National Meet Attracts 1150 to Miami
Quincey Show starts Jan. 30
Florida State Fair Expects Record Entries
Herefords Sell At Tampa Feb. 9
Brahman Sale Opens Lakeland Market Jan. 31
Until you see it with your own eyes you can hardly believe how the Case Brushland Harrow conquers coarse native vegetation, works it into the soil and fits the land for seeding to beef-building tame grasses. You must actually see this brute of a harrow to know the bite of its big heat-treated blades, the strength of its husky frame.

When you see it teamed with the mighty Model “LA” Case tractor, you’ll marvel how one man can work so much land in a day, work it so well, at such little cost per acre. Let your Case dealer show you, now.

SEE FOR YOURSELF • GET A DEMONSTRATION

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Coastal Truck & Equip. Co., West Palm Beach
Cosey Motor Co., Wauchula
Epperson & Co., Tampa
Farm Machinery & Sales Co., Pompasno
Florida Tractor & Supply Co., Hollywood
J. W. Gibson, Madison
Grantham Chevrolet Co., Live Oak
Indian River Tractor Service, Cocoa

S. A. Jepson Tractor Service, Fort Myers
Medlock Tractor Co., Orlando
Ed Madill, Dade City
Plemmons Bros., Mach. Co., Quincy
Pounds Motor Co., Winter Garden
Pounds Tractor Co., Winter Haven
Pounds-Zeiss Tractor Co., Sebring
Reeves Tractor Co., Tallahassee
A. G. Smith, Palmetto
Taylor Mullani Mach. Works, Fort Pierce
Wade-Person, Lake City
West Florida Equip. Co., Marianna
Some months ago G. W. "Buck" Mann, Jr., of Bartow made a suggestion to your Editor: "Why don't you start a section in which you can use some of the little stuff you pick up around the state—information which isn't article material?" That's what this column will be—a collection of notes picked up on our travels through Florida.

Since the February number is our annual Hereford issue, it's only natural that we contacted all the major Hereford breeders in Florida during the past few weeks... Phil Sargent and E. A. Loving of Crescent City's S & L Ranch have gathered a very creditable Polled Hereford herd together and are planting several hundred acres to Pangola and other grasses to give them more adequate pasture. Their layout is about three miles north of Crescent City on U. S. 17... Jim Milligan of Callahan, who owns both Aberdeen-Angus and Herefords, has recently enlarged the latter herd considerably... At Santa Fe River Ranch near Alachua Manager W. F. "Bill" Snead is feeding about 75 steers for spring marketing, and is using citrus molasses along with grains... Ed Watkins of Connell Stock Farms, Inverness, predicts a shortage of Hairy Indigo seed this year due to early frost in the more northern producing areas. His own crop is somewhat shorter than last year, he says... T. Noble Brown of Webster, who heads the Florida Hereford Association, is enthusiastic over the change from Ocala to Tampa for the association's sale. He thinks new buyers should be attracted.

There were more Floridians at the American National convention in Miami than attended the state meeting at Tampa... About 350 registered, and others attended without registering. All were enthusiastic about the meeting... One speaker surprised the Florida delegation by his thorough knowledge of the Everglades. Paul Thompson of Terre Haute, Ind., and a feeder with farms in Mississippi as well as Indiana, declared that "the opportunity for development of a cattle feeding industry in the Everglades is almost unlimited", and added: "If I could take 20 years off my life, I would be operating in Florida..." Later he admitted that he's likely to revise that last statement and come to Florida anyway.
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You know a successful beef production program has many phases. Your problems are many. We at Security offer you all our experience and resources to help you solve your problems. We want to help you make more money.

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To help make up for the mineral deficiencies in coastal grasses, we provide cattlemen with Security Range Mineral and Security Range Nuggets. These beef building supplements help prevent winter weight loss . . . provide the nutritive elements necessary to help you get steady growth and a good crop of strong calves.

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SECURITY FEED & SEED COMPANY
MIAMI • PALATKA • OCALA • ORLANDO, FLA.
THOMASVILLE, GA.

The Florida Cattlemen
and Livestock Journal
February, 1950

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Calendar of Livestock Events

Jan. 28-29-Speed Trials, FQRHA. Palms Quarters
Jan. 30-Feb. 1-West Florida Fat Cattle Show and Sale. Quincy
Jan. 31-Feb. 4-Southwest Florida Fair. Fort Myers
Jan. 31-Feb. 11-Lakeland Cattleman's Market. Lakeland
Jan. 31-Feb. 11-Florida State Fair. Fort Myers
Feb. 1-Livestock Judging, Southwest Florida Fair. Fort Myers
Feb. 1-15-Florida Winter Stock Show and Livestock Exposition. Orlando
Feb. 4-8-Florida State Fair. Tallahassee
Feb. 4-10-National Livestock Auction. Savannah, GA.
Feb. 7-9-Bee Cattle Judging, Florida State Fair. Tallahassee
Feb. 7-11-Sunshine Park Quarter Horse Show. Winter Haven
Feb. 9-10-Florida Beef Cattle Show. Lakeland
Feb. 9-11-April Regional Livestock Exposition. Ocala
Feb. 10-March 1-Florida State Fair. Orlando
Feb. 14-Fourth Annual Florida Hereford Show. Ocala
Feb. 16-Adams Company Sale of 50 Registered Hanoverians. Tallahassee
Feb. 20-23-Central Florida Exposition. Deland
Feb. 20-21-Daytona Beach Auction. Daytona Beach
Feb. 25-27-Modesto Aberdeen-Angus Auction. Savannah, GA.
Feb. 28-29-3-Southeastern Fat Stock Show and Sale. Ocala
March 2-8-Florida Hereford Association, Inc. T. J. Durrance, Jr., President, Brightline
March 5-8-Florida State Fair. Orlando
March 6-8-March Beef Show. Winter Haven
March 6-8-Florida Beef Cattle Show. Lakeland
March 6-8-Bull Sale. Belle Glade
March 6-9-Florida Market. Orlando
March 6-9-April Regional Livestock Exposition. Ocala
March 6-April 3-Florida Hereford, Lake County Livestock Market.
March 6-Five Western Livestock Show, Registered Hereford and Seed. Winter Haven
March 6-April 3-Florida Hereford, Lake County Livestock Market.
March 6-April 3-Florida Hereford, Lake County Livestock Market.

The Cover
Registered Hereford steers are always popular and often successful at Ocala’s South-eastern Fat Stock Show. That’s where the fat boy shown on the cover with his mistress, Miss Peggy Rawson of East Palatka, is heading come February 28.

OFFICIAL PUBLICATION
Florida State Cattlemen’s Association, Eino Broonen, President, Kissimmee
Southeastern Brahman Breeders’ Association, L. S. Harris, President, Bartow
Florida Hereford Association, Inc., T. Noble Brown, President, Webster
Florida Aberdeen-Angus Association, Lawon P. Kiser, President, Valrico
Florida Palomino Exhibitors’ Association, Harold Schatz, President, Lakeland
Florida Quarter Horse Association, T. J. Durrance, Jr., President, Brightline
Florida Quarter Running Horse Association, Joe Pier, President, Tavares
Florida Shorthorn Breeders’ Association, Dr. D. W. Griffin, President, Chipley
Florida State Duroc Breeders’ Association, Harry J. Boyles, President, Live Oak

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Member Florida Farm Association, National Editorial Association, Florida Master Printers & Associates, Printing Industry of America, Graphic Arts Association of Central Florida.
"18% NORMAL Superphosphate MADE THE DIFFERENCE BETWEEN FIRST-CLASS PANGOLA GRASS PASTURE and NO PASTURE AT ALL!" — says V. E. HOLLINGSWORTH, of EL RANCHO VAGO, Myakka City, Florida

THESE TWO PHOTOGRAPHS were taken the same day in the same field, on El Rancho Vago, owned by V. E. HOLLINGSWORTH, Myakka City. Photo at left shows Mr. Hollingsworth, left, with E. A. RUMBLEY, A.A.C. representative, right, standing in thick, vigorous growth of Pangola Grass, where 18% NORMAL Superphosphate was applied. Contrast this with photo at right, showing Mr. Hollingsworth kneeling in sparse, weedy growth, on unfertilized area. That difference means a lot of meat! Read details, below.

BEFORE planting Pangola Grass on my pastures in Fall 1948, I had your Soil Service analyze my soils, and we found them very acid and low in all plant-food elements," writes V. E. Hollingsworth, of El Rancho Vago, Myakka City, Fla. "Following your recommendations, I broadcast 2,300 lbs. Dolomite per acre on 12 acres and worked it into the soil. The grass was planted on October 5, 1948.

"90% MORE Pangola with 18% NORMAL"

"There was very little moisture until the rains started in the Spring. In April, just before the rains began, I applied 18% NORMAL, 1000 lbs. per acre, on 10 acres of the pasture, leaving 2 acres unfertilized. Where 18% NORMAL was applied, the grass began to grow immediately and in a few weeks formed a good, solid Pangola Grass pasture. The two unfertilized acres made very little if any growth, the area being covered with weeds and all kinds of undesirable grasses. So 18% NORMAL Superphosphate meant the difference between good Pangola pasture and very poor weedy pasture. There was actually about 90% more grass where 18% NORMAL was used.

"Both areas were top-dressed with AGRICO FOR PASTURES in late June, but the grass where we left off the Superphosphate just hadn't made the growth and hadn't developed the root system to take advantage of the fertilizer.

"Steers Gain 50 lbs. per Head in 3 Weeks"

"In the first 3 weeks of grazing this pasture, 18 steers and six cows showed a decided improvement, and I estimate they gained at least 50 lbs. per head. Your Soil Service, 18% NORMAL Superphosphate and AGRICO have helped me build an excellent Pangola Grass pasture in a very short time — only about 7 months after planting, I had good, strong grass, two feet tall."

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You and We Are Both in the Livestock-Meat Business

And we both know mighty well that big sales don't mean big earnings. There's a whale of a difference between gross and net. Here are some of the things which make that difference:

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There's your breeding stock and feeding stock ... raw materials without which you can't do business. We, too, buy raw materials. Hogs, lambs, cattle and calves, dairy and poultry products, cottonseed, peanuts and soybeans—take the greatest part of the dollars we receive from sales.

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You've got to have fertilizer, seed, grass, hay and grain ... We must buy salt, boxes, barrels, shipping cartons, thousands of items. They cost 4.5 cents per dollar of business done.

**WE BOTH PAY WAGES**

You pay hired hands; veterinarian and other fees; costs of having or other contracted jobs; living costs of members of your family who work on the place ... Likewise wages and salaries take a big bite out of our sales dollar; $237,519,974 last year: 17 times as much as paid in dividends.

**WE BOTH PAY TAXES**

You pay real estate, property, income, and other taxes. We pay taxes too ... in every state in the Union and in hundreds of counties and municipalities ... Taxes must be deducted before we, or you, can show any net profit. Last year our taxes totaled $81,042,994.

**WE BOTH MEET TRANSPORTATION COSTS**

Gasoline, tires, auto and truck repairs cost you money. Last year transportation cost us $50,078,225. That's a necessary business expense.

**WE BOTH CARRY INSURANCE, ETC.**

You have "incidental" expenses... telephone, electric light, heating, insurance policies, interest, depreciation. We have all those, plus many others, including cost of research laboratories and test kitchens; of retailers' merchandising aids... In 1949 our "incidents" added up to $25,826,129.

**IF WE WORK HARD AND MANAGE WELL, WE BOTH MAKE SOME PROFIT**

Some people, seeing only the big figure of gross sales, say, "What profitable businesses ranching, farming (and meat packing) are?" They don't stop to think that most of what comes in goes right out again. In our case about 99c of the dollar went out to other people or businesses... and about 6 of one cent went to the 64,000 shareholders who invested their savings in our Company.

**AND, WE BOTH PLOW BACK SOMETHING INTO OUR BUSINESS**

You re-invest part of your "profit" in new buildings, equipment, machinery, etc. to keep your operation efficient. We follow the same prudent business practice. Into reserves for such purposes went about half of our 1949 net earnings of $25,826,129.
Editor's Desk

Hardee Cattlemen Do Real Job with Stock Show

Dear Al and Bob:

We hope you will be able to give us a spot in your next publication about our calf show and sale in December. We think that the $1.25 per pound is the record for a fat animal in Florida.

Please correct the statement (in the newspapers) that this was a steer calf. It was a Shorthorn heifer, and was bought by the Elks of Wauchula.

Francis Roberts, President, Hardee County Cattlemen's Assn.

We didn't miss the Tri-County Fat Stock Show in Wauchula—but it was held too late to be reported in our January issue. Complete coverage is found on pages 30 and 31 of this issue. The $1.25 per pound is certainly a record for South Florida, but the grand champion at the Southeastern Fat Stock Show in Ocala brought $2.66 per pound last March. We'd like to add that Hardee cattlemen have done an outstanding job in building their show into a three-county affair in only three years.

Cocke of Suni-Citrus Gets New Directorship

Emory L. Cocke, who is president of Suni-Citrus Products Company at Haines City, has been elected a director of the

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Wauchula, Florida

Manufactured by

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CEDAR RAPIDS, IOWA

for February, 1950
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To grow good beef
You've got to have good seed!

If you had nothing to eat but grass, you'd insist on the very finest, weed-free grass. The only way your cattle can protest a deficient diet is by hitting you in the pocketbook. They just don't pay off as well at the market.

Sow Bingham Seeds — What every pasture needs!

When you sow Bingham Seeds, there's no guessing—you know what you're doing. Each bag carries an analysis tag that assures you of highest quality seed—the first requirement of good pasture. That analysis is made in our laboratory-controlled seed cleaning plant, the only one in Florida.

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First National Bank of Atlanta to add to an imposing array of directorates.
Cocke is vice president of Ashcraft-Wilkinson Company in Atlanta, having become connected with the company in 1919 when its Feed Ingredients Division was begun. He is also: Vice Chairman of Exposition Cotton Mills Company, Atlanta; President, Interstate Mills, Inc., Cairo, Ill.; Director, Planters Produce Company, Donelsonville, Ga.; Director, Permanent Rules Committee, Grain and Feed Dealers Mutual Association; Member, Classification Committee, American Feed Manufacturers Association; Member, Arbitration Committee, National Cottonseed Products Association.

Tung Meal a Possible Source of Animal Protein?

When the Cattlemans' publisher was taking freshman English in Gainesville he dreamed up a short story based on a gimmick of a soft drink made from tung oil and named "Tung-Tezer. He later realized that tung oil was good chiefly for making paint and under no circumstances was it good to eat. But time changes things, and along comes Bill Stuart of Barrow with a copy of the Quarterly Bulletin of Southern Research Institute in which "Detoxification of Tung Meal" is the subject of an article by Carl E. Bryan, head of the organic section of the institute. In short, it suggests that tung meal may be detoxified and used as a source of protein in the livestock and poultry feeding ration.

After determining the toxic principle, the researchers developed a detoxifying process, and tests to determine palatability were run at Penney Farms, Florida.

Four Davis Brothers Get National Recognition

A. D. Davis, who befriended the Florida cattle industry as a buyer at the South- eastern Fat Stock Show in Ocala for years before he became interested in the Santa Fe River Ranch Polled Hereford herd is featured as a front cover personality in the January 4 issue of Investor's Reader, digest-size magazine published by Merrill Lynch, Pierce, Fenner & Beane.

An accompanying article "Retail Trade—the Four Davis Brothers" describes the acquisition by Winn & Lovett Grocery Company of the Margaret Ann food chain in central and Southern Florida. In the group—purchased for about $4 million cash—are 46 supermarkets and two warehouses, making Winn & Lovett "the largest food retailer in Florida and perhaps the fastest growing large chain.

The Florida Cattlemans
Surer Settling

Heifers settle more readily and drop sturdier calves when their feed is supplemented with B-F SuperSol. In addition to the high-protein, high-vitamin content, the valuable "unknowns" in B-F SuperSol, nutrition factors obviously present though unidentified, are especially beneficial to heifers in settling and calving.

Read for yourself a few of the replies received to a recent questionnaire.

QUESTION: Have your heifers fed SuperSol settled more readily?

Yes, 18 of the 20 heifers fed SuperSol settled in calf the first service against 14 of the 20 heifers that were the same age but were not fed any of the SuperSol.

In this short period I have noticed some improvement.

We have had very good success settling heifers since feeding SuperSol. Heifers that had not settled for a year are now settled.

Since feeding SuperSol to heifers of breeding age and the brood cows, we have less cases of sterility. At present time ours is in the most productive stage in the last twelve years.

I have bred twenty females and have not had a return service — 5 heifers in this bunch.

Our FREE BOOKLET will tell you what SuperSol will do for your livestock—at a cost of only 2½c per head per day!

WRITE

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FATS and PROTEINS
CALCIUM, PHOSPHOROUS
and ESSENTIAL TRACE MINERALS

plus VITAL PRODUCTIVE FACTORS
Pictured are two of our herd sires, heading our herd of over 200 registered Brahmans. In addition, we are using several hundred purebred cows in a European-Brahman crossbreeding program. Available for sale are Brahman bulls from calves to breeding age, and yearlings and bull calves of first cross Brangus, Braford, Brahorn and Charbra.

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CLEWISTON, FLORIDA

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in Florida, so housewives will quit asking for "western" and be satisfied with good meat regardless of its origin.

Census Takers Will Want Complete Information

This is 1950, of course, and in case you've forgotten its the year for America's decennial census.

The Census Bureau reports that each farmer will be required to furnish 80 to 100 items of information, with variations depending upon the number of different crops and classes of livestock involved in the operation of the individual farm. A separate questionnaire will be used for each farm or other agricultural enterprise enumerated.

Copy of the agriculture questionnaire will be mailed to every rural mail route boxholder in the country (except in seven southern states not including Florida), and a letter with the questionnaire will ask farmers to fill it out and have it ready when the census taker calls during April.

Questions will include such things as name and race, size of mortgage if any, value, amount of real estate taxes paid, acreage in crops, receipts from grazing fees or timber, as well as number of livestock and poultry.

The 17th census will start April 1, and be completed by 140,000 enumerators in two weeks in the cities and a month in rural areas. On December 1 official population figures will be given the president, and by December 31, 1952, the law requires that all reports be completed.

Brucellosis Report Given by Lederle

Probably five percent of the cattle in the United States have brucellosis, Lederle Laboratories report in a recent Animal Industry Newsletter.

Milk production in infected cows is reduced about 25 percent and the number of calves is reduced about 40 percent. Brucellosis-free cows, calve on the average, every 11.5 months, the newsletter states, while infected cattle calve, on an average, every 20 months, with one out of every five cows which abort becoming sterile. Annual loss to dairymen amounts to over $50,000,000 from loss of milk alone.

Mothers by Proxy Seen From Texas Cattle Tests

Mothers by proxy may result from experiments now being conducted with cattle in Texas, according to an article in a recent Look magazine.

Immediate goal of the experiments, being sponsored by the Foundation of Applied Research on its scientific ranch near San Antonio, is to speed up production of pedigreed cattle. Instead of the normal annual production rate of one

CANE MOLASSES

Each of the following advantages in the feeding of FLORIDA HIGH-PROTEIN CANE FEEDING MOLASSES to range cattle should in itself pay for the full cost of such feeding:

1. Increase in pounds of beef.
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3. Increase in percentage of calf crop.
4. Extra weight of calves at weaning age, due to improved condition of dams and increased milk flow.

Consider the combined advantages listed above, plus others not mentioned, all of which will mean extra profits for the cattlem en and dairyman. Contact our Sales Department for prices and particulars.

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Vaccinate for Complete Blackleg Protection!

No need to buy two or more sprayers to do all the many spraying jobs about farm and ranch—spraying cattle, hogs, sheep, weeds and brush in pastures and fields, fruit trees, row crops, corn, flax and grain fields. Hardie special spray booms and guns can be fitted to any Hardie sprayer. The same Hardie gives you both high and low pressure. A wide variety of sizes and styles enables you to select exactly the kind and capacity you want. See your nearest Florida Hardie Dealer—The Hardie Mfg. Company, Hudson, Mich.

FRANKLIN VACCINES

DON'T TAKE CHANCES

Vaccinate for Complete Blackleg Protection!

Send for Free Catalog

Franklin Serum Co.

GUATEMALA "Worthless Weed" May Prove High Protein Source

R. W. "Dick" Bennett of Florida Canners Cooperative at Lake Wales sends us a clipping from The Cattleman referring to possibilities of desmodium, hitherto considered a worthless weed, as a protein producing plant in warm climates.

The plant is native to Guatemala and has been found to have an excellent protein and vitamin value, Editor Hiram Herbert, formerly of The Plantation Stockman and the Poultry Science Journal, reports in The Cattleman, which is published at Montgomery, Alabama. "When chopped and added to poultry feed... (Continued on page 28)
STOP LOSSES with All-Purpose Sulfa…

SULMET*
SULFAMETHAZINE

Highly effective against these costly bacterial diseases
Calf Scours
Calf Diphtheria
Bacillary Enteritis
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Foot Rot and Metritis

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Once-a-day treatment with SULMET Sulfamethazine brings quick results when dangerous bacterial diseases strike. Often animals return to normal feeding after one treatment.

High effectiveness, low cost, ease of administration and avoidance through once-a-day treatment of exciting nervous animals, all combine to put SULMET Sulfamethazine in a class by itself among veterinary drugs.

SULMET Sulfamethazine is available in six dosage forms: POWDER, TABLETS, OBLETS®, EMULSION, SOLUTION 12.5% (may be used as a drench) and INJECTABLE SOLUTION available by or on the prescription of a veterinarian. Read carefully the circular enclosed in the package for best results in the use of this product.

Your veterinarian is your dependable ally in the constant war against cattle diseases. Consult him for the most effective management practices and disease-control procedures to meet your individual needs.

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LEDERLE LABORATORIES DIVISION
AMERICAN CYANAMID COMPANY
30 Rockefeller Plaza New York 20, N. Y.

for February, 1950
A ringing denunciation of the welfare state and the drift toward socialism in the U.S., together with an appeal for return to fundamentals of the American democracy, characterized the fifty-third annual convention of the American National Livestock Association in Miami January 4-7. If cattlemen—individualists all—needed these preachments less than other segments of the nation's population, their forensic bill of fare covered such practical problems as the income tax, the Foot and Mouth disease eradication program, and committee reports on marketing, public lands, national forests, and interstate commerce.

Although the program reflected the high caliber of the American National's leadership, there was fun for all, and the visitors—including 1139 registrants—asked interminable questions about Florida, rolled up thousands of man-miles of side excursions to see what the Sunshine State has to offer the livestock raisers.

The 782 out-of-state registrations and the 39 states represented made the Miami convention the greatest in American National history. Florida's delegation of 336 swelled the total but Arizona, Texas and Oregon delegations were not far behind.

