

Benzie's Turkey Kings



Benzie Area Historical Society
Dr. Jerry Heiman





Ann Sinclair Marshall, 1874

Came to Benzonia, May 1864--Mother of 11
children and a widow before leaving Ridge
Town, Ontario, Canada

"The Marshall Trek from Canada"

Glen Arbor, Leelanau County, Michigan, April 22, 1981 -- This account of the migration of widowed Ann Sinclair Marshall in 1864 from Ridgetown, Kent County, Ontario, Canada, to Benzie County, Michigan was written by a daughter, Margaret Marshall Bailey, (1857-1939) of Benzonia, Benzie County, and appeared in the Benzie Record weekly newspaper on Thursday, August 12, 1937. Ann Sinclair Marshall was born in 1811 near Oban in western Scotland and died in Benzie County in 1905. Margaret (Maggie) married Frank Bailey (1861-1948), and she was the sister of Flora A. Marshall (1835-1925), who married Seth Bailey, (1836-1906); one of their children was Martha (Mattie) Bailey Berry, mother of Flora Berry Pettitt (1899-1981), mother of Mary Lynn Pettitt Watson (b. 1924) of Glen Arbor. The Maggie Marshall Bailey story follows, with an editor's introduction.

To Benzie County over the old Traverse City Trail in the days of plodding oxen and rumbling wagons is a trip that can be recalled by only the very few remaining of the first pioneers to the region. One of these is Maggie (Margaret) Bailey of Benzonia, now in her eightieth year, though bright and alert in her memories of the early days.

It was in May of 1864 that little Margaret, then only seven and the "baby" of a large family of boys and girls, came with her widowed mother, Mrs. Ann Marshall, a brother, Neal, 17, (probably a misprint for Neil, 1846-1889) and a sister, Mary, 14, (1849-1939 and never married) to Benzonia from Ridgetown, Canada. Behind her she left three older sisters and two brothers who were to make the trip later.

That she was included in the advance group was due solely to the fact that her mother gave in at the last minute to the tearful entreaties of her youngest, after the child, as she now admits, had staged a prolonged and very determined campaign to bring about just that result.

The family had decided upon Benzonia as their home in the "new" country despite the misfortune and grief which had befallen them as a result of the visit of the oldest boy, John, to the region the previous fall. John, on a lecture tour, had fallen in with a certain John Johnston who had been to the new settlement and was then on his way to establish a new home there for himself. So glowing were Johnston's accounts of the colony that was being founded

by a group of "highly cultured religious leaders" in "the richest and most beautiful county in America" that John Marshall forthwith joined the man and set out for the land of promise.

Coming on foot from Traverse City (about 32 miles from Benzonia) where they had landed from a lake boat, the first sign of Benzie civilization that came to the pair in the almost unbroken wilderness was the ringing of the church bell at Benzonia. The impression of peace and good will made upon the young lecturer by this incident was carried by him back to his waiting mother and brothers and sisters and was one which the family never forgot.

John was in the pioneer community for some little time and after purchasing a piece of land for his mother about two miles east of Benzonia on the "state road", (about where Benzie Central High School was situated in 1981) then an almost indefinable trail, and located a farm for himself in Joyfield (south of Benzonia), he set out on foot for home. It was late November and enroute to Traverse City he was caught in a heavy rain. In the storm he lost his way and it was far into the night before he came upon a cabin set back in the deep woods and obtained shelter.

As a result of his exposure, he suffered a severe cold and upon the insistence of the pioneer family he consented to remain there for a few days. His cold became worse, however, and developed into a severe illness which kept him at the place for several weeks. He was nursed through the sickness by the mother in the home, Mrs. West, and eventually he was well enough to start on his way again.















"TURKEY KING" PUT 900 BIRDS ON SALE FOR THANKSGIVING

Max Marshall of Honor Tells
How Easy It Is for Farmers
to Make Money

STARTED 3 YEARS AGO
WITH ONLY 11-FOWLS

TRAVERSE CITY, Nov. 27—
"Northern Michigan Turkey King"
is the title given Max Marshall,
owner of a large turkey ranch two
miles southwest of Honor, who this
year cleared a small fortune on tur-
keys. Mr. Marshall has created the
Maplewood Giant Bronze strain,
and has made himself famous in
this line. From his breeding stock,
which numbered 46 hens and 4 gob-
blers, he raised 900 turkeys this
year.

"Turkeys are a lot like human be-
ings," says Mr. Marshall. "They
gabble a lot, but don't say any-
thing."

After Mr. Marshall graduated from
high school he tried various voca-
tions in Detroit and Grand Rapids,

GRAND RAPIDS
HERALD

NOVEMBER
28TH, 1929

Max Marshall of Honor, Benzie
county, tried life in Grand Rapids
and didn't like it. So he went back
to the great open spaces and start-
ed to raise turkeys for the city
trade. He is shown above with
several of his prize turkeys.

but did not like city life. So he
came back to Honor.

