

We were inspired to start *The Great Shorthorn Revival* on a sale weekend trip in the Fall of 2001 with Clint Tomson, then 92 years old. Clint was a Shorthorn man from birth. His interest in the Tomson family's top-ranked breeding program led to proficiency in livestock judging, expert salesmanship and, later, leadership of the breed. He started his career at *Shorthorn World* as a fieldman, and after a few years he was selected to fill the post of Executive Secretary of the American Shorthorn Association. From 1941 to 1951, Clint provided countless ideas and innovations which truly created the heyday years of the reds, whites and roans. He left the association to join his boyhood Shorthorn friend Frank Harding and his father F. W. Harding in forming American Livestock Insurance Co., but Clint never left behind his love for the breed he helped make great.

For hours on that trip we quizzed Clint about "the golden days of Shorthorns." And he answered, in-depth and in detail, as only Clint could! At one point Steve asked, "Clint, how are we going to get Shorthorn breeders to focus again on the cow families that made the breed great?" Without hesitation and for about an hour (almost without taking a breath!), Clint advised a marketing strategy that in six years has proven to work.

He started off saying, "Steve, you're going to have to create an ECONOMIC OPPORTUNITY. You can't just tell people that cow families are important and that following the great bloodlines can be profitable. You have to show them! And show them right in their pocketbook, where it counts the most!" *The Great Shorthorn Revival* was born!

We are always asked about the theme of the sale and enjoy sharing Missouri breeder Dave Lorenz' article reprinted from 1965's 50th Anniversary issue of *Shorthorn World*.

The Great Shorthorn Revival

by Dave Lorenz, Kansas City, Missouri, 50th Anniversary Herd Bull Number, *Shorthorn World*, August 15, 1965

On my office wall I have a color lithograph produced in 1893. It shows 4,000 range cattle at a waterhole near Amarillo. I keep this picture before me so I will not forget my primary objective as a Shorthorn breeder... which is...to breed bulls sound enough, big enough and strong enough, with feet and bone enough to meet the approval of men who run commercial cows from 200 to 20,000 head.

Every four years these ranchers put one million new bulls into their herds. The Hereford breeders get 90 per cent of this business. I doubt if we Shorthorn breeders get 2 percent of this business.

History shows that the Herefords just kept on coming. Today, 18 million cows in the ranges west of the Missouri river look like they're 100 percent Hereford, though way back there, most of them had a strong Shorthorn cross in them.

But, today, the ranchers are looking for answers to their very real problems: cancer-eye, loss of size, too little milk and, that other "unmentionable" problem, which is still far too prevalent.

At Denver in January, my son Pete introduced me to a rancher from west Texas who needed 70 Shorthorn bulls. I had to tell him very frankly that I didn't know where he could buy 70 Shorthorn bulls old enough to thrive, and get cows in calf where they run one head to 20 acres of pasture. But, after a discussion, I sold this rancher an idea...and, together, we're giving it a try.

Remember, he has to have pigmentation, and he has to get calves. We offered to furnish two, two-year-old bulls, if he would furnish 50 selected young cows, and put them together in one pasture. We would cost the calves at weaning time, at market price. Then, we would split the overage that they should bring as bull calves.

He accepted this offer. We sent him down two good, strong, sound-footed bulls that would have sold for considerably more than ordinary range bulls. (After all, we wanted the first Shorthorn bulls in his neighborhood in 40 years to make a good impression!) After four weeks acclimatization, these two bulls are now with the cows...two bulls and 50 cows in 1,300 acres of pasture!

What happened? This man had been too busy at Denver-time to visit our Shorthorn farm and look our bulls over. He simply said, "Just send me the bulls." Well, after seeing the bulls, he decided to come to Kansas City and see the herd that had produced them. Result? He is getting enthusiastic about breeding Shorthorn-pigmented Hereford-cross bull calves to sell by the hundreds to ranchers in his area, and in Old Mexico.

Why? His neighbor-rancher friends and some Mexican cattle people have already visited his ranch. He has shown them these two Shorthorn bulls in with 50 cows. He has told them what he is doing and why. Most of his visitors have become interested in his project because they too are experiencing serious cancer-eye trouble.

He is now considering how he might breed 1,000 cows next year, to get the same result.

Now, "What's this Shorthorn Revival Business?"

A big portion of an entire generation of commercial cow men has grown old without ever seeing much but white-faced cattle. Our friend in west Texas said he hadn't seen a herd of registered Shorthorn cattle since he last visited Sni-A-Bar at Kansas City in 1940! 25 years ago!

When the cow business is good, ranchers buy more bulls than when business isn't good. They are looking for bulls that will solve their problems. They also have to get their cows pregnant.

But, if they can't find bulls that will solve their problems, they will have no choice but to take the best bulls available. Unfortunately for the Shorthorn breed, I don't think we have enough bulls available to get one extra thousand Shorthorn bulls into this great, open market for replacement bulls.

The Charolais people are trying. The black Angus people are trying. The red Angus people are trying. The Santa Gertrudis, Brangus, Beefmaster people are trying.

We, at Kansas City are trying too! We've been building the strength of our herd from within. We've been adding the strong bulls and outstanding females we believe will help us. Sound feet and legs are an absolute must. We believe we must breed the kind of

strength and quality into our Shorthorns...that you should breed into your Shorthorns...to make bulls and their calves strong enough to be preferred by ranchers, and commercial cattlemen...and take some bull business away from these other breeds.

You can do this too. If you aren't already breeding the strong kind of Shorthorns with strong bone and sound feet and legs that will produce bulls that will be preferred by commercial cattle people...don't let the Great Shorthorn Revival pass you by.

The Great Shorthorn Revival is here. But, everybody has to do his part if we are going to get the business away from these other breeds. They're just not going to drop dead because our breed awakens to this great need.

The present commercial cow men...those with 200 or more cows...will be the calf producers to supply the calves to be finished mostly by others. As world finished beef demand starts to exceed United States calf production, our American calf producers will have already discovered that they can more profitably sell heavier calves at weaning time than in recent years. They can get heavier calves in only two ways:

1. They can creep-feed high cost grain.
2. They can infuse Shorthorn blood, and get it FREE!

The need for strong Shorthorn bulls is 100 times greater than your and our capacity to produce at this time. But, opportunity is where the NEED is...and because the need is great, the opportunity is great! Don't let the Great Shorthorn Revival pass you by!

Start today! If you need a new bull, travel farther, look harder, pay more...but insist on the bull you need. Don't settle for a substitute for a good bull. Pick up the big, strong females you occasionally have the opportunity to buy. The kind that will produce a calf every year, and give enough milk to make a job of the calf. Start today to build up the strength of your herd. Competition demands that all of us Shorthorn people produce bulls that will sire bull calves strong enough to be preferred by commercial cattlemen all over America!

Don't let the Great Shorthorn Revival pass you by!

