



American Cream News

VOLUME 9, NO. 2

FALL-WINTER 1999-2000

Ful-O-Pep Feed and Hitch

Quaker Oats had a division called Ful-O-Pep feeds, which made cattle, swine, and poultry grains. The feed line was formally organized in 1905. Management's main purpose was to find a market for the waste by-products of the cereal mills.

By 1948, Ful-O-Pep and other commercial feeds were sold almost exclusively in 50- and 100-pound bags, usually made of burlap, but sometimes of colorfully printed cotton material in an assortment of patterns. These florals, checks and plaids appealed to farmers' wives as a source of tea towels, tablecloths, aprons, and housedresses. Many

a feed dealer swore softly as he shifted several tons of feed in his warehouse to get a single 50-pound sack of chick starter in the twining rose pattern "because Jane needs a couple more yards of that stuff to finish some sewing." The colorful bags, and much of the burlap as well, disappeared during the 1950s when bulk distribution emerged.

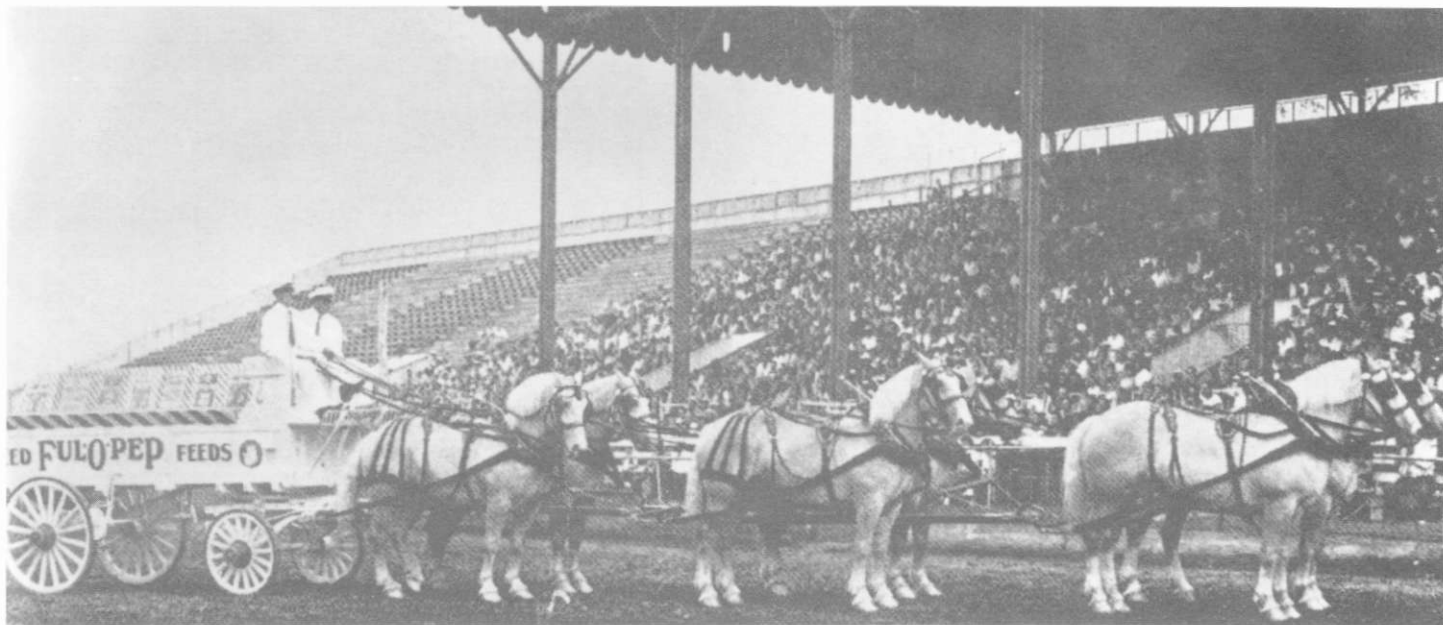
Around the 1960s, Quaker finally abandoned Ful-O-Pep as a national brand. The trend in the industry had changed toward decentralization, with smaller feed mills located closer to customers. Modern Ful-O-Pep mills were constructed in centers of agricultural

production and equipped for bulk handling, which saved customers four to five dollars per ton.

