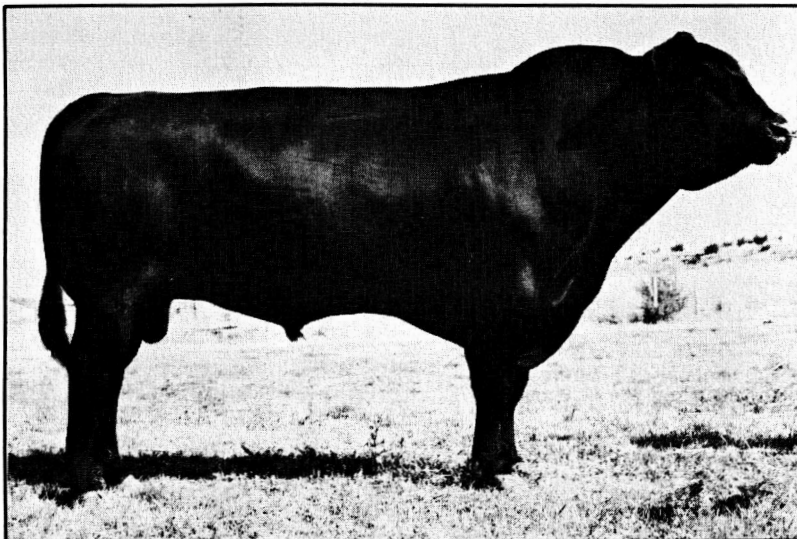




George Young

Deep Down Ranch is off to the races

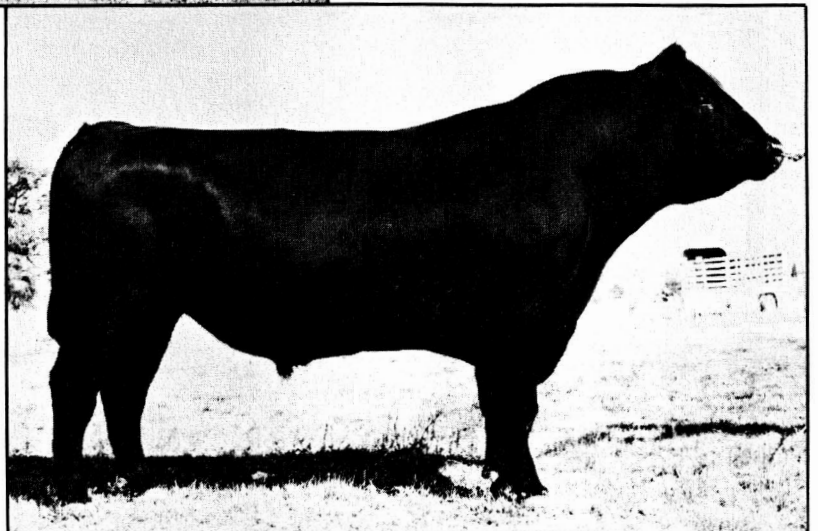


Young and Overpeck set out to restructure Deep Down's breeding program by purchasing senior champion sale bull Ankonian Dynamo 72065 at the 1978 National Western.

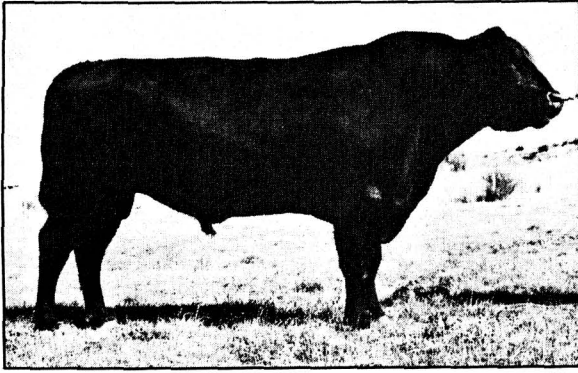
by Linda Kiger

Deep Down Ranch. It's a name George Young had in mind for a long time. Besides that, it's a name this Ft. Worth oilman could relate to. "It's where the money came from to pay for this ranch," says Young. It came from being in the oil business—from having to drill "deep down" for that crude oil.

