In this issue:

- Prices May Hold Well Through 1959
- Group Selling Is Advantage
- Price Cycles Continue Their Effect
- Swine Sales Are Slated
- Cattlemen's Institute Set For Aug. 13

A COPY • $2 A YEAR

AUGUST
nineteen fifty-nine
Introducing...

**GROW-N-SHOW**

We proudly present . . . X-CEL GROW-N-SHOW, a two-feeds-in-one ration formulated by Jackson Grain and Carnation-Albers Research Farms.

GROW-N-SHOW, a major advance in calf feeding, combines high quality grains and minerals with 25 per cent world-famous Calf Manna, the feed proven best for developing the maximum potential of dairy and beef calves.

Now, with X-CEL GROW-N-SHOW, you eliminate the need for feeding a calf-developing ration plus Calf Manna after weaning. Feeding X-CEL GROW-N-SHOW is a perfect method for following the early weaning Calf Manna program which develops the rumen more quickly, helps eliminate scours, and saves the time necessary for mixing liquid milk replacers.

With X-CEL GROW-N-SHOW, you can be certain that your calves get all the essential nutrients for thrifty, sturdy growth until they are ready for X-Cel Dry and Fresh Conditioner and the X-Cel Calf Raising Program.

Now, X-CEL GROW-N-SHOW makes it possible for you to raise better herd replacements at a lower cost than you can buy comparable animals.

GROW-N-SHOW is ideal for dairy calves, beef calves, colts, lambs, and kids. It is also an excellent ration for horses and an outstanding supplement for conditioning and finishing show animals.

Send for the facts today! Your friendly X-Cel feed man is ready to show you how GROW-N-SHOW can save you time and labor; help you raise more profitable animals.

Our 50th Year of Progress

**X-CEL**

**JACKSON GRAIN CO.**

- Feeds
- Seeds
- Fertilizers
- Insecticides

**TENNESSEE BASIC SLAG**

**VIKING SHIP BRAND CALCIUM NITRATE**

TAMPA, FLORIDA
FCA Reports . . .

MORE FOLKS attended the Sarasota convention of FCA than any recent convention of the Association. Most counties were represented, and many brought their families to take advantage of the plush Gulf shore facilities of the Lido Biltmore Club Hotel.

BANG'S STAND of the directors was affirmed by resolutions: (1) Asking free inter-state movement of vaccinated animals, and (2) Urging a new approach to the entire Bang's eradication problem in light of the unworkability of "test and slaughter" in range cattle states.

SCREWWORMS found in Highlands County (first since February 19) plus report of a large shipment of freshly-castrated bulls from Texas to Florida, resulted in another resolution asking USDA to ban movement of any cattle with fresh wounds of this type across the Mississippi River quarantine.

COMMENDATION OF THE LIVESTOCK BOARD was also unanimously voted for its modification of policies connected with the Bang's eradication effort.

RESIGNATION OF JUNE GUNN as secretary was one of the more news-worthy developments. The veteran secretary, who has served in official capacity for more than 25 years without pay, told the group he could not continue after the annual convention, which is slated for Silver Springs this coming October.

FUTURE FINANCING COMMITTEE was assigned the task of finding the funds with which to hire an executive secretary. It is likely that such a man would work jointly for FCA and for the Florida Beef Council. (A meeting of the committee was held in Kissimmee in early July, and President Adams says a report to the directors is hoped for by early September.) Lat Turner of Sarasota is chairman of the committee, whose members include: H. L. Johnson, Arcadia; W. D. Roberts, Immokalee; Ralph Cellon, Gainesville; Charles P. Lykes, Tampa; Ben Hill Griffin, Jr., Avon Park; Irlo Bronson, Kissimmee; Gilbert Tucker, Cocoa; and George Wedgworth, Jr., Belle Glade.