From 1949 to 1953, a six-horse hitch of American Cream Draft Horses promoted Ful-O-Pep feeds. Member Frank Sperlak has located the only known picture of the six-horse hitch in a November 1952 copy of *The Ful-O-Pep Dealer*. We originally believed that the picture was taken at the Iowa State Fair, but have since learned that the fair's show grounds did not have bleachers as shown in the photograph.

A 1991 phone conversation with Harold Rubendall, son of Merle Rubendall of Fonda, Iowa, who owned the Ful-O-Pep hitch, provided the following information.

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ALL-AMERICANS—Members of a new breed are these American Cream draft horses making up the Ful-O-Pep six-horse hitch in Iowa. Owner is Merle Rubendall of Fonda, Iowa, the driver and trainer Ernie Bramble. The hitch carried the Ful-O-Pep name to the Iowa State Fair, the all-Iowa fair and a number of other county and community celebrations. Mr. Rubendall became interested in draft horses because of his extensive cattle feeding in winter. He bought and sold more than 40 horses before he acquired a team perfectly matched in color, size and action. The breed was not recognized at standard by the U.S.D.A until 1950.

(The Ful-O-Pep Dealer, November 1952)



Associate member, Robert Krasche, holds a Ful-O-Pep feed sack he purchased on eBay.

The Rubendalls had a cattle farm, mainly raising Herefords, along with some Black Angus, Holsteins, and Brahmas. According to Harold, the Brahmas were a very short-lived experiment because they tore up the fence line. All the cattle on the farm were fed Ful-O-Pep feed.

Hank Myers, a local feed representative, came out to the farm and struck a deal with Merle Rubendall to sponsor a six-horse hitch. Ful-O-Pep would pay all traveling expenses and entry fees in shows, if Rubendall would pay for the labor.

Ernie Bramble and Rex Hess, who worked on the Rubendall farm, both trained and drove the American Cream hitch. For three years (1949–1953), the Ful-O-Pep hitch traveled to local county fairs, such as Spencer and Cedar Rapids, and appeared at the Iowa State Fair as well. The colors of the hitch were red lettering on a white wagon with

black wheels. The horses had black harness with nickel-plated fittings. The wagon carried the Ful-O-Pep logo on the outside and Ful-O-Pep products inside.

Rubendall loved horses and gave his son Harold a Shetland pony at age 8. Harold, who was in high school when his father created the Ful-O-Pep hitch, traveled with his father and kept everything clean. Merle Rubendall was very strict about how the show area was kept and made sure everything was clean because people were always around. Later, he had white trick horses, including one named Wings that went on to Hollywood.

We are looking for any information on the Ful-O-Pep hitch of American Creams. For more information on Ful-O-Pep feeds, visit your public library for the book *Brands, Trademarks, and Good Will: The Story of The Quaker Oats Company* by Arthur F. Marquette.

You Have Questioned— We will attempt to answer

You are a member of the American Cream Draft Horse Association. You would not be receiving the *Cream Newsletter*, if you were not. "The American Cream Draft Horse Association's nature is both agricultural and scientific, namely: To develop and improve, by careful study and careful breeding, the breed of horses known as the American Cream Draft Horse; to make and preserve accurate records of the breeding and ancestry of these horses; to issue certificates and other papers attesting to the breeding and relativity of such horses; to do any and all things necessary to advance the interests of the breed. This association shall have power to do all things consistent with the above mentioned, as is usually exercised by like organizations" (from the Articles of Incorporation).

