered.

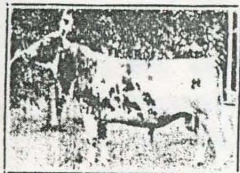
"A base ration is used and to this is added one-fourth to one-half pound of high protein feed, as the individual cow may require. For example: At the present time two of the cows receive four pounds of the base ration plus one-fourth pound of linseed oil meal; while two others receive five pounds of the base ration plus one-fourth to one-half pound of high protein feed. The roughage the animals get includes silage, alfalfa hay and beet pulp—16, 10 and 5 pounds respectively to each cow. The base ration is made up as follows:

300 pounds of ground oats.	100 pounds of ground barley.
300 pounds of bran.	100 pounds of hominy.
200 pounds of brewers' grain.	200 pounds of corn gluten feed.
200 pounds of linseed oil meal.	50 pounds of beet pulp.
100 pounds of cotton seed meal.	



"Lily of Willowmoor," the World's Record Ayrshire Cow for Butter Fat. She also holds the world's Ayrshire milk production records for two, three, four and five-year-olds.

GOSSARD BREEDING ESTATES



GOSSARD BREEDING ESTATES

Announces

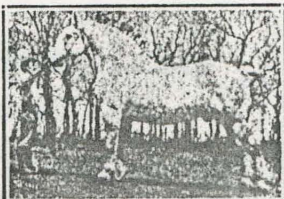
Three Great Breed Progress

Ayrshire — Berkshire — Percheron

Public Sales at

Gossard Breeding Estates
Martinsville, Indiana

**October 17, day and night, and
October 18, 1921**



Gossard Breeding Estates
Preston, Kansas

**October 24 and 25,
1921**

Ayrshires—120 Peter Pans for You

No other dairy bull of any breed before has had at the same time the greatest show record of his breed and been tied for first place for the greatest production record of his breed. Beuchan Peter Pan has done this. In order that the many breeders who want "Peter Pan" blood may have an opportunity to get it in the most satisfactory manner, the Gossard Breeding Estates will sell 120 Ayrshires in two great public sales this fall, one on October 17 at their Martinsville, Indiana, plant; and the other October 24 at their Preston, Kansas, plant.

The outstanding thing about these sales will be that every Ayrshire in both sales will either be a Beuchan Peter Pan daughter or granddaughter, or else will be in calf to a Peter Pan bull. It will be the greatest opportunity to get foundation Peter Pan blood ever offered to Ayrshire breeders.

Berkshires

These Berkshire sales will be a new departure in that they will be sales of open gilts of rare worth, every one to be bred to grand champion Epochal boars. At Martinsville, they will be bred to Epochal's Prime Minister, Grand Champion Boar of America for 1920, or to Laurel Epochal 10th, Junior Champion Boar of America for 1920, for spring 1922 farrow. Laurel Epochal 10th is the great boar which is being fitted to head our show herd this year and who weighs 770 lbs. at seventeen months old. At Kansas, the gilts and sows will be bred to the famous grand champion son of Epochal, Epochal's Esquire.

Never before in the history of Berkshires have such sales been held. Never before in the history of Berkshires have all the gilts and sows in a sale been sold to carry litters when delivered to such boars as these.

Percherons

In 1919 the Gossard Breeding Estates won more state fair awards, more firsts, more championships, and more grand championships than any other one Percheron herd in America. They have always been consistent winners and good producers. These two sales are the only Percheron sales to be held in America this fall. Both are bred mare sales; and in the consignment are included many grand champion and first prize mares.

The outstanding opportunity of the year is here given to breeders and farmers to obtain the finest kind of Percherons at their own price.

* * *

Foundation Stock

These great sales will afford an opportunity for any new breeder who expects to found an Ayrshire, Berkshire, or Percheron herd this fall to come to whichever of the sales is most convenient to him and there select from the wealth of good animals offered just what he wants and needs—at his own price. The chance to obtain complete herds properly mated both in individuality and blood lines and with the famous Gossard Breeding Estates strains running through them should be a great attraction to any new breeder.

In addition, an unprecedented opportunity will be afforded any breeder to select just the individuals by which he will infuse this invaluable improving blood into his herd.

These sales are of paramount importance because in these consignments we are "delving deeply into the treasured storehouse of our precious blood." This is done because it is our intention always to divide with our customers. These sales strike the chord that is always our policy;—we divide with those who co-operate with us.

Remember the dates and decide now to be present.

GOSSARD BREEDING ESTATES

MARTINSVILLE, IND. PRESTON, KAN. AXIAL, COLO.

GOSSARD BREEDING ESTATES

Gossard's Full Confidence in John Deere Implements—The Result of Experience

Mr. Gossard's confidence in John Deere implements is a result of experience with this equipment over a term of years. The first John Deere implement used on his estate gave real satisfaction. That satisfaction resulted in purchases of additional John Deere machinery which also gave unusually satisfactory service. Today on the Gossard Estate are many John Deere implements.