AMERICAN NATIONAL was advised of the Florida stand on Brucellosis eradication at the Council meeting in Denver in late June by President Adams. The Fact-Finding Committee told the Council 1959 might be the peak of the cattle price market, and urged cattlemen to sell cows, as the risk of holding them is way out of proportion to any possible gain. If people cull heavily this year, prices still will be likely to go down—but much more gradually. (See editorial on page 90 for more information on this report.)

BEEF COUNCIL needs to be firmly established before price declines start, Adams points out. Nationally, closer relations between National Beef Council and the American National are absolutely essential.

AT DENVER, President Adams and other Southeastern cattle leaders put on record the great need for more voice by the Southeast in American National affairs. A committee has been working on this.

BRUCELLOSIS MEETING of FCA with other Southeastern associations, probably in Atlanta or Montgomery, is definitely in the works, says Adams, who discussed the matter with Texas and Louisiana presidents who promised to cooperate. Free inter-state transit of Bang's vaccinates is objective of joint meeting.

for August, 1959
**General News Report**

**Sarasota Hosts FCA Convention:**
Cases of Herefords were on display at the Florida Beef Council convention in Sarasota.

**Cattlemen's Institute Slated:**
The Cattlemen's Institute is scheduled for a meeting in March.

**Okeechobee Has New Facilities:**
New facilities are being constructed in Okeechobee.

**Milk Markets Elect Wooten:**
Mr. Wooten was elected to the milk market committees.

**Drainage Is Important:**
The importance of drainage in agriculture was discussed.

**Bee Council Gets Report:**
A report on beekeeping was presented at the convention.

**Magnolia Has Pellet Mill:**
A pellet mill has been constructed in Magnolia.

**Lakeland Market Is Cool:**
The market in Lakeland is considered cool.

**Gainesville Has New Store:**
A new store was opened in Gainesville.

**Southwest Cattlemen Meet:**
The Southwest Cattlemen met in December.

**Court Suit Ups Imports:**
A court suit has increased imports.

**Mississippi Check Effective:**
The Mississippi check was deemed effective.

**Breed Information**

**New Angus Ranch Announced:**
A new ranch was announced in December.

**Touchton Has Herefords:**
Mr. Touchton has been receiving herefords.

**K Bar Sells:**
The K Bar ranch sold a large quantity of cattle.

**Floridians Attend Field Day:**
Many Floridians attended the field day.

**Marketing Features**

**Cattle Cycles—McPherson:**
The cattle cycle was discussed by Mr. McPherson.

**Price Cycles—McPherson:**
The price cycle was discussed by Mr. McPherson.

**Auction Selling—Finkel:**
The auction selling technique was presented by Mr. Finkel.

**Group Showings—Finkel:**
Group showings were discussed by Mr. Finkel.

**Eradication to be Tested:**
Eradication methods are being tested.

**Packers Need More Cattle**
Packers are in need of more cattle.

**Regular Marketing Is Best**
Regular marketing is considered the best method.

**Swine News**

**Cannon Has Field Day:**
Mr. Cannon had a successful field day.

**Circle D Certifies:**
Circle D certified a number of swine.

**Shows and Sales**

**Feeders Sales Are Slated:**
Feeders sales are planned for the coming year.

**Gatrell—Hayes to Sell Durocs:**
Mr. Gatrell-Hayes plans to sell durocs.

**Landrace Sale Is Held:**
The landrace sale was held.

**Jersey Sale Is Planned:**
A jersey sale is planned.

**Horse Activities**

**Quarter Horse Jamboree Held:**
The quarter horse jamboree was successful.

**Rodeo Results Told:**
Rodeo results were reported.
FOR IMMEDIATE SALE

20 Head Of Top Young Registered Brahman Cows, Bred To Our Outstanding Charolais Bull, Sir Theodore 401. These Cows Will Make You Money.

50 Head Of Excellent Charolais-Cross Range Cattle, All Bred To Charolais Bulls. This Is A Young Herd, With All Cows From 3 To 4 Years Old.