The convention trip began for most Westerners immediately after the Christmas holidays, and many did their sight-seeing in Florida prior to the convening January 5. Almost 200 left their train at Lake Wales and proceeded by charter bus to inspect Bok Tower, a citrus-fed mill, and make a tour of the Sugar Corporation's Sugarland Ranch at Clewiston enroute to Miami. Scores of visitors saw such Miami operations as J. Arthur Pancoast's Panueta farms.

The fun continued throughout the convention. The Florida State Cattlemen's association, as hosts, maintained a continuous reception room in the McAlister, headquarters hotel. "Hospitality Night" on January 5 was well-received, the sight-seeing boat-ride on Biscayne bay and the visit to Tropical Park highlighted Friday afternoon. The dinner party and dance Saturday night brought the entertainment to a rousing climax.

Back of the scenes, always, was John DuPuis, Miami dairymen and stockman and member of the state livestock sanitary board, who was chairman of the convention committee. President Irlo Bronson expressed the appreciation of the Florida group for the services rendered by DuPuis: "We simply could not have undertaken the task had it not been for a man such as John DuPuis."

The opening session heard words of welcome from Justice Alto Adams of the Florida supreme court, Bronson, and the Mayor of Miami. "Florida is the only frontier state," Adams said. "We've been in the cattle business but we're just getting started. We need people, we need capital, we need men with energy x x x" Bronson was in rare form when he answered critics who feared a hurricane was in the offing. "We have to have the East wind to keep that Florida cold wave from coming in."

The response from Loren Benett of Lone, California was equally to the point: "If the bugs don't get you, these common will." Bennett was later elected to head the American National for 1950.

Retiring President A. A. Smith of Sterling, Colorado, looked confident in the future after reviewing the effects of the market break a year ago, suggested that the hog might become formidable competition ("the excessive increase in the supply of pork"). He wondered if market reports in the press might not well be concerned with averages rather than tops.

Then he tackled legislation, especially the Brannan plan. He said:

"We oppose it for many reasons. First, we consider it essentially a low-price policy. The bill is a cleverly written, offering to the producers high prices, and to the consumers low prices. This, in our opinion, would lead to failure as the cost of supporting such a proposition would too..."
for February, 1950
My Convention Observations

The author of this article, Cynthia Edna (Mrs. W. D.) Roberts of Immokalee, attended several of the state cattle meetings with her husband. At our request she has written the account printed below of her impressions of the Indian National convention. Mrs. Roberts, native of Alabama, is an authority on Seminole Indians, and has written, she reports, the longest poem about these Indians which has ever been written.

BY CYNTHIA EDNA ROBERTS

What a privilege it was to attend this convention! It was worthwhile, of interest to my work, and so convenient to my home. Miami, where the convention was held, is a well-known city. The name is a Seminole Indian word meaning, very large. Perhaps others might be interested in the story, once told me, of how it derived its name.

Many years ago, when Miami was just a small place without a name, a white man saw a beautiful Indian squaw standing near a beautiful Biscayne Bay. "You're beautiful," he told her. "My, am I," she replied. So the village was appropriately named Miami and the name was never changed.

A variety of activities were enjoyed by the ladies during the convention. On January 4 we attended a barbecue at Clewiston, with a menu consisting of superb barbecued pork ribs, swamp calfage, sweet potatoes, cole slaw, celery, tomatoes, cucumbers and coffee. Here the fellowship with the visiting women was wonderful.

On January 5 some of the ladies enjoyed a three-hour boat trip on beautiful Biscay Bay. We shopped in the races, while some took advantage of an orchard show. The orchards ranged in size from an inch to a foot across, and colors varied from light pink to dark purple. Only one orchard was paid, and I found it was only $30. They were beautiful. That evening, Hospitality Night was held. The entertainments were outstanding for which it is very exemplary.

The evening of January 7 was the banquet. It was well-attended and just perfect in every respect.

I thoroughly enjoyed the eloquent speakers at every morning session. The talks were very interesting, inspiring and very beneficial to cattlemen and their wives.

I heard one lady from the West remark, "Some of the ladies dress like a million dollars, and some not so much like a million." I met several who were worth a million, and some who were multimillionaires. You didn't have to go to a fashion show to see beauty and clothing of beautiful women. Many had jewels, mink coats, fur, lavish evening dresses, fur coats, and sums to wear as appropriate. The women were friendly, and many had brilliant minds, were beautiful and possessed magnetic personalities. They were certainly a wonderful group to know.

Some, it seemed, you had known all your life, and meeting these wonderful western women and their distinguished husbands made you anxious to make a tour of the West. I feel that many of the Westerners will pay our state another visit, as they expressed that desire many times.

Ladies whom I already knew or met during the convention included Mrs. A. A. Smith of Sterling, Colo., Mrs. Sutton and Mrs. Adrian al-phonso, Mrs. Watson of Nevada, Mrs. Bill Row of Arizona, Mrs. Hann of New Mexico, Mrs. Dick of California, Mrs. Franklin of Montana, Mrs. N. Ray Carroll, Mrs. M. M. Overstreet, Mrs. H. O. Partin, Mrs. Oscar Lee Partin, Mrs. Iris Bronson, Mrs. June Gunn and Mrs. Bob Cody of Kissimmee, Walter Bronson of Orlando, Mrs. J. F. Sumner of Washington, Mrs. Dan McCarty of Fort Pierce, Mrs. Dave Turner of Bradley Junction, Mrs. E. V. Whidden of Pierce, Mrs. R. Roberts and Mrs. G. W. Whidden of Immokalee, Mrs. W. B. Barron and Mrs. Joe Hilliard of LaBelle.

I derived much pleasure, inspiration and knowledge which will be beneficial to me throughout my life from this convention.

become discouraging and be dropped by the Congress. When and if the program would be dropped, we would have a high cost with a corresponding low price to consumer would make very difficult our operations.

Second, its cost of operation, other than the tax subsidy involved, could not fall to be very high. The difficulty of administering a price policy covering the cost of cattle, with the wide disparity I have given above, would be next to impossible.

Then, such a policy could only lead to control of production and eventually to marketing quotas. The United States Supreme Court, in the decision rendered in the following language, and I quote: "It is hardly lack of due process for the government to regulate that which it subsidizes."

Fourth, there is no alternative crop if stockmen were to cut production and we cannot forget that more than 55 percent of the land acreage of this country is in grass.

Executive Secretary F. E. Mollin warned against the trend in tariff reduction, explained that while "state department officials and E.C.A. administrators are insisting we must further increase our imports" at the same time "under E.C.A.

we are exporting capital to build manufacturing plants which in turn will seek their market for low-cost products in this country."

As Mollin concluded his report with the statement the American National membership is at an all-time high. Henry Boice of Arizona asked for the floor, and amid cheers from the floor successfully introduced a special resolution decrying "the fallacious philosophies that are beguiling this country into socialism."

John Holmes of Chicago—president of Swift and Company—took pains to describe the nature of the government’s suit against the “big four” packers, stating that it is difficult to escape the conclusion that it is an attack on bigness and bigness alone. He declared the American people are fundamentally sold on bigness and denied the people are in support of any move to destroy big busi-

ness purely because of its size. But he added: "I do not contend that mere size of a business clothes it with respectability." America, he said, "is not willing to trade our freedom for a controlled state."

But Wheeler McMillen, editor of Farm Journal trained his sights on a bigger target, citing "twelve encroachments on freedom" from President Truman’s State of the Union message.

"Let us not be deluded," he said, "that we must take the welfare state; the biggest question we have to answer is whether we are to be the masters of government or its servants and serfs."

McMillen declared government-in attempting to control agricultural over-production—has entered a field in which it has no business, and during the past quarter century has demonstrated its inability to solve the problem. "Since 1933 we have spent $12 billion in subsidies designed to eliminate farm surpluses," he said.

The second session on Friday featured the very practical discussion of cattle feeding by Paul Thompson of Terre Haute, Indiana, a defense of internationalism by Charles Kellogg of Washington, and an exhaustive report on the Foot and Mouth Disease eradication program in Mexico, treated separately in this issue of THE CATTLEMAN on page 55.

Thompson described his operations in Indiana and Mississippi and predicted the future beef finishing program would involve a combination of dry-lot feeding and high type pasture. "I think of a pasture as a combination of one or more good grasses and one or more good legumes on land that has been prepared (through fertilization) for the job." He discounted the danger of heat for feeder cattle and declared the absence of shade improved the grazing. Although his experience was gained in the "black belt" of Mississippi where some months of the year might not hold true in "high-temperature" areas, or for cows which are expected to raise milk-fed calves.

Kellogg described the world food and fiber situation, stating that although physically and biologically it is possible to keep food production ahead of food requirements, the social and political obstacles are extremely grave.

"Collectively the world has the resources, labor and genius to live abundantly in peace," he said. We must decide which facets of the problem may best be approached on the international, national, regional or local levels.

Commissioner of Agriculture Nathan Mayo invited the visiting cattlemen to see Florida during their visit.

The closing session on Saturday opened with Senator George Malone (Republican, of Nevada) who professed to see a

(Continued on page 53)
JOIN THE SWING TO PURINA RANGE CHECKERS
to Supplement Poor Range

Many Southern cattlemen supplement dry range with Purina Range Checkers, containing a VARIETY of ingredients. Range Checkers help supply essentials often lacking in dry grass. Minerals, vitamins and carbohydrates are blended with proteins of top quality to help promote fine cow condition at calving, big calf crops, abundant milk supply, and heavy calves at weaning.

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BRAHMAN AUCTION

to feature 20 bulls and 8 females—all top selected individuals over 16 months of age—all halter broken and gentle—starting at 2 p.m.

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FAT STOCK SHOW • HOUSTON, TEXAS
Walter Britton, College Station, Texas, auctioneer

20 MALES 28 HEAD 8 FEMALES

CONSIGNORS INCLUDE

Claude Appling, Louise, Texas
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D. H. Appling, Louise, Texas
Glenn Fayer, Jasper, Texas
Mary Rea Fineboth, Victoria, Texas

Verlon W. Frost, Houston, Texas
J. T. Garrett, Danbury, Texas
HT-Stock Farms, Natchitoches, La.
J. D. Hudgins, Hungerford, Texas
M. L. Janes, Beaumont, Texas
Geo. V. Nelson, Katy, Texas

G. A. Parr, Alice, Texas
Burbank High School, F.F.A., San Antonio, Texas
Stanton Brahman Ranch, Alvin, Texas
Claude W. Smith, Jr., Baytown, Texas

Write for information to Room 203, 2711 South Main Street, Houston, Texas
This is how the exterior of the new market between Lakeland and Auburndale looks. First sale is scheduled by Owners Jim Robertson and Harry McCollum on Tuesday, January 31, including an offering of registered Brahman.

New Market at Lakeland Opens with Sale Of Purebreds in Modern Plant Jan. 31

An auction sale of registered Brahman cattle will signalize the opening of the Cattlemen's Livestock Auction Market in Lakeland, beginning at noon, January 31, it is announced by Jim Robertson, manager of the market.

Construction of the $60,000 plant—regarded as one of the most modern in the South—began December 13. Grading of the market's ample parking area began December 5, two days after Robertson broached the prospect to a meeting of officials of the Lakeland chamber of commerce.

The pens will provide facilities for handling 1500 cattle, with total yards area of 400 by 100 feet. Half of the area will be covered initially, and eventually the entire yards will be under shelter.

The sale ring will afford ample seating space, and dial automatic scales, operated electronically, will offer complete protection for buyer and seller.

The dipping vat, Robertson states, will be arranged to accommodate two trucks at the unloading platform. The market is located on the Auburndale highway about four miles north of Lakeland and occupies an area between the highway and the A.C.L. railroad right-of-way.

In connection with the market will be a restaurant known as the "Steer Inn" which will be open seven days a week, as well as a filling station.

Robertson, who with his brother recently disposed of their Wauchula market, is president of Cattlemen's Livestock Market, Inc. Harry C. McCollum, Jr., of Auburndale, is vice president and H. B. McCollum, Auburndale, is secretary-treasurer of the corporation.

The elder McCollum, identified with the People's bank in Auburndale and for years interested in the Florida livestock industry, said the arrangements for erecting the market in Lakeland were perfected quickly. "Robertson met with a committee from the Lakeland chamber of commerce on December 4," McCollum told The Cattlemans. "They asked him when he could start the project, and he asked if anyone could show him possible sites on the following day.

"One man replied affirmatively, and on December 5 the purchase was made. The next day a builder was at work clearing the land, and the following Monday the footings for the building were poured.

"On December 13 we started laying block.

No less remarkable is the fact the complete building—of concrete block construction—was erected without engineering. Robertson is a practical construction man and his experience with market operation enabled him to plan so that all available space in the building is utilized.

McCollum said he and his son had been interested for some time in the possibility of entering the livestock marketing field. The Lakeland location—virtually right under their nose—had not occurred to them and when they discovered Robertson was interested, teaming-up was inevitable.

Asked about operating policy, Robertson said he would use the same procedures customary in other markets in Florida. "We will conduct this market so as to win and hold the respect of the buyers as well as the sellers."

Auctioneers will be Bob Robertson of Wauchula and Joe Sedmera of Lakeland.

Milk in Calhoun

Farmers in the Blountstown area of Calhoun County are going in for milk production, according to J. A. Murray, Tampa Tribune staff writer.
Lot 27 MISS MOROTO'S DAN 736TH Cow
Calved April 14, 1947
P. H. No. 724, ABBA No. 60072
Owned by Durrance Ranch, Brighton

Dan
1-353455
Oprated
Quinoa 1-49

Miss Amerino 355th
Mano 41-62
Miss Amerino 355th
Miss Dudo 216
Miss Estrella 56

Mia
3-1,107

Santalinho 2-49
Hallie J 5-1697

Lot 28 MISS MOROTO'S DAN 775TH Cow
Calved June 14, 1942
P. H. No. 725, ABBA No. 60078
Owned by Durrance Ranch, Brighton

Dan
1-353455
Oprated
Quinoa 1-49

Miss Amerino 355th
Mano 41-62
Miss Amerino 355th
Miss Dudo 216
Miss Estrella 56

Mia
3-1,107

Santalinho 2-49
Hallie J 5-1697

Lot 29 TIPPU'S FLORIDA LADY 163 Cow
Calved April 27, 1948
P. H. No. 353, ABBA No. 40022
Owned by Polk Brahman Farms, Winter Haven

Tippu the Great
1-285

Tippu's Great AA 4-332
Hattie Clo 5-1099

Applause 4-446
Miss Hope 10-1932

Manso 1-285
Lula 5-1697

Lot 30 POLK'S KING Bull
Calved March 30, 1949
P. H. No. 395, ABBA No. 51667
Owned by Polk Brahman Farms, Winter Haven

Polk's Great 2-390

Hattie Clo 11-1049

Princess 21-1402
Miss Hope 27-1217

Miss Amerino 355th
Miss Estrella 56

Calf L12-1936
Miss Amerino 355th
Miss Estrella 56

EMBRY
33-1,550

TJ DURRANCE, JR., Sale Manager
Beef Cattle to Be Judged at Fort Myers

Beef cattle judging will be on February 1 at the Southwest Florida Fair in Fort Myers, according to County Agent Carl Heuck—and cattle will be on display from January 30 to February 4.

The event is expected to attract more cattle from Lee and adjoining counties than last year, and better facilities are being provided, according to Heuck. Last year more than 50 registered grade cattle were exhibited by cattlemen and 4-H and FFA members from Lee, Collier and Charlotte counties, and entries from Hendry County are anticipated this year.

Judge at the show will be Dr. W. G. Kirk, director of the Range Cattle Experiment Station at Ona. Mark G. Bateman is again superintendent for the show.

Fairgrounds at Fort Myers are located east of the city on the West Palm Beach highway. Cattle shown will include Hereford, Angus and Devon, but the majority will be Brahman, Heuck predicts.

Prior to the Fair, Lee County Cattlemen's Association is sponsoring a square dance on January 28 in the Fort Myers Civic Center. Heuck reports, following a similar dance held January 14. If these dances are successful, more will be scheduled during the winter, according to Heuck.

New officers of the association are: Gerald B. Moody, president; George M. Thompson, vice president; Heuck, secretary; Brown Austin, treasurer; Guy M. Strayhorn, Wilson Ward and Nat Hunter, directors, and Strayhorn, state director.

Florida Power and Light Cites State Expansion

Rapid expansion of the Florida Power and Light Company has been due to the sound growth of the state of Florida, including its cattle industry, McGregor Smith said in New York recently.

Termining cattle farming Florida's fastest growing industry, Smith said improvement of the year-round pasturage had enabled ranchers in some areas to run two head of cattle to the acre—a "phenomenal rate."

The power company now has 300,000 electricity customers compared with 120,000 in 1939, Smith said, and has added 110,000 new customers since the war. Miami, Jacksonville and Tampa-St. Petersburg were among the 10 American metropolitan areas to show the fastest rate of population gain during the past 10 years, he said.
Over $23,000 Premiums For Cattle Set at State Fair

More cattle will be shown for higher premiums at the 1950 Florida State Fair January 31 to February 11 than ever before in the fair's history, J. C. Huskisson, assistant fair manager, predicts.

And the Nathan Mayo Exhibit Building now being completed will mean that cattle, their handlers and the public will all have better facilities than in past years.

350 cattle can be accommodated in the new building, and virtually all space will be occupied by beef and dairy cattle in the adult show, by FFA cattle in beef and dairy divisions and by the 50 odd Palomino horses which will be shown.

Premium money available for Floridians showing cattle amounts to $23,022 according to the Fair premium list, divided $2290 each for six beef breeds, $1477 each for six dairy breeds, $210 for FFA dairy entries and a similar amount for FFA beef entries.

In addition to the cattle prizes, $708 is being offered in swine competition, with Durocs allocated $914 and Hampshires set up for $594.

Entries received by Huskisson through January 10 included 76 beef animals representing Angus, Brahman, Hereford and Santa Gertrudis, but far more beef animals than that are expected to show.

"Many of the larger breeders haven't sent in their entries yet," Huskisson points out. "We look for upwards of 200 beef animals, and for 150 dairy animals."

This year's event will be split, with dairy animals predominating during the first week, and beef animals the second week. Some beef animals will be shown both weeks, and so will some dairy animals, Huskisson says, but the majority of entries will show only one week.

In addition, a sale of registered Herefords is being sponsored February 9 by the Florida Hereford Association. 26 registered animals are consigned to the sale, according to Huskisson.

Dairy judging is slated February 1 and 2, with Ayrshire and Jersey entries to be judged the first day, and Brown Swiss, Dutch Belted, Guernsey, Holstein and FFA entries the second day. FFA beef entries will be judged at the same time as the FFA dairy entries.

Beef animals will be judged February 7, 8 and 9, according to R. G. "Bobi" Herrmann, superintendent of the beef show. Brahman entries will be judged February 7, Aberdeen-Angus, Santa Gertrudis, Devon and Shorthorn classes will be judged on February 8, and Herefords will be judged February 9, prior to the Hereford sale.

Judges for the beef cattle show will be R. E. Drenner of Memphis, Tenn., prominent packer, who will take care of Brahman judging; and Dean H. H. Kildee of Iowa State College, Ames, Iowa, who has an outstanding record as a livestock judge. Huskisson reports that Kildee has judged in every state in the union except Florida.

To encourage neatness in exhibit areas, the Fair is offering prizes of $50 and $25 for beef cattle exhibitors whose stalls and aisles are neatest.

Swine will be exhibited during the entire Fair, Huskisson reports, with A. David Baillie, Jr., general manager of the Southeastern Fat Stock Show and Sale, Inc., superintendent of the show. Judging date in this event has not been announced. Three boar and three sow classes are included, in addition to two group classes, and grand and reserve champion boar and sow will be selected.

New Nathan Mayo Livestock Building is one of the most modern in the country, according to Huskisson. The show ring is 80 by 120 feet, and seating is provided around it for 800 persons. The facilities are provided for 350 cattle on a surface of stabilized earth which is expected to be more satisfactory for animals than the concrete previously provided.

Dairy Week at the fair will begin January 31 and end February 4, with Beef Week beginning February 5 and ending February 11. Dairy animals may be moved from the fair grounds after 9:00 p.m. February 4, and beef cattle may be moved after 9:00 p.m. February 11.

Selected beef cattle will be judged by FFA teams from all parts of Florida on February 4 which is FFA day at the Fair.

Entries received through January 10 were from the following, according to Huskisson:

Aberdeen-Angus—Louisamar Farms, Valrico; Zetreuer Stock Farm, Micmac. (Entries expected from Fort Hamer Ranch, Bradenton; Sun Lake Ranch, Lutz, and others):

Brahman—Eugene F. Griffin, Bartow; Billy Stuart, Bartow; L. S. Harris, Bartow; Oakley Murphy, Avon Park; Jack Sloan, Mascotte; W. H. Stuart, Bartow; (Entries expected from Norris Cattle Company, Ocala; Henry O. Partin and Sons, Kissimmee; Mrs. Pat Johnston and Son, Kissimmee; Durrance Ranch, Brighton; Polk Brahman Ranch, Winter Haven; G. W. Mann Ranch, Bartow, and others):

Hereford—J. Hooten, Center Hill; Santa Fe River Ranch, Alachua; W. J. Hooten, Center Hill; John J. Bird, He- nando; E. M. Creel, Brooksville; Sheldon and Sheldon, Tamp; (Entries expected from T. Noble Brown, Webster; Connell Stock Farms, Inverness; Melton Hereford Ranch, Gainesville; Rawson Hereford Ranch, East Palatka; WJ Ranch, Holopaw; S and L Ranch, Crescent City; Dr. George M. Zeagler, Palatka; D. R. Igou, Eustis; and L. T. Langford, Plant City);

Santa Gertrudis—C. C. Peters Ranch, Lake Wales; Panuleta Farms, Uleta; Dairy—Carroll L. Ward and Son, Winter Park; W. J. Nolan, Jacksonville; John Cone, Plant City;

Swine—The Adams Comumny, Live Oak; Circle D Ranch, Marianna; (Entries expected from Gatell and Moore, Fairfield; Boyles Duroc Farm, Live Oak; T. W. Cannon and Son, Live Oak; Gatell Duroc Farm, Fairfield; University of Florida, Gainesville; and others).

The Florida Cattlemen
Biggest Cattle Show Ever!

MORE PRIZES . . . NEW BUILDING

FLORIDA STATE FAIR

TAMPA • JAN. 31 to FEB. 11

You'll not want to miss the Cattle Show at the Florida State Fair this year any more than you will want to miss any of its other mammoth attractions. To see everything that makes Florida, and Florida makes,—mark down now some dates for Tampa's Florida State Fair.

* *

FLORIDA STATE FAIR
AND
GASPARILLA ASSOCIATION
It isn't always the obvious fertilizing program that pays off in cattle profits. Much depends upon the type of grass, the water table and subsoil conditions.

What is needed to make real profits from your fertilizing program is a definite plan based upon your particular situation. In the long run it will pay you to consult your Wilson & Toomer Representative. He's trained to know what formula to use under what conditions. Back of him is one of the most progressive organizations in the business. And, because he is a resident of your community, he will be able to give you real help based on knowledge of local soils and conditions. Call him today.