Mr. Gossard's regard for this equipment is expressed in a letter recently received and which is reproduced on this page—take the time to read it.

This goes toward proving that quality and service are two mighty important points to consider in the selection of farming equipment. Good equipment is a real factor in making farming a profitable occupation.

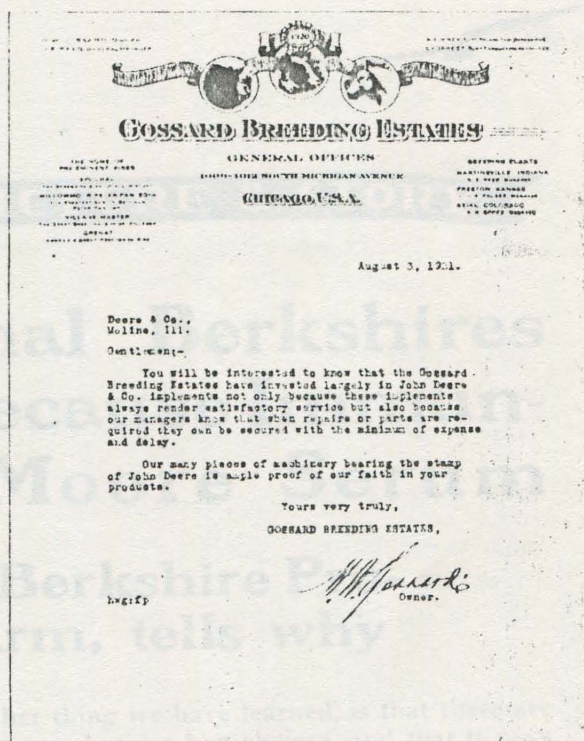
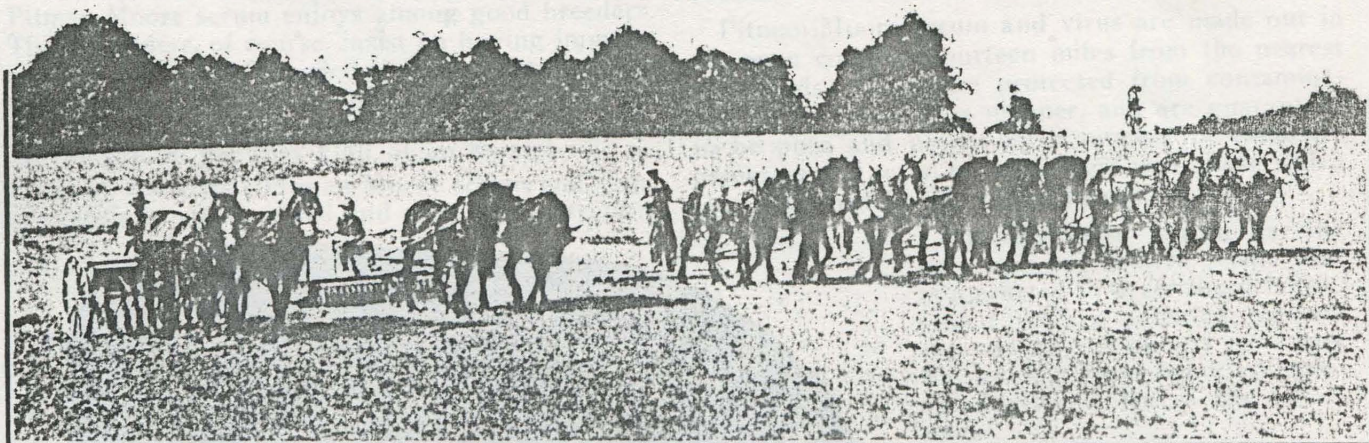
Know the John Deere Line

Get This Full Line Catalog FREE

"Better Farm Implements" illustrates and describes the full line of John Deere implements. There is a John Deere implement for almost every farming operation. Write for your copy today. Only a few left. Address John Deere, Moline, Ill., and ask for catalog B. I. 113.

JOHN DEERE, Moline, Ill.

BELOW: A BATTERY OF JOHN DEERE IMPLEMENTS AT WORK ON THE GOSSARD ESTATE



THESE JOHN DEERE IMPLEMENTS ARE USED ON THE GOSSARD ESTATE

- | | |
|------------------------------|-----------------------|
| 3 Walking Plows | 1 Subsoiler |
| 2 Sulky Plows | 1 Riding Cultivator |
| 1 Tractor Plow | 1 5-Tooth Cultivator |
| 1 Tandem Horse Disc Harrow | 2 Walking Cultivators |
| 2 Single Disc Harrows | 2 Corn Planters |
| 1 Tandem Tractor Disc Harrow | 1 Clod Crusher |
| 4 Spike Tooth Harrows | 10 Wagons |
| 2 Spring Tooth Harrows | 2 Corn Binders |
| | 1 Mower |
| | 1 Hay Rake |

GOSSARD BREEDING ESTATES

Mr. Gossard's Epochal Berkshires Bring Higher Prices Because Immunized with Pitman-Moore Serum

"Arch" Sinex, Sup't. of Berkshire Production at Ravinia Farm, tells why

When "Arch" Sinex, who is responsible for the success of the famous herd of Epochal Berkshires at the Gossard Breeding Estates, was asked why he used Pitman-Moore serum and virus, he replied:

"There are two reasons, and I don't know which is the most important.