Each member in full standing has been mailed a copy of these Articles as well as the by-laws that set out your responsibilities and privileges as a member. You have chosen to participate by investing resources and sweat to increase the numbers of American Cream draft horses and to improve the breed. You have also committed to participation in activities that give the general public the opportunity to see these rare horses up close and to discuss with you their avail-



Directors from July 10, 1999, meeting. Left to right: Don Johnson, president; Earl Hammond, director; Wes Rogalski, vice president; Elizabeth Ziebell, secretary-treasurer; Arthur Gebel, director. Not present Carol Pshigoda.

ability, personality, and willingness to accept training and obey commands. You have studied lines available to you when females or males are for sale and have purchased animals to keep improving your herd. Once the foals are on the ground, you have applied for registration

and transferred that registration to the new owners when horses are sold. Registration fees and membership fees make possible the Association's brochure and the postage to mail it to hundreds of interested persons. Each year you have increased your efforts in dollars and

sweat to add to the numbers of American Cream Drafts and the membership of your organization. All of you have a voice in setting by-laws and electing directors. A number of you have served as directors and officers. Without these actions and others that you have so willingly contributed without remuneration, the Association would fail.

The American Cream Draft Horse Association is funded by its members, who pay dues, serve as directors, officers and members, search for ways to improve the numbers and quality of American Cream Drafts. By breeding, foaling, registering and transferring animals, they provide the funding necessary to carry on the work in which all members share an interest.

Webster defines a *foundation*, as "A donation or legacy appropriated to support a charitable institution, and constituting a permanent fund; a gift to a general public use, endowment. That which is founded or established by endowment; an endowed institution or charity." Dorothy Beardsley Smith serves as president of the American Cream Draft Horse Foundation; Marvin Smith is secretary. A foundation relies on the monetary gifts it receives to continue to function.

Both the Association and the Foundation help advance the American Cream Draft Horse breed, despite much different methods of management and funding.

The Directors 

From the Secretary

We voted to participate in the Percheron Youth Hostel on a yearly basis. Information should be available in mid-January for those youths (16–22) interested in being considered. Write to me for an application form. The Association agreed to assist in sponsoring one youth each year. Those members/breeders who are interested in contributing to this sponsorship are invited to mail a check to the secretary indicating that it is to be used for the Youth Hostel Sponsorship. The anonymous 1999 donor has asked that \$200 of the \$250 returned to the treasurer by the 1999 recipient be used for this year's youth.

Corrections

We need to correct a typographical error in our Summer–Autumn 1999 issue: James Streeter not *car*, Minnesota Zoo.


New Members Added

- Donna S. Ackerman, 210 Fulton Street, St. Charles, MI 48655, the daughter-in-law of Jack who has a three-year-old stallion for sale.
- Norah R. S. Knutsen, 600 Gardiner Road, Richmond, VA 23229, who now owns C.W. Cream Soda.
- Christ Hertzler, 27610 James Road, Mechanicsville, MD 20659, who is servicing his Belgian mares to C.W. Cream of Wheat and has foals for sale.
- Janet Brehm, W13781 County M, Tigerton, WI 54486, has registered a stallion and recently serviced mares for James and Chris Ertl.
- David N. Sweet, 3731 Concomly Drive S., Salem, OR 97308, recently purchased a gelding from Dave and Carol Pshigoda.
- Gary G. and Carol Cole-Kreep, 2091 E. Valley Parkway 1-D, Escondido, CA 92027, purchased two trained mares in foal from Don and Linda Johnson.
- Sam and Jill Cadwell, 2948 California Avenue, Carmichael, CA 95608, purchased a two-year-old filly from Roger Villines.

Associate Members

- A66 Timothy R. Blumer, 2415 4th Avenue, S.E., Cedar Rapids, IA 52403.
- A67 Bruce Peterson, 32550 Old Ocean City Road, Parsonsburg, MD 21849.
- A68 Kenneth James, Two-Jay Farms, 6065 Old Paris/Murray Road, Paris, TN 38242.
- A69 Jeffery D. Phillips, 30 Whispering Pines Lane, Stafford, VA 22554.
- A70 Nancy D. Phillips—same as above.
- A71 Wendell J. Lupkes, 4862 West 4th St., Waterloo, IA 50701.
- A72 Deborah J. Lynch, 729 S. Worchester Street, Aurora, CO 80012.
- A73 Tawni Hawthorne Frank, 8600 Willcox Neck Road, Charles City, VA 23030.