40 Head Of Charolais-Cross Steers Weighing From 600 to 1000 pounds.

WRITE, CALL OR WIRE, NOW!

DS RANCH
D. A. SALLS
W. A. SALLS

DS RANCH
From the 1957-58 DHIA Summary, issued February 1959:

"The State DHIA average (production per cow) was 1958 pounds above the 5220-pound average of all cows kept for milk in Florida in 1958... More of the DHIA herds were fed silage than the state herds as a whole. It amounted to an average of two tons silage and 863 pounds hay per cow."

**LU Ndell**
PIONEERED THE HARVESTING OF HEAVY FLORIDA GRASS AND FORAGE FOR MAKING SILAGE!

**The Lundell**
HEAVY-DUTY OFFSET CHOPPER SELLS FULLY ASSEMBLED AND DELIVERED ANYWHERE IN FLORIDA Complete with grass head and used tires.

ALSO: All-Star Wagon Hoist, 10,000-pound capacity, $85 including freight; Model B-20 Wagon Hoist, H. D., 11,000-pound capacity, $125 including freight.

Remember!
The Heavy-Duty LUNDELL Offset Chopper Was Made Especially for Florida Forage Conditions!

**G Ra ves**
DISTRIBUTING COMPANY
R. Lee Graves, Owner, Box 708, Ph. TI 7-2123
KISSIMMEE, FLORIDA

We Stock a Full Line of Parts At Our Kissimmee Warehouse

---

**Editor's Desk**

Unsteamed Bone Meal: A Threat of Anthrax?

Tallahassee

This will acknowledge your letter addressed to Commissioner Mayo.

The Florida Commercial Feed Law does require that bone meal sold for animal feeding be labeled to agree with a registration issued by our department. We believe raw bone meal is seldom if ever distributed for feed purposes in Florida. Several firms have registered steamed bone meal, but we have no records about available supplies and sources thereof...

From the enclosed copy of the... Law..., you will note sterilization requirements in Regulation 11. This would receive strict attention if an outbreak of anthrax should occur. Until such an outbreak arises, we normally assume that steamed bone meal has been properly sterilized...

Nat Mayo, Sup. Inspector
State Department of Agriculture Inspection Bureau

"Our letter to the Commissioner followed an inquiry to us from Paul Knowles, Manager of Ashbourne Ranch at Delray Beach, who was unable to buy inspected bone meal—but feared to buy uninspected meal due to possibility of anthrax (the outbreak in Brouard County some years back was believed caused by unsterilized bone meal). Regulation 11, referred to in Mr. Mayo's letter, provides that "no bone meal, tankage, meat scrap, or any other animal by-products may be sold, offered for sale or used in stock feed, feed supplements, or in fertilizers in the State of Florida, unless such products have been so sterilized by heat or by a process approved by the Commissioner with the exception of bone meal purchased from..."

In regards to the steamed bone meal situation, I have found that the inspector for this area has put a stop sale order on all untag meal in this area, and before

---

**Latest Statistics**

**Screwworm Report (from FLB, USDA)...**

<table>
<thead>
<tr>
<th>Week Ending</th>
<th>Flies Released</th>
<th>Flights Flown</th>
<th>Hours Flown</th>
<th>Sq. Mi. Covered</th>
<th>Cases S.</th>
<th>Cases N.</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 13</td>
<td>43,064,600</td>
<td>72</td>
<td>464</td>
<td>64,200</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>June 20</td>
<td>42,378,600</td>
<td>68</td>
<td>426</td>
<td>64,200</td>
<td>0</td>
<td>1*</td>
</tr>
<tr>
<td>June 27</td>
<td>45,988,600</td>
<td>70</td>
<td>478</td>
<td>64,200</td>
<td>0</td>
<td>0</td>
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<tr>
<td>July 4</td>
<td>42,744,600</td>
<td>71</td>
<td>422</td>
<td>64,200</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>July 11</td>
<td>43,751,400</td>
<td>67</td>
<td>436</td>
<td>64,200</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