"The first reason is because in our experience the Pitman-Moore product gives more uniform results and stronger immunity. That means we are buying real insurance when we use Pitman-Moore serum and are taking no chances of losing a part of our hog-crop from Hog Cholera.

"The second reason is because breeding animals that have been immunized with the Pitman-Moore product bring a higher price in the salesring. This is because of the very high reputation which Pitman-Moore serum enjoys among good breeders. These breeders, of course, insist on buying immune stock. As a cold-blooded business proposition, they would rather buy an animal that is immunized with the Pitman-Moore product and they are willing to pay to get that kind of an animal.

"They know that Pitman-Moore serum and virus are carefully standardized and give real protection.

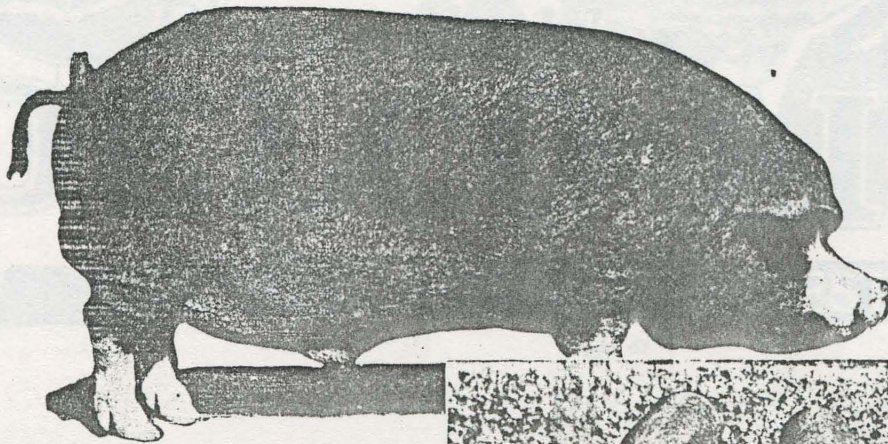
"Another thing we have learned, is that there are other diseases besides hog-cholera, and that it pays to protect the herd against these other diseases as well as to immunize against cholera. To do so prevents a lot of the troubles and complications that, under the names of 'mixed infection' and 'flu,' are so troublesome to many hog-raisers. Naturally, all of these treatments must be administered by a skilled veterinarian if the best results are to be obtained. As a matter of fact, I understand that the Pitman-Moore Company permits Pitman-Moore Serum and Virus to be administered only by licensed, graduate veterinarians, a precaution which I think is justified by the better results obtained.

"It is my experience that it pays to look for the Pitman-Moore label on the serum bottle."

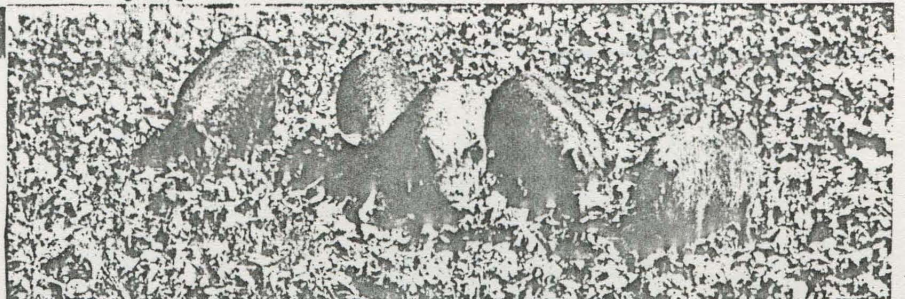
Pitman-Moore serum and virus are made out in the open country, fourteen miles from the nearest stockyards. They are protected from contamination in every possible manner, and are guaranteed to be pure and potent by a number of exclusive processes and tests, far more rigid than those which are prescribed by the Government.

Pitman-Moore serum is the only anti-hog-cholera serum that is marketed in a sterilized bottle, sealed with a patented, viscous cap which absolutely prevents the product from being contaminated after it leaves the laboratory.

These are some of the reasons why wise breeders like Mr. Sinex insist on the use of Pitman-Moore serum and virus.



"Epochal's Prime Minister," Grand Champion Berkshire Boar of America in 1920, and Some of His Offspring at Ravinia Farm That Are Cholera-Proof Because Immunized with Pitman-Moore Serum and Virus.



Advertisement

GOSSARD BREEDING ESTATES