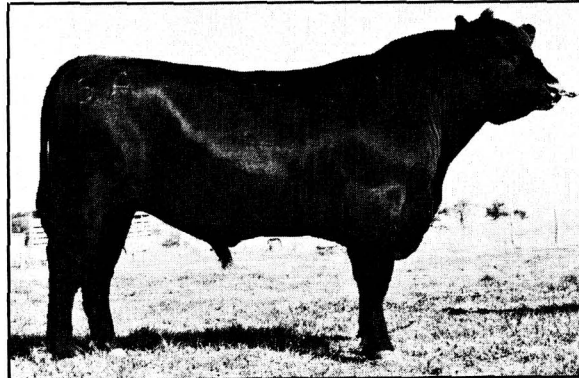
Young decided to get in the cattle business five years ago. "It's something I've always wanted to do," he comments, "but never did." The nearly 4,000-acre Texas ranch located 60 miles southwest of Ft. Worth near Paluxy was originally acquired as a commercial operation. Young did not



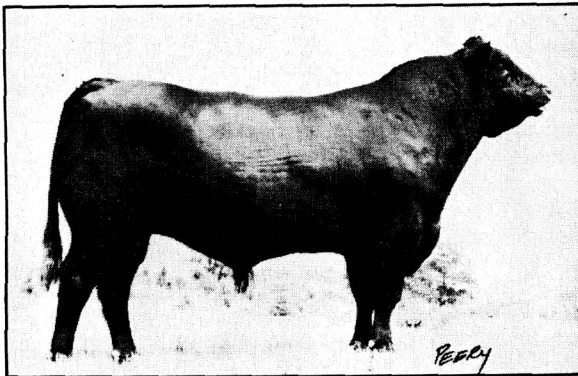
Also purchased was Hales Emulous 361, grand or reserve grand at the State Fair of Texas, Arizona National, Ft. Worth Stock Show, LSU Livestock Show and Mid-Winter Fair.



The 1978 National Western grand champion sale bull Biffles Marshall 632 was a third purchase for the Deep Down herd. A son of Sport, 632 was proven free of syndactyly in a test completed late in May.



Purchased at the prestigious Cross-Country Sale in Alberta, Angus Acres Bandolier 78K is one of the most recent additions to Deep Down's sire battery.



Deep Down has been off to the races since purchasing a quarter interest in the redoubtable Sayre Patriot.



Owner George Young (front) and manager Dale Overpeck scrutinize a sale offering.

grow up with a farm or ranch background so had no concept of the cattle business. But this didn't stop him.

After purchasing 100 Canadian-bred cows with some calves thrown in from Woody Campbell at Bowie for \$350 a head, he seemed to be in business. But not the commercial business. Young, instead, found himself with 100 registered Angus cows. Then he moved on to local sales, picking up a few head here and there, then bought 125 Emulous-bred cows from J.D. Cobb, Plainview. His registered herd then exceeded 300 head.

Herd Bulls

But he really didn't consider himself in business until he purchased two herd bulls—Cobbs Emulous Master 30 and Biffles Emulous 024, both Certified Meat Sires.

As a respected businessman and now cattleman, Young had the ability to learn fast. It's because of this and his common sense strategy toward life and his businesses that Young fits the Angus business like a glove.

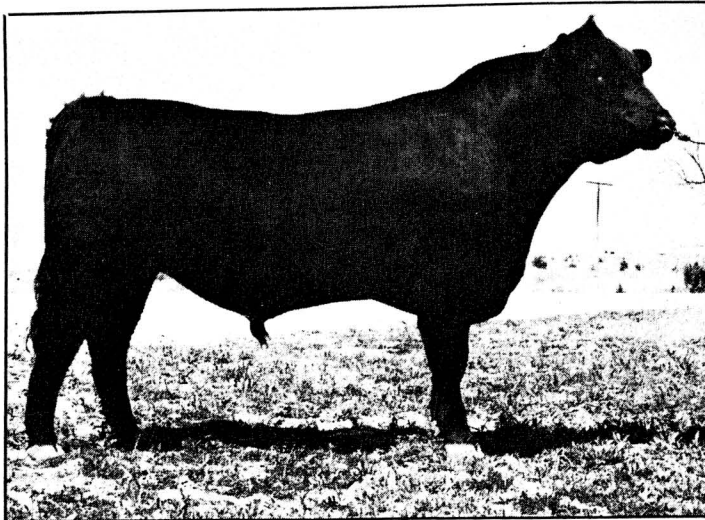
But it hasn't been easy. All good things take time. And some even improve with age. Such is true with Deep Down. It was 1977, after two years in business, that Young held his first production sale. Which didn't go very well. But Young profitted in another way. He found a ranch manager named Dale Overpeck. At that time, Overpeck was employed as the Texas Angus Assn. secretary-fieldman. "We've been off to the races ever since," says Young. "We now have a much more aggressive program with the cattle we have acquired through sales along with the im-

provements made in our own breeding program."

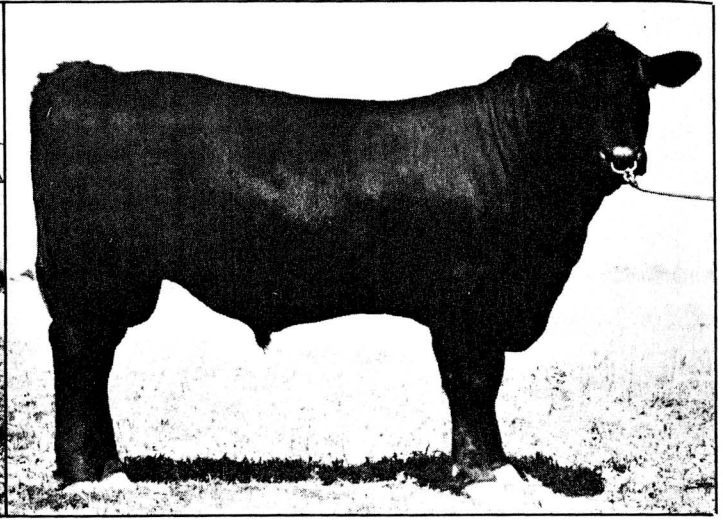
Breeding Program

After that first sale, Young felt he wasn't offering people what they wanted. So he and Overpeck set out to restructure Deep Down's breeding program with the purchase of three new bulls, Ankonian Dynamo 72065, Biffles Marshall 632 and Hales Emulous 361. But it wasn't until Deep Down bought one-quarter interest in Sayre Patriot that Young felt his program took a turn for the better. "This bull has done more to get our name around than anything," comments Young. And, as this Texas oilman puts it, Deep Down "has been off to the races ever since."

Last winter the ranch put its cattle to the test at some of the major shows across the country. The progeny of Sayre Patriot did



Sayre Patriot 835J was reserve senior calf at the Mid-Winter Fair and Ft. Worth.



Another of Deep Down's Sayre Patriot sons in the show herd is Patriots Fleetwood.

especially well. A late summer yearling heifer by Sayre Patriot, Queen Mother 807J of Sayre, stood at the top of her class and was selected intermediate champion at the San Antonio Livestock Show. She also stood second at the Mid-Winter Fair in Shreveport, La., the Ft. Worth Stock Show and the National Angus Show in Denver.

Another Deep Down entry that fared well against the competition was Sayre Patriot 835J, a Sept. 11, 1978, senior bull calf by Patriot. He stood first at the San Antonio Livestock Show, was second and reserve senior calf champion at the Shreveport Mid-Winter Fair and Ft. Worth Stock Show. At the San Antonio Livestock Show, Deep Down also led out the top junior get-of-sire group—calves by Sayre Patriot.

Show Ring a Tool

Young considers showing an essential part of his over-all advertising and merchandising program. Besides getting Deep Down's name before the public, it also lets people know a little bit about the ranch's breeding program. "Although," Young comments, "with today's economic situation, it is becoming increasingly difficult to include showing as an affordable tool." But Young assures that Deep Down will continue to include showing as a part of its pro-

gram for so long as they can.

Attending dispersals and production sales also has become an essential part of Deep Down's progressive growth plan. Since last fall, Young and Overpeck have become familiar faces at sales in their search for only the best cattle to fit into their growing herd.

For example, at the prestigious Cross-Country Sale in Lacombe, Alta., last March, Young purchased the top selling bull and female. The bull, Angus Acres Bandolier 78K, a May 21, 1978, son of Angus Acres Bandolier 19H out of a Woodlawn Eston 22 dam, will be used as a herd sire. This growthy individual stood undefeated at six major shows in Canada and was named reserve grand champion of the Red Deer Exhibition. The cow, a proven producer named Heatherdown Beauty 61G, is a 5-year-old daughter of Bandolier Eston Durness 42B out of a Willabar Jumbo 2 dam. Bred to Sir Wms Wampum, she calved this spring.