Reinstated

- Vince Tobin, former member is again listed as #53. 38175 Montezuma Valley Road, Box B-3, Ranchita, CA 92066—phone number 760-782-3704, the same as listed for Marvin and Dorothy Smith. Notice the change in area code for the Smiths. 

Terrence and Marilyn S. Precord's (#120) phone number is 301-261-5976.

William and Gloria Walczak's correct address is 3022 Playbird Road, Sheboygan, WI 53083.

Keep Info Current

Please remember it is the member's responsibility to advise the secretary when a change of phone number and/or address is made.

Wes Rogalski has advised the secretary that the new website is up and running at <http://hometown.aol.com/americancreams/myhomepage/index.html>.

Registration & Reports Due


As I enter registration information on the computer, I find registration records for a number of animals are still in the owner's former last name. Unless I am

notified in writing, this is the way they will remain. Check your registrations!

Fill in and mail those stallion reports for (1998 breeding) 1999 foaling to the secretary now, please. And while you are thinking about the foals, send in Application for Registration on them also.

Members who sell registered American Cream Drafts at auction and do not transfer the registration, are asked to notify the secretary with the name and address of the purchaser whenever possible so that we do not lose contact with registered animals.

Advertising

Check the winter issues of *The Heritage and Small Farmer's Journal* for ACDHA ads paid for by those advertising. (As inquires came in, I sent copies to seekers and trust that, by now, several are sold.) 

Mike (Thorvald) Jessen's daughter-in-law notified us that he passed away Sunday, September 26, 1999. He had spent the morning hours working on equipment to be used in the field the next day, eaten lunch with the senior citizens group, and was carrying out his wish "to die dancing" when he felt tired and passed away within a few moments. He had judged the Iowa/Minnesota State Line plowing match on the 19th and another match on the 25th. He was 90 years young. See excerpt from eulogy below:

Thorvald Hartvig Jessen was born March 21, 1909, in Swan Lake Township to Ingvard and Kristianna Jessen. His parents were Danish immigrants who met and married after they came to the United States. They rented several farms in the Dolliver area and eventually bought a farm southeast of Dolliver.

By the time Thorvald went to school, a carpenter on one of the farms had tagged him with the name Mike and it stuck. Thereafter he was known to most of Iowa as Mike Jessen.

Mike started school in Maple Hill, speaking only Danish. The next year his parents moved to a different farm on the west end of Dolliver main street, and he started in a new school. Another new school was not so great until he met a school classmate Hale Hickman. Hale and Mike were fast friends at school and sometimes Hale went home with Mike and did things with Mike's pony "Dixie." The friendship started in second grade and lasted their entire lifetime. A 90th birthday party celebration, this past summer, for Hale was a story-swapping extravaganza between the two 90-year-olds who started out in Dolliver grade school.

Mike began driving a team of horses doing fieldwork when he was about 12. He enjoyed telling stories about those early teams and early adventures. With his teams he hauled water, hauled ice from Tuttle Lake to the Dolliver Creamery, and picked corn. But when he went looking for a girlfriend, he drove his car, and he found one he was very interested in—Alice Skow, country schoolteacher from Graettinger. Mike liked to tell that his folks were pretty happy that he found "a nice little Dane girl."

They married on June 21, 1933, at the South Walnut Lutheran Church near Graettinger. Alice and Mike began their married life as farmers on a farm east of Dolliver. For Mike, family and farm stories were tightly woven together. In 1935, their eldest son, Robert, was born. In 1938, Marlys was born. In 1939, they moved to Mike's Dad's farm southeast of Dolliver when Marlys was six months old. In 1944, I was born at Dr. Morton's clinic in Estherville. In 1945, Mike and Alice bought their own farm. Owning the farm was very important to both of them. One of Mike's fondest remembrances of Alice was when she carried me into our new home and

stopped and said, "Jim, this is your new home. This is your new home."