*In Highlands County

**Commercial Slaughter and Average Weight (USDA)...**

<table>
<thead>
<tr>
<th>Cattle</th>
<th>Calves</th>
<th>Swine</th>
<th>Sheep</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head Lbs.</td>
<td>Head Lbs.</td>
<td>Head Lbs.</td>
<td>Head Lbs.</td>
</tr>
<tr>
<td>May 1959 (Fla.)</td>
<td>23,100</td>
<td>5,700</td>
<td>28,000</td>
</tr>
<tr>
<td>May 1958 (Fla.)</td>
<td>28,000</td>
<td>12,400</td>
<td>30,500</td>
</tr>
<tr>
<td>May 1959 (U.S.)</td>
<td>1,840,600</td>
<td>556,300</td>
<td>5,899,200</td>
</tr>
<tr>
<td>May 1958 (U.S.)</td>
<td>1,951,900</td>
<td>714,800</td>
<td>5,300,200</td>
</tr>
</tbody>
</table>

**Slaughter Under State Inspection, Head (FLB)...**

<table>
<thead>
<tr>
<th>Cattle</th>
<th>Calves</th>
<th>Swine</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head Lbs.</td>
<td>Head Lbs.</td>
<td>Head Lbs.</td>
</tr>
<tr>
<td>June 1959</td>
<td>13,004</td>
<td>2508</td>
</tr>
<tr>
<td>June 1958</td>
<td>14,899</td>
<td>3490</td>
</tr>
</tbody>
</table>

**Livestock Prices Per Hundred (USDA)...**

<table>
<thead>
<tr>
<th>Cattle</th>
<th>Calves</th>
<th>Swine</th>
</tr>
</thead>
<tbody>
<tr>
<td>Florida, June 15, 1959</td>
<td>$20.20</td>
<td>$28.60</td>
</tr>
<tr>
<td>Florida, May 15, 1959</td>
<td>20.70</td>
<td>29.30</td>
</tr>
<tr>
<td>Florida, June 15, 1958</td>
<td>17.30</td>
<td>22.00</td>
</tr>
<tr>
<td>U. S., June 15, 1959</td>
<td>23.60</td>
<td>28.50</td>
</tr>
</tbody>
</table>

---

The Florida Cattleman
Experience proves the benefits of TRILAFON, says Arlin Sheldahl of Huxley, Iowa, who has used TRILAFON for two years. "Show calves are easier to show. TRILAFON calmed them down; they were easier to handle and they stayed on their feed. Shrink was less than before."

Do tranquilizers have you guessing?
Here are 10 good reasons why TRILAFON ranks first in shipping and feedlot operations

1. Are all tranquilizers alike?
   No. TRILAFON has at least five times greater effect on animal behavior than other true veterinary tranquilizers. (These are drugs of a chemical family known as the phenothiazines.) Smaller doses are needed and, because the required doses are low, TRILAFON is safe and rarely produces undesirable side effects.

2. When is TRILAFON used?
   TRILAFON is used primarily to calm frightened, excited animals. By removing or minimizing the stress of threatening situations, TRILAFON thus reduces shrink-losses due to shipping and adaptation to feedlot procedures. TRILAFON also is valuable to calm weaner calves and quiet nervous animals for showing at fairs and stock shows.

3. Will TRILAFON reduce shrinkage enough to justify the cost of treatment?
   Yes. Shrink in treated animals generally is reduced up to 4% (up to 50% of what is considered normal shrink). In one trial two groups of 750-pound cattle were trucked for 40 hours. Untreated cattle lost 93.5 pounds per animal; treated animals lost only 52.6 pounds—an average savings of 40.9 pounds.

4. How much does it cost?
   Costs vary depending on the weight of the animal and the number of animals treated. Since only one TRILAFON injection is required the cost will range approximately from $.50 to $1 per animal; savings up to ten times the cost of the injection can be realized. Livestock producers and feedlot operators also may benefit from the greatly reduced incidence and severity of shipping fever that puts animals off feed, often for two to three weeks.