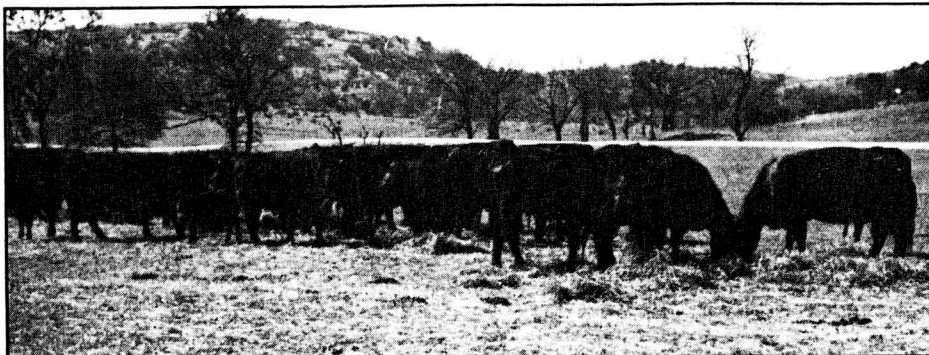
Bull Market

Deep Down already has established a major bull market in its area. Overpeck states that a lot of cattlemen from different breeds are turning to Angus bulls, and Deep Down seems to be their primary

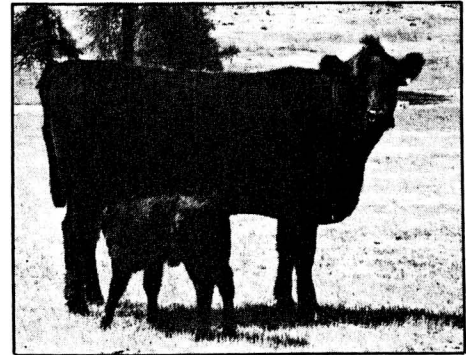
market place. Even though the ranch sells many bulls, Deep Down artificially breeds its cows, primarily with the service of Sayre Patriot. The ones that come back in heat, says Overpeck, usually are bred back to another Deep Down herd bull. Included in Deep Down's future plans are embryo transplants. "But it's an expensive process," states Overpeck, "and it's a process we're going to consider carefully before jumping in."

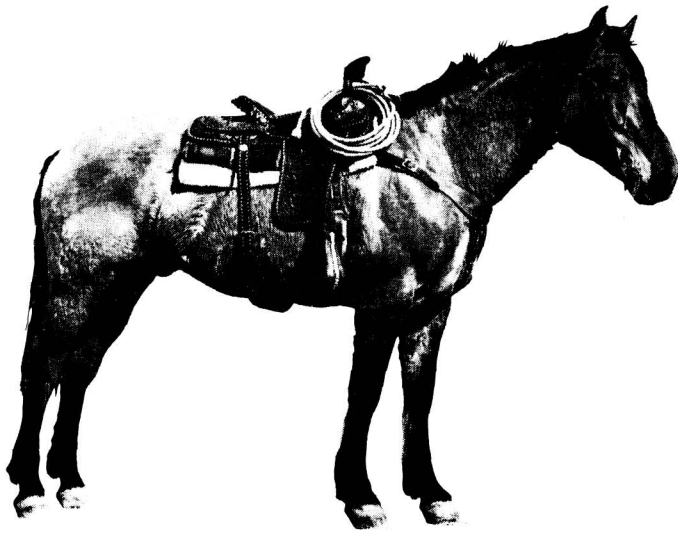
Eighty percent of their calf crop will be born within a 2-month period. But, Overpeck mentions, since quite a few cow purchases have occurred within the last 10 months, calves are coming at all times of the year. So calving season generally lasts from January through April. One thing sure is that most calving occurs during the afternoon hours. And there's a reason. Overpeck is a firm believer in day-time calving. The principle is this: Cows are less likely to calve during the night if they are kept busy eating. He feeds just enough hay in the evening to keep the cows eating but not enough for them to fill up on and then lie down in. Overpeck feeds coastal round bales in the morning and alfalfa in the afternoon, thus eliminating the usual 24-hour surveillance during calving season.

