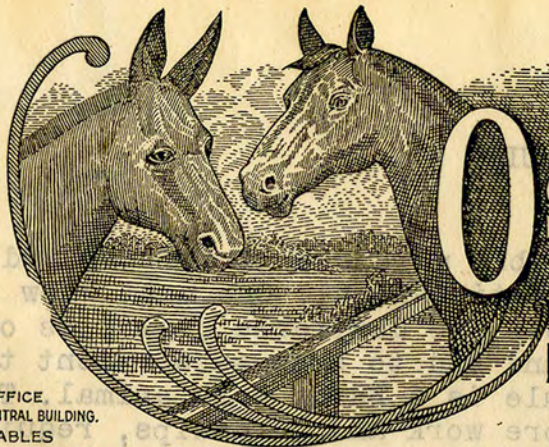


Mr. Barton
Oscar R. Whilden

W
(Traducción) *1*

Carta para don Arturo: Entiendo que su hermano se interesa en sementales para ganado, y en mulas para la agricultura; así como algunos Deptos. del Gobierno. Le agradeceré me dé la oportunidad para cotizar, pues confío en obtener la preferencia, en condiciones iguales.

(Es también distribuidor de líquido para matar los microbios de la fiebre en el ganado. Solicita una orden de prueba.)



OSCAR R. WHILDEN

WHOLESALE AND RETAIL DEALER IN

HORSES AND MULES

CABLE ADDRESS "WHILDEN"

NEW ORLEANS, U.S.A.

CITY OFFICE,
306 WHITNEY-CENTRAL BUILDING,
SALE STABLES
4115 BIENVILLE STREET.

July 10th, 1931.

Mr. Arturo M. Elias,
Post Master General,
Mexico City, Mexico.

My Dear Don Arturo:-

I understand that your Brother is interested in different cattle breeds and also mules for agricultural purposes and I also know that different Departments there, from time to time, require either mules or cattle and I am sure that you will be kind enough to give me the opportunity to bid and that on the equal conditions I will obtain preference.

Kindly advise me what I may expect in this business.

Thanking you for your efforts on my behalf and awaiting your news, I remain

Very sincerely yours,

orw-ld

"THE MULE"

The mule is an animal with possibly more eccentricities and undeniable virtues than any other domestic animal. One must know how to handle the mule in order to keep the desirable qualities of his maternal ancestry in the foreground and to keep subservient the latent donkey characteristics. The mule is a hardy work animal. They live longer than horses and endure more work and hardships, require less attention and feed, are less liable to digestive disorders, lameness and disease. Their ability to endure hardship and perform satisfactory service under adverse conditions has established them in the esteem of farmers and planters throughout the World. The mule is a hybrid animal having a jackass, commonly called a jack, for a sire, and a mare for a dam.

There are some peculiarities which belong to the mule alone. He does not like to be hurried, worried, or cuffed about; to try to force him to do things against his will is practically impossible and only makes matters worse. The mule must be understood and gently but firmly persuaded to do things out of the ordinary. He is naturally suspicious of everybody who comes around him, and it can be readily observed that he never takes his eye off a person near by, and when the ears begin to wag a little the person watched had better be on the lookout. A mean mule can deftly handle his hind legs and his forelegs are not to be ignored.

His appearance suggests an architectural gargoyle, his heels a political eruption, while his voice hurts like a toothache in the night. He boasts no pride of ancestry nor hope of posterity. His joys are few, his tribulations many, and yet he is one of man's most useful friends. With more "horse sense" than a horse he does not founder when fed, scare at his shadow nor destroy in his fright. A blemish does not prevent his sale nor a scar his working value. Whether drudging in the inky darkness of the mine, sweltering under the glare of the tropics or decked in the panoply of an eastern potentate, he always does his duty and considering once he helped to pull a nation out of the Babylonian captivity, we now hope he will help to pull his owners out of the thralldom of poverty.

In the Army, mules are classed as wagon, pack, and saddle animals, while in the markets they are classified as draft, weighing from 1200 to 1600 pounds and from 16 to 17-1/2 hands in height; sugar mules, weighing from 1150 to 1300 pounds, from 16 to 17 hands in height; farm mules, weighing from 900 to 1250 pounds, from 15-1/2 to 16 hands in height; cotton mules weighing from 750 to 1100 pounds, from 13-1/2 to 15-1/2 hands in height; and mining mules weighing from 600 to 1350 pounds, from 12 to 16 hands in height. Each of the classes is graded according to conformation, soundness, quality, condition, and action into the following grades: Choice, good, medium, common and inferior.

OSCAR R. WHILDEN
President

CAMBRON C. MATTINGLY
Vice-President

JACOB C. WHILDEN
Secretary-Treasurer



CITY OFFICE
WHITNEY BUILDING
RAYMOND 2244

SALE STABLES
CARROLLTON AVE. & BIENVILLE ST.
GALVEZ 1053

NEW ORLEANS, U. S. A.

BRANCH STABLES
THIBODAU, LA.
DONALDSONVILLE, LA.

WITH CITY OFFICES IN THE WHITNEY BANK BUILDING AND SALE STABLES AT CARROLLTON AVENUE AND BIENVILLE STREETS, NEW ORLEANS, AND BRANCH STABLES AT THIBODAU AND DONALDSONVILLE, LA. THE AFORESAID FIRM ARE WHOLESALERS, RETAILERS AND EXPORTERS OF HORSES, MULES, CATTLE, SHEEP AND HOGS. THEY TRANSACT A WORLD WIDE BUSINESS AND ARE INSTRUMENTAL IN FURNISHING SUGAR PLANTERS IN LOUISIANA, PLANTATION OWNERS THROUGHOUT THE SOUTHERN STATES, AND FOREIGN COUNTRIES WITH MULES TO CONDUCT EXTENSIVE FARM OPERATIONS.

THE FIRM OF MATTINGLY & WHILDEN, INC., IS UNDER THE DIRECTION OF MEN WHO HAVE HAD 25 YEARS' EXPERIENCE IN THE LIVESTOCK BUSINESS. OVER THIS PERIOD OF TIME THEY HAVE NEVER FAILED TO SUPPLY THEIR MANY BUYERS WITH MULES WHENEVER AND WHEREVER NEEDED AT SATISFACTORY PRICES, NOR HAVE THEY EVER FAILED TO LIVE UP TO THEIR GUARANTEE, WHICH THEY GIVE WITH EVERY MULE SOLD. THEY HAVE WON THE CONFIDENCE OF FARMERS THROUGHOUT THE SOUTHERN STATES AND OF FOREIGN BUYERS BY SERVING THEM IN A CONSCIENTIOUS AND HONEST WAY. THEY WILL SELL ONE MULE, A PAIR OF MULES, ONE CARLOAD, A TRAINLOAD OR A SHIPLOAD. SERVICE AND SATISFACTION IS THEIR SLOGAN.

THEY BRING MUCH TRADE ACTIVITY AND BUSINESS TO THE PORT OF NEW ORLEANS.



OSCAR R. WHILDEN

LIVESTOCK DEALER AND EXPORTER

CITY OFFICE, 306 WHITNEY CENTRAL BUILDING.

SALE STABLES, 4115 BIENVILLE STREET. CABLE ADDRESS "WHILDEN."








BREEDER OF AND DEALER
IN ALL CLASSES OF - -
DOMESTIC AND CENTRAL
AMERICAN LIVE STOCK.

WHOLESALE AND RETAIL
DEALER IN HORSES, MULES,
MARES, JACKS, JENNETS,
CATTLE, SHEEP AND HOGS.

NEW ORLEANS. U.S.A.

"ATLAS CATTLE DIP"

As the New Orleans Representative of the Chipman Chemical Engineering Company of Houston, Texas, manufacturers of Atlas Cattle Dip, I herewith solicit an opportunity to quote you on and supply you with this product. My territory covers Louisiana, Mexico, (excepting the State of Tabasco, Mexico), Cuba, Central and South America and the West Indies.

Our product is equally as good as any other on the market today and much better than some Dips now being used. The Federal Government and the Livestock Sanitary Commission of Texas recognizes and uses Atlas Cattle Dip and will do so exclusively throughout this year in the State of Texas.

We will supply 51 carloads of Atlas Cattle Dip, consisting of approximately 120,000 gallons, to the State of Texas this year for tick eradication work. Our Dip will free Texas of cattle fever ticks. This fact alone is sufficient reason for you and your friends to seriously consider using Atlas Cattle Dip. The best way for me to convince you that our product is equally as good as any other, if not better, is to fill a trial order from you, then let you be the judge.

We ship and deliver Atlas Cattle Dip in five (5) gallon 26 gauge steel drums. Five (5) gallons weighs 58-3/4 pounds and the drum weighs 5-1/4 pounds. We prepay freight to any destination and are prepared to meet all competition.

When and if interested please communicate with me for further particulars and I will be glad to write you in detail with prompt and satisfactory service as my objective.

Assuring you of my pleasure in being of service at all times and hoping to hear from you and your friends when in the market for Livestock of any kind and/or Cattle Dip, I am

Yours very truly,

orw-ld

Oscar R. Whilden.