5. What are the benefits of using TRILAFON?
   TRILAFON cuts the amount of actual tissue shrink. It reduces the incidence and severity of shipping fever and helps cattle resist infection. Treatment costs are less; death rates are cut to a minimum.

6. What about short hauls?
   TRILAFON is equally beneficial on short hauls. Approximately 75% of weight loss occurs during the first two hours of shipment. Cattle can shrink about 4% in short trips of 25 to 50 miles.

7. How is TRILAFON administered?
   TRILAFON is given only by deep intramuscular injection in the neck or other heavily muscled area. Use a 14-gauge needle, 1/2 to 2 inches long. TRILAFON takes effect in approximately 30 to 45 minutes. For best results injections should be made at least one hour ahead of time when individual handling is required.

8. What are the recommended doses?
   Only one shot will produce the "light" degree of tranquilization needed to protect an animal prior to shipment or on arrival at the feedlot.
   Doses vary according to the condition of the animal and the level of activity desired. For light tranquilization, .05 mg./lb. is sufficient; for example, 15 mg. for a 300-pound calf; 30 mg. for a 600-pounder. Larger doses do not speed action.

9. Where is TRILAFON sold?
   TRILAFON® (perphenazine, Schering) is available only through your veterinarian. Because it is a highly potent drug, the Food and Drug Administration prohibits its sale through commercial channels.

Learn when and how TRILAFON can help you make more money on your livestock

Write to: Veterinary Department, Schering Corporation, 60 Orange Street, Bloomfield, N. J.
Please send me the free booklet: "Questions and Answers on Commercial uses of TRILAFON — the Veterinary Tranquilizer"

Name: ____________________________________________
Address: __________________________________________
Town: _____________________________________________
State: _____________________________________________

V-TRJ-649-10
There are no shortcuts to good fly control on cattle. You spray as soon as hornflies show up, and repeat as often as needed through the summer. It'll pay you to buy the very finest spray material, because it is such a small part of the total cost. Labor and equipment are the big items. You can often save money by buying enough spray for three or four applications.

Convenient. Purina Range Cattle Spray is a liquid combination of Toxaphene and Lindane. One gallon makes 100 gallons of spray solution, enough for 200 head of cattle. There's no powder to clog nozzles...no pre-mixing needed. New this year is the easier-to-handle 30-gallon drum, which will spray 2,000 head three times during the season.

Low cost. Last year Purina Range Cattle Spray was used on eight million head of cattle! With this kind of volume, cost is bound to be low...actually averages less than $2.50 per head!

OK in backscratchers. This product also works fine in automatic rubbing devices. You mix it with 2 fuel oil or diesel fuel oil and let cattle supply the labor. Your Purina Dealer stocks Range Cattle Spray. Check prices with him.

any could be sold it had to be tag. I am certainly pleased that this has happened, and in a way glad I started the fuss. I just couldn't see buying an untag feed for these cattle. I want to thank you for your efforts on this... Paul Knowles, Jr., Manager Ashbourne Ranch

Beardsley Asks Reflector Address: Notes Error in July Purina Ad

Clewiston

Page 14, current (July) issue of The Cattleman refers to a heat-reflector product made in Tulsa, Oklahoma. Could I bother you for more specific mailing instructions? Have you ever thought of acting as advertising "gobetween" where subscriber writes you and you forward the request?

By the way, the Sugarland Exposition is held in Clewiston (not Sebring as was stated in Purina ad showing a picture of Wayne Beardsley with his grand champion steer, a Shorthorn). Nice ad though!

Jim Beardsley

"We have misplaced the address of Coating Laboratories, Inc., makers of sunlight-reflecting Plasticool coating, but believe a Special Delivery stamp would result in delivery of a letter addressed simply to Tulsa, Oklahoma. In behalf of Purina, we're happy to set the record straight that the Sugarland Exposition (see ad on page 11 July CATTLEMAN) is very definitely in Clewiston! We've given some thought to forwarding requests to manufacturers mentioned in this column. Would other readers be interested in this service?

The Governor Did Eat Beef on Father's Day

Tampa

...In your July issue you make the statement that Governor Collins was in Russia on Father's Day and therefore couldn't enjoy the Florida Beef Council prize-winning recipe. Actually (he) was in Tallahassee, and left that day for Washington (where) he and the others who visited Russia met with President Eisenhower on Monday, June 23.

Louis Benito, Advertising Florida Beef Council

"Thanks for setting us straight.

Miss Florida, Clover, Roberts, And Cows Draws Collier Thanks

Although I am a bit tardy, I do wish to thank you for the fine treatment you gave our ranch in the June issue, both on the cover and in the photograph and article on page 8.

While (of course) we have always thought that our clover pasture looked very good, I must admit it has never been as beautiful as when it was visited by Miss Florida. We are proud that she called on us and are indeed most happy and indebted to you for the lovely cover

RALSTON PURINA COMPANY
St. Louis 2, Missouri

YOU CAN DEPEND ON PURINA QUALITY HEALTH AIDS

The Florida Cattleman
Selling

GOOD QUALITY CATTLE

... for Stockers

... for Feeders

... for Slaughter

AT WEBSTER EVERY TUESDAY

Cattle quality in Sumter and adjoining counties has improved tremendously in recent years—just as it has elsewhere in Florida. However, here you'll find a somewhat larger percentage of good-quality stockers and feeders ... every week during the year. BUYING ... or SELLING ... we urge you to check with Webster. Come see our facilities and find out for yourself the service we render both producers and buyers.

SUMTER COUNTY FARMERS’ MARKET

One of Florida's Oldest Markets: Experienced in Dependable, Efficient Service

Lamar Hall, Auctioneer-Sale Manager

WEBSTER, FLORIDA
Less work
...more
Profits

CAREY
MINERALIZED SALT PRODUCTS

Putting out salt for free choice feeding is one of the easiest chores on a farm or ranch. At the same time...with no mixing, no extra work...you can be feeding the trace minerals that mean so much in health, growth and production. Simply switch to a Carey Mineralized Salt Product.

Carey Mineralized Salt Products cost only pennies extra per head per year. And the profits are measured in dollars...greater production and saving in feed costs. Specify Carey to be sure of high-quality, compatible minerals.

Which one of the Carey Mineralized Salt Products? To help you decide, Carey offers five complete and informative feeding guides...for beef cattle, dairy cattle, hogs and sheep...and one on worm control. Any or all of these valuable folders are yours for the asking. Just use the coupon.

The Carey Salt Company, Dept. FC-8, Hutchinson, Kansas
Please send me the following Carey Salt Feeding Guides:
[ ] For Beef Cattle  [ ] For Dairy Cattle  [ ] For Hogs
[ ] For Sheep  [ ] For Worm Control

NAME ____________________________
ADDRESS ____________________________
CITY ____________________________ STATE ____________________________

THREE GENERATIONS...of Justins are pictured above on the 80th anniversary of the firm, from left, John, Jr., president, John, Sr., board chairman, and a portrait of H. J., founder of the company, who was stranded in Fort Worth with only $5.25 back in 1879.

picture of her and our own W. D. Roberts, first vice president of the Florida Cattlemen’s Association, which was taken on our ranch...

Norman A. Herren, Gen. Sup. Immokalee Ranch Collier Corporation

Advance planning arranged with us by Collier County Agent Don Lander and the Chamber of Commerce resulted in our June cover picture being taken to the specifications necessary.

We Can’t Resist Printing A Pair of “Bouquets”!

St. Petersburg (We) want to tell you and your staff what a fine ad we thought was made up for the Eastern Charolais and Charbray Association (in the July CATTLEMAN). It was most effective, and the way you handled the names of the members as well as the rest of the layout was perfect for our needs...