Mr. Marshall started in the tur-
key business three years ago with
10 pure-bred bronze turkey hens
and one gobbler. The following
year he saved 20 of the best hens
and 2 of his most beautiful gob-
blers for breeding stock. Last fall
he picked out 50 of his finest birds,
from which he raised this year's
large flock. For the coming year
he is saving 50 hens and 5 gob-
blers, from which he expects to
raise more than 1,000 turkeys.

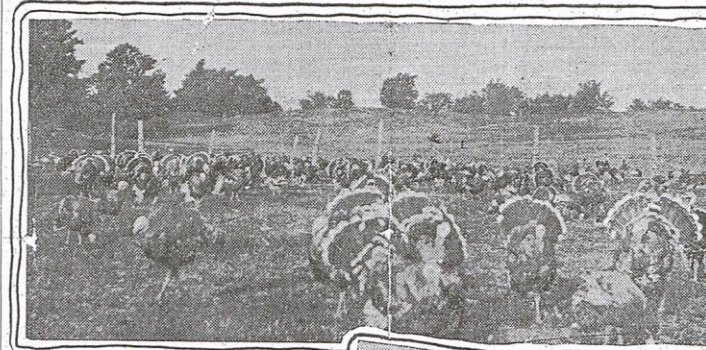
Mr. Marshall uses the Minnesota
plan, that is, keeping the young
fowls in confinement instead of
letting them run on an open range.
This year he hatched 400 eggs in
incubators, keeping the babies in
brooder houses, and changing the
houses to fresh ground each month.

"The secret of keeping turkeys
healthy is raising them on fresh
ground," said Mr. Marshall. After
the turkeys are half grown they
are confined on a range of 15
acres of alfalfa. The birds eat the
alfalfa much like a flock of sheep.

How They Are Fed

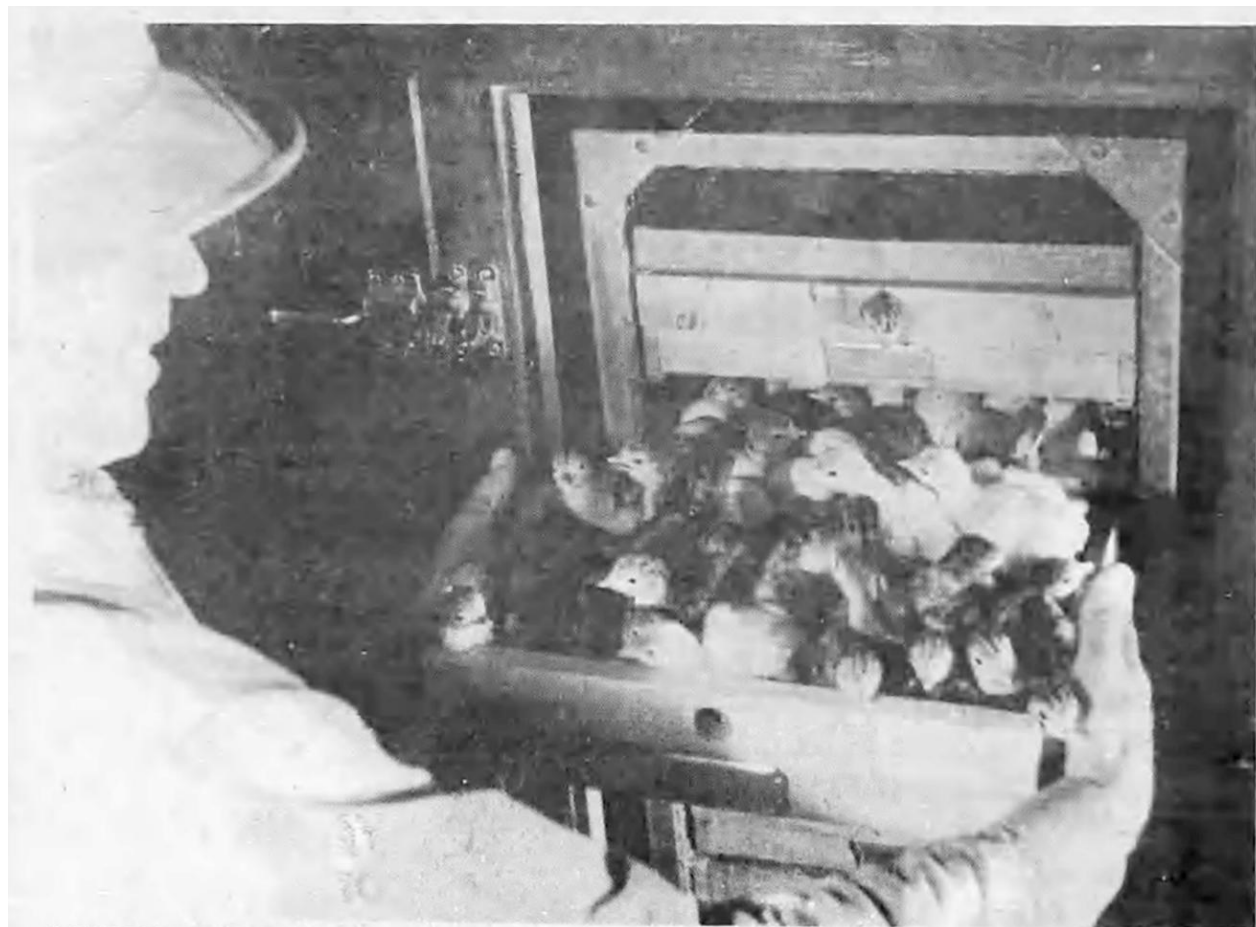
Mr. Marshall feeds his fowls a
balanced ration of mash, equal
parts of middling bran, ground
corn, ground oats and meat
scraps. To every 100 pounds of

JUST BEFORE THE AX FELL



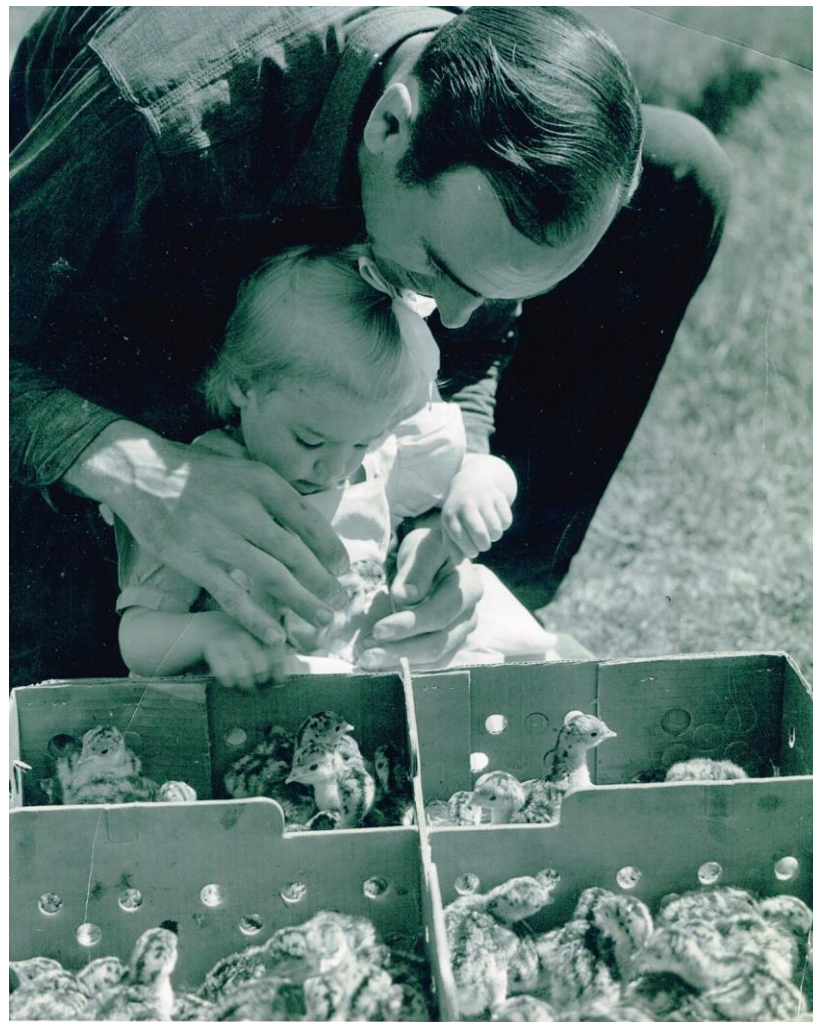


EXCUSE ME, MA'AM — Jim Marshall plucks an egg from beneath a turkey hen at the Marshall Brothers farm between Beulah and Honor.



A PARCEL OF PEEPING POULTS — Neil Marshall inspects this crowd of geniuses in an incubation drawer. Turkeys were so intelligent, they would starve unless the Marshall Brothers taught them how to eat.



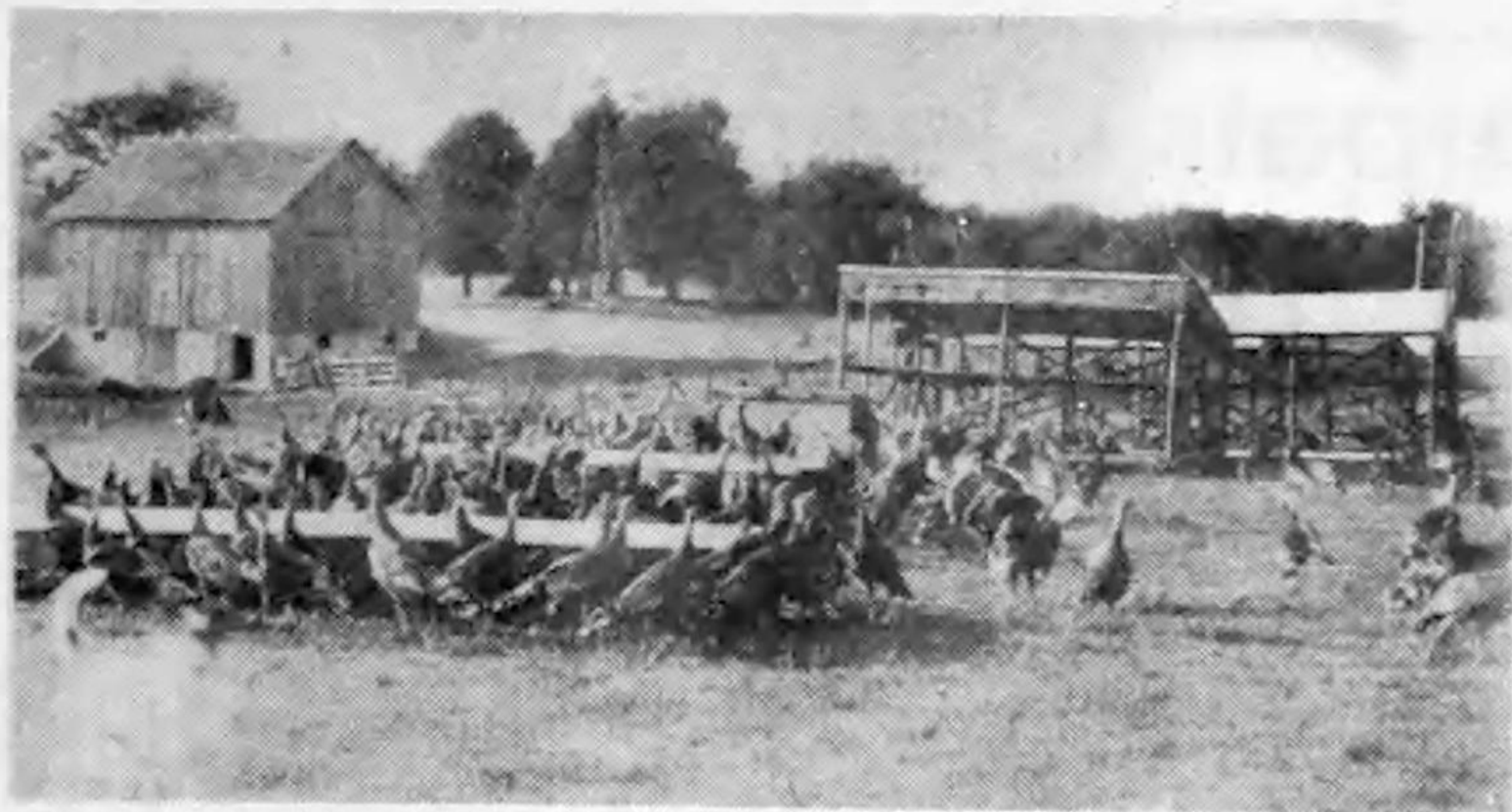












LUNCHTIME — Domestic turkeys were a common sight at the ranches near Beulah and Honor. This picture was taken in 1930.





A SIMPLIFIED FEEDING PROGRAM LARRO TURKEY GROWER

*A combined starting and growing mash
for turkeys and game birds*

FEEDING DIRECTIONS

An hour before giving first feed, provide water with chill taken off, and a handful of grit per 100 poults. Then put Larro Turkey Grower before the poults, on shallow plates or paper, until they learn to eat readily. Thereafter:

MASH—Keep Larro Turkey Grower constantly before the growing birds until they reach maturity.

GRAINS—Beginning with the 15th day, keep grains constantly before the growing birds. Start with Larro Chick Grains, changing to Larro Scratch Grains as the birds become large enough to eat the larger kernels.

GRIT—Beginning the 15th day, a hopper of hard grit constantly before the growing birds.

WATER—Clean, fresh water at all times.

• •

*At maturity switch your turkeys and game birds to
LARRO TURKEY ADULT MASH
for adult turkeys and game birds*

You can't beat it for keeping them in perfect health and condition. It makes them lay, keeps them "in the pink" for breeding, and their eggs show a much higher hatchability.

FEEDING DIRECTIONS

MASH—Keep Larro Turkey Adult Mash constantly before the birds, the year round. Also, starting about one month before breeding season begins and continuing until end of breeding season, give one feed daily—as much as they will eat in 30 minutes—of Larro Turkey Adult Mash mixed with water to a crumbly consistency. This is in addition to the dry mash in hoppers.

GRAINS—Keep Larro Scratch Grains constantly before the birds, the year round.

GRIT, SHELL AND WATER—At all times.

**LARRO FEEDS ARE COMPLETE RATIONS
ADD NOTHING TO THEM**

PROVED Right ★

at Larro Research Farm

★

MADE Right

at the Larro Mill

For Poultry

LARRO CHICK
BUILDER

LARRO EGG
MASH

LARRO CHICK
GRAINS

LARRO SCRATCH
GRAINS

LARRO TURKEY
GROWER

LARRO TURKEY
ADULT MASH

LARRO BROILER FEED

For Dairy

LARRO DAIRY FEED

LARRO CALF MEAL

For Pigs, Hogs and Brood Sows

LARRO PIG FEED

In Your Kitchen

LARRO FAMILY FLOUR

The Larro Milling Company

Detroit, Michigan

FORM A.P. 254 4-26 O



James Marshall

**Marshall Brothers Get
Top-Quality Turkeys
with Larro Turkey Grower**

TOP QUALITY TURKEYS

at LOWER COST and LESS LABOR

Producing profitable turkeys—the kind that top the market in condition and quality of flesh—calls for a ration complete in every respect. Larro Turkey Grower is such a ration. It is the only mash your birds require from the first day to maturity. Costs less to feed, too, because the simplified Larro plan of feeding calls for a greater proportion of grains to mash—a distinct saving.

But it's when the birds are marketed that you fully realize the advantages of feeding Larro Turkey Grower. Many turkey raisers report that their Larro-fed birds bring higher market prices and a premium for quality.

And don't forget your adult turkeys. Larro Turkey Adult Mash will keep them in prime breeding condition. It increases fertility and enables the hen birds to lay more eggs. Young stock is huskier, too.

If you are a commercial turkey breeder, or if you keep over only a few birds to produce next year's flock, it will pay you to feed Larro Turkey Adult Mash.

Your Larro dealer has both of these mashes in stock. Give him your order today.



29,000 Men, 25,000 Turkeys

TURKEY, eaten straight, and also with berry sauce, will be served to the State's 29,000 wards in 16 institutions on Thanksgiving day. That's what Agricultural Commissioner Elmer A. Beamer says, and he doesn't miss. Fowls for the prisons and for other institutional dinners have come from State-owned farms—civil service turkeys.

But it's a chilling day too when Benzie county, in the northwest of the lower peninsula, doesn't make first pages and get on the air. Up at Beulah is a turkey ranch, owned by Marshall Brothers & Walker. All that this exclusive turkey firm did this year was to raise 25,000 turkeys, with which to help the nation appropriately to give thanks. A few days since Henry Ford and Gov. Dickinson thanked the Benzie masters-of-fowl for handsome platter birds. Mayor LaGuardia, of New York; Tom E. Dewey, colorful district attorney; Sophie Tucker, veteran of the stage of two decades ago, have been delighted with turkeys from Marshall Brothers & Walker's bird ranch, up Beulah way. More, Mrs. Eleanor Roosevelt was asked if by any chance she could use a Michigan turkey. The "first lady" was at once delightfully overwhelmed. She wrote to Benzie county folk how that she was booked to be in Warm Springs with President Roosevelt this week Thursday, where the President is to carve turkey which already had been provided. But he explained further that if a Benzie fowl were to reach Hyde Park, N. Y., just before Thursday, Nov. 30, the original Thanksgiving date, it would be brought in steam-heated on a platter into the presidential presence. So, the Benzie fowl, still big, once strutting, went forward by swift express.

As matters look now, what Texas means in long-horns Benzie county means to turkeys. Under the unified business endeavors of the Marshalls and Mr. Walker more than 50,000 turkeys will be grown and fattened on their Benzie ranch next year.

MARSHALL BROS.
WIN FREE TRIP
TO BERMUDA

Mr. and Mrs. Don Marshall are to sail from New York this Friday on a six-day trip to Bermuda as a result of a free trip to that famous pleasure resort recently awarded the Marshall Brothers and the Walker Turkey Company by the Larro Feed Company of Detroit.

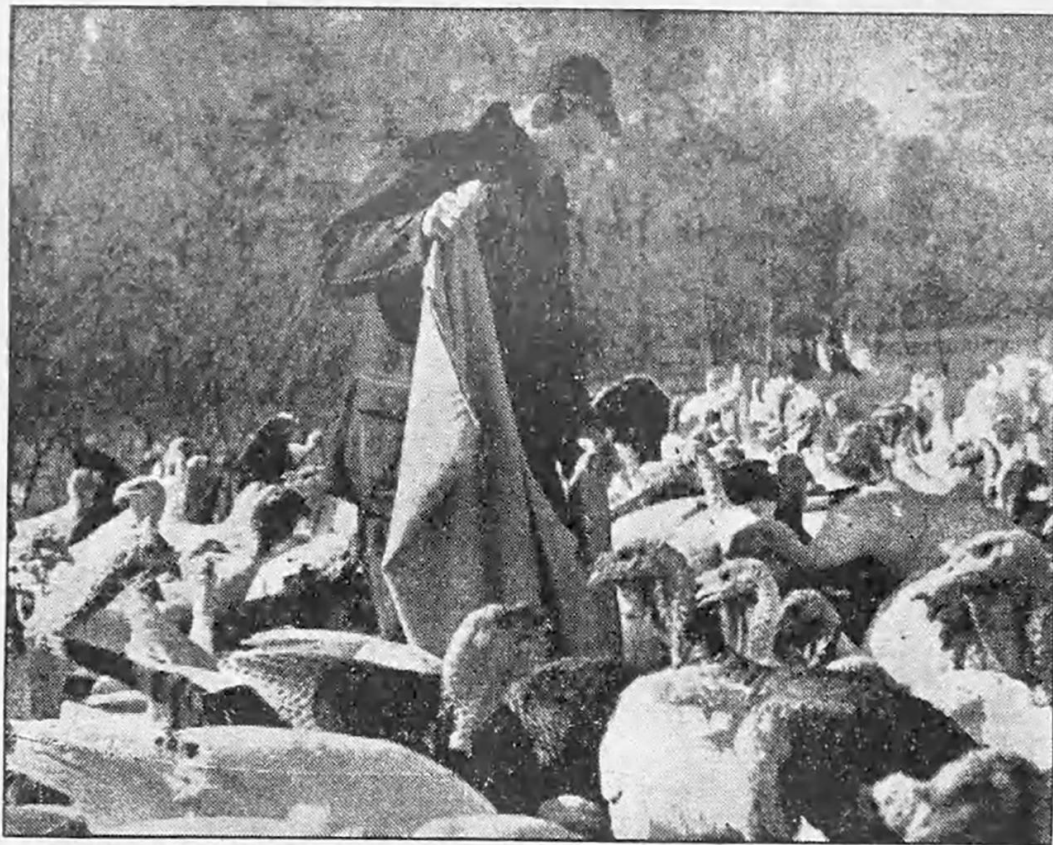
The trip was given the Marshall Brothers as a bonus for their outstanding sales in this region as representatives of the Larro company and includes the payment of all expenses for Mr. Marshall from the turkey ranch near Beulah to New York in addition to the cruise from there to Bermuda and return. Two full days will be spent in Bermuda.

Don Marshall is the senior member of the Marshall Brothers and Walker Turkey Company which is rated among the largest producers of fine table turkeys in the country. Last year twelve thousand dressed turkeys were shipped by the company.

Their sales of poultry and dairy feeds including the amount used by themselves totaled thirty-two carloads or 640 tons in 1925.

Mr. and Mrs. Marshall left by automobile last Friday for New York, planning upon visiting Niagara Falls enroute and calling upon relatives in New Haven, Connecticut.

Woods Are Full of Turkeys on Farm With 20,000



PRE-THANKSGIVING ROUNDUP — Turkeys got a last supper from Versal Hewitt Nov. 23, 1939, before they were moved out for their festive sacrifices. Hewitt supervised for Marshall Brothers who tended the largest flock in Michigan — more than 20,000 birds.

9,000 Turkeys a Year on Larro Turkey Grower is Record of Marshall Brothers

Supplying a discriminating trade with turkeys of always the same uniformly high quality is the work of the Marshall Bros. and Walker Turkey Co., Beulah, Mich. And the fine reputation the company has won for the birds it produces proves that it knows how to go about raising quality turkeys.

The Marshall Bros. and Walker Turkey Co. was formed several years ago by Don F. Marshall, Max W. Marshall and James M. Marshall, who raise the turkeys, and Joe E. Walker, who handles the marketing and selling end of the business.

9,000 TURKEYS PER YEAR

The Marshall brothers have two farms, 360 acres in all, on which they raise over 9,000 Bronze turkeys each year. All the turkeys raised are hatched from eggs laid by breeders selected from the best birds of the previous year's flock. Last year, 450 breeding birds were kept, and this year the Marshalls expect to keep 600. There is a modern electric incubator, which holds over 10,000 turkey eggs, for hatching work, and the young poults are started in the big, long brooder house on the farm before being put out to range. There are also 40 colony brooder houses available. The hatching work is under the supervision of James Marshall, the youngest brother, who operates the incubator and takes care of the poults for the first few weeks after hatching.

Don Marshall, the eldest brother, oversees the general farm work, such as the work around the dairy barn and gathering the fruit crop, and, of course, also has a good deal to do with the turkeys. Max Marshall is wholly occupied with the birds, and spends all his time with them on the range during the growing season. Three men are also employed to help with the turkeys and general farm work.



The long brooder house at the Marshall Farm, where the turkeys get their start, is seen at the left. In the center is part of the flock of older birds. At a little over five months of age, many of these turkeys weighed from 20 to 24½ lbs. The Marshall brothers find the easiest way to count their turkeys is at night, when the birds are roosting. There are no empty spaces on the long roosts in the right picture after nightfall.

BROTHERS WORK TOGETHER WITH BIRDS

As far back as they can remember, the Marshalls have had some turkeys on the farm. Twelve years ago, however, when Max graduated from high school, he started raising turkeys in earnest, with about 100 birds a year. Since then, the number of turkeys has been gradually increased, until turkey raising is now the main business of the farm, and all three brothers work together with the birds. They first started feeding Larro Turkey Grower last year, and this letter, from James Marshall, shows how well pleased they are with it:

"We are sure you will be interested to know of our results with Larro this season," writes Mr. Marshall.

"From the very first our birds have shown a high resistance to disease—thus mortality has been kept at a minimum. Although weight gains have been very rapid, the uniformity of so large a flock is remarkable.

"We are at this time making weekly shipments of several hundred turkeys, and the superior market qual-

ity is well reflected in the demands of our customers."

Larro Turkey Grower and Larro Scratch Grains are kept in front of the birds in hoppers at all times on the range, which provides plenty of space for exercise and healthy, normal development. And how those turkeys thrive on their Larro ration! Although it is impossible to weigh each bird individually, because of the great number, representative turkeys are marked and weighed at frequent intervals. Many of the birds at a little over five months weighed over 20 lbs., and some of them weighed almost 25 lbs. The female turkeys are making proportionately rapid gains.

PLEASED WITH SAVINGS ON LARRO

Larro Turkey Grower has developed big, strong frames on the birds and they are in splendid condition and show a smooth, even feathering. Lincoln Snow, who has worked with the turkeys for the Marshall brothers for several years, says that the turkeys are looking the best and keeping the best of any he has ever seen. Mr. Snow was particularly pleased with the disease resist-

ance shown by the birds. He also found that on Larro Turkey Grower the birds ate a greater proportion of grain to mash than they did on other feeds, thus effecting a distinct saving and at the same time giving superior results.

In order to give the turkeys every opportunity for fast development, they are kept in two flocks, one of earlier and one of later hatched stock. Max Marshall also keeps a large flock separately at his place.

In connection with raising the birds, Marshall brothers are very well pleased with the aid they received from the Larro Poultry Service Department. They found the co-operation of this department of great help in many phases of their work, including humidity control, the determination of the best hatching temperature and other problems.

BIRDS ARE DRESSED RIGHT ON FARM

Marketing the birds, which is under the management of Joe E. Walker, is, of course, an important part of the business. Most of the turkeys are sold wholesale to a very high class of trade, but some birds are also sold retail to hotels, clubs and exclusive restaurants. All birds are killed and dressed right at the farm, and then shipped out. No live turkeys are ever shipped. After killing, plucking and cooling, the carcasses are wrapped in heavy paper and packed in cardboard cartons, stamped with the trade mark of the firm. The heads are wrapped separately, giving the dressed bird a very attractive appearance. An attractive round sticker, printed in red, is also gummed to each individual bird. This sticker bears the firm trademark, which is, "Maplewood Brand, Supreme Quality For M'lady," with the picture of a turkey and the firm name beneath.







How About A Day Off For Your Wife?

Enjoy Sunday Dinner

AT THE

Crossways House

Under New Management

ON US-31 — BENZONIA — PHONE 9203



Home Made Soup or Juice
Roast Tom Turkey (Marshall Bros.)
Mashed Potatoes - Gravy - Stuffing
Salad - Hot Rolls - Relishes
Home Made Pie or Ice Cream
Beverage

Reservations Desired But Not Necessary



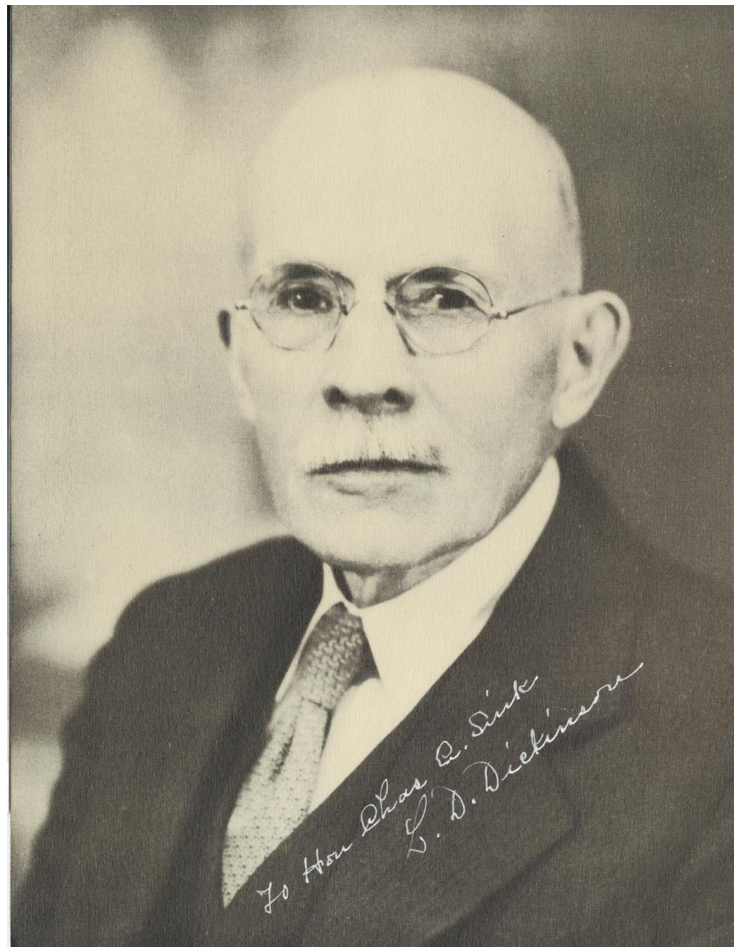
A Michigan turkey will grace the table of President Roosevelt and his family this holiday season. Mrs. Roosevelt accepted the gift from the Benzie County Farmers in a letter received this week.



PRIZE TURKEYS FOR DIGNITARIES — Brothers Neil and Don Marshall in 1939 show off two plump gobblers that were shipped east a few days later en route to the Thanksgiving tables of some rather renowned folks. Benzle County turkeys were prized by rich and poor alike.



A FEAST FOR THE BOWERY — Jim Marshall displays a plump White Holland targeted for a Thanksgiving dinner for the homeless in 1939.



To Hon Chas E. Sink
S. D. Dickinson





Community House LIBRARY
BENZONIA, MICH.

BENZIE BANNER

BENZIE BANNER, BENZONIA, MICHIGAN

VOLUME 62—NUMBER 50

THURSDAY, JUNE 22, 1950

Turkey Processing Plant Newest Beulah Industry

Big Centennial At Frankfort Starts Friday

A big three-day program will open at Frankfort Friday morning commemorating 100 years since the coming of the first settler to build a cabin beside the Betsie bay and lay the foundation for the progressive city that stands there today.

A display of fireworks will open the event at 10 o'clock Friday morning with the first big feature to be the arrival and crowning of the queen, pretty Lois LaBelle, at the coast guard station at 11:00. The Merryland shows will furnish carnival entertainment through

A new enterprise and a new industry was born in Beulah last Wednesday when the first fowls were processed and frozen at the just completed Beulah Turkey Farms Inc., plant at the former Gold Star fox ranch in the outskirts of the village.

Headed by James Marshall as president, the new concern will kill, dress, eviscerate, case in a transparent wrapper and freeze for market, with a capacity for handling from 20,000 to 30,000 turkeys per season.

Record Office and TenPin Raided by Night Burglars

The top of the safe had to be dusted at the Record-Banner office Wednesday morning. The dust that had accumulated there under the cash register was in plain view, for the cash register was gone. Someone had come in

In the organization is Floyd Robotham as vice president, Neal Marshall as treasurer, J. H. Huppert as secretary and plant manager, Don Marshall as general manager, and Joe Walker as sales manager.

The concern grows out of the nationally known Marshall Brothers and Walker company which over the past 20 years has been well known in Benzie county as one of the largest growers and shippers of quality turkeys in the country.

The new system constitutes a

Announcing
Beulah
Brand **TURKEYS**

Fresh Frozen - Oven Dressed

**PACKAGED BY THE MODERN
CRY-O-RAP METHOD**

"THE SECOND SKIN THAT SEALS THE FLAVOR IN"

Beulah Turkey Farms, Inc.

Wholesale and Retail

**US-31 Junction on
North Shore Drive**

**Phones 176
and 145-F4**





