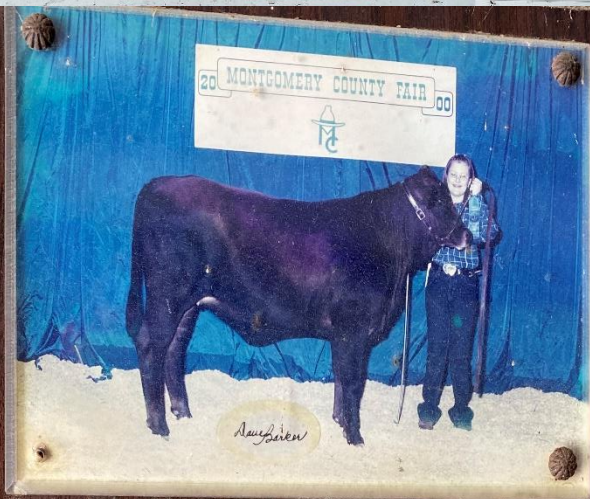


# WATSON LAND & CATTLE COMPANY



REGISTERED & COMMERCIAL  
BRANGUS CATTLE  
BLACK GOLD PREMIUM  
BRANGUS CATTLE  
REPLACEMENT HEIFERS  
& SHOW PROSPECTS AVAILABLE



RUSSELL WATSON  
IN APPRECIATION FOR YOUR SUPPORT  
LINDSAY & TRAVIS JONES



1st PLACE

FILIPSON  
PLAC

**Houston Livestock Show & Rodeo**  
**All Breed Female Sale**  
**Consignor** Watson Land & Co  
**Ranch Location** Montgomery, TX  
**Breed** Black Gold Premium Brangus  
**Preg Status** 4 Prs-1 Bd **Brucellosis Status** OV-Test  
**# Heifers** 5 **# Calves** 4  
**Lot** 614 **Pen #** 333

# BRANGUS JOURNAL



APRIL, 2006  
SPRING SIRE ISSUE

## Why I Chose A Brangus For My Scramble Heifer

*Editors Note: We received this essay and thought our readers would enjoy this young junior exhibitors perspective.*

By McKensy Smith

When I first began this project, I didn't know anything about cows. The only breed, I knew was Brahman, and that was only because they have big humps on their backs. But now, after researching many different breeds, I know a lot more and am happy with my choice. Not only am I happy with my Brangus, but also I love my Brangus breeder. He is the reason that I chose to show a Brangus.

When my brother caught in the scramble three years ago, he really wanted to show a Shorthorn. He and my mom desperately searched for a breeder that would accept the scramble certificates without asking for extra pocket money. After searching through Shorthorn breeders, my mom looked up other breeders in our area. She called a few and talked to them, but none of them seemed like the breeder we were searching for. Then she found Mr. Russell Watson.

Mr. Watson lives on a ranch on the outskirts of Montgomery, and he has a herd of Brangus cattle. He told my mom that, as he advertised that he took scramble certificates, he would take Justin's. We went out to a family to pick out Justin's first heifer and to meet Mr. Watson. Little did we suspect that we would make this same trip about three years later to pick out a heifer for me.

Mr. Watson was very gracious, and came to a lot of Justin's shows. He also gave Justin a free breeding for his heifer to KO, one of his best bulls, Pepper.

Justin's heifer placed first at ever show, while she was pregnant. Sadly, Pepper had difficulty in labor and lost her bull calf. Mr. Watson was sympathetic and gave us another breeding. Mas, it was during drought, and Pepper didn't take. Once again, Mr. Watson came to the rescue.

As Justin had no call to raise for the next show season, Mr. Watson gave him another heifer, his best one for no charge, and in exchange, we returned Pepper as a brood cow.

Mr. Watson is the best breeder in Montgomery County, Texas, of course, and the only breeder I know, but no one will ever be able to compare. He is honest and very smart when it comes to cows, but of course, he would have to be the one to make his living raising them. He has always been there for my brother and whenever we need him, whether it's 11:30 at night or twelve o'clock in the afternoon. Mr. Watson is always happy to help. Though he is all these great things and more, Mr. Watson's not the only reason I chose to raise a Brangus heifer.

Mrs. Cindy Wishert and her two children, Ben and Elizabeth also raise and show Brangus heifers. Had I not chosen to raise a Brangus, I most likely would not know how to fit, how to clip, or have a feeding program for my heifer. Mrs. Wishert has been there for me as much as Mr. Watson, and put together they are a great team of advisors. What one doesn't know, the other is sure to and if both are uncertain, they have an amazing network of associates.

I have learned this year that depending on who you ask, every breed is "the best breed". So rather than choosing based on the breed, I chose based on the people involved with that breed—people I know who show a breed—people who would advise me about my breed, and of course the breeder himself.