By feeding bales in the morning and alfalfa in the afternoon, day-time calving has become the rule at Deep Down.



Overpeck is a firm believer in day-time calving.





A good horse is essential in this part of the country.

Measuring Calves

As soon as calves are on the ground, Overpeck and the Deep Down crew use the "Biffle method" of measurement. The measuring system was developed by Ned Biffle of Allen, Okla., 18 years ago. His theory involves measuring the length of the calf's leg to determine the best animals. By stretching the length of the leg and measuring from the point of the elbow to its extended length, which includes the hoof, they then have a measurement to record in their books. And through comparison they can determine the better animals at the time of birth—without having to wait until they're grown. At the same time, the calves are also weighed, given vitamin A and D shots, and tagged for identification.

As for record keeping, Overpeck's wife, Sam, makes sure every detail is recorded. Every measurement, weight, age, identification number, sire and dam are recorded on every calf. A full page is devoted to every cow, with information that tells where and when the cow was bought and at what price, what bull she is bred to, when she was bred, if she was bred A.I. or natural, what calves she has had and when, her weight, measurements and identification number and, of course, all the information one

would want to know about her pedigree. Two sets of books are kept. One stays in the office for quick and easy reference, while the other stays in the Blazer for visitors who come to look over the cow herd. And with plans to start on the American Angus Assn. AHIR program, keeping books has already become a full-time job for Sam. Especially when she has two boys—Steve, 15, and Scott, 11—who also do a good job of keeping her busy.

Horses

A good horse is essential for this part of the country, states Overpeck. Especially since Deep Down covers a 3-county area. And for this the ranch has six horses that fit the bill, along with two colts that soon will have their chance at checking the endless miles of fence.

In the distance, cedars dot the hills. But they won't be there for long. Sixteen hundred acres of cedar are being cleared so the land can be seeded to native grasses. This way, Deep Down will be able to run more cows on more grassland. Overpeck explains that the cedars need to be cleared

every 10-20 years because they absorb a tremendous amount of moisture necessary for healthy pasture. But that's not the entire problem. With 30-35 inches of rainfall per year, the land does not necessarily lack moisture, says Overpeck. It suffers from high acidity. A problem west central Texas just has to live with.

So what does the future hold for Deep Down Ranch? Within several years, the cedars will be cleared. Replacing them will be lush pastures of green grass overrun with Angus that Young, as a major producer, will supply to breeders who demand the seed stock he has to offer. By then, the Deep Down folks hope to be in a position to hold a spring female sale and a fall range bull sale annually.

They seem to be making progress in the right direction because this fall, for the first time in three years, Deep Down will hold a production sale on Nov. 10. Young is working to make Deep Down Ranch a first class operation all the way. "If the problems of the world will allow the registered cowman to survive," says Young, "then I know we're headed in the right direction."

Working Owner

Young spends most of his time concerned about the cattle business and his Deep Down Ranch. Even though he is part owner of the Marshall R. Young Oil Co., named after his late father, he still finds time to spend at the ranch and attending sales. "But only by the good graces of my brothers," emphasizes Young, "who are also part-owners of the family oil firm." But the biggest help of all, he says, is my wife Diane. "Through her encouragement, she has become a very prominent figure in every aspect of my business."

Young and his wife have five children. The youngest, Marshall, is a junior in high school. Two other boys, George Jr. and Sherman, are students at the University of Texas majoring in business. They also have two daughters, Margie Bond and Kelly Ann Dyess, both of them married within the last seven months.

Young shows a strong interest in the enthusiasm projected by junior Angus members. He was particularly impressed at Texas shows this past winter when juniors came out by the score to exhibit their Angus heifers. He feels that youth enthusiasm is essential for keeping the breed alive and, as a producer, plans to do all he can to keep that enthusiasm alive by providing good seed stock to juniors in this part of the country. And even though Young is a newcomer to the Angus business, his reception by Angus breeders thus far has been tremendous.

George Young, a man who has fulfilled a long-time desire to be in the cattle business, is now a significant part of the Angus business. This man and Deep Down Ranch are two names people aren't likely to forget and will undoubtedly be hearing more from in time to come. Because Deep Down Ranch is, indeed, "off to the races." 