Wilson & Toomer FERTILIZER COMPANY
JACKSONVILLE, FLORIDA

100 Dairy Calves Shown At Tampa Show January 7 As Jersey is Named 'Queen'

TREMENDOUSLY improved quality was the verdict of the judges following Tampa's Third Annual West Coast Dairy Show held on downtown Madison Street January 7.

"We'll soon have what we're shooting for," Reginald McAteer, chairman of the Greater Tampa Chamber of Commerce Dairy Subcommittee, declared.

Approximately 100 dairy animals were shown in the competition which included both 4-H and FFA animals, with top prizes being won by animals shown by two Polk County youngsters.

Frank Gutteridge of Auburndale, a 4-H member, showed the grand champion heifer or 'Queen' of the show—a Jersey—while FFA member Joseph Cochran of Bartow showed the grand champion bull or "King"—also a Jersey. Trophies for the royalty were provided by the West Coast Milk Producers' Association.

The all-day show attracted some 300 youngsters from 10 West Coast counties. $600 in prizes, plus ribbons and trophies, was awarded to owners of winning animals and to winners of judging contests. The Chamber served lunch to youngsters and visiting agricultural leaders.

Judges were C. W. Reaves, state extension dairyman, and Dr. R. B. Becker, animal husbandman, both with headquarters at the University of Florida, Gainesville. John M. Scott of Gainesville, chief state milk inspector, was showmanship judge, while Dr. Becker and Director H. G. Clayton of the Florida Extension Service were grooming contest judges. R. K. Alexander is chairman of the Chamber of Commerce agriculture committee, under which the Dairy Show sub-committee worked.

Gutteridge's entry was grand champion Jersey as well as grand champion of the show, besting Glenn McRae, Hillsborough 4-H member, who showed the reserve champion Jersey female. John Mixon, Pinellas 4-H clubber, showed the Guernsey grand champion heifer, while Billy Rollins, Pasco 4-H, had the reserve champion Guernsey heifer.

Best Ayrshire was shown by Jackie Dupont, Plant City 4-H girl, Buddy Mayo, Hillsborough 4-H member, showed the best Brown Swiss heifer, and Hillsborough 4-H member Ronnie Fertic showed the top Holstein.

Best-groomed animal was shown by Donald Veal of Pinellas, while Harold Griffin of Polk won the Showmanship contest. Judging contests were won by Turkey Creek (FFA) and by Pasco...
MR. BULLSHIPPER

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This is NO BULL . . . a WOODS ROTARY CUTTER will keep your cattle fat . . . make fertilizer out of your weeds and excess grass . . . make a real pasture out of your common pasture . . . Keep your grass young with HIGH PROTEIN content . . . Protein is necessary in beef production.

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Keep your grass in shape and your cattle will keep themselves in shape.

This machine is a WHIZ in the grove . . . on airports, golf courses, and for highway shoulder maintenance . . . and on the farm . . . It operates for 25% of sickle blade operation.

If you come to Belle Glade we will demonstrate and prove these statements to you . . . show you dozens of machines in use all over the state.

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The heavy demand for fertilizers for all crops has dwindled the supply of many fertilizer materials.

With grower cooperation, NACO will do its utmost to meet the needs of its customers with fertilizers adequate—if not completely desirable—until such time that all materials are again in full supply.

JACKSONVILLE 1, FLORIDA

Registered Devons
We have a few two-year old and yearling bulls for sale
Devondale Farm
COTTONDALE FLORIDA
W. W. Henley, Owner

CATTLE ON GRASS
require lots of Mineral
BINGO
RED MINERAL
is palatable, freely eaten,
and furnishes the need.
They Like Bingo Mineral

LAKELAND
CASH FEED COMPANY
FLORIDA

The two jerseys pictured above were King and Queen at the West Coast Dairy Show in Tampa. Top panel shows the King, a 10-month-old registered animal held by Owner Joseph Cochran of Bartow FFA chapter as Chairman R. S. McAteer of the Greater Tampa Chamber of Commerce Dairy Show subcommittee stands at left. Lower panel shows Frank Gutteridge, Auburndale 4-H member, receiving trophy for his Queen, another registered animal, from Wayne Webb, president of the West Coast Milk Producers' Association. Others shown in picture, left to right, are P. D. Shirley, secretary of the West Coast Milk Producers, C. W. Reaves of Gainesville, state extension dairyman, and Dr. R. S. Becker of Gainesville, dairy husbandman.
Count (4-H).
List of entries was somewhat reduced because many FFA animals are in quarantine preparatory to showing at the Florida State Fair in February.

Winning Turkey Creek judging team was composed of Arlen Wetherington, Jurl Mansell and Donald Plunkett. Placing in order after Turkey Creek in the FFA contest were: Dade City, St. Cloud, Largo, Bartow, Wimauma, Winter Garden, Plant City, Benjamin Franklin Junior High (Tampa), and Brooksville.

Pasco's winning 4-H judging team was made up of Billy Rollins, Alton Higgins and Rex Gilbert, while Manatee, Polk, Orange, Pinellas, Sumter, Hillsborough and Hernando followed in that order.

Following Griffin in the Showmanship contest were Wayne Rogers of Hillsborough, Forrest Smith of Polk, Glenn McRae of Hillsborough and Gene Mixon of Manatee. Following Veal in the best-groomed animal contest were Doris Griffin of Polk, Joseph Cochran of Bartow, John Mixon of Pinellas and Billy Rollins of Pasco.

High individual 4-H judge was Higgins, while Ginger Jennings of Manatee and Rollins followed in that order.

Judging was conducted on the Danish system. Blue ribbon winners were as follows:

FFA Registered Jerseys—Ann Barrentine, Bartow; Lloyd Harris, Bartow; Cochran;
4-H Registered Jerseys—Thomas Boyd, Polk; Danny Pickle, Polk; Shirley Youngblood, Hillsborough; McRae; Tommy Thornhill, Polk; Bobby Heare, Polk; Elaine Kelted, Hillsborough; Conley Thornhill, Polk; Paul Thornhill, Polk; Ann Davidson, Polk; Lewis McTear, Polk; James Thornhill, Polk; Gutteridge; Martha Hawthorne, Hillsborough;
4-H Registered Guernseys—Gene Mixon; John Mixon; Rollins;
4-H Grade Guernseys—Veal; Dean Poucher, Pinellas;
4-H Grade Holsteins—Ronnie Fettic, Hillsborough;
4-H Registered Arythires—DuPont;
4-H Grade Brown Swiss—Mayo.

Editor's Desk (Continued from page 12)

Rations it proved to be equal to alfalfa meal, both for growing chicks and for laying hens. Also for livestock," the article states. "Technicians still are at work on it. Thought is being given to the advisability of planting desmodium in mixed pastures, not only in tropical and sub-tropical areas, but also that it might have possibilities in Florida and other Gulf Coast regions of the U.S."

Florida Farm Cash Receipts Higher in 1949

 Floridians have received $5,1,000,000 more for their farm crops and livestock in cash during the first nine months of 1949 than they did during the similar months of 1948, according to USDA reports. The Florida gain of almost 19 (Continued on page 41)

For February, 1950
$1.25 PER POUND Paid for Champion at Tri-County Fat Stock Show, Wauchula

More than 50 animals shown and sold at third annual event held at Hardee County Livestock Market December 14-15

Fat animals shown by 4-H and FFA youngsters from three counties were in the limelight at Wauchula December 14-15 as the Hardee County Cattlemen’s Association sponsored its annual fat stock show and sale and invited boys and girls from adjoining Highlands and DeSoto counties to take part too.

Wauchula’s Elks club paid a record $1.25 per pound for the 660-pound 4-H grand champion—a Shorthorn heifer shown by little Margaret Hodges, Ona 4-H girl. The girl grossed $825.00 on the animal which brought the highest price per pound ever paid in Florida except at Ocala’s Southeastern Fat Stock Show.

The 1949 event was called the Third Annual Tri-County, Fat Stock Show and Sale.

Grand Champion FFA was shown by David Tomlinson, also of Ona. He received 37 cents a pound from the Hardee County Livestock Market, to gross $268.25 on his 725-pound entry.

In the adult steer class, Durrance Ranch of Brighton showed an 1845-pound Brahman to grand championship. The animal was not sold.

4-H reserve champion, shown by Charles Bryan of Zolfo Springs, brought 32 cents per pound from Hillsborough Livestock at Tampa, to gross $198.60 on 609 pounds. FFA reserve champion, shown by Tom Saunders of Sebring, did not sell.

Of 49 junior entries in fat steers classes, 29 were from Hardee County, seven from DeSoto, and 13 from Highlands.

In all the 52 steers brought a total of $7549.88 on 26,570 pounds to average $28.04 per head, $138.11 per head. Steers averaged 492 pounds each. Col. Bob Cooper of Sarasota cried the sale.

In breeding classes for Brahman, Durrance Ranch of Brighton won all four grand and reserve championships.

Junior showmanship contest was won by David Tomlinson, with Charles Bryan, Charles Drawdy, M. Shackelford and Don Levering following in that order. Best adult showman was Carl Prescott, while T. J. Durrance, Jr., David L. Reas and Russell Farmer followed in that order.

Largest individual buyer at the sale was Kinigan and Company of Bartow, which paid $855.50 for eight fat animals. Others who bought more than one animal, with the amount spent, were as follows:

- Armour and Company, Dothan, Ala., $517; South Florida Motor Company, Sebring, Arcadia, Wauchula (4) $335; Swift and Company, Ocala (4) $396.
- Martin Roberts, Zolfo Springs (2) $207; Cox Sausage Company, Tampa (2) $90; Grady Smith, Wauchula (2) $32; J. F. Guyton Lathrop, Missouri (2) $207; Francis Roberts, Zolfo Springs (2) $270.

Buyers of one animal each, with amount spent, and city if not Wauchula, were:

- Herman Sausage Company, Tampa $98; Waters Brothers, Miami $115; Doyle Carlton $172; J. Hampton $151; Cues Grocery $90; Hawkins Grocery, Sarasota $96; J. W. Anderson and Company $206; Kiwanis Club $122; Paschal and Drigger $128; Taylor and Chambers $123; Marietta Ranch, Okeechobee $19; Wauchula Motor Sales $29; Forest Feed Store, Sebring $100; American Agricultural Chemical Company, Pierce $128; Durrance Ranch, Brighton $116; Fred Ballard, Zolfo Springs $159; Barney Prescott, Zolfo Springs $97; Campbell Grocery $61; Wauchula State Bank $74; Jack Chitt $115; Fisher’s Restaurant, Sebring $137.

Fat stock show winners, listed in order by classes, were as follows:

- 4-H under 400 pounds—Leroy Hay, Fort Ogden; Westminster Long, Ona; Tommy Miller, Wauchula; Stephen E. Reas, Wauchula; 400 to 500 pounds—Jimmie Altman, Zolfo Springs; Charles Bethel, Arcadia; Aris Gric, Wauchula; Wyatt Bishop, Arcadia; Earnest Crews, Zolfo Springs; 500 to 700 pounds—Margaret Hodges, Ona; Charles Bryan, Ona; Poppy Scarborough, Zolfo Springs; John Zoli, Arcadia; Robert Ballard, Zolfo Springs; Over 700 pounds—Jim Sauer, Zolfo Springs; Andrew Jackson, Venice.

FFA under 400 pounds—Charles Dravy, Wauchula; Henry O’Neal, Lorida; 400 to 500 pounds—David L. Reas, Wauchula; Lawrence Shackelford, Wauchula; Cecily Fears, Ona; 500 to 700 pounds—Mehn Ballard, Zolfo Springs; Sebring FFA; Billy Waggaman, Ona; Reas; Over 700 pounds—David Tomlinson, Wauchula; Tom Saunders, Sebring; Morris Henderson, Wauchula.

Fed Pens of three—Durrance Ranch, Brighton Range Cattle Experiment Station, Ocala; Not Fed Pens of Three—Cecil Langford, Wauchula.
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These were champions at the Tri-County Fat Stock Show in Wauchula December 18. Upper panel shows Margaret Hodges, left, of Ona holding the grand champion also 4-H champion, which later brought $1.25 per pound from Wauchula's Elks Lodge, and Charles Bryan of Zolfo Springs, holding his 4-H reserve champion. Pictured below is David Tomlinson of Ona, who showed the FFA champion.

Arcadian Elected Head Of Glades Association

LOGAN KING, Arcadia was elected president of the Glades County Cattlemen's Association at the group's annual meeting in December at which Dr. E. W. Hodges, agronomist at the Range Cattle Experiment Station, Ona, was principal speaker.

Other officers elected were: Charles Lykes, Tampa, vice-president; William H. Peeples, Moore Haven, second vice president; A. G. Hutchinson, Moore Haven, secretary-treasurer; and Fred Monts deoca, Brighton, state director.

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West Florida Fat Cattle Show Scheduled at Quincy
January 30, 31, February 1

Florida's fat steer shows are both scheduled, partly at least, in February, with Quincy's Sixth Annual West Florida Fat Cattle Show and Sale slated January 30, 31, and February 1, and the Southeastern Fat Stock Show and Sale at Ocala set for February 28, March 1, 2, and 3.

Premium lists haven't yet been distributed for the latter event, but for Quincy some $1266.00 in prizes is provided for the annual event, including 4-H and FFA judging and showmanship contests.

At both shows the Florida Chain Store Association, through its agricultural committee headed by A. D. Davis of Jacksonville, will award bonus money for gains over one pound per day after animals are placed on feed.

Program at Quincy will begin on Monday, January 30, when all animals are to be entered. Judging starts at 10:00 a.m. January 31 and the annual banquet at which awards will be presented is scheduled that evening. On February 1 the annual sale will be held, beginning at 10:00 a.m.

Entries in the show are limited to fat steers and open heifers grading medium and better.

Some 60 individual entries and 100 or more entries in carlots are expected by show officials, according to County Agent A. G. Driggers who is secretary for the event. Last year's show included 196 entries, including 53 individuals and resulted in an average $44.32 per hundred-weight for 4-H and FFA sale animals.

Gross last year was $32,939.67, with junior entries bringing slightly more than half of that amount. Overall average, including adult and junior entries, was $32.01 per hundredweight.

4-H and FFA judging contests will pay prizes ranging from $12.00 to $2.00 to ten places. Individual 4-H and FFA judges will receive prizes from $5.00 to $1.00 in five places. In Showmanship prizes ranging from $8.00 to $2.00 will be paid to five places. Also in separate contests for 4-H and FFA members.

Individual steers will be judged in 4-H and FFA divisions, with winners in weight classes for both groups to compete for grand and reserve champion of the show.

Weight groups are provided for steers weighing over 900 pounds, 750 to 895 pounds and under 750 pounds, and prize money amounting to $61.00 is offered in each weight group.

4-H and FFA pens of three will be shown in the same weight divisions, with $55 awarded to first and second place in each class.

Adult pen of three entries will be allowed to compete with junior entries in an open pen of three division which will pay $45 total to first and second place winners. Grand and reserve champion pen of three will be selected from the winners in each weight class in this division, with $15.00 to be awarded to grand champion and $10.00 to reserve champion.

In the carlot division, which is open, same weight classes will be maintained, with $45 in prize money offered to three placed in each class. Grand and reserve champion will be selected and awarded $25.00 and $10.00 respectively.

Officers of the association in addition to Inman and Driggers are Jack Martin, vice president, and N. B. Jordan, treasurer. Directors include: A. M. Butler, Cortell Edwards, E. H. Fletcher, C. W. Thomas, Jr., J. F. Davis, J. S. Cantey, W. J. Clark, N. B. Bevis, Don May, Dr. H. V. Porter, J. L. Rhoden, W. L. Williams, Bill Henley, J. M. Sims and Tom Maxwell.
Sanitary Board Releases Many Vats from Regular Inspection, Honors Bright

The beginning of the end is in sight for the Florida tick eradication program, Supervisor E. O. Friday reported January 5 as the Florida Livestock Sanitary Board, meeting in Miami, eliminated systematic dipping at 68 vats in Volusia, Brevard, Alachua, Orange, Putnam, Lake, Flagler, and Osceola counties.

Friday said the customary 14-day dipping program would be changed to 28-day inspection under the board's action, and pointed out that December 1949, was the first month in which no ticks have been discovered since the Volusia county outbreak in September 1948.

"Unless there has been movement of cattle about which we know nothing," Friday said, "we can see the beginning of the end of the Florida tick eradication effort."

Friday praised the cattlemen in Jackson, Madison and Alachua counties, where the most recent infestations were Friday said, "we can see the beginning of 1949. "No ticks have been found in those counties since the first dipping," he said.

Dave Turner, Bradley Junction, was named chairman of the sanitary board at a meeting on January 4, succeeding James H. Bright, Hialeah, who has resigned. A plaque commemorating Bright's long term of service was presented to him by Turner. Bright, who was originally appointed by Governor Sholtz, has been reappointed by three successive governors. Since no appointment has been made to fill his vacancy, he is still serving under provision of the law.

Vats released from systematic inspection are as follows:

Volusia County—Carrow, Cow Creek, Cowart, Craig, Green Bay, Maytown, Osteen, Port Orange, Railroad, Sap and Shaw; (previously Baker Island, Beck, Bradock, Harper, Hart, O'Reilly, Spruce Creek);

Brevard county—Dairy, Lock, Pinetta, Platt;

Alachua County—Oakridge, Warburg, Jackson, East End;

Orange County—Bluegrass, Bithlo, Bradshaw, Bee Head, Canada, Champion, Claude Partin, Hiatt, Purcell, Reddix, Taylor Creek, Williams, Watson;

Putnam County—Baker, Lake, Dunn Island;

Flagler County—Pellicer, Allen, Blackpoint, City, Codyville, Crowsen, Fox, Karona, Prairie, Relay, Straw, Strickland, Townsend, Tucker, Waterhole;

Osceola County—Dunham, Keene, Bar-

ber, New Eden, Smith, Tyson;

Lake County—Bullhead, Crow's Bluff, Davis, Lee, Small, and Tanner No. 3;

Still on systematic dipping are one vat each in Brevard, Jackson and Lake counties, three each in Alachua, Madison and Osceola; five each in Orange and Putnam, six in St. Johns, 19 in Flagler and 21 in Volusia.

Florida Works on Pests

Strenuous efforts to control livestock pests and thus save tremendous losses to beef and dairy cattle are being made by Floridians, according to Dr. Oliver F. Goen, extension animal husbandman at the University of Florida.

Goen says 31 county agents reported 287 power sprayers being used for livestock pest control. During 1949 cattle owners used an estimated 7620 pounds of rotenone, 8000 pounds of DDT, 6920 pounds of methoxychlor, 12,715 pounds of benzene hexachloride, 1190 pounds of lindana, 6900 pounds of chlordane, 1190 pounds of toxophene, 1800 pounds of pyrethrum compounds and 6770 pounds of chlorinated insecticides.

Cigarmaker to Dairyman

How an unemployed cigarmaker became the owner of a modern dairy with 80 milking cows is the story of Sacramento Diaz of Tampa, according to a recent article in the Tampa Tribune.

Diaz, who operates as the Main Line dairy, handles his own deliveries of milk produced by his Holstein and Guernsey herd. Assistant County Agent Edwin Booth reports that Diaz is trying Para and Bermuda grasses on his 640 acre farm, and that other varieties will be tried.

New Mart Near Pahokee

CATTLE AUCTION MARKET is under construction at Ryon, near Pahokee by Josh Moran, owner of Moran Farms, Belle Glade, and Leland Pearce, Okeechobee cattlem an.

Market will be leased by the Glades Livestock Market Association, according to Palm Beach County Agent M. U. Mounts. Railroad sidings to the site are being built, he said.

30,000 Acres Pasture

19 counties in the Florida Ridge and lower east coast have added a total of 30,000 acres of improved pasture during 1949, according to K. S. McMullen, of Gainesville, district agricultural agent.
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A bang-up, fast-moving rodeo is promised by Manager E. Pardee of Palatka during the Central Florida Exposition at Orlando. Here his son, Phil, and neighbor girl Joie Hawkins put their horses through their paces preparing for the big event. Matinee performances will be held February 21, 22, 23, 24.

Orlando Rodeo Schedules
Matinees February 21-24

Fast-moving entertainment which won't sacrifice any of the essentials of rodeoing is promised by Manager E. Pardee for the Central Florida Exposition Rodeo February 21, 22, 23, 24 at Orlando.

"We are scheduling matinee performances each day at 2:00 p.m.,” Pardee announced recently. “And we're going to have Florida's best performers on hand to make a real show of it."

This will be the first year that Orlando has had a rodeo in connection with the Exposition, and the event will supplement the other entertainment which will be brought in by the exposition authorities for evening performances.

Each show will be about two hours long, Pardee reported.

"We aren't going to have any dragged-out performances such as are common in Florida rodeo circles," he said. "If one cowboy won't get settled on his bull soon enough, we'll just turn out another."

Speed won't reduce any of the traditional rodeo thrills, however, Pardee promised. Calf roping, bulldogging, bronc riding and bull riding, as well as special acts and clowns, will all have a big part in the affair.

Pardee, a Palatka rancher, has had many years of rodeo experience, and has recently produced several rodeos in Florida. Day money for cowboys will be substantial at the Central Florida Rodeo, and it will be completely approved by the Rodeo Cowboys' Association.

Cowboys will have all the chance they need to win the prizes, however. Should the regular rodeo performance not provide enough time for running all competitors, run-offs will be held during the mornings.

"We invite all Florida cowboys and those from other states who are wintering here to compete provided they are members of the R.C.A.,” Pardee said.

Central Florida Exposition includes exhibits of dairy animals, and exhibits by counties, in addition to traditional midway attractions.

"Naturally the fair management wants people who attend the rodeo to see the remainder of the fair," Pardee pointed out. "We're going to give the spectators their full money's worth in a two-hour show, and still leave them with time enough to take in the exposition itself."

Cowboys interested in taking part in the rodeo are asked to write to E. Pardee, Palatka, for further information regarding day money and entry fees.

Okeechobee Cattlemen and businessmen were served barbecue at the Okeechobee Livestock Market recently by Willard "Red" Segler, manager, who urged their support to help bring more cattle to Okeechobee for sale.

Auctions are being held on Tuesdays Segler said. Some 50 men attended the gathering.

The Florida Cattlemen
Lakeland, Parish, Hold Rodeos

RODEOS AT PARISH and Lakeland rounded out the 1949 schedule of cowboy events and opened the 1950 program.

At Parish December 4, several thousand spectators attended as Promoter Vick Blackstone presented his seventh annual event, with Stewart Baker of Arcadia, Mont., Homer Harris of Meridian, Miss., and Harold Mills of Chiefland taking top prizes in the four contest events.

Lakeland's rodeo was seen by 7,800 persons at four performances, as the Jay-Cees presented their Eighth Annual event there December 31, January 1 and 2. Winners at one performance were Pete Clemons of Kissimmee, Bud Kessler of Kissimmee, Blackstone and Earl Waters of Kissimmee. Oscar Clemons of Kissimmee produced the event.

Queen at Parish was little Nannette Kickhill of Tampa, while George Parker, also of Tampa, was chosen King of the Cowboys. At Lakeland a 19-year-old Winter Haven girl—Lucy Chambliss, a Southern College student—reigned as queen.

Calf scrambles featured both events, with Tommy Cannon of Parish, Eugene Puckett of Sarasota and Cowboy Gilley of Parish winning at Parish, and Billy Combee of Combee, Bill Bearnant of Bartow and Harrison Thornhill of Winter Haven winning at Lakeland.

At the Lakeland Fat Stock Show, held in connection with the rodeo, Publix Super Market paid $67.50 per hundredweight for the grand champion, owned by Joe Blanton of Lakeland and shown by Eugene Griffin, Jr., of Bartow.

Winners at Lakeland first performance, listed in order, were as follows:

Bull Riding—Pete Clemons; Billy Hand of Kissimmee; Willy Bennett of Lakeland; Bronc Riding—Kessler, Blackstone, Irvin Bailey of Lakeland; Calf Roping—Blackstone ($6.75); Jim Day of Davie; Odis Cowart of Center Hill; Bulldogging—Johnny Diss of Petrolia.

Winners at Parish, listed in order by events, were as follows:


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E. Pardee, top left, manager, and Joe Hawkins, lower left, who will take part in the Central Florida Exposition Rodeo Feb. 21, 22, 23, 24.

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for February, 1950
Quarter Horses Will Race At Sunshine Park Under Pari-Mutuels First Time

Members of the Florida Quarter Running Horse Association will hold speed trials for the purpose of grading under supervision of an official representative of the American Quarter Running Horse Association of Tucson, it is announced by Secretary Allan Pirie, Orlando. The trials will be held at Palatka January 28 and 29.

According to Pirie's announcement, action on this matter was approved at a meeting of the association in Orlando Sunday, January 8. Race Committee Chairman Harry Westbury made the report for Committeemen Q. J. Roberts, Joe Priest and E. W. Williams.

The speed trials at Palatka anticipate a week of racing at Tampa's Sunshine Park in February. "Races will start February 7 and continue through February 13 (except February 12) on the third race each day, for a distance of 350 yards," the report states. "If proven a success an additional two weeks' racing will be granted.

"No horse can be entered unless he has been previously graded in the West or at Palatka, and registration papers must accompany all entries at Sunshine Park.

"All entries must be in the hands of the Racing Secretary not later than 10 a.m., two days prior to race day; when a race falls on a Tuesday, entries must be in the hands of the secretary not later than 10 a.m. on the preceding Saturday."

Purses, Pirie states, are expected to amount to five percent of the gross pari-mutuel up to $700.

Entry fee for each race will be $20 to cover jockey fee and help defray expenses of the AQSHA representative who will grade and register all entries and assist in promoting the races.

Owners are urged to furnish a racing history for each Sunshine entry for use by track publicity officials and such trade papers as Daily Racing Form. Arrangements have been made to stable the Quarter Horses at Largo for the duration of the Sunshine Park meeting.

"This is it," Pirie says. "Your association has spent several thousand dollars to put the Quarter Horse owner in the saddle as far as racing under the pari-mutuel setup is concerned, and the association will spare no effort in the future to improve the position of the Quarter Horse owner.

"This is our first venture into this sort of racing in Florida and if each member will follow this information we can't miss."

The Palatka meeting will be under the supervision of E. W. Williams. Stabling will be provided for 75 head beginning January 27.

Stockmen's Efficiency Improved by Pasture

Florida's cattle are growing faster faster due to development of new grasses, according to the Florida Agriculture Extension Service at Gainesville.

It's been a long uphill struggle, however, the service reports. Heavy equipment has been needed to clear undesirable growth to make way for grasses and clovers. Mowing and chopping of established pastures to keep down weeds and briers is also necessary.

One of the new grasses, Pensacola Bahia, was found by Escambia County's Agent, E. H. Finlayson, growing along railroad rights of way and in vacant lots in Pensacola. From seeds he saved, the Florida Experiment Station proved value of the new strain and named it Pensacola Bahia.

Other grasses being used considerably include Common and Paraguayan Bahia, Pangola, Para, Torpedo, Napier and the Fescues.

A nine-man Florida Industrial Development Council has been established by Governor Fuller Warren and includes Irlo Bronson of Kissimmee, president of the Florida State Cattlemen's Association.
ALFALFA is Top in Test Of Roughage

Alyce Clover does next best in tests conducted at University of Florida

by R. S. Glasscock, T. J. Cunha, A. M. Pearson, and F. S. Baker

University of Florida, Gainesville

Three groups of four two-year-old Hereford steers were selected with respect to weight and uniformity and placed in three lots January 18, 1949, for a roughage feeding trial. Lot I received western prairie hay, Lot II received Alyce clover hay and Lot III received alfalfa hay. All three hayes were of number one quality.

Hay was fed in racks that would prevent waste and weighed daily to the three lots of steers so that the amount of hay consumed was equal for each lot on a weight basis. The steers on western prairie hay would not eat as much as either of the other two lots of steers so the offerings had to be guided by the amount of prairie hay consumed. This system of feeding was continued for 80 days during which time each lot of steers consumed 6,675 pounds of hay or an average of 11.5 pounds of hay daily per steer.

At the beginning of the experiment the total weight of the steers in Lot I (western prairie hay) was 2,765 pounds and their final weight was 2,615 pounds. The average loss per steer was 150 pounds during the feeding period.

The steers in Lot II (Alyce clover hay) had an initial weight of 2,775 pounds and a final weight of 2,570 pounds. The average gain per steer was 205 pounds during the 80 day period.

The steers in Lot III (alfalfa hay) had an initial weight of 2,770 pounds and a final weight of 3,130 pounds. The average gain per steer was 90 pounds during the 80 day test.

The steers on western prairie hay had an average daily loss per steer of 0.47 pounds. The steers on Alyce clover hay showed an average daily gain of 0.30 pounds and the steers on alfalfa gained 1.13 pounds per steer daily.

At the end of 80 days the steers on western prairie hay were given one pound of cottonseed meal per head daily. All lots of steers were given all the hay they would eat. The following data include only 28 days of this phase of the experiment which is being continued.

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The addition of cottonseed meal caused an increase in the hay consumption of the steers on prairie hay from 11.5 pounds to 16 pounds per steer daily. Instead of losing 0.47 pounds per steer daily, they made an average daily gain of 1.4 pounds, or 40 pounds gain per steer for the 28 day period.

The steers on Alyce clover hay consumed an average of 15.0 pounds per steer daily. The total gain per steer for the 28 days was 58.75 pounds, or an average daily gain of 2.1 pounds.

The steers on alfalfa consumed an average of 22.5 pounds of hay daily and gained 135 pounds each. This was an average increase in weight of 4.8 pounds per steer daily for the 28 day period. However, a part of this gain is due to differences in fill which resulted when the steers were allowed to consume all the hay they wanted.

The following data include 43 days of this phase of the experiment. One of the steers on the prairie hay ration became sick and had to be removed May 8, 1949. Therefore, his mates were removed from the other two lots and data are included for only three steers for this phase of the trial beginning April 9, 1949 and ending May 21, 1949.

The addition of one pound of cottonseed meal to the ration of each steer on prairie hay caused an increase in hay consumption from 11.5 pounds to 15.1 pounds per steer daily. Instead of losing 0.47 pounds per steer daily, they made an average gain of 1.3 pounds, or 56.7 pounds gain per steer for the 43 days.

The steers on Alyce clover hay consumed an average of 15.2 pounds per steer daily. The total gain per steer for the 43 day period was 80 pounds with an average daily gain of 1.9 pounds.

The steers on alfalfa consumed an average of 22 pounds of hay daily and gained an average of 185 pounds each. This was an average increase in weight of 4.3 pounds per steer daily. Naturally, a part of such gains is due to an increase in fill caused by following a controlled feeding program with one permitting the steers to eat all they want.

In summarizing the entire 123 day feeding period, the steers on western prairie hay gained an average of 35 pounds each, or 0.28 pounds daily. The average daily hay consumption was 12.8 pounds per steer, and in addition a total of 43 pounds of cottonseed meal was eaten during the last 43 days on experiment.

The steers eating Alyce clover hay gained an average of 118.9 pounds each with an average daily gain of 0.97 pounds. The steers that were fed alfalfa hay made an average gain of 297 pounds each with an average daily gain of 2.4 pounds. Their hay consumption was 15.2 pounds daily per steer.
All-Citrus Ration Tried At Ona

by W. G. Kirk, Elver M. Hodges and Harold E. Henderson

Preliminary feeding trial of 120 days to test the effect of feeding an all citrus ration to cattle on pasture was completed August 11, 1949. Ten cows of mixed breeding from 10 to 12 years old, four of which had calves, and a two-year old bull were kept on Native and Pangola grass pasture. The cattle were being culled because of age. The object of the trial was to determine how cattle on pasture would respond to what is called an "all citrus" ration.

The average daily supplemental ration consisted of 2.5 pounds of citrus seed meal, 5.5 pounds citrus fines and 8.1 pounds citrus molasses. Citrus seed meal contains about 29 percent crude protein and 14 percent crude fat while citrus fines and citrus molasses are low in protein and fat and rich in energy nutrients.

The cows made an average daily gain of 1.27 pounds and the calves 1.57 pounds, both of which are low considering the amount of feed eaten and the quality of feed available in the pasture.

During the feeding period one cow, nursing a calf, had to be removed because of cancerous eye and one calf died, cause unknown. The nine cows were slaughtered at Kingan & Co., Bartow, August 12, 1949. Post mortem examination showed the only abnormality to be a slight irritation of the lining of the rumen of one cow. Four of the cows were with calf and of the other five, two were nursing calves and one was known to be barren.

The low gains made by these animals can be attributed partly to the age of the cows and perhaps partly to the quality of the protein supplied in the citrus ration. There was no indication that the ration caused any physiological or reproductive abnormalities.

DeLand Man Succeeds Fugle as President

Elvin Daugherty, DeLand, has been elected president of the Volusia Cattlemen's Association for 1950. He succeeded Leo Fugle.

Other officers include: R. C. Lee, DeLand, vice president; Rex Misner, New Smyrna Beach, secretary-treasurer; County Agent Platt, executive secretary; Elmer McDonald Samsula, director to the State Association; Herbert Cowart, Seville, alternate director.
**Palomino Show Held At Lakeland**

Palomino horses once again were featured during the Lakeland Rodeo, as the Florida Palomino Exhibitors Association held its annual show there.

Meanwhile Mrs. R. Benzelt, secretary of the group, reports that a show will be held in March during the Tampa Horse Show, with W. P. Wescott, jr., as official Palomino judge.

Judges at Lakeland were Harold Schatz of Lakeland, R. Benzel of Bradenton, and A. Garcia of Orlando. W. C. Champion of Orlando heads the group.

Winners, listed in order by classes, were:

- Stock Type Stallions Three and Over—Steve’s Golden Tone, Dr. Steve Johnstone, Fort Pierce; King Tut, Claude Hardin, Lakeland; Sweet Water Gold, Nadine Sanford, Orlando; Raymond Sheldon, Tampa; Silver Chief, Ray Neher, Seffner.
- Pleasure Stallions Three and Over—Buster Cotton, Champion; Bourbon’s Golden Eagle of Belvedere, Raymond Sheldon, Tampa; Silver Chief, Ray Neher, Seffner.
- Pleasure Mares Three and Over—Prince’s Golden Lady, Mrs. Floyd Ritchey, Alturas; Stock Type Mares Three and Over—Summer Breeze, Champion; Purell’s Blazing Beauty, B. E. Purcell, Orlando; Florida’s Golden Lady, Johnny Pitts, Orlando.
- Geldings—John Silver, Mrs. Hardin; Stallions Two to Three—Silver Nugget, Sheldon; Honey King, Sheldon; Sonny Boy, Pedro Fernandez, Tampa.
- Mares Two to Three—Maiden’s Golden Queen of Belvedere, Sheldon; Purell’s Blondie Beauty, Purcell.
- Stallion Colts One to Two—Prince Mi Coronado, W. C. Cheek, St. Petersburg.
- Fills One to Two—Lady Cotton, Sanford; Majesty, Nick Russo, Tampa; Colts under One—Glitter, Mr. and Mrs. Tommy Robescroft, Orlando.

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Editor's Desk

(Continued from page 29)

percent compared to a national loss of over nine percent.

Cash receipts to Floridians from livestock and livestock products, including chickens, dairy products and swine as well as cattle, showed a decrease of nearly 10 percent from the first nine months of 1938. The national decrease in that category was considerably greater—approximately 11.5 percent—than was Florida's.

Florida Fertilizer Use Increased; Lower Percentagewise

Florida is using some 40,000 tons more fertilizer annually than they were during the years 1935-39, according to the USDA, but other states have increased their usage of fertilizer by much greater amounts and higher percentages.

96,757 tons were consumed annually during the years 1935-39 in Florida, the report states, while 136,321 tons were consumed during 1947-48 fiscal year. Consumption in all other southern states except the Carolinas more than doubled during the period, while in Texas it increased more than six times and in North Dakota more than 40 times.

March of Dimes Needed In Epidemic Aftermath

Always in the past the March of Dimes campaign has raised enough to take care of the Polio situation, Basil O'Connor, President of the National Foundation for Infantile Paralysis, reports, but a possible crisis is faced during 1950 unless this year's March of Dimes takes in more money than ever before.

Rodeos are third in box office incomes. Surveys show that soft ball draws 25,000,000 a year, basketball 75,000,000, and rodeos 70,000,000.
ABERDEEN-ANGUS
Spring Sale
35 ANIMALS AT THE
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APRIL 6, 1950
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R. A. Willis, Jr., Sales Mgr.
Marianna, Fla.

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BREEDERS' ASSOCIATION
Mrs. Lawson P. Kiser, Secretary
Valrico, Florida

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PLANTATION
R. A. Willis, Owner
Box 28, Rt. 2
MARIANNA FLORIDA

Existence of plenty of good registered Aberdeen-Angus in western Florida should stimulate demand for the black, polled cattle in the Spring Sale at Quincy April 6, sponsors believe. These Angus cows are grazing on fine pastures at the North Florida Experiment Station at Quincy.

Spring Angus Sale Dates
Set for April 6 at Quincy

Registered Aberdeen-Angus cattle will be sold at Quincy April 6 in the first sale of purebred cattle ever held in the new West Florida Livestock Pavilion there.

Announcement was made by Lawson P. Kiser of Valrico, president of the Florida Aberdeen-Angus Breeders' Association which will sponsor the sale.

Manager for the event will be R. A. Willis, Jr., of Marianna, and 35 animals from all parts of Florida are expected to be consigned.

"This is the first time we have ever held a sale west of the Suwannee River," Kiser pointed out. "We believe that there is a great potential demand for black, hornless cattle in the western part of Florida where cattle are rapidly assuming prominence, as well as in southwestern Georgia and southeastern Alabama, both of which are readily accessible to Quincy."

The Quincy event will be the second Spring sale of Aberdeen-Angus held by the association, and will be the second time the Angus association has held two sales within one show season. First Spring sale was held at Ocala in 1948, following a fall sale at the same place in 1947. Last fall Angus breeders held their fall sale at Webster during the Summer All-Florida Breeders' Show.

Assisting in planning for the sale will be S. M. Strom, Angus breeder of Quincy, and F. S. Baker, animal husbandman at the North Florida Experiment Station, Quincy.

The Florida Aberdeen-Angus Breeders' Association has sponsored four sales of registered Angus during the past few years in the state.

Definite consignments have not been made yet, Kiser reported, and consequently no announcement has been made as to the herds which are offering animals in the sale. However it is expected that from 10 to 15 consignors will be represented, Kiser predicted.

Okaloosa Farmers Doing Work on Pastures

COUNTY AGENT Fred W. Barber of Crestview reports that Okaloosa County farmers are making strong efforts to improve their livestock and pastures.

Those farmers planting improved grasses and legumes last year numbered 175. In 1949 pasture improvement work they used more than 800 tons of dolomite limestone, 20,000 pounds of Crimson clover seed, several thousand pounds of Pensacola and Common Bahia grass seed, and large quantities of commercial mixed fertilizer.

The Florida Cattlemen
Molasses Feeders To Suit Your Needs

MOLASSES FEEDERS aren’t all alike! Pictured above are two demonstrator models on display at our plant—but they’re just like the regular product except for the size of the tank.

Note that these tanks are mounted on 6 inch wide runners. They can be moved from one part of your pasture to another with a minimum of effort. The tank at left is an automatic feeder built on the float principle, but with our “Sure-Fill” feature which permits regulating depth of molasses in trough by simple adjustment of float.

At right is a tank equipped with individual feeder cups which flow automatically with pressure from the cow’s tongue—and stop flowing when the pressure is removed—a clean, economical method of feeding.

We manufacture in 530, 1080 and 1500 gallon units—or in special sizes as desired. Each unit is a compact, complete working molasses feeder without any other parts or fittings required.

530 gallon unit priced at $185.00, 1080 gallon unit costs $265.00, delivered in truckload lots to one central point for no extra charge within 300 mile radius of Plant City. Other prices available on your request. We also make molasses troughs and separate tanks to your order.

Plant City Welding & Tank Company
Plant City, Florida

530 gallon unit priced at $185.00, 1080 gallon unit costs $265.00, delivered in truckload lots to one central point for no extra charge within 300 mile radius of Plant City. Other prices available on your request. We also make molasses troughs and separate tanks to your order.

Plant City Welding & Tank Company
Plant City, Florida

If more convenient, see one of our agents: J. G. KELLEY, OKEECHOBEE, or ODYS COWART, CENTER HILL, LEO NARD & MAYO, Molasses Distributors, 1944 N. W. 7th Ave., MIAMI, or OSCAR CLEMENS, KENAIMIKE.

SATEURDAY, FEB. 25
DISPERSAL SALE

128 LOTS including 2 herd bulls; 34 yearling bulls; 62 cows and heifers, 35 with calf at side, most rebred; and 30 open yearling heifers.

163 HEAD

This herd of Aberdeen-Angus has been in the process of building for 16 years. Today it is at a high peak of perfection in type and quality of the cattle as well as in their history-making bloodlines. Every animal in the herd will be offered including the two herd sires, Bertillion of Modena (left) and Mister Big of Modena.

Having concluded that we are up against a losing proposition, not being able to break even on the available aereage with no additional to be had, we have decided to disperse our herd. Competing for labor in a rapidly-growing industrial area has become an almost insurmountable barrier, complicated by our island location involving boat transportation to and from the mainland. Auctioneers will be Tom McCord and George Kurtz. Boats will convey you from the Isle of Hope dock to Modena Plantation and return after the sale. For catalog write

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Herdsmen: W. M. BERGER

for February, 1950
KING GREY

We are now taking orders for 1950 bull calves sired by this Sire of Sires. We also have a very limited number of his 1949 sons for sale at the ranch. We extend a cordial invitation to have you visit us and look over these cattle.

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BRIGHTON

30 Head in Auction at Lakeland

Durrance, Harris, and Polk Brahman Farms to consign Jan. 31

Thirty head of registered Brahman—including a large proportion of bulls for commercial herds—will be offered at public auction in Lakeland January 31, in conjunction with the opening of the Cattlemen's Livestock Auction Market on the Auburndale highway west of the city.

T. J. Durrance, Jr., Brighton breeder, is managing the sale, and consignments are shared between Polk Brahman Farms, Winter Haven, L. S. Harris, Bartow, and Durrance Ranch, Brighton.

A number of the bulls will feature Manso breeding, four of them being sons of Manso Jr. 10th. There are four sons of Martip, the Durrances' Tippp bull, and four sons of Main Sails, another AA bull in the Durrance herd which is a grandson of the imported Quinca. Two sons of Hopkins and a son of Tippp's Dan, fill out the Durrance bull lineup. In addition are five bulls strong in Maroto and Quinca blood. The Durrance bulls will all be two in the spring and are ready for service. The females will be three or four this spring.

L. S. Harris is consigning a 1942 grandson of Martin's Victor, named Johnnie, and his son, Johnnie Flawo, a February, 1949 calf.

In the Polk Brahman Farms consignment are a 1948 cow and two calves of Polk breeding.

Col. Tom McCord, Montgomery, has been invited to cry the sale, which is to begin about 1 o'clock, following a barbecue at high noon. The list of cattle in the sale is published in a special gatefold section of this month's CATTLEMAN.

Brahman Publications to Consolidate

Consolidation of the two Brahman breed publications in Texas has been announced, with The Brahman Breeder-Feeder and the American Brahman Journal merging to become the American Brahman Breeder, it has been learned.

John Mulholland and George Tabor, publishers of the Journal and Breeder-Feeder respectively, have formed a new corporation and are offering stock to breeders as a means of financing.
Zebu Show Scheduled Feb. 17-27

The best of American Zebus will be on display at San Antonio, February 17-27 during the San Antonio Livestock Exposition, according to Roy G. Martin of Cotulla, Tex., secretary of the Pan American Zebu Association.

Judge for the event will be Joao Borges Filho, Sao Paulo, Brazil, cattleman, directors of the association have decided. The judge's father was founder of the Sociedad Rural de Triangulo Mineiro, registry association for Brazilian Zebus.

Membership drive in the PZA is underway, Martin reports, with a registered Zebu from the herd of President Dr. William States Jacobs of Houston, Tex., to go to the member who procures the most memberships. Jacobs herd is of 100 percent imported breeding.

Frank Williamson of Okeechobee was selected as one of ten alternate appraisers to serve with Hogue Pool of Cotulla, Tex., in inspecting cattle proposed for registry by the association.

New Florida member of the association is Vose Babcock of Coral Gables. "The San Antonio Livestock Exposition is indeed fortunate to secure the services of so prominent an authority," Martin declared, speaking of the judge, "especially in view of the fact that the Exposition is rendering an unusual effort toward complete representation of the purebred Zebu and Brahman industry in the United States, through establishment of a dual show, in which both breed associations will participate."

Purebred Cattle Show At Charlotte County

County Agent N. H. McQueen reports that members of the Charlotte County Cattlemen's Association will exhibit outstanding purebred cattle at the county fair, January 23-28.

Angus, Brahman, Shorthorn, and Santa Gertrudis pure breeds will be on exhibit along with a number of crossbred animals, the county agent said.

Cattlemen exhibiting will be M. Lewis Hall, T. I. Kennedy, F. C. Roberts, Babcock Florida Company, A. C. Frizzell, N. H. McQueen, and C. O. Pettit.

Wilbur Lamar "Bo" Bronson, 37, of Davie was recently killed in an automobile accident near Fort Lauderdale. Bronson, a native of Kissimmee, has been a cattleman and promoter of the Davie Rodeo for the past few years.

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MRS. PAT JOHNSTON & SON
KISSIMMEE, FLA.

INDIAN Pays Tribute to Norris Herd

Relates impressions of visit to Florida in article

by K. Joseph Devadanam
Assistant Director of Animal Husbandry
Hyderabad Deccan India

The chief descriptive characteristics of Bos-Indicus in comparison with the Bos-Taurus are: (1) hump, (2) dewlap, (3) smaller viscera, (4) higher dressing percentage, on one hand, and on the other, a peculiar capacity for heat and disease resistance coupled with innate potentialities to thrive under adverse conditions.

In my opinion the registered Brahman cattle maintained on the farms of the Norris Cattle Company exhibit a preponderance of bloodlines of four breeds of cattle of India namely: the Gir breed of Kathwar, the Kankhej of Ram of Cutch, or Ongle, the Krishna Valley breed of Madras Presidency and along the banks of the River Krishna, and the Malvi of the Malwa tract.

During my inspection of the cattle on the Norris Farms I have observed some having massive foreheads, thick and peculiarly curved horns, long and pendulous leaf-shaped ears, almond-shaped placid eyes, and well proportioned bodies which vary in colors from chocolate brown to red or white, to almost black and almost white.

These beefy, blocky type breeding bulls with well proportioned humps and docile temperament show a lot of Gir blood.

I have also seen many cattle with colors ranging from silver gray, iron gray even to black exhibiting all the main characteristics of the Kankhej with reference to the size of body, well developed hump in males, and characteristic horns in the females which is peculiar to this breed. Furthermore, the breeding bulls show a lot of quality, masculinity and majestic appearance.

There are some individuals which show Nellore, Ongle or Krishna Valley blood with pure white body color in females and light gray color in males; deepening to gray and black on the head, neck and hump; the humps possessing well-developed muscles, with broad faces and long ears, round and bright eyes, and short and stumpy horns.

The show cattle of the breeds described above manifest prominent breed characteristics of Ongle, Nellore and...
First cargo of livestock shipped out of Sarasota County was this plane load shipped by Milton R. Thomas and Sons of Sarasota to the Reynolds Metals Company of Kingston, Jamaica. Four bulls and two females, sold for a total $800, were on the Eastern Air Lines flight December 18. Thomas Foreman Charlie Rhodes is holding one of the animals prior to crating, while Deputy E. B. Sweeting, in charge of Sarasota County marks and brands, stands in the plane entrance.

Krishna Valley, yet there was a preponderance of beef quality which is a qualification added to the Norris Indo-American Brahman Cattle by the selective system of breeding practiced by the Norris Cattle Company thus resulting in an improved beef-type Brahman.

In my opinion, the breeding bulls at every instance were almost typical to the pure breeds described above with marked improvement over the original cattle of India to meet the specific requirements of beef-type cattle for the American beef market.

Furthermore, I have observed some animals among the female stock which show a great deal of Malvi characteristics with white and gray color, compact round body development, strong pointed fairly thin horns and disc-shaped forehead and full round hind quarters.

One of the most outstanding features of the Brahman Cattle which I have described above is their innate capacity to produce sufficient milk during the lactation period making it possible to raise a healthy calf.

It is indeed a pleasure to state that I have greatly enjoyed the beautiful sight of extraordinarily well-kept farms housing healthy and symmetrical animals of the Brahman breeds.

The young and adult stock show a marked degree of uniformity which in my opinion is due to good and selective breeding.

There is an amazing manifestation of docility and attractive style in all animals that I have seen.

The general health of the animals was excellent, showing the advantages of good care and management.

In all the observations that I have made of Brahman cattle here and in other farms, I am of the opinion that the Indo-American Brahman on the Norris Farms have evolved into a particular type of animal with a pre-potency for beef characteristics. During this development period with good feeding and selective breeding and proper genetic practices rapid growth and fullest body development is attained still maintaining breed characteristics and resistance against the ravishes of diseases, insects, and variable temperatures.

After having observed all of these high qualities manifested in the systematic breeding of Indo-American Brahman Cattle at the Norris Cattle Company's farms, I strongly believe that they have the capacity to raise progeny of quality not only in the United States of America, but in any other part of the world, even in my homeland, India.

I am looking forward to having one of these animals to experiment with in India. If and when this is done, I am sure the government of India will be most grateful to the Norris Cattle Company of Florida for this opportunity to improve our Indian Cattle.
POLK BRAHMAN FARMS

"Where Better Brahman are Bred"

Our aim is to have more beef and greater gentleness in every Brahman

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SOUTH FLORIDA BRAHMAN BREEDERS INC.

RUSSELL FARMER, Secretary

P. O. Box 187 WAUCHULA, FLA.

Registered Brahman from the herd of Henry O. Partin and Sons at Kissimmee traveled first class, by Pan American, when they were shipped to a Cuban buyer recently. 15 heifers included several grand-daughters of Emperor, two of the famous sire's half-sisters, one daughter, and several individuals of Manso breeding, while the bull was Emperor Jr. 983, a son of the undefeated champion. Buyer was Dr. Espanola del Valle.

Oak Ridge Influence

The University of Florida's nutritional laboratory at Gainesville was the first to use radioactive materials from Oak Ridge to make studies of nutritional needs.

By using small amounts of radioactive material in feedstuffs, the nutritional scientists at the laboratory are able to trace the progress of nutritional elements in the systems of cattle by using the Geiger counter.

By this means they have been able to give advice leading to correction of copper, cobalt and other mineral deficiencies which adversely affected the growth and well-being of cattle and horses in certain areas of the state.

The Florida Cattleman
Brahmans to Show, Sell At Houston

Houston's Fat Stock Show February 1 to 12 is attracting entries from Texas and 15 other states and Canada this year, according to the show's publicity department.

And American Brahman Breeders' Association Area Two, which is sponsoring sale of 35 registered Brahmans during the show has announced that the sale will be held in Sam Houston Coliseum beginning at 2:00 p.m., February 10.

Sale animals are consigned by 15 Brahman breeders from Harris, Waller, Fort Bend, Galveston and Brazoria counties of Texas. Col. Walter Britten is to be the auctioneer.

During the Fat Stock Show some 200 registered Brahmans will be shown, in addition to Herefords, Angus, Shorthorns and dairy cattle. The show is annually the largest Brahman event in the United States.

In all there will be some 9000 head of livestock shown, including fat and breeding poultry, horses and rabbits, as well as cattle, sheep and swine. More than half a million persons are expected to attend.

Judge of the Brahman division will be George W. Barnes of Fort Stockton, Tex., an extension service leader, and judging will be conducted on February 9 and 10.

Consignors to the registered Brahman sale include:


Carroll on Reserve

State Senator N. Ray Carroll, president of the First National Bank of Kissimmee and treasurer of the Florida State Cattlemen's Association has been appointed a director of the Jacksonville Branch, Federal Reserve Bank of Atlanta.

Frank H. Neely, chairman of the board of directors of the Atlanta bank, announced that the appointment is for a three-year term beginning January 1950.

There's no such thing as an unusable piece of land in Florida, according to Ernest R. Graham, who has used 6000 acres of such land near Miami with outstanding success.

Graham's pastures are shallow muck and white sand, but Graham uses it all for his dairy and beef herds.

See these cattle at Tampa

Shown above at left is Emperor's Lady Rosoto, first place aged cow at the 1950 Ocala Brahman show, with Emperor Return 1st 787, the second place senior bull at Ocala. In all, our herd won five blue ribbons, placed second five times, (including "senior get of sire," "best pair," and "best two females") and took nine other miscellaneous ribbons.

We were especially gratified to see a bull of our breeding—Emperor M.M.—win for Murphy Ranch the title, "best Southeastern-bred bull" and place as reserve champion bull of the entire show.

We invite you to inspect these cattle at the Florida State Fair in Tampa and to visit us at the ranch at your convenience.

(our herd will be on exhibit Thursday, Feb. 2)

Heart Bar Ranch

HENRY O. PARTIN & SONS

KISSIMMEE FLORIDA

CHAIRES RANCH
Registered Brahman Cattle

BRADENTON, FLORIDA
Need for Proteins as Well as Roughage Outlined by Cottonseed Products Man During Charleston Brahman Centennial

Printed below are excerpts from a talk on Planning Feed Production presented by J. Van Rogers, Jr., of the Atlanta office of the National Cottonseed Products Association to the American Brahman Centennial at Charleston, S.C., in September. This paper is the last of several which have been printed in the Florida Cattlemen during the past three months. Together they provide an important contribution to the cattle industry of the South in general and to the Brahman breed in particular, your editors believe.

by J. Van Rogers, Jr.

In Behalf of the oil mill industry and our association, I congratulate the Brahman breeders throughout the world for the progress which has been made with this great breed in order that they might share their rightful place in the production of livestock products not only in the hemisphere outside of the United States, but here in our own country where, with even the progress as we know it, we are still deficient in the demands of our people for meat and milk.

Did you ever hear of a “man-unimal” ratio? Well, in the August '49 issue of Meaty News, published by the American Meat Institute, Ed Babcock has created a “unimal” symbol for animal agriculture, and this symbol represents all our feed, cattle, hogs, sheep and poultry. It is a terrific knack for measuring our livestock since it represents a standard unit of conversion of feed into milk, meat, eggs and poultry. The current 1948-49 man-unimal relationship of 1.4 unimals per person in the United States is about the same ratio we had during the 1925-36 drought and depression period. This ratio is a factor we must consider in any plans we make for dealing with the problem of surplus grain or other feed ingredients. Allen B. Kline, President of the American Farm Bureau, and a very progressive sort of fellow, in an address in Omaha this past spring before the Pasture, Range, Livestock Conference, stated that “If during the period of 1925-26 we had had two percent more livestock in this country we would have had no wheat surplus and if we had had five percent more livestock during the same period we would not have had a surplus of any of the feed grains.”

This thought I should like to leave with you. In planning economical feed production for your cattle you are also planning economical food production for your nation's population.

If we are to recommend intelligently a feeding program on planning feed production, we must first clearly understand the purposes of feeding. Our objectives in feeding are: (1) to keep animals healthy, (2) Increase production to a level which is profitable and which provides adequate income, (3) Insure regular reproduction of healthy offspring, (4) Increase rate of gain, (5) Improve slaughter quality, (6) Maintain economy and reduce cost per unit of production. The keys to the accomplishment of these objectives are Productive Pastures: Ample low cost, good quality roughage; Adequate protein and minerals. Therefore, our feed production program should be based on the provision of these essentials of productive economical feeding in the manner which is best adapted to our farm and our area.

Now let us consider each of these essentials separately.

Productive pastures are foremost in our thoughts these days. In the Southeast we are just beginning to open up an entirely new field when we speak of pastures for it is the foundation of our livestock enterprise. It is the most economical source of feed available since the animal can do his own harvesting. When we think of pastures, we think of permanent improved pastures and temporary or supplemental pastures to supplement our permanent grazing area. In the building of our improved permanent pastures we are learning more and more each day how to use adapted legumes and improved grasses. To acquire good growth and firm sods we must, of course, provide proper fertilization and soil treatment. Every pasture program must include good management practices such as mowing weeds, proper stocking rates and adequate fencing for most efficient grazing. The use of roughage such as cottonseed hulls will reduce overgrazing of young and tender forage at the start of the season, and will take a part of the load off the pasture when its forage volume begins to go down later in the season.

We recognize too the importance of planning temporary grazing to use to relieve permanent pastures and to fill in the gap when permanent pastures play out or need a rest. To provide a sufficient volume of good roughage either from pasture or as harvested roughage, is the basis of cattle feeding for good production and to reduce costs.

I should like next to take up protein and minerals. Supplemental protein increases production and makes other feeds more valuable. High yields of cotton, soybeans, peanuts and the new oilseed crops such as sesame and okra insure a good protein supply. If you can profitably grow cotton on your farm, you are producing your own protein supplement by trading seed for cottonseed meal.

Protein is essential for grain feeding. A great volume of experimental work has proved that in a balanced ration for fattening cattle, 100 pounds of cottonseed meal will save 250 to 300 pounds of corn. We need cottonseed meal or other protein concentrates now more than we ever have before because the protein content of grains is lower now. During the last 25 years, the protein content of corn has dropped from about 10 percent down to 6.6 percent because of the use of lower protein hybrids. This loss of protein is greater than the total amount of protein produced by the present soybean crop.

Pastures have a higher protein content when the plants are young and tender and need supplemental protein as they become older and begin to mature. The following analysis of some prairie pastures shows this striking lowering of protein content: At pasture stage, Sudan has 13.5 percent protein on dry basis, while at seed stage it has only 5.3 percent protein on dry basis. Other grasses follow this same pattern in reduction of protein content.

The feeding of supplemental protein to pastures mature does these things:
(a) Protein promotes regular breeding. During a 10-year experiment, the California Experiment Station was able to increase calf production about 50 percent by use of cottonseed meal when pastures were dry. Reports made by our scientists show that the productivity of the national cattle herd is more important than the size alone.
(b) Protein increases weaning weights of calves. In this same California experiment, the weights of calves were increased 167 pounds because their mothers produced more milk when pasture was supplemented with protein. Because of a higher crop percentage and heavier calves from cows receiving supplemental cottonseed meal, each dollar spent for cottonseed meal returned two dollars in greater income from calf sales.

(c) Protein increases gains on pasture. The Kansas Experiment Station conducted an experiment in which yearling steers grazing on an excellent volume of mature grass made exceptionally greater gains when supplemented with one and one-half pounds of a pound. When you can trade one pound of cottonseed meal for three-quarters of a pound of beef, you are doing good business.

(d) Cottonseed meal furnishes phosphorus. Grasses are usually low in phosphorus content. Dry and weathered grasses are usually very low. In some areas, phosphorus deficiency is widespread. Under all these conditions, you get a “bonus” value from feeding cottonseed meal because it supplies supplemental phosphorus.

I should like to mention too for the benefit of those breeders in the citrus belt that Dr. W. G. Kirk, H. J. Fulfrod, and E. M. Hodges, of the Range Cattle Experiment Station, Ocala, Florida, have found that citrus molasses and cottonseed meal make good
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for February, 1950

combination gains.
I have mentioned briefly sesame and okra as a source of protein. It was our thought that you might like to know what is being done along the lines of research concerning proteins.

Our Association's oilseeds research program has made excellent progress. It has developed more rapidly than we expected when it was started. The strong likelihood of cotton acreage reduction in 1950 makes it imperative that everything possible be done to make future progress as rapid as possible.

Four crops were selected as most promising for Cotton States as a whole. These are:

Okra, sesame, sunflowers and the gourds.

Research to date gives us the following facts about these crops:

Okra grows on a wide range of soil types throughout the South. It is immune to insects and diseases except nematodes. Okra is ideally suited to complete mechanization.

The oil from okra seed is equal to cottonseed oil and the meal is comparable to good quality cottonseed or soybean meal. In Louisiana, okra produces between 1,000 and 2,000 pounds of seed per acre on first quality land. It produced 800 pounds when planted after oats. Seed of high yielding varieties is now available.

Sesame is widely adapted. It contains a high content of good quality oil. It provides excellent protein feed. The fact that sesame shatters is its greatest handicap.

Naked seeded squash seed contain 45 to 50 percent high quality oil and 35 percent protein. A press cake containing 55 to 65 percent protein can be produced. Mechanical threshing of the seeds from the fruit is possible by the use of specially constructed threshing machines. Many such machines have been used for a number of years in Colorado and California. High yielding lines have been developed some of which should be adapted to the various sections of the Cotton States.

The perennial gourds hold much promise as new oilseed crops especially for the Southwest because they will have to be planted only once, and superior individual plants can be propagated asexually, they grow on marginal or submarginal land and are not influenced by prolonged periods of dry weather, they yield seed in amounts greater than any other oilseed crop now grown, and appear to be unaffected by insects or disease, the seed can be separated by mechanical equipment, the press cake is equal to cottonseed meal in feeding white rats.

Sunflowers grow well in many regions of the Cotton States. They are being grown in many countries of the world, Russia, Argentina, Canada, as oilseed crops. The oil is high quality and the meal compares in feeding value with other oilseed meals. In some sections harvesting the seed by combines is possible. Two insects (a moth and a weevil) and one disease (Mildew) may be limiting factors of sunflower seed production in the Cotton States.

Today we are rapidly uncovering new ideas through research and the college, experiment and extension authorities are to be highly commended for the fine work they are doing in behalf of livestock interests.
Mid-West is Market for Brahmons

MacEachen and Durrance Test Marketing

Formation of Associated Brahman Ranches, with headquarters at Brighton, has been announced by a group of breeders having for their purpose the promotion and sale of Brahman cattle throughout the corn belt country of the mid-West.

Principals in the association are T. J. Durrance Sr., and T. J. Durrance Jr., of Brighton, Dr. Roderick MacEachen and Mrs. Helene M. Morris, Sarasota, Edward Frisse, Evansville, Indiana, and Walter Jones, Beach Grove, Kentucky.

“Our purpose is to provide a steady source of Brahman cattle, especially in the corn belt,” the Durrance told TURF CATTLEMAN. “The demand for Brahman cattle is increasing so greatly that we are trying to make it more convenient for cattlemen in that territory to purchase individuals—particularly bulls—of this breed.”

Frisse and Jones are in process of experimenting with Brahman crosses with other breeds, and are understood to have herds of Herefords at this time. They are enthusiastic about the prospects of further proving the worth of these cattle for crossbreeding purposes.

Dr. MacEachen, Sarasota breeder, states that “we can send much of this wonderful Brahman blood into the areas extending across Kentucky, Ohio, Illinois and Missouri, thereby improving the quality and quantity of beef that is grown in those regions.”

Frisse told Dr. MacEachen that “we have been breeding our cattle in one direction so long that the only way we can improve them is to try something new,” adding that the Brahman appears to have a very definite contribution to make to the cattle husbandry of the Midwest.

Hybrid vigor—a factor evident when extremes of hot and cold blood such as Brahman and British breeding are crossed—is believed to open an entirely new field of usefulness for the Brahman in American beef production scene, the elder Durrance stated.

Durrance, Jr., declared that shipments have already been made from southern Florida ranches and arrangements are being made to continue the flow as fast as the demand materializes. “Our aim is to put them at the customers’ front door.”

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SEBRING

FLORIDA
Some 200 American National delegates took the special sight-seeing tour through Central Florida. Upper picture shows a group examining citrus pulp at the Florida Citrus Cannery Cooperative mill at Lake Wales. Center panel shows, left to right, A. R. Babcock (hat to camera), Mrs. Roy Bedke, Oakley, Ida, Bedke, and Miss Henrietta Huffman of North Platte, Neb., being helped to barbecue provided by Clewiston Kiwanians. Lower panel shows Miss Ina Fay Hamblin, Kanab, Utah, Sam Hyatt, Hyattsville, Wyo., Mrs. Ina Hamblin, Kanab, and David G. Rice, Denver, examining Albacrats, Jr.,registered Brahman sire at Sugarland Ranch near Clewiston.

**Convention**

(Continued from page 16)

difference in Southern Democrats and other kinds, and who warned against the effect of the International Trade Organization, the aid to Europe provisions, and the increased taxation features of President Truman's program. Referring to the Florida flood control program (he...
said he was chairman of the senate committee which approved it; he said "that is the first money you got since Mr. Hoover was president and you may get no more until we (Republicans) get back in." Malone urged the nation substitute a flexible import fee to be administered by a foreign trade authority for the present system under the state department. Such controls, he said, would protect "our investments and our jobs."

Stephen Hart of Denver, attorney for the American National's livestock tax committee, spoke professorially about the "fundamental differences" between tax accounting for the cattlemen and other taxpayers. In simple terms, he said, cattlemen do not have to capitalize assets (except real estate), and they may charge off improvements to land such as leveling, ditching, etc. (which if capitalized could not be depreciated). That the breeding herd does not necessarily have to be capitalized, he said, is in the interests of simplicity. "When you sell out you pay the tax; it is simply a deferral of tax paying."

The concluding address was by Wallace F. Bennett of Salt Lake City who declared "under the impact of two warts America is again face to face with the prospect of slavery and it is shocking to see that some Americans are ready to surrender to a central government their rights as individuals." The board chairman of the National Association of Manufacturers contrasted the Russian conception of freedom ("freedom from responsibility") with the historical American conception and warned against the "middle road" exemplified by British socialism.

The resolutions committee reported resolutions favoring extension of grazing privileges on public domain lands, and requests for additional services from the Interstate Commerce Commission which were defeated on grounds they were inconsistent with the association's position on matters of states' rights and federal government controls.

Passed were resolutions (1) opposing the Brannan plan, (2) endorsing the implementing of Hoover Commission report along with a request for "a single uniform system of grazing administration as exists under the Taylor act" and (3) seeking full operation of the so-called Nicholson plan.

A request that federal grades of beef be adjusted to effect a better distribution of beef within grades was adopted after discussion to provide partial downgrading in Prime, Choice, Good and Commercial classifications as an alternative to the proposed splitting of the Commercial grade.

In addition to Bamert, other officers elected in the closing minutes of the convention include Sam Hyatt of Hyattsville, Wyoming, first vice president, Jack Mansfield of Vega, Texas, Carl Malone of Choteau, Montana, Charles Olson of Lyndlow, South Dakota, Manfred Cartwright of Phoenix, Arizona, and Charles Myers of Evanston, Wyoming, vice president. San Francisco was selected as site for the 1951 meeting.

Resolutions, as passed by the convention, include the following:

**THE WELFARE STATE**

There inheres today a threat to our country and the freedom of its citizens which so menacingly overshadows the future that we, American citizens of all shades of political belief, feel it our duty to speak out in unmistakable terms.

This threat lies in the fact that our country, without conscious choice on the part of its people — is rapidly and unmistakably drifting toward the consummation of a false concept — the social state.

"Tokens of this danger are everywhere and undeniable. The growing power and expansion of wasteful government; the colossal public debt; the heavy burden of taxation; the malicious attack to substitute an artificial economy for the natural economy which alone can function in freedom; the gradual assumption by the State of financial responsibility for every hazard incident to life and health, which should be personally met at the moment of need by every human being who has the instinct to survive and the inherent impulse to be free; the arrangement of economic and social groups, one against the other, and numerous other conditions and proposals similarly inspired and equally false."

Government produces nothing and has no means by which to support these false and destructive theories except by exacting from its citizens the fruits of their labors.

The course of government is now taking, under our present system, most inevitable lead us toward bankruptcy. In the effort to give a spurious sense of security, more similar experiments will be applied until we become mere number in a completely socialized state.

**Therefore, Be It Resolved:** That we, the members of the American National Live Stock Association in convention assembled at Miami, Florida, January 5, 1950, reaffirm our solemn conviction that the future health, strength and prosperity of our country depends on the reestablishment and maintenance of free and competitive enterprises and hereby pledge ourselves as individuals and as an association to diligently and actively work towards this objective and toward the defeat of the abracadabra philosophies that are beguiling our country into socialism.

**APRECIATION**

We wish to thank all those who have contributed so generously to our entertainment and comfort during this convention. Particularly do we wish to express our appreciation to the City of Miami, especially the Convention Bureau, which has been very helpful; the Florida State Cattlemen's Association.

Appreciation for the fine assistance given by Florida ladies who helped greet American National Convention visitors and assisted with Hospitality Night and other activities is expressed by Mrs. Irlo Bronson of Kissimmee who was chairman for ladies' activities.

"I would like to personally write each of the ladies who took part—but that would be a mighty big job—so I want to take this opportunity to thank them," Mrs. Bronson said.
THE 1950
OCALA SHOW

—a press-time bulletin

General enthusiasm manifest by exhibitors and spectators alike in the 1950 Ocala Brahman show was extremely gratifying to the Southeastern Brahman Breeders’ Association.

The consensus is that the 1950 show attracted by far the best cattle ever exhibited in the history of the event.

The type of cattle featured in the show exemplified the modern tendency to feature beef.

You owe it to yourself to visit the herds of the cooperating Brahman breeders of the Southeast who are members of the Southeastern Brahman Breeders’ Association.

There you will see for yourself the progress being made by the individual breeder toward producing the modern beef type Brahman cattle that will make money for those who use them in the years to come. For list of members, write

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Cattle Bought and Sold

T. I. KENNEDY
Punta Gorda, Florida

for February, 1950
For the Kow-Belles:

Kissimmeee Tomato Dish

by Ethel Hales Stancil

February 9. Mrs. Pat Johnston of Bar 7 Ranch, Kissimmee, sent me a recipe for Tomato Creole, which is appetizing.

Cook one onion and one green pepper in a little water for five or ten minutes, or until tender. Add one can of tomatoes, one cup of cream, and salt and pepper to taste. Make a thin smooth paste by adding water gradually to four tablespoonsfuls of flour. Stir the flour mixture into other ingredients, and cook slowly, stirring constantly until thick. Add two tablespoonsfuls of butter and serve on toast. Serves four.

February 10. One of the handsiest electrical appliances at our house is a whipper which came equipped with a three-cup glass container. It is simple to use and wash. It whips creams, dressings, beats eggs, light batters, and mixes drinks. We like it especially for mixing milk-rich drinks. We make milk shakes like those from the soda fountain. We combine fruit juices, eggs, milk and sugar or molasses or honey, flavoring, spices, etc., for taste-thrill treats. A breakfast special is orange egg nog. We mix a half a cup of cold orange juice with a half a cup of cold milk, add one teaspoonful of sugar, an egg, and whip until light and foamy.

February 14. For days the children have been busy making valentines. They like the make-your-own kits, but always use extra tin foil, red paper and ribbons, and lace doilies in their designs. George-anne must of course give a Valentine to each of her fellow classmates, and she and the other children mail many to grandparents, cousins, etc.

February 20. From two print feed sacks I can make dresses in almost any pattern for our girls. It has been difficult, however, buying but one sack of dairy or chicken feed at the time, to get two sacks alike. The women in our community have taken to sack swapping. That helps us to get two or three sacks in an identical pattern. Also when I go to the feed store I look over their stock to see if I can find a variety of feed we need in a sack like one I have. It is hard to remember patterns sometimes and consequently I take with me samples.

An outstanding feature of the great Electrical Exposition at the Florida State Fair, Jan. 31 to Feb. 11, will be the General Motors Show, sponsored by the Tampa Electric Company.
Heartening Report Given at Miami on Foot and Mouth

CONTROL OF THE Mexican outbreak of altos—known as foot and mouth disease—is progressing favorably under the joint U. S.-Mexican commission and an end to the expensive "vaccination" phase is in sight, General Harry H. Johnson, assistant to Secretary of Agriculture Brannan and co-director of the joint commission, told members of the American National Livestock association at Miami.

Reporting particularly on the past twelve months, Johnson exhibited charts and maps to illustrate progress of the program.

It was a year ago, he said, that the production of vaccine in Mexico was beginning to make a full-scale attack possible. Since then 40 million doses have been manufactured and 37 million doses have been administered by Johnson’s staff of 7,000.

Cost of vaccination has dropped from $21 per animal in July to 59 cents in December when a rate of 200 thousand vaccinations a day was achieved.

It is planned to discontinue vaccinations after about 70 percent of the infected area has received its fourth round. Johnson said, after which inspection will be intensified. “So long as we are vaccinating,” he explained, “we have no way to know if the disease is still there.” Outbreaks would continue to be handled under the traditional slaughter procedure.

The joint commission was organized on March 31, 1947, with the mission of eradicating altos in Mexico by following the Aleman-Garza plan, which calls for inspection, quarantine, eradication, disinfection and vaccination, the speaker stated.

Johnson gave high praise to all segments of Mexican life—to President Miguel Aleman, Secretary of Agriculture Ortiz Garza, and his associate and co-worker Undersecretary of Agriculture for Livestock Oscar Flores and the Mexican Section of the Commission, as well as to the people themselves for complete understanding and collaboration.

He reported that the infected area comprises 17 states and the Federal District of Mexico, and has a population of fourteen million susceptible animals, and that the massive vaccination program within this area got under way around January first of this year. In the Commission laboratories, Johnson said, 40,000,000 doses of vaccine had been made during the year, and 37,000,000 vaccinations had been administered. All of the infected area, the General reported, has been vaccinated once: the second vaccination is, for all practical purposes, complete: the third vaccination is 80 percent complete and the fourth vaccination is well under way with two million animals vaccinated.

The theory behind the vaccination program is that if large areas can be given temporary immunity, the scientists feel.
that they are working with nature in that the virus will die, since there is no host. During 1949 there were 44 outbreaks affecting approximately 800 head of animals in all. The virus, was very active in the early part of the year but during the latter months it was brought down to a man-sized job. For example of the 48 outbreaks of Type-A virus which occurred during 1949, 37 appeared before June 30, the remaining seven occurring during the last six months of that same year.

Johnson also reported that in general the virus infecting the animals of Mexico is known as "Type-A." However, on October 18 a Type-O virus was found at the San Isidro Ranch, 18 miles east of Mexico City. This outbreak was promptly and completely eradicated and no additional outbreaks of Type-O have been found. He emphasized that the work being done in Mexico is a huge experiment and that to his knowledge no other eradication program of this magnitude has ever been undertaken anywhere. To give an idea of the size of the program there were approximately 120 people employed with the Commission of whom 190 are North Americans coming from 45 states and constituting a cross-section of American life.

One of the highlights of Johnson's report is that he stressed the economical operation of the Commission. During January 1949, the average cost to vaccinate each animal was $1.05. In December 1949 the cost was $3.97 per animal; approximately five million animals were vaccinated at an over-all cost of $1,043,795.

The scientists with the Commission in Mexico, both Mexican and American, are extremely gratified with the results obtained so far, Johnson said. It is believed that it will not be necessary to vaccinate more than four times and that only in the densely infected zones of the area. After the completion of the fourth vaccination the third and final stage of the campaign will have been reached. At this time intensive and accelerated inspection of all animals within the infected area will be undertaken so as to seek out and eliminate any foci of infection.

Johnson gave high praise to the deep dedication of the scientists, both Mexican and American, employed in the great work against atosa, and headed by Doctor Federico Rubio Lozcano of the Mexican Section and Doctor L. R. Noves of the U. S. Bureau of Animal Industry. He further felt optimistic in the accomplishment so far and said that he believed that if progress continued for the next several months as it had in the past, complete eradication could and would be accomplished in Mexico.
CLASSIFIED MARKET

Classified advertising in this columns must reach our office not later than the 1st of month preceding date of publication. The Florida Farm Bureau Bulletin is published the 10th, The Florida Cattleman the 20th, and the Southern Livestock Journal, the 25th. Rate is $1.00 per word, $2.00 minimum for The Florida Cattleman, in combination with the Southern Livestock Journal. Florida Farm Bureau Bulletin may be included at the rate of 50c per word, $4.00 minimum for all three magazines. Address Code Publications, Inc., Box 891, Kissimmee, Florida.

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PUMPS FOR EVERY PURPOSE—All sizes and types from stock. Pipe, Valves, and Fittings. Indiana Supply Corporation, Box 8116, Tampa, Fla. 65c.

TRACTOR PARTS HEADQUARTERS. 1950 catalog free today. We sell for less. Merchandise guaranteed. Acme Tractor Supply Company, Lincoln, Nebraska. 350c.

GRADED LIVESTOCK

GRADE BRAHMAN BULL YEARLINGS AND CALVES for sale at the ranch. Unusually good quality, 7 3/4 and 12 1/2 Brahman mostly grays, $100 each. Harry O. Partin & Sons, Kissimmee, Fla. 600c.

A DAILY CASH MARKET for your livestock. FRANK E. DENNIS, INC., 2135 Forest St., Jacksonville, Florida. Phone 74-158.

MISCELLANEOUS

DRIED BONES WANTED—All you have. We pay cash and can use any quantity. Walker Fertilizers Company, phone 6771, Orlando, Fla. 96c.

FENCE POSTS GUARANTEED for 25 years—Cradled UNDER PRESSURE, uniform in size, every 80 handle, Southern Forest Products Co., Inc., Live Oak, Fla. 120c.

EVERGLADES LIGHTWOOD HEART PINE round fence posts any size or amount. Prices quoted on request. State amount desired and delivery point. Douglas L. Crane, RFD 1, Piney Point, Palmetto, Fla. 400c.

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for February, 1950

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Our registered Brahmanes represent some of America's best bloodlines. Come by and see our herd—but please don't come to buy. We have nothing for sale yet.

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59
Editorially

Miami Convention Worth The Effort in Good Will

The Miami convention was a complete success and was handled in a way which is a credit to the Florida State Cattlemen’s Association, the City of Miami, and the Miami Convention Bureau. Even the weather man gave his fullest cooperation, and the visitors had a rare opportunity to see Florida at its very best.

That they appreciated the effort made to make their stay in Florida enjoyable was demonstrated by the expressions of hundreds of visitors in their conversations with members of the host delegation, with newspaper reporters, and others.

Of course the state association’s convention committee, headed by John DuPuis is due the greater credit for the success of the convention. It is certainly a tribute to DuPuis’ organizational ability that the mechanics of the four-day meeting moved with the precision of a fine clock.

But there was a fine spirit of cooperation all up and down the line. The Florida association members—more than 50 of them—who went to Miami a day early and were commissioned to wear their distinctive “lodge” badges “for a period of two weeks” did an excellent job of making the visitors feel at home. At least one spokesman said the Floridians “anticipated our wants before we wanted them.”

And the cooperation didn’t end there. Even the Florida members who stayed at home did part their, responding graciously to the additional financial burden imposed by the entertaining of the visiting crowds, and certainly there must be a word about the fertilizer manufacturers, the feed man, the implement people and the rest who helped furnish the necessary budget.

Was it worth while?

Several days before Miami a stream of westerners trickled through the office of The Florida Cattlemen, wanting to know what to see en route, asking countless questions about the practical phases of the cattle business in Florida.

Some of the visitors told us of their problems—how their pasture cases were subject to cancellation, how a sparse water supply made irrigation a costly add-on to their cattle operation. Many expressed the desire to move to Florida. And at least one western ranch was advertised in the Miami newspapers during the convention, with the legend, “owner may be contacted during the American National Livestock Convention this week.”

We were interested to hear the convention chair reveal that the Florida invitation was accepted a year ago with misgivings. It was believed the distance was too great to attract a sizeable convention; never before had the American National met east of the Mississippi. But the strong bid of California was set aside and the Florida invitation was accepted. The results indicate the 1956 meeting was in many ways the best-attended convention in the organization’s long history.

From Florida’s point of view it was well worth the cost in time and money.

Floridians on the Job in Mexico

Progress in eradication of altos in Mexico is heartening, and it is with some pride that we mention some sons of the Florida cattle country are in the thick of the fight. Dr. H. N. Makinson of Kissimmee is included in the group of “North Americans” which General Johnson is pitting against the foot and mouth menace.

Winter Show Season is Underway; Tampa Next

This is the season of purebred shows in Florida. The Ocala Brahman show is just over, and attention now is focused on the Florida State Fair cattle show in early February. The fair management has revamped the livestock setup to provide vastly improved facilities in an effort to encourage a bigger and better exhibit of beef and dairy cattle. Florida exhibitors should support the Tampa Fair, we think, and Florida cattlemen should attend the show. It’s one of the finest opportunities for good public relations in behalf of the livestock industry.

Barthle Reelected Pasco President

The Pasco County Cattlemen’s Association reelected J. A. Barthle as their president recently.

R. G. Heine was selected vice president, and W. M. Larkin was chosen as state delegate. J. F. Higgins was re-elected as secretary-treasurer.

We Brought the 4 Corners of the Globe to our doorstep

Brahman cattle belong to the world. In every locality... in every country... and in every climate Brahman cattle are proving their superiority as beef producers... with NORRIS BRAHMANS leading the prize lists wherever they are shown. NORRIS BRAHMANS are now being shipped even as far as Mauritius in the Indian Ocean—just a short distance from India where the breed originated. These improved Brahman cattle have brought the world to our doorstep. We have learned to speak many languages with our cattle-buying friends from other lands... and we have heard the excellence of our purebred Brahman cattle told in every foreign tongue. To serve our far-flung markets we have made standing arrangements for shipping by truck, train, ship or plane to any part of the world on short notice. Wherever you are, THE NORRIS CATTLE COMPANY is your immediate source of the world's finest purebred Brahman cattle.

For latest literature, write us today. Ask for Packet "B".

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R. G. "BOB" HERRMANN, Gen'l Mgr.
Box 1051, Phone 1551 Cable Address "Norca" OCALA, FLORIDA

120,000 ACRES DEVOTED TO BRAHMAN CATTLE

for February, 1950
This 80-HP "Caterpillar" Diesel D7 Tractor has its No. 7A Bulldozer's blade set at about 6" above the ground. That's to encounter and remove stumps, and other obstructions.

To its willing drawbar is hitched a big Rome plowing disk harrow, that's angled to penetrate. Note how the 28-inch heavy-duty serrated blades are ripping out palmetto wholesale.

Takes positive traction and plenty of drawbar power to do a double-duty job like this. All 5 sizes of "Caterpillar" Diesel Tractors (32 to 130 drawbar horsepower) give you both. And these built-to-last tractors give you modern Diesel economy, besides. The D7, for example, does this heavy work on only 4½ gallons of low-cost fuel per hour!

Our experience in the economical development and maintenance of grazing lands in Florida is available to you — without cost or obligation. We particularly urge you to request the new "Caterpillar" booklet entitled "Agricultural Land Clearing."
Herefords are especially well-known for their ability to produce the most beef from the least grass. This picture shows a group of fine registered cows grazing on winter pasture at Midyette Hereford Farm at Tallahassee.
Two "Baca" Bulls Head Our Herd!

Sire of both our herd bulls is Baca Royal Domino 21st 4393887, above.

WJR Royal Comet

Calved January 6, 1949
AHA Number: 5767890

WJR Baca Heir 22

Calved December 11, 1947
AHA Number: 5358522

At Tampa . . . we're selling two exceptionally fine registered Herefords in the Florida Hereford Association sale. They are:

- NEW MISS TONE 32D, heifer bred by us and calved April 24, 1946. She is sired by Rupert Tone B. (3465560) and is out of WS Blanchett 5th (4057190).

- WJR BACA HEIR 45TH, bull bred by us and calved December 1, 1948. He is by Baca Royal Domino 21st (4393887)—the sire pictured above—and is out of N. Miss Rupert M. (4583228).

W-J RANCH

W. J. Newman, Owner
HOLOPAW, FLORIDA

* Baca Duke 33d brought $65,000 at the Noe Farms Dispersal Sale in November.
Abercrombie, C. A., Madison.

Black Creek Ranch, Russell, phone Jacksonville 3-5791, ranch located five miles west of U. S. 17, turn two miles north of Green Cove Springs, Mr. and Mrs. Walter Denson, Jr., owners. This herd, begun in 1915, consists of 22 females of breeding age.

Boddie, C. C., Madison.

Brown, T. O., See Florida Hereford Ranch.

Brown, T. W., Webster, phone 2140. This herd, established in 1941, contains about 20 females of breeding age. Cattle have made fine records in state-wide competition at the Sater County Breeders' Show, including grand champion in 1946.


Bryan, S. O., Jacksonville.

Bunch Dairy Farm (Richard B. Bunch), Box 709, Orlando.

Campbell, J. W., Quincy.

Campbell, L. C., Callahan.

Carr, E. A. & Sons, Rt. 1, Box 1166, Sarasota, phone 70-208, ranch located on Bee Ridge Road, Sarasota. This herd, established in 1943, contains a few females of breeding age. Sire is Mr. Prince. This herd includes grand champion Hereford heifer (FJA) at 1949 Tampa Fair.

Carte, Clarence, Rt. 1, New Smyrna Beach.

Cayson, A. E. & Sons, Blountstown, phone 66, ranch located east of Blountstown business section on Tallahassee highway. This herd was established in 1951 and contains 150 females of breeding, primarily of Domino breeding.

Breeders' Association; Many herds report new herd sires or brood matrons.

Asterisk (*) marks members of Florida Hereford Association.
Fourth Annual

**FLORIDA HEREFORD SALE**

Once again Florida's Hereford breeders are combining their resources of fine cattle to present an offering of registered Herefords to Florida's commercial and purebred breeders.

Included in the 27 animals consigned are nine registered Hereford bulls of breeding age, seven younger bulls and 11 heifers and cows of various ages—some bred, some open.

For the first time the sale is being held in connection with the Florida State Fair beef cattle show at Tampa. All sale animals will be on display at the livestock building from February 5 on—and some will be displayed the previous week as well.

Due to fair regulations, you will not be able to move your purchases until after 9:00 p.m., February 11, the last day of the Fair. However, the Florida Hereford Association has made arrangements to deliver all animals you purchase to your ranch (anywhere within 200 miles of Tampa).

If you are a commercial cattleman, this is your opportunity to secure some really outstanding bulls to use on your grade cows. If you are interested in the registered cattle business, remember that Florida has too few registered Hereford herds now—and you will have a chance to buy some exceptionally good female stock, as well as some promising herd sires, at Tampa February 9.

**Schedule of Events**

- Annual Banquet and Meeting, Florida Hereford Assn. 7:30 p.m., Feb. 8
- Judging of Registered Hereford Cattle 9:00 a.m., Feb. 9
- Sale of 27 Registered Herefords 1:00 p.m., Feb. 9

**FOR SALE CATALOGUE CONTAINING PEDIGREES OF SALE ANIMALS, WRITE**

T. Noble Brown, President, Florida Hereford Association, Webster, Florida

**16 BULLS**

<table>
<thead>
<tr>
<th>Consigned by</th>
<th>11 FEMALES</th>
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<tbody>
<tr>
<td>T. Noble Brown</td>
<td>W. J. Newman Holopaw</td>
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<tr>
<td>E. A. Carr &amp; Sons</td>
<td>George Rawson East Palatka</td>
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<td>Connell Stock Farms</td>
<td>Santa Fe River Ranch Alachua</td>
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<td>Clifford Hooten</td>
<td>Dr. George M. Zeagler Palatka</td>
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<td>L. T. Langford</td>
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<td>A. E. Melton</td>
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27 HIGH QUALITY Herefords to Be Sold By Florida Breeders at Tampa During The Florida State Fair February 9

Nine service-age bulls, hard to find in Florida, are one of features of Fourth Annual Sale; Free delivery promised by members of Florida Hereford Association

An offering of bulls which includes nine of service age will be a feature of the Florida Hereford Association's Fourth Annual Sale, scheduled this year in connection with the Florida State Fair at Tampa February 9.

Sale will be the first ever held in the new Nathan Mayo Livestock Exhibit building at the Fair. Auctioneer hasn't yet been announced, but one of the South's best will be secured, according to Ed L. Watkins of Inverness, who is in charge of this phase of the sale.

In addition to the service age bulls, 11 females are consigned and five younger bulls for a total of 27 animals. Twelve Florida breeders, all association members, are taking part in the sale which starts at 1:00 p.m., Thursday February 9.

Of special interest this year, according to T. Noble Brown of Webster, association president, is the fact that sale animals will be delivered anywhere within 200 miles of Tampa without charge.

“We decided on this service because animals cannot be removed from the Fair grounds until Saturday at 9:00 p.m.,” Brown declared. “However we think it will be relatively easy to make these deliveries, and we know that it will save the buyers considerable in time and money.”

The sale will be held in connection with the Hereford show at the State Fair and judging in the show will be conducted beginning at 9:00 a.m. on the same day as the sale.

Approximately 75 registered Herefords are expected to be shown by Florida breeders, including the animals consigned to sell, and judging of this large group of animals is expected to be closely watched by potential buyers at the sale.

“This will be the largest group of Herefords exhibited in Florida during 1950,” President Brown predicted. “Competition should be extremely keen among the half dozen show herds which will have special show entries in addition to their sale consignments.”

Usual high standard has been maintained by the Hereford Association in selecting its animals for sale, according to Brown.

“Last year our cattle brought an average price of $59 when the sale was held at Ocala,” Brown pointed out. “This year the average should be approximately the same if demand for good quality animals is as good as last year.”

Shortage of bulls of service age in Florida is expected to result in a particularly good demand for the nine long yearling and older bulls being offered.

“If someone asked me where to get half a dozen good Hereford bulls ready to go to work this Spring, I don’t know what I’d tell him,” Brown said. “There not only aren’t any bulls in Florida that I know of, but throughout the South the situation is the same. Commercial cattlemen are finding that if they want more beef, they must use Herefords.”

This is the second year that an open show has been held in connection with the Hereford Show and Sale. Last year, at Ocala, the open show was begun, and it proved so successful that the sale worked in with the State Fair Hereford show very easily.

Competition in the show will be particularly keen for the Florida Cattlemen’s trophy which annually goes to the premier exhibitor at Florida Hereford shows.

Last year’s winner was Melton Hereford Ranch of Gainesville, while other winners have been Santa Fe River Ranch of Alachua and Circle LP Ranch of High Springs.

Premier exhibitor is the breeder who shows the most prize-winning cattle, with points depending on placing the animal receives.

Catalogue for the sale can be obtained by writing Brown at Webster. Premiums at the show will be the same as those set up by the Florida State Fair—something over $2000 for the breed.

Selection of cattle for the sale was made by directors of the association, including A. E. Melton of Gainesville, W. F. Sneed of Alachua and John R. Knopf.
of Ocala in addition to Brown and Watkins.

Quality of breeding and cattle now available in Florida was emphasized by Brown, who pointed out:

"Florida Hereford breeders have made tremendous strides in developing their herds during the past few years, and many new bulls have been brought in from the top herds in the United States. Other top sires have been produced right here in Florida. We firmly believe that better Herefords can be bought cheaper in Florida than in any other state in the nation right now.

While many Florida cattle bear the evidence of other breeding, Hereford men believe the record of the Whitefaces throughout the country as well as in Florida is plenty of evidence that Florida cattlemen need Herefords.

"Right now, Florida's commercial cattle are worth only half what the average beef cow in this country is worth," Brown said. "Packer buyers like Whiteface calves and cattle. In Florida, Herefords are the ideal cattle to use with Brahmans to produce outstanding crossbreds."

In the 1949 sale, the top animal—Seminole Dolph 7th, consigned by Melton Hereford Ranch of Gainesville—brought $1600 from Norris Cattle Company of Ocala to establish a new record for Herefords at public auction in Florida.

Hereford sale was originally scheduled for Ocala later in February, but the change in place was decided upon in order to give southern Florida buyers a more convenient location at which to buy registered Herefords.

Consignors to the Tampa sale represent herds from Palatka to Sarasota, and from Alachua to Holopaw. List includes: T. Noble Brown of Webster (Florida Hereford Ranch), Connell Stock Farms of Inverness (Ed L. Watkins and H. L. Connell, Owners), W.J. Hooten of Center Hill, Clifford Hooten of Center Hill, D. R. Igoe of Eustis, L. T. Langford of Plant City (Double L Ranch), Melton Hereford Ranch of Gainesville (A. E. Melton), WJ Ranch of Holopaw (W. J. Newman), Rawson Brothers of East Palatka (George Rawson), Sante Fe River Ranch of Alachua (Mr. and Mrs. A. D. Davis, Owner), Dr. George M. Zeagler of Palatka, and E. A. Carr and Sons of Sarasota.

Animals consigned, by age groups with calving date include the following:

Bulls more than two years old—FHR Larry Domino (Oct. 21, 1947), Brown; Mixer 1st (Jan. 14, 1948), Melton; Stadon Master 6th (Jan. 16, 1948), Melton; Ponaeve Rollo 676 (Feb. 5, 1945), Rawson;

Females more than two years old—
New Miss Tone 32d (April 24, 1946), WJ Ranch; SFR King's Donna Domino (Jan. 16, 1948), Santa Fe;

Bulls between 18 and 24 months old—CSF Don Blanchard 9th (June 4, 1948), Connell; CSF Silver Domino 3d (Feb. 25, 1948), Melton; Ponaeve's Willie (March 24, 1948), Rawson; SFR King's Advance Domino (May 23, 1948), Santa Fe; Don Darby (May 28, 1948), Zeagler;

Heifers between 18 and 24 months old—CSF Donna Blanchard 13th (May 6, 1948), Connell; DMR Celacent 3d (June 14, 1948), Langford; Stadom Maid 5th (April 15, 1948), Melton;

Bulls between 12 and 18 months old—CSF Don Blanchard 15th, (Sept. 24, 1948), Connell; WJR Baca Heir 45th (Dec. 1, 1948), WJ Ranch; Dandy Don (Dec. 7, 1948), Carr;

Heifers between 12 and 18 months old—CSF Miss Elation (Sept. 14, 1948), Connell; Miss Pontiac 1st (Dec. 4, 1948), C. Hooten; Miss Larry D. 26th (Jan. 17, 1949), Rawson; SFR Miss Rollo (Dec. 20, 1948), Santa Fe;

Bulls under one year old—CSF Don Blanchard 15th (Mar. 22, 1949), Connell; Rosemore Lad (March 6, 1949), W. J. Hooten; G. I. Johanah (March 17, 1949), Igou; Toni SFR (April 12, 1949), Igou;

Heifers under one year old—Mary Ann 2d (Feb. 27, 1949), C. Hooten; Ponaeve's Queen (Feb. 10, 1949), Rawson.

The Florida Cattlemman
Breeding Means More Beef!

This group of registered Hereford cows at Melton Hereford Ranch was pictured while grazing on Hairy Indigo pasture.

Whether you're a commercial cattleman or own a purebred herd you can justify spending a substantial amount for bulls such as we are consigning to the Tampa Sale, scheduled February 9 in connection with the Florida State Fair, or for home-raised bull calves raised right here on our ranch.

Purebred cattle are bred for beef—and bulls which will make your cows produce bigger calves are produced by the herds which have the best breeding.

Here at Melton Hereford Ranch we have gathered together what is probably Florida's finest group of Herefords—both polled and horned. Our breeding is as good as you can find anywhere. Our bulls should do an outstanding job for you.

Or if you are thinking in terms of a registered herd of your own, we have heifer yearlings and weanlings by RCM Rollo Mischief and Star Domino 10th available at the ranch. See us here or at Tampa.

OUR SIREs INCLUDE MHR Prince Domino Return, pictured below at one year of age, who was grand champion at the 1949 Sumter All-Florida Breeders' Show. He will be bred to out polled cows this year.

See Our Offering at Tampa...

- CSF SILVER DOMINO 3D (5375750-Horned) was calved February 25, 1948. He is a fine, heavy-boned bull, ready for service. A polled breeder could use him to put the right conformation and ruggedness on his calves and still get a high percentage of polled. Commercial cattlemen seldom have a chance to buy this kind.

- MIXER 1st (5338921-Horned) is a straight Milky Way-bred bull of tremendous depth of body, calved January 14, 1948. Two years old, ready for heavy service, we invite you to look him over and think what he could do for your next crop of calves.

- STARDOM MAID 5TH (5581645-354411) was sired by Star Domino 10th, the bull for which we paid Robert Halbert $2000.00, and is out of a good polled cow. She was calved April 15, 1948, and sells bred to Noe's Baca Duke 102d, a three-quarter brother of the $65,000 Baca Duke 2d. Think of the outstanding calf this little lady should have, and buy her at Tampa.

- STARDOM MASTER 6TH (5337189-554421) was bred and raised by us and is absolutely smooth-headed. He was calved January 16, 1948. He's ready for service, was raised in the pasture, and was sired by Star Domino 10th out of a Plato cow.

MELTON HEREFORD RANCH
A. E. Melton, Owner
Gainesville, Florida

THE HOME OF FLORIDA'S CHAMPIONS
Grand Champion Bull and Female, 1949 Florida Hereford Show
Grand Champion Bull and Female, 1949 Sumter All-Florida Breeders' Show
CROSSES
Make More Florida Beef

Brown likes three-quarter cross with Brahman best

Use of Hereford bulls with females of Brahman breeding is a sure way to produce bigger and better calves, according to T. Noble Brown of Webster, president of the Florida Hereford Association.

And Brown is a man who should know. He owns registered herds of both Hereford and Brahman. And he practices, with his commercial cattle, a cross-breeding program which results in one-quarter Brahman, three-quarter Hereford calves for market which consistently bring good prices.

"It's very simple," he explains. "Onto my original grade Brahman cows I bred Hereford bulls—then onto the offspring I again bred Hereford bulls. The result is cattle with hybrid vigor from the crossing of two unlike lines, yet with the famous beef producing characteristics of the Hereford."

Many other Floridians are using Hereford bulls for the same purpose and reporting similar results, even though they market half-Hereford calves rather than three-quarter calves.

Pasture improvement in Florida during the past decade has greatly increased the number of potential Hereford users in the state, Brown believes.

"It's a fact that Herefords need good grass to thrive," Brown reports. "But give them grass and they're the most efficient beef producing machine yet developed. These cattle were originally bred in England to fatten on grass, and that potential has been further developed in this country during the past 75 years."

Evidence that Florida cattle owners are turning to Hereford bulls in greater and greater numbers is given by Brown in the shortage of service-age Hereford bulls in the state today.

"We have several consigned to the Florida Hereford Association Sale in Tampa February 9," he reports, "but aside from these animals it is doubtful that there are many other service-age bulls available—and this despite a steadily increasing number of purebred brood matrons in Florida's 125 registered Hereford herds."

Just crossing any Hereford bull with cattle of Indian blood isn't sufficient,

Brown believes.

"Of course almost any Hereford will produce a big calf when crossed," he explains, "but naturally your results will vary according to the quality of the bull you select. As is the case with most products you buy, you get what you pay for—and the Hereford bull which will do the most for you will almost certainly be the one which costs you a little more to begin with."

Two years ago the Florida Hereford Association decided to try a small range bull sale at Kissimmee Livestock Market. In the past two sales more than 50 registered Hereford bulls have been sold through these sales to southern Florida cattle owners, and many of the bulls are being used for crossbreeding.

"So far we've heard no complaints about the job these bulls are doing," Brown reports. One of the largest buyers in the Kissimmee sale last April was Dan McCarty of Fort Pierce, while the other animals went to buyers in Polk, Hardee, Indian River, Dade and Alachua counties.

Support for Brown's theory that three-quarter Herefords are best comes from L. B. McLeod, Jr., of Orlando who operates Turkey Lake Ranch, and breeds Braford and registered Brahmans.

McLeod reported one group of 20 Braford cows whose calves were either three-quarter Hereford or half Hereford gained an average 60 pounds each during a period of slightly more than three weeks—from 150 pounds to 210 pounds. Admittedly that gain is exceptional, but McLeod found that his crossed calves were unusually large and robust at weaning time.

McLeod has used Braford and Brahman bulls as well as Herefords to produce his crossbreds, but in general he feels that it is better to use Hereford bulls on grade Brahman cows than vice versa.

Herefords sell at Tampa February 9.
WE OFFER THESE TWO HEIFERS AND THEIR SIRE

We're going to sell both the heifers pictured above at the Florida Hereford Sale scheduled during the Florida State Fair February 9. Miss Larry D. 24th and Pawnee's Queen are both extra-good polled yearlings—and are both by Pawnee Rollo 676th, our four-year-old sire, who is also consigned.

Plus PAWNEE'S WILLIE, son of "Rollo", is our other consignment to Tampa. He was calved March 24, 1948, is polled, and is ready for service.

RAWSON HEREFORD RANCH
EAST PALATKA, FLORIDA

RANCH LOCATED AT FEDERAL POINT. RAWSON BROTHERS, OWNERS

CMR DANDY MIXER 6th

Already 37 calves have dropped by this bull. All are smooth-headed, even though 67 percent are out of horned cattle. We think that these calves are exceptionally good, and hope you will take a look at them when you're in Tallahassee.

CMR Dandy Mixer 259140-4751000
July 20, 1946.
Henrietta 27th 181525-3625738

CMR DANDY MIXER 5th

Colo. Misschieff J. 118th 3206354
Colo. Princess J. 90th 232495-319752
Choice Domino, Jr. 9th 90143-2339265
Henrietta 117th 129607-2896238

STERLING MIXER 8th

Sterling Domino 2d 4330693
Feb. 29, 1948.
Larry's Lady H. 9th 3254164

Sterling Domino 10th 3514710
Larry Domino 30th 2664412

Quality Hereford cattle. Grass and clover seed.

Pawnee's Queen (5758287-361827)

Miss Larry D. 24th (575825-361826)

CMR "MIXER" Sires

CMR Dandy Mixer 6th (pictured) and Sterling Mixer 8th are the two chief herd sires in the Midyette herd. The latter bull is one that we recently purchased from J. S. Bridwell, Wichita Falls, Tex. They are both doing excellent work at the farm. See their pedigrees below.

CMR DANDY MIXER 6th

CMR Dandy Mixer 259140-4751000
July 20, 1946.
Henrietta 27th 181525-3625738

STERLING MIXER 8th

Sterling Domino 2d 4330693
Feb. 29, 1948.
Larry's Lady H. 9th 3254164

Midyette Hereford Farm, Tallahassee, Florida
Who’s Who in Herds:

Connell Stock Farms Raise Herefords
And Seed on 1750 Acres Near Inverness

When Connell Stock Farms herd was established at Inverness in 1937, the owners (then Connell and Shultz) planned to provide good Polled Herefords to Florida commercial cattlemen.

As one of the pioneer Hereford breeders in Florida, Connell has done exactly that during the past 12 years. And their breeding program is geared to continue producing top-notch animals in the future.

Connell picked Herefords because of their known ability to produce beef on grass. During the years it has also concentrated on providing the best possible grazing for their herd, with the result that they have also pioneered in production of Pensacola and Common Bahia seed and Hairy Indigo seed.

The 50 females of breeding age which now comprise the Connell herd, managed by Ed Watkins and owned by him and H.L. Connell, are mostly descended from 52 cows and heifers purchased in 1937 from Miller Brothers in Texas.

Through the years the herd has been culled and some replacements purchased and raised, until today the herd reflects strongly the influence of Reelfoot Don Letts 24th, herd sire for several years and the bull which is pictured above. This bull is a son of Don Blanchard 5th, Influence of the “Rollo” bull used before purchase of Reelfoot Don Letts 24th is also being felt.

Practically all of this year’s calves will be by a new sire, according to Watkins. MW Larry Domino 108th is the bull, and he is a son of the top registry of merit sire, Larry Domino 50th.

Connell Stock Farms consists of 1750 acres, half of it planted to permanent pasture. The main barn for show cattle is located near U. S. Highway 19 about two miles north of Inverness.

Remainder of the Connell holdings are being farmed with cover and hay crops. Hairy Indigo is used as a soil builder, but also makes excellent fall pasture and good hay. Oats are planted after land has grown Hairy Indigo for a year or two, and the nitrogen put in the soil by the Indigo makes further nitrate unnecessary on oats, according to Watkins.

Profitable sideline for Connell has been the seed business, which developed more or less by chance when the organization went into pasture improvement early.

“We had our pastures of Common and Pensacola Bahia before most other ranchers had gotten around to planting these grasses,” Watkins explains. “With a large demand for both types of seed we decided to start combining our seed and selling it.”

Result has been a seed business of considerable proportions. From 200 acres of Common Bahia, and 100 acres of Pensacola, more than 60,000 pounds of Common Bahia seed and 15,000 pounds of Pensacola seed has been produced over a three-year period.

It was natural that when Hairy Indigo developed popularity Connell started combining that seed, with the result that 86,000 pounds of seed have been saved during the past three years from this legume.

Registered Herefords are the first interest at Connell Stock Farms, however, and the herd has made an enviable record in showing at Florida Hereford and All-Breed Shows.

Last season, for example, the get of Reelfoot Don Letts 24th won first place get of sire at both the Sumter All-Florida Show and the Florida State Fair. At the 1949 Sumter Show, Connell entries won six first places, two seconds and one third out of ten classes entered, while at the State Fair Connell entries won ten out of 15 first places awarded.

Against extremely keen competition, Connell entries placed first in five of 14 classes at the 1949 Florida Hereford Show in Ocala.

Connell will again show a complete herd at the Florida State Fair, where this year’s Florida Hereford Show is being held February 5-11.

Herefords have a great future in Florida, Ed Watkins believes—and he cites the current bull shortage to prove it.

“The reason why it’s hard to find service-age Hereford bulls in Florida now is because the supply is far less than the demand—Florida cattlemen are finding out that Herefords can really put beef in their herds,” Watkins says.
Three Bulls, Two Heifers, Are Our Consignment to Florida Hereford Sale at Tampa February 9, 1950

CSF Donna Blanchard 13th
This heifer, who is pictured above, will make a wonderful herd addition. She will have her first calf in July by MW Larry Domino 108th, a son of the top registry of merit sire, Larry Domino 50th. Sire of this heifer is Reelfoot Don Letts 24th, who sired the best get-of-sire at the 1949 Ocala and Tampa Hereford shows.

CSF Miss Elation
Calved September 4, 1948, this heifer sells bred to MW Larry Domino 108th, our new sire. Here’s another chance to get this outstanding “Larry” breeding in your herd.

CSF Don Blanchard 13th
This bull is a full brother to the 1949 Florida State Fair grand champion female. He was calved September 24, 1948, but is well-grown and appears to have what you want in a breeding bull.

CSF Don Blanchard 9th
Big and heavy-boned, this bull was calved May 4, 1948, and is ready for heavy service. Like the heifer, this bull is by Reelfoot Don Letts 24th. Commercial cattlemen who want size and quality in their calves would do well to see this bull at Tampa February 9. He’s pictured above.

CSF Don Blanchard 15th
This young bull is in excellent condition and you can grow him into the kind of a bull you want. He has a good start now, although he’s not yet a year old.

And Triple-Threat HAIRY INDIGO Sold at the Farm!
Hairy Indigo is not only a soil-building legume of great value, but it makes superior grazing and very good hay. Here is a real triple-threat crop, which will improve your land while it is putting nitrogen in the soil.

Since Hairy Indigo (we have both the early-maturing and the regular varieties) is particularly adapted to growth on poor, sandy soil, it has recently been growing in popularity with grove-owners, who are using it in preference to crotalarias as a soil-builder.

Connell Stock Farms is one of the pioneer users and producers of Hairy Indigo seed in Florida. We believe the wide popularity Hairy Indigo has achieved in recent years is well-deserved.

If you are not entirely familiar with what Hairy Indigo will do for you, write us or visit us. At this time of year we can show you an excellent rye and hubam clover pasture which was planted this fall after two crops of Hairy Indigo were plowed under. It has been given no further fertilization.

Hairy Indigo should be planted in early May—but you would be wise to make your order for this seed early this year. Cold weather during the early fall has considerably reduced the amount of seed available, and our advance orders indicate a shortage later this Spring.

We still have a reasonably large supply of Pensacola and Common Bahia seed of high germination and purity. Our prices are 90 cents for Pensacola and 30 cents for Common.

CONNELL STOCK FARMS
H. L. Connell, Owner
INVERNESS, FLORIDA

Ed L. Watkins, Manager and Owner
Established 1937
for February, 1950
Second Section—11
PAYNE H. MIDYETTE of Tallahassee, owner of Midyette Hereford Farm, thinks his 1919 calf crop was the best yet. Here a few of them catch a little oats between meals.

Directory

(Continued from page 3)

resenting Don Blanchard and Rollo bloodlines. Sires are Reedfoot Don Letts 24th (4225148), acquired in 1947, and M W Larry Domino 108th, bought in 1948, son of Larry Domino 50th, top registry of merit sire. Herd has made a good record at Florida State Fair and Florida Hereford Shows, and won six first places, two second places and one third on ten classes entered at the Sumter All-Florida Show; Florida's largest all-breed event, won five out of 14 places at the 1949 Hereford Show in Ocala, and won ten out of 15 first places awarded at the 1949 Florida State Fair. (*)

CRANE CREEK RANCH, Stuart, ranch located seven miles west on Martin County highway.

CRECK FARM, Box 107, Fort Meade, phone 4114, ranch located four miles east on Frostproof road, Minor S. Jones III, owner. Herd consists of 70 females of breeding age. (*)

CREELAND FARM, Box 151, Brooksville, phone 275-M-2, farm located five miles south of Brooksville on U.S. 41, E. M. Creel, owner. Established in 1947, this herd contains seven females of breeding age. Creeland entries placed high in the Hernando County Livestock Show.

CROWDER, LOWELL, Tallahassee.

CRUCE, J. A., Madison.

 cunningham, CLAY and MAC H., Box 709, Lakeland.

DAVIS, A. D. AND SNEAD (See Santa Fe River Ranch)


DEES, L. B., Mayo.

Denson, mr. and mrs. Walter, jr. (See Black Creek Ranch).

DONEGAN AND LOGAN, Largo.

DOUBLE L RANCH, Plant City, phone 1311, ranch located ten miles west at Seffner, L T. Langford, owner. Herd consists of 40 females of breeding age mostly of Mischief, Bullion and Anxiety breeding. Sire has brought T. Mellow Real 94, who was reserve champion at the 1943 Florida State Fair. Double L also showed the reserve female at the 1943 Florida State Fair. (*)

DRAKE, T. J., Lake Worth.

EJ RANCH, RFD 2, Gainesville, phone 499 J, ranch located two miles south on Kinkaid Road. This herd was established in 1953 and consists of 50 females of breeding age with Advance Domino 96th, Domestic Domino 60th, Perfection Real Silver Domino 16th, Anxiety, Premier K 1st, and Merit Mixer 9d. Sires are Domestic Domino 3d, (4629374-532478), Domestic Domino Jr. 2d (4428274-291014), J Domestic Domino (533939-375573), and Bonnie B. Domino (498728-285189), bred by Joe Weeden. Show record is good including the grand champion female at the 1949 Florida State Fair, as well as the 1946 and 1947 grand champion steers at the Southeastern Fat Stock Show and six of the top ten steers at the 1946 fat stock show. (*)

ENGLISH, COLIN, Tallahassee.

FAULK, W. H., Jr., Cocoa.

FERGUSON, ROBERT W., Cumberland Island, Fernandina.

FLEISCHMANN, UDO M., Tallahassee.

F. L. A. (FIVE LAKE'S AGRES) HEREFORDS, 305 Morgan St., Tampa, phones M-5197, H-1706, ranch located at Riverview, Paul and Mary Louise Lake, owners. This herd, established in 1940, now contains 48 females of breeding age.

FLORIDA EXPERIMENT STATION (See University of Florida).

FLORIDA HEREFORD RANCH, Webster, phone 2140, T. Noble Brown, owner. This herd was established in 1911 and now con-
Selling Our Best at Tampa...

Yes, we're consigning the heifer pictured at left above to the Florida Hereford Sale during the State Fair February 9 at Tampa. Calved June 14, 1948, she placed high in her class at the National Polled Hereford Show in Memphis last November, and sells bred to our outstanding sire, T. Mellow Real 3d, pictured above at right. Examine her pedigree below—see her and bid on her in Tampa!

<table>
<thead>
<tr>
<th>Sire:</th>
<th>T. Mellow Real 3d</th>
</tr>
</thead>
<tbody>
<tr>
<td>146368-3141154</td>
<td>106993-2488298</td>
</tr>
<tr>
<td>146368-3141154</td>
<td>106993-2488298</td>
</tr>
<tr>
<td>F. May Pres.</td>
<td>T. Dom. Pres. 10</td>
</tr>
<tr>
<td>145035-3244374</td>
<td>128747-2938707</td>
</tr>
<tr>
<td>145035-3244374</td>
<td>128747-2938707</td>
</tr>
<tr>
<td>Adv. Misch. 5th</td>
<td>May Dom. 10th</td>
</tr>
<tr>
<td>100284-2443116</td>
<td>2655350</td>
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<tr>
<td>100284-2443116</td>
<td>2655350</td>
</tr>
<tr>
<td>Dam: Celia Dear</td>
<td>Dooley’s Domino</td>
</tr>
<tr>
<td>-2671871</td>
<td>87275-2137668</td>
</tr>
<tr>
<td>Celia Dear</td>
<td>87275-2137668</td>
</tr>
</tbody>
</table>

Double L Ranch

L. T. Langford, Owner

Plant City, Florida

Phone 431

Seven registered two-year-old Hereford Bulls, and some yearling bulls for sale

RIGGS HEREFORD RANCH

I. W. Riggs, Jr., Owner • RFD 3, Box 81, Ocala, Fla. • D. L. Ellison, Mgr.

Ranch located seven miles west on Florida 500-U.S. 27

MM Advanced Domino 1st and
CMR Rollo Domino 34th are producing Herefords our neighbors like. Come see them.

SUNNYSIDE FARMS

Mnr. Mary G. Munroe, Owner

PH. Bradley Munroe, Manager

QUINCY, FLORIDA

POLLED HEREFORD CATTLE

THE CREEK FARMS

MINOR S. JONES III

FORT MEADE, FLORIDA
Don’t Plant
a Poor Grass...

where CARIB, PANGOLA or GUARAN-
TEED ROSELAWN ST. AUGUSTINE will
give you better calves and more beef.

CARIB will produce up to 50% more beef than Para on wet soil.
PANGOLA will far outyield Bermuda and does not need frequent pasture renovation.

ROSELAWN ST. AUGUSTINE can utilize your best soils and produce many times the forage possible with Para, Bermuda or Torpedo, according to published Annual Reports of the Everglades Experiment Station.

Planting material of these better grasses for sale by

SOD & PASTURE SERVICE

Fred Bettelheim Jr., Manager
P. O. BOX 512, BELLE GLADE, FLORIDA
Phone 2725 or 2871

FENCE POSTS

COWPEN POSTS AND PILING
Lightwood—write or wire for prices, stating quantity.

D. W. ROWELL
BOX 913 STUART, FLA.

Hillsborough Livestock
* Auction Market
6811 Broadway-Ph. Y-1235-Rt. 8, Box 298
Tampa, Florida

Cattle Auction Every Monday
Auto Auction Every Wednesday

HURST, M. D., Tallahassee.
INGOU, D. R., Hustis (*)
INGLIS, I. W., Jacksonville.
JNAN, W. M., Quincy. This herd was begun in 1900, and consists of 20 females of breeding age.

J. BIRDS RANCH, Hernando, ranch located one mile south of Hernando on High-
way 41. John J. Bird, owner. Herd was established in 1917 and consists of 55 fe-
male of breeding age with Princep Mixer, Don Blanchard, Seminole Dolph, The Seminole Lamp Lighter & Square, Royal Rupert, Bar L Domino, and Ovalle Domino bloodlines. Herd sires are Prince-
pes Mixer (578-4240), bred by T. B. Blak-
sue, and Reelfoot D Leis 24th (222-1918), 1947.

JACKSON, A. L. (See F. J. Ranch)
JOHNSON, D. G., West Palm Beach.
JOHNSON, HERBERT S., Barton Ave,
Palm Beach (*)
JOINER, CARL, Auburndale.
JONES-CHAMBLISS COMPANY (See A. H. Goodart)
JOHNSON, MINOR S. III (See Creek Farm)
KEENE, W. H., Clermont.
KELLEY, JOHN G., Tallahassee.
KENCAROL FARM, RDF 2, Box 40, Lite-
Oak, phone 294-R, ranch located on White
Springs Road, J. Dillard Workman, M. D.,
owner. This herd consists of five fe-
male of breeding age of Domino, Per-
fusion, Bullion and Anxiety breeding. Sire,
used since 1910, is L.A.2. Tropical Domino
ad (401-2245-207090), bred by F. C. Peters.

KNOPE, JOHN, Box 119, Ocala, phone
665, 664. Herd established in 1912 and
consists of 20 females of breeding age. (*)
KOON, D. O., Brooksville.
LAKE, PAUL AND MARY LOUISE (See E.
L. A. Herefords)
LANGFORD, L. T. (See Double L Ranch)
LAWSON, SAM C. (See Stone Island Ranch).
LIEBCTTER, G. B., Miami.
LEONARD, W. H., Blountstown.
LESLIE, J. A., Lake City.
LEWIS, L. B. (See Brooksville Ranch).
LIDDON, G. C., Graceville.
LONCALA PHOSPHATE COMPANY (See
Circle LP Ranch).
LOVE, GORDON P., Trenton.
McBRIE, W. H., Seville, phone Piersin
2105, ranch located at Deep Creek Farm
near Deleon Springs. Established in 1917,
this herd consists of 17 females, seven
bought at the 1916 Florida Hereford Sale
and ten purchased from Dr. Hugh West
of Deland.

McCOWN, G. W., Box 866, Sneads, phone
2523. Established in 1913, this herd con-
sists of 50 brood matrons.
MCGANIE, T. B., Miami.
McLEOD, L. B. JR., Box 1513, Orlando.
MCWILLEN, W. A. JR., Largo.
MARTIN, L. W., Trenton.
MATHESON, W. J. (See Crane Creek
Ranch).
MELHORN, RUDOLPH, DeFuniak Springs.
MELTON HEREFORD RANCH, Gain-
sville, phone 6328, ranch located two miles
south on Kincaid Road, A. E. Melton,
owner. There are 56 brood matrons in
this herd which are largely Prince Domino
Return. These will be bred to Baca Dixie

*See The Florida Cattlemen
A Son of “Popeye”

Our new herd sire is a son of EER Victor Domino 12th, “Popeye”, famous for the many champions he has sired. EER Victor Tone 2d has exceptional fleshing ability—he weighed 1500 pounds at 15 months of age. In addition to this fine bull, we are using a son of EER Victor Domino 2d (half-brother of Popeye) as junior sire. His name is HSF Beau Victor 38th, and he is another outstanding individual. See them at

**Milligan RANCH**

Jim Milligan, Manager

CALLAHAN, FLORIDA

REGISTERED POLLED HEREFORD AND ANGUS CATTLE

---

We’re using Bon Rollo (4586676-264950), a Polled Hereford bull of superior conformation, on our small herd of registered cows. Visitors are always welcome. A few registered females are now for sale.

---

C. A. SAULS, JR., Callahan, Fla.

FARM ONE MILE SOUTH

PHONE 2791
Watch for the quality cattle that S. and L. will soon be offering to the cattlemen of Florida—cattle that possess all the outstanding qualities which give Herefords the name of “Beef Breed Supreme”. Our herd represents some of the finest bloodlines available. We cordially invite you to inspect them at any time. We now have an excellent range bull for sale.

S. & L. RANCH
Crescent City, Florida

Last year the heifer pictured at left with Herdsman Sam Steele was reserve champion female at the Florida Hereford Show. Named Donna Domino, she is now one of the females in our breeding herd.

We aren’t planning to show anything at this year’s Florida Hereford Show being held at Tampa, February 9—but we have some very promising yearling bulls for sale at the ranch and would be glad to have you see them, or have your inquiry. Write, wire or phone.

CIRCLE LP RANCH
Loncala Phosphate Company
High Springs, Fla.

Pictured is Dick Loving with SL CHOICE MIXER (5772210-369895), a future herd sire at S. and L. This calf was sired by the 1947 Polled Hereford Champion, ALF CHOICE DOMINO 6TH, and is a real “chip off the old block”.

POSTLETHWAITE, E. B. AND FRANCES
Tampa.
PUTNALL, HARRY, Rt. 2, Mayo.
RAWSON BROTHERS, RFD 1, East Palm-
ka, phone Hastings 4050, ranch located at Federal Point, George and Gordon Raw-
son, owners. This herd contains 90 fe-
males of breeding age, representing Ral-
lo, Bullion, T. Domino President 90th, and Domino breeding obtained from the Epperson herd in Tampa, R. E. Lamb-
& Sons in Alabama, from Ralph Palmer in Illinois and from Texas breeders. Sires are Paumee Rollo, a bull of Lambert breeding and Mischief Respect (514179-
355574), all polled. (*)
RICHARDSON, L. L., 11 Sunset Ave, San-
sota.
RIGGS, I. W., Sr., Box 81, Ocala (*)
RIGGS HEREFORD RANCH, RFD 2, Box
81, Ocala, ranch located seven miles west of Ocala on Florida 500 and U.S. 27, I. W.
Riggs, Jr., owner, D. L. Ellison, herds-
man. This herd, established in 1947, con-
tains 115 females of breeding age. (*)
RING, A. J., Pomona Park, phone 233.
This herd was begun in 1948 with pur-
chase of seven females of Domino bre-
ding, purchased from W. C. Hatcher of Jacksonville and P. H. Cash of Crescent City.
ROOSEVELT, J. K., Lake Placid, office 30
Pine St., New York, N. Y.
ROSEMORE FARM, Box 812, Ocala, office
Phone 262, residence phone 553, ranch
located three miles southwest on Highway
74, Carl G. Rose, owner, Elmre Heubeck,
Jr., herdsman (phone County 2621). Es-
established in 1946, this herd contains 52
females of breeding age.
ROWAND, T. A. & SON (See Swann-
Hereford Ranch)
SANDLIN, P. D., Jasper.
SANTA FE RIVER RANCH, Alachua,
ranch located ten miles north on river,
A. D. and Snead Davis, owners, W. F.
Snead, manager. 150 females of breeding
age comprise this herd, established in
1946 with ten animals purchased from
Johnson Brothers in Texas plus seven
from R. E. Lambert and Sons, Darlington
Ala. A recent addition was 84 animals
purchased from Flat Top Ranch, Walnut
Springs, Tex., of Dudley Mischief, C P
Tone and Beau Zentos breeding. Sires
are ALF Battle 7, 6th (5767931-18651)
(bought in 1949, the highest priced calf at
the National Polled Sale, King (5752929-
120410), a Beef Perfection bull, Rollo
Mischief 35th (4900275-274256, a double
grandson of Domestic Mischief 6th, 63
Golden Trumpode 81st (5308014-319399)
bull sired by a national grand champion
and a double grandson of a reserve na-
tional grand champion, and PPF Advance
Worth 35th (505143-203396), also sired
by a national grand champion. The lat-
ter two bulls were bought at the 1948 Na-
tional Polled Sale in Denver. This herd
had reserve champion and first get-of-
Fie by King at Webster and reserve champion bull at Ocala. (*)
S & L RANCH, Crescent City, phone 95 or
3821, P. A. Sargent, owner, E. A. Loving
manager. Established in 1948, this herd

The Florida Cattlemen

SANTA ROSA RANCH. RD 5, Milton, phone 370-R, ranch located 14 miles north of Milton on highway 89, I. B. Lewis, owner. This herd consists of 19 brood matrons of Domino strain. The sire is Greenarrow Domino 5th (491889- 

278237). (*)

SAULS. C. A, JR., phone 2791, farm one mile south of Callahan. Herd consists of 13 females of breeding age including cattle of mostly Domino and Plato breeding acquired from Chester Hyde of Crowley, La., and Georgia Hereford Farms of Evans, Ga. Sire is Rollo bull bred and purchased from E. W. Gill of Whon, Texas.

SHADY LANE FARM, RD 1, Ocala.
SIMMONS, G. M, Box 1889, Orlando. (*)

SIMMONS HEREFORDS. Archer, Alachua Co., phone 2491, ranch located two miles east of Archer on Gainesville Road, Jesse T. Simmons, Jr., owner. This herd was established in 1947 and is composed of five females of breeding age with Domestic Mischief and Domino bloodlines. The sire is Mischief Letton (467997- 626716). (*)

SKIPPER. C. A., Schrilling.

SMITH, RICHARDSON & CONROY INC.
West Palm Beach. (*)

SMITH, SPENCER C., Bristol.

STEPHENS. F. M., Alachua, ranch located three miles north on road to Santa Fe. This herd consists 60 females of breeding age.

STEPHENS. J. W., Palatka.

STILES, ALLEN. JR., Cherokee Hotel, Tal- lahassee.

STOUTAMIRE, J., Star Route Box 54, Tallahassee.

STONE ACRES STOCK FARM, 64 E. 2d St., Hialeah.

STONE ISLAND RANCH, P. O. Box 96, Enterprise, phone Sanford 1315-R, ranch located three miles east of Enterprise on Lake Monroe, Sam C. Lawson, co-owner. This herd, established in 1946, is composed of 12 females of breeding age. The sire is S. I. Domino Mischief (512605).

STUART, J. K., Bartow.

SUNNYSIDE FARM, Quincy, phone 212, ranch located eight miles east. Mrs. Mary G. Monroe, owner, Wm. Bradley Munroe, manager. This herd was established in 1947 and contains 50 head of brood matrons.

SUWANNEE HEREFORD RANCH, RFD 1, Box 215, Live Oak, ranch located on U. S. 90, four miles west of Live Oak, T. A. Rowand & Son, owners, T. A. Rowand III, manager. This herd was established in 1957 and now has 17 females of breeding age with Domino, Marvel and Rollo bloodlines. Herd sires are Marvel King 5th (191225-3075913) and Loave's Prince Rollo 17th (227405-4242152). This herd (Continued on page 19)

Some of these cattle will be in the small show herd we will exhibit at the Florida State Fair. We have some yearling heifers of breeding age available, as well as bull calves.

A. L. JACKSON
GAINESVILLE, FLORIDA

Ranch for Sale

335 acres, fenced and cross-fenced, including 190 acres improved pasture, the remainder cleared, is for sale at Russell, 22 miles from Jacksonville. This property is bordered on one side by a large stream, and two creeks flow through the property. Two flowing three-inch wells provide plenty of water, which is piped to all pastures. Buildings include one barn, corrals, equipment shed, cow stalls, fitting barn, feed shed, two tenant houses, chicken house and yard, hog run, plus a one-year-old ranch-type residence of masonry, containing three bedrooms, two tile baths, kitchen, living room, and dining room. All houses have all modern conveniences. This property is PRICED TO SELL, $10,000 down, balance terms. Write, wire or phone us.

Registered Herefords

We are also offering the remainder of our Black Creek Ranch herd of registered Herefords—15 registered females of breeding age, all in good range condition. Like the ranch, these cattle are priced very reasonably. See us now.

WALTER DENSON, Jr.
Russell, Florida

PHONE JACKSONVILLE 43-791

for February, 1950
Herefords Have ‘Plus’ Value to Make Them More Valuable Than Other Breeds In Producing Beef, Editor Declares

by DON R. ORNDUFF, Editor
The Hereford Journal

WHY is it that cattlemen so predominantly choose Herefords? And overwhelming numerical superiority, long maintained, cannot possibly be just a happenstance. Especially in a business where practical business considerations dictate decision.

That is the key. From a practical business standpoint, Herefords do the job. They have an established reputation for dependability, and cattlemen long since have known absolutely that they could count on the Whitefaces for something extra in the clutch. They have been aware of the breed’s “plus” factors as tremendous assets which hard-headed, practical money-making cattlemen scarcely could afford not to utilize. In brief, it’s what they can get with Herefords and nowhere else that turns men who investigate before they invest to the Hereford breed.

The most substantial justification for the existence of cattle, and of a thriving cattle industry, is that bovines are the only practical means of converting vast quantities of grass, forage and roughage into delicious, nutritious food for human consumption.

Any cow can eat grass. But some can do more with it than others. That’s where the Herefords come in. Here is a quotation from MacDonald and Sinclair, famous English livestock historians, which increases in significance as it is turned over in mind: “It is worth of notice that the Hereford breeders have always been dominated in their operations by considerations of utility. They bred for a special market, which was exacting; for men like the graziers, who had to make a living by the conversion into beef of the natural produce grown on their land, could have no tolerance for mere fancy. It was imperative that the thousands of young steers purchased by them should conform to their ideas. The resulting product was prime Herefords, finished in the summer and autumn on grass.”

Perhaps that explains why Herefords dominate so completely in areas where beef-making is primarily a grass-conversion process. They have been bred and selected from the outset to make beef out-of-doors. In the beef-producing business of the future the utilization of grass and forage will be an important factor.

The ability of the Hereford to do this better than any other beef animal marks him as the most economical beef-maker and therefore the efficiency beef animal for ranch, farm or feedlot.

Not only did the Hereford breed’s founders develop a superior grazing animal, but also one which is renowned for its ability to take utmost advantage of any opportunity which comes its way.

A four-year test of Herefords and a challenger resulted in extra gains for Whitefaces of three pounds of beef from each bushel of corn-and-cob meal fed. When beef steers sell at $3.50 per hundred-weight, that is an advantage of 75 cents per bushel in favor of the Herefords. That is a “plus” where it really counts.

Herefords are healthy cattle. Perhaps that is one big reason why they weather so well the vicissitudes of bovine life. They have bred-in constitutions to stand up when the going gets tough. At a time when bovine tuberculosis plagued some kinds of cattle, Herefords practically were free of it. This practical immunity of the Hereford from tuberculosis is so pronounced as to be classed virtually as a fixed characteristic of the breed. And it extends in large measure to the offspring of grade animals when mated with registered Herefords. The ruggedness of the Hereford not only renders this practical immunity but confers upon it a larger measure of freedom from other diseases than is enjoyed by any other breed.

Hereford bulls have more energy, vitality and endurance than any other breed on the range, said a prominent range man a while back, adding: “We have seen, miles from watering places, Hereford bulls with their heads up going from bunch to bunch of cows, hunting for something to increase the number of the herd, while bulls of other breeds were looking about watering places.”

Calf-crop percentages in range herds headed by Hereford sires are truly remarkable. Ninety percent crops are not at all unusual, even in sizeable herds and crops of 95 percent and over are reported regularly. A recent report was of a 95 percent crop from a 436-head herd with the calves averaging 462 pounds when weaned at seven months old. No other breed can be counted on for such performance.

Another “plus” attributable to a good Hereford sire is the added value of his calves from a range or farm herd of commercial cows. The Hereford sire’s ability to transmit his beef-making proclivities when mated with females of other breeds is a marked characteristic. And that whiteface trademark which he invariably passes on to his calves is a definite asset in itself when marketing-time comes.

Prolificacy in Hereford females is on a par with performance in the bulls. Not only do they continue to produce under rigorous conditions with unmatched regularity, but they continue producing until well advanced in years.

Obviously it’s what they get with Herefords that they can’t get elsewhere which...
draws new thousands each year into the Hereford fold. That, and only that, accounts for the fact that more than 5,500,000 Herefords have been recorded, and that between two and three times as many Herefords are recorded each year as of the other beef breeds combined.

**Directory**

*(Continued from page 17)*

Now the grand champion bull, 1943 Southeastern Polled Hereford Breeders' Association Show and Sale. This was the first and only time that an animal has been entered in a show.

TIDWELL STOCK FARM, Marianna, phone 666W, ranch located two miles north of Malone, L. E. Tidwell, owner. This herd of six breeding females was established in 1948. Sires used are P A R Domino 236h (518881-301179) and T P A R Domino (575287-3453101), bred by C. C. Harrison, and Beau Domino (In transit-306514), bred by W. H. Saunders.

TRULOCK, W. W., Havana.

TURKEY LAKE RANCH, Box 1513, Orlando.

UNIVERSITY OF FLORIDA, Gainesville, phones 2000, 324. Dr. R. S. Glasscock, manager, farm located two miles southwest of Archer road. Herd was established in 1937 and contains 25 females of breeding age of Domino and Hazlett breeding. Sire is U. F. Hazlett Dom (5011479). Only animal exhibited from this herd at the 1948 Sumter County Breeders' Show was reserve champion bull.

U.S. SUGAR COMPANY, Clewiston.

WALTERS, W. O., Arcadia.

WATERS, ED L. (See Connell Stock Farms)

WATERS, E. Z., Miami.

WEEKS, INMAN W., Box 155, Pahokee (*)

WELLS, G. C., Madison.

WEST, DR. HUGH, Pioneer Bldg., DeLand.

WILLIAMS, JOHN D., RFD 2, Ocala. This herd was established in 1946 and contains 15 females of breeding age, purchased from Rowan Farm of Ocala.

WILSON, A. L., Quincy.

WJ RANCH, Holopaw, W. J. Newman, owner. This herd, established several years ago in West Virginia, was moved to Florida in December, 1949, following a herd reduction sale which leaves 85 top-quality females in the breeding herd. Sires, both by Baca Royal Domino 21st, and nephews of the famed $65,000 Noe sire, Baca Duke 33d, are WJR Royal Comet and New Baca Heir 22d. (*)


WOODBURY & SON, RFD 1, Box 105, Miami 33.

WORKMAN, DILLARD S., M. D. (See Kencarol Ranch).

WYNNE, T. J., Gainesville.

YOUNG, W. B., Chipley.

ZEAGLER, DR. GEORGE M., Box 671, Palatka, phones 125, 126, office at Glendale Hospital, ranch located at Satsuma on St. Johns River. (*)

---

**Florida Hereford Ranch**

T. Noble Brown, Owner • Phone 2140

WEBSTER, FLORIDA

**Herefords**

10 Registered Polled BULLS

Between 6 and 7 months old

**GOULD RANCH**

Phone 520 White • Dade City, Fla.

---

Cattle Auction Every Monday.

**GAINESVILLE LIVESTOCK AUCTION MARKET**

Hogs & Other Stock Every Friday.

See our herd of good-quality registered Herefords whenever you are in our neighborhood.

Visitors Are Always Welcome.

**KENCAROL FARMS**

J. Dillard Workman, Owner • LIVE OAK, FLORIDA
Be Nifty in 'FIFTY

Buy Santa Fe River Ranch
Polled Herefords

Our Thanks to These 1949 Buyers

ALABAMA
Thomas McMillan, Brewton

FLORIDA
Hayes & Thomas, Gainesville
Fred M. Cone, Gainesville
Dwight Smith, Lake Wales
Carlos Proctor, Gainesville
Dan McCarty, Fort Pierce
Dr. Olin Hazen, Hawthorne
Alachua-LaCrosse FFA Chapter
C. W. Beasley, Gainesville
R. W. Cellon, Alachua
L. O. Feagin, Eagle Lake
Robert M. Davis, Palm Harbor
E. Lee Nigels, Palm Harbor
S. L. Bryan, Archer
Robert C. Smith, Micanopy

L. E. Ogilvie, Jacksonville
L. S. McMichael, Jacksonville
B. F. Williamson Co., Gainesville
Robert S. Trantham, Jacksonville
Kenneth L. Wetherington, Bartow
Bob White, Williston
Mallory Anderson, Fort Pierce
Lawrence Croft, Jr., Alapin
Elton Congdon, Haines City
Charles Congdon, Haines City
Lillian Congdon, Haines City

GEORGIA
McIntyre Brothers, Woodland
Ed Higgins, Newton
Gov. Herman Talmadge, Lovejoy
C. W. Schmoe, Nashville
R. B. Willis, Meigs
P. K. Moore, Valdosta

Selling 3 Head at Tampa, Thursday, February 9
Florida Hereford Association Sale, Florida State Fair

- SUMMER YEARLING BULL—SFR King's Advance Domino.
- JUNIOR YEARLING HEIFER—SFR King's Donna Domino, sells bred to GS Golden
  Trumode 81st, 1949 Florida State Champion.
- SENIOR CALF—SFR Miss Rollo, a daughter of Rollo Mischief 35th and a double
  grand-daughter of Domestic Mischief 6th.

Visit Us at the Florida State Fair, February 4-11, and at the South-
eastern Polled Hereford Show and Sale, Valdosta, Ga., March 6.

OUTSTANDING
bull and heifer calves
from our 1949 crop are
for sale at the ranch.

Santa Fe River Ranch
Mr. and Mrs. A. D. Davis, Owners
W. F. Snead, Manager
Alachua, Florida