Mrs. Frances Weaver
Lazy W Ranch
College Station, Texas

Just a note to express appreciation to you for showing me around (during the FCA convention at Sarasota) and helping me get acquainted with the fine cattlemen of your state...

O. D. Butler, Head
Dept. of Animal Husbandry
Texas A. and M. College System

Yocam Battery Expands Its Tampa Facilities

INDUSTRIAL BATTERIES for refrigeration plants, canning and juicing plants and similar installations will soon be made in a new 4000-foot building being constructed to house the Industrial Division of Yocam Batteries, Inc., at Tampa, makers of Yocam and Diamond automotive batteries.

Recently the company completed a local branch building of 8000 square feet. reports J. Ross Blackburn, assistant ad...
There's No Secret About It at All

Okeechobee Market Wants Your Business

FULL VALUE for your livestock is assured at Okeechobee due to the many buyers who regularly attend our sales. TOP SERVICE to both buyer and seller is a tradition (and you're welcome to use our pens and scales at any time). We invite you to visit us and see for yourself.

MANY THANKS to the producers and buyers who have shown their confidence in the Okeechobee market in past years. We solicit your continued patronage!

Auctions Every Tuesday

Okeechobee Livestock Auction Market

ALTO ADAMS, OWNER
KELLY HAYS, AUCTIONEER

PHONE ROdeo 2-5521

TOM KIRBY, MANAGER
MISS SYLVIA BASS, OFFICE

Okeechobee, Florida

If you haven’t tried Okeechobee—buying or selling—we invite you!
A "MUST" FOR ALL AUCTION BARNs

Weight-Master

Here is the first practical answer to one of the big problems at all livestock auction barns—advising bidders of the correct weight of the animal on scales without question or confusion.

This manually operated, remotely controlled, electric board instantly flashes the weight of the animal in brilliant, easily read, 10½"x6½" lighted numerals. Clearly visible at distances over 200 feet and at any angle within an 180-degree arc. Available in 3, 4 or 5 digits. Completely controlled from panel shown at left which can be placed at any convenient location. Write today for descriptive literature and prices.

M. D. Brown Co., 2243 Lake St., Niles, Mich.

For Florida livestockmen ...

...valuable booklets

...describing the use and benefits of AUREOMYCIN® in cattle, poultry and swine feeds. Learn how AUREOMYCIN increases feed efficiency, speeds growth. Write American Cyanamid Company, Agricultural Division, New York 20, N. Y.

@AUREOMYCIN is American Cyanamid Company's trademark for chlortetracycline.

American National Hires McMillan as Executive Secretary

BEGINNING IN August, C. W. "Bill" McMillan—formerly with Swift and Company's Agricultural Research Division—will become the third Executive Secretary in the history of the American National Cattlemen's Association, according to announcement by President G. W. "Jack" Milburn of Grassrange, Montana.

The position has been temporarily held by Dave Appleton (editor of the American Cattle Producer) since the sudden death of Radford S. Hall last February. American National's headquarters are in Denver.

The new executive secretary is a native of Fort Collins, Colorado, and graduated in 1948 from Colorado State University after serving as a navy lieutenant in the Pacific theater in World War II.

McMillan served with the Colorado Extension Service in Denver, Sedgwick and Conejos Counties after graduation, then joined the Colorado State University staff for a short time prior to his employment by Swift. Married to a Louisiana girl, the former Jardell Hollier of Lake Charles, the McMillans have one son, Brett, a three-year-old.

And Swift Replaces McMillan With Don Staheli

THE WORK with livestock producers and producer associations in behalf of Swift and Company, formerly handled largely by Bill McMillan (see above) will now be done by Donald L. Staheli, who has headed the animal husbandry division of Swift and Company's research lab since May 1958, reports Tom Glaze, agricultural research department head.

A native of Hurricane, Utah, Staheli

NEW MOWERS ... that are side-mounted and trail-type have been added to the Allis-Chalