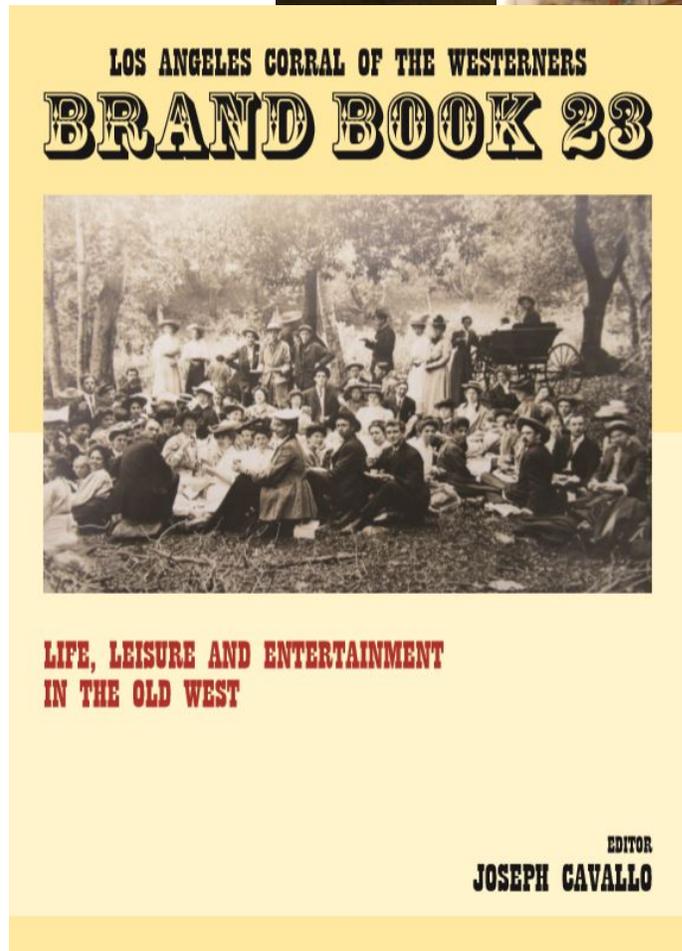
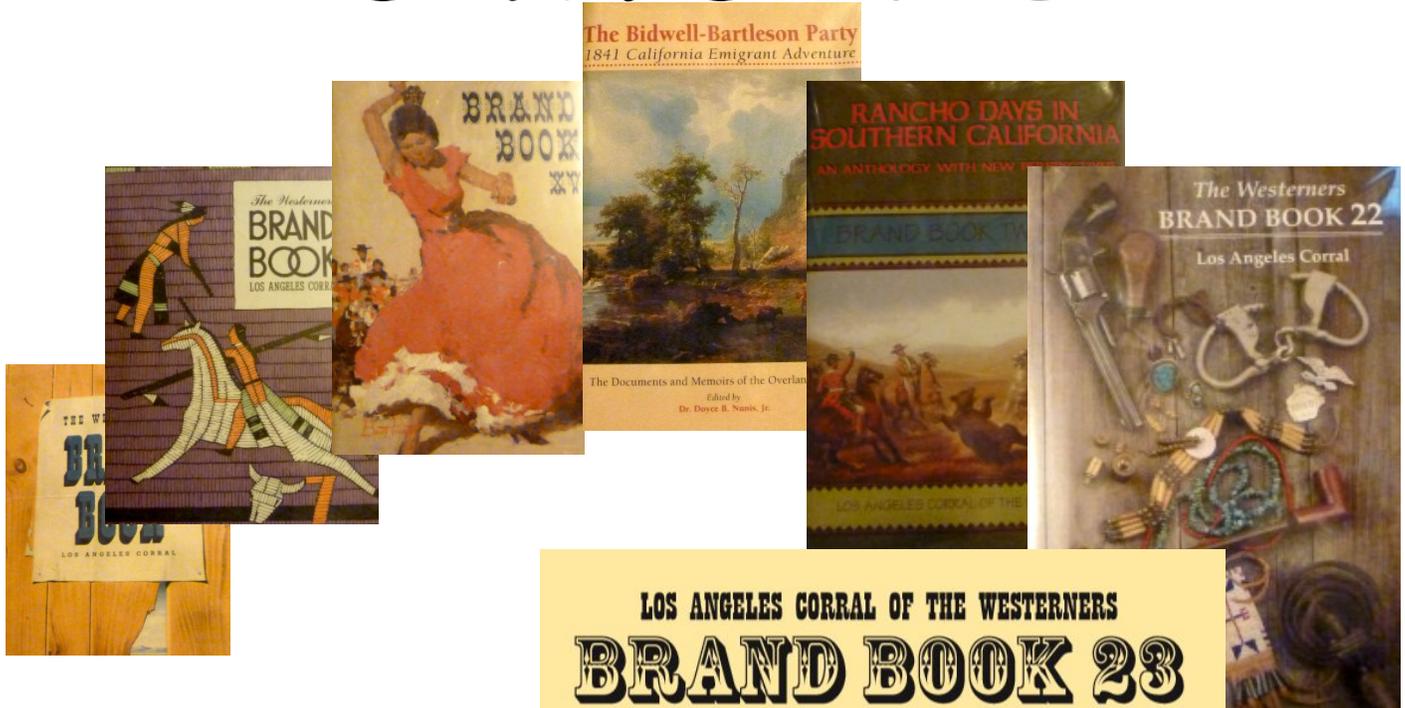


# The Rebirth of an Old Tradition!

## Brand Book 23



*Coming*  
*in February*  
*2020!*

*A Special Message to the Members of the  
Westerners, Los Angeles Corral*

**A Proud Tradition -**

All our members are familiar with the Corral's publications *The Branding Iron* and *Keepsakes*, since those publications arrive in your mail as each edition is published. However, only those members who have been around since 2004 may be aware that the Corral has a long tradition of publishing *Brand Books*. These are more ambitious books published every few years. 22 Brand Books were published between 1948 and 2004, or about every three years. The books generally are collections of histories by various authors around a common theme. They have become collectors' dreams because of the generally high production qualities and the limited numbers issued. Unlike the other publications, the members of the Corral pay for each issue as published – but sometimes at a reduced Member's Price. In fact, the support of each Brand Book was considered so important that the Corral's Range Rules provide that each member is obliged to buy at least one copy. This has never been a problem since almost all members are eager to get their copy and additional copies for family and friends. A *Brand Book* makes a really unique gift with a personal touch!

**The Rebirth of a Tradition –**

The Corral is now in the process of publishing *Brand Book 23: Life, Leisure and Entertainment in the Old West*. Thanks for the herculean efforts of the editor Joe Cavallo with major assistance by Chair of the Publications Committee Brian Dillon and Dave Gillies, who designed the layout. And, of course, thanks to the authors of the ten chapters in the book covering a range of topics related to what folks did for fun in the Old West. We thank other members who assisted in editing, advising about process, etc. And thanks to those members who, over the years, became Associate Members and made Grub Stake contributions to the Corral's "Publication Fund."

Distribution of "BB 23" is anticipated in early 2020 at the February 12th Roundup and through the mail thereafter. Consistent with the Corral's tradition, the book will have enhanced production features like printing on 70 weight paper, and the run will be limited to 350 copies, compared to earlier *Brand Book* runs of 400 to 1,000. Sheridan, notable book printers and binders, are producing the book. So, the book will have collectible value.

As we have done in the past, as many of the authors as possible will be at the February 12<sup>th</sup> Roundup to personally sign their individual chapters for members. This should increase the value of those copies.

**Preordering your copies –**

The price to the general public will be \$60, but Los Angeles Corral members can purchase the book at \$40 in the initial distribution (not for resale!), with a shipping charge of \$5 for the first book & \$2 for each added book, if mailed. (Non-members can join for \$60 and qualify for the \$40 book price!) To preorder copies, please send the response card and your check payable for \$40/copy, plus shipping if mailed, to *Westerners, Los Angeles Corral*, Box 1891, San Gabriel, CA 91778. Questions? Please select the *Contact* tab at [www.lawesterners.org](http://www.lawesterners.org) or call Sheriff Jim Macklin at (626) 233-2579 or Editor Joseph Cavallo at (626) 372-5126.

I hope you are as excited as I am about the Corral's publishing a *Brand Book* for the first time in sixteen years! I've ordered several copies already myself. And, by the way, *Brand Book 24*, with Brian Dillon as the editor, is well on its way! So, expect to get another *Brand Book* later in 2020.

**Seasons Greetings –**

Since I'm closing my term as Sheriff in another month, I want to thank the Members for the chance to lead the Corral. Amy and I hope you have a fabulous holiday season!

With warm regards,

Jim Macklin