Education, family, and the farm were tied together in his mind because he felt responsible to make it work. Mike had a lifelong love of farming with horses. He shared this love with his good friend, Arnold Hockett, a fellow draft horse enthusiast. Mike enjoyed this friendship with someone who shared his enthusiasm for farming with horses. Arnold's sense of humor always kept Mike in good spirits.

Arnold and Mike and their threshing rigs were well known in this area. They were the subjects of several newspaper articles that include pictures of their threshing operation. Mike liked having the old threshing machine and horses get the attention.

About fifteen years ago Mike and Arnold became involved with a new draft horse breed called the American Creams. The Creams are the color of cream—light skin with light mane and tail, and amber colored eyes. The first Cream colt was produced about fifteen years ago and gelded. Later Mike would regret that decision. They continued to experiment with line breeding and produced two generations of Creams in the next twelve years. Mike was a member of the American Cream Draft Horse Association, attended the national meeting in 1999, and proudly wore his American Cream hat.

Mike spent his entire life in this community and tried to be a good citizen. We know his many friends in the community looked out for him for many years, many times in ways we don't even know about. Sometimes Mike appreciated that help and sometimes he didn't. He might quote his plaque that says, "You can always tell a Dane, but you can't tell him much!" Whether he appreciated or resented it, that community support enabled him to stay on the farm until his death on September 26, 1999.

He died of cardiac arrest, while dancing at the Senior Center in Spirit Lake. He had told us kids for years—"I'm a Dancing Dane. I hope I die dancing"—and he got his wish.

*Written by Barbara Jessen;
delivered by James Jessen for Thorvald (Mike) Jessen
funeral services on October 1, 1999*



Letters

Oct. 22, 1999, letter from Dorothy Smith included this picture of a Firewagon, circa 1900, sponsored by BLM. Vince Tobin, teamster, won the grand prize and sweepstakes trophies at the Mule Days annual event in Bishop, Calif., May 1999. Clara Ann's Taffy #221, Jumpers Mary #325, Clara Ann's Fannie #214

July 1999

Dear Betsy and American Cream Association,

Thank you for sending me to the Draft Horse Clinic. Thank you for being a beautiful reflection of God's love to me. I learned a lot!

Thanks again, Bethany Howe.

Folks,

A short while back G. Arthur posed a most interesting question for us, that being the future of draft horses, their usefulness in a society that is mobile, motile, and mostly motor mad.

As a farmer, I am quick to concede the Case IH as winner in production over Casey and Clyde. I cover nearly 300 acres a year, all hay ground with the most up-to-date equipment going. 16' mower, 24' rake . . . commercial silage baler capable of 40 bales per hour. . . .

But as a draft owner, I want to raise and train these quiet giants to work a quiet little meadow off in a secluded section of the farm for my peace of mind, my

relaxation, . . . my hobby.

Can, or does it go beyond a luxury elixir in expense of the Livelys?

Well, yes, I say. I see the American Creams growing in popularity for a number of reasons, not the least of which is their size and disposition. Many old-timers mention the weight and bulkiness of heavy harness, which are the precursor of any workday for the dray.

And although technology has provided us with bio-plastic, a person still has to reach sky high to dress the large horses. (Someone had told of a fire station that used horses to pull the fire wagon. The harnesses were held in place over the stalls and dropped down on the horses in the event of a fire.) I'm not sure that would fit into many of our stable situations, certainly not mine. So I'm looking to use a horse that I can physically work with day in and day out. 16 hands is nice.

Very important to me as an American citizen and a patriot is the need to keep "Made in the USA" alive and well. The Cream is the only true American-bred draft horse, whose numbers are slowly but steadily growing.

Here in the Northeast, where recreation is becoming the driving economic force, I see a great future for draft horses. Sleigh- and hayrides are very popular here, and more demand is seen every day. In our quaint little villages where vacationers look to get away from it all, a carriage ride from the B&B to downtown

is much more appealing than a taxi. Weddings are keeping lots of teams busy here in southern Vermont, as brides seek the dignified and royal ride befitting the happiest day in their lives. Is it the nostalgia, the hopeless romantic in all of us that draws them and us to these gentle giants and their dray?

I don't know the answer, but I'm going to do my part to promote the draft horse, and at the same time say to the world: Hey, these Creams are made in the USA. If that's the only mark I make while I'm here, I'll be damned proud to have lived in the good ol' U. S. of A.

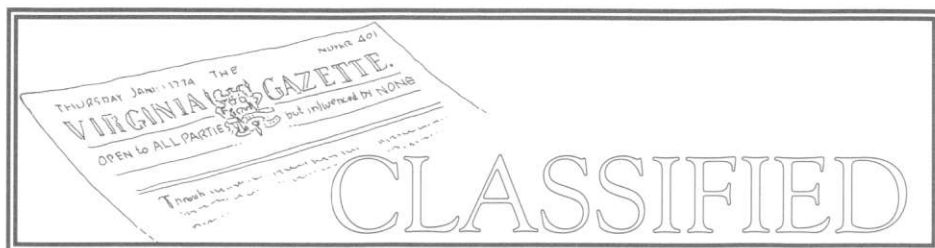
B. David Lively
Bennington, VT

(Due to space limitation, this letter has been edited in content from its original form.)

American Cream Newsletter
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The American Cream Newsletter is a benefit of membership in the American Cream Draft Horse Association, published biannually from the Coach and Livestock Operations at the Colonial Williamsburg Foundation. The American Cream Newsletter welcomes submissions of articles, pictures, letters and classified ads that deal with American Cream Draft horses.

Karen V. Smith, Editor



FOR SALE

Breyer Goliath toys, six in boxes. Acquired from a Breyer dealer. \$70 each plus shipping. Don Johnson, phone 515-597-3311, fax 515-597-2340.

ANIMALS FOR SALE

Ackerman, Jack (contact Donna Ackerman, 210 Fulton Street, St. Charles, MI 48655, phone 517-865-9532). Hockett's Caps Danny Boy #265, 1991, light Cream, pink skin, white mane and tail, amber eyes, white strip length of head, four white feet, sire: Ead's Cap #209, dam: #213. Ackerman's Allisha 1997, sire: Ackerman's Dan #288, dam: Clara Ann Blondie #241.

Ackerman, Donna; 210 Fulton Street, St. Charles, MI 48655, phone 517-865-9532. Ackerman Dan's Lightning #410, 1996, dark Cream, pink skin, white mane and tail, blaze and strip, sire: Ackerman's Dan #288, dam: Clara Ann Blondie #241.

Cronin, Bill, Route 3, Box 77, Lake City, MN 55041 phone 507-753-2336. Forevergreen Zeus #387, June 1997, medium Cream, pink skin, white mane and tail, amber eyes, 3" wide strip, sire: JD's Dee Jay #283, dam: Clara Ann Cindy #247.

Gebel, Arthur J., 18507 Booness Lane, Glencoe, MO 63038, phone 636-458-

3832. Gebel's Esmeralda #429, light Cream, pink skin, white mane and tail, amber eyes, blaze, sire: Hockett's Bill #255, dam: Gebel's Sunshine #292.

Hammond, Earl, Johnson and Sheila, 14231 Bullock Road, Three Rivers, MI 49093, phone 616-273-9051. H-N-J's Dan's Maybelle #336, foaled May 1993, dark Cream, pink skin, flaxen mane and tail, amber eyes, white blaze, sire: Champion Supreme Cream #217, dam: Payton's Fanny #276. H-N-J's Dan's June #337, foaled June 1995, medium Cream, pink skin, white mane and tail, amber eyes, blaze to nose and four white socks, sire: Ackerman's Dan #288, dam: Camp Creek Cindy Lue, Reg. Belgian. H-N-J's Dick's Joe #433, foaled May 1999, light Cream, pink skin, white mane and tail, amber eyes, full blaze, sire: Clara Ann Dick #243, dam: H-N-J's Julie #300. Two filly foals, foaled in May 1999 and a foal due in August.

Hertzler, Christ, 27610 James Road, Mechanicsville, MD 20659, no phone. Six horse colts 1999, sire: C.W. Cream of Wheat #284 and sorrel Belgian mares.

Hertzler, Elmer, 8350 Beethoven Place, Charlotte Hall, MD 20622, no phone. Two filly foals 1999, sire: C.W. Cream of Wheat #284 and sorrel Belgian mares.

Johnson, Don, 511 East First St., Hux-

ley, IA 50124, phone 515-597-3311. Merle's Duke #356, 1996, 17 hands, easy to handle, medium Cream, pink skin, white mane and tail, amber eyes, white blaze and four white feet, sire: JD's Dee Jay #283, dam: Clara Ann Dick's June #264.

Pittman, Larry, N42688, U.S. Hwy. 53, Osseo, WI 54758-9153, phone 715-983-5588. A pair of untrained, unregistered (are eligible) geldings.

Pope, Merle, Rt. 5 Box 373, Chariton, Iowa 50049, phone 515-766-6709. Merle's Katie, May 1998, light Cream, pink skin, white mane and tail, amber eyes, blaze, four white stockings, sire: JD's Billie #273, dam: Clara Ann Dick's June #364.

Tremel, Frank, Box 303, West River, MD 20778, phone 301-261-5327. Foals to sell late fall out of sire: C.W. Cream of Wheat #284 and dams: #305 and #307. Two females out of Aden's herd.

Villines, Roger, 4450 Factory Creek Road, Waynesboro, TN 38485, phone 615-722-5856. Has registered American Cream Drafts of all ages for sale.

Wildwind Equestrian Center, Cindy Richards and Vikki Gartner, 3935 W. Seven Mile Road, South Lyon, MI 48178, phone 248-485-7433. Wildwind's Talar #437, June 1999, medium Cream, pink skin, tan mane and tail, amber eyes, blaze, and four white stockings, sire: Jessen's Dan #302, dam: Wildwind's Golden Taffy #412. \$2,500.

Merchandise Available

Official Logo. Royal blue with three white stars above red and white stripes in a shield shape. Harnessed team of Creams with the words "Born and Bred in the U.S.A." in black. Designed by Brenda and Dan Williams and approved at the 1995 meeting.

(Listed price plus postage will be billed in the package.)

3"x3" Decal to be Mounted on Glass Windshield	\$4
Bumper Stickers	\$3
Car Shades	\$11.50
Magnetic Decals 9"x12"	\$10.50
All Sizes of Youth Tees	\$10
Adult-Size Tees through XL	\$11
Adult-Size Tees XXL	\$12
Adult-Size Tees XXXL	\$13

Prices are for white tees with the colored logos.

New cream and brown baseball cap style with the screen print team outline \$5

"Buck"—This American Draft Horse likeness is 11" tall to top of head. Buck is made of synthetic fibers and can be surface washed with cold water and mild soap, air dried and gently brushed to restore plush. Buck is a soft cream-colored horse with poseable legs. Great fun to play with. Retail price plus postage \$18.95



by Daniel Pierce

Rural Heritage (Spring 1999) ran a centerfold of draft horses by Bethany A. Caskey. Note that she classified Creams as "light draft."

Western Horseman (Oct. 1999) showed Kelmscott Farm's C.W. Creamy Easter Surprise pulling single.

Creature's Corner News (Nov. 2, 1999) printed an article on Dave and Nancy Lively. Their mares are featured on the front cover.

WNS Publications (Sept. 21, 1999) did

an article on animals on the American Livestock Breeds Conservancy, which mentions American Creams and shows a picture of Liza Howe with her Creams.

The Journal Standard (Aug. 18, 1999) published an article on the Winnebago County Fair farm team competition, which had a picture of Liza Howe and her team of Creams.

Horse Illustrated (Dec. 1999) included an article about white horses and Creams. Elizabeth Ziebell, Dan Williams, Dorothy Beardsley-Smith, and Karen Smith were all quoted in the article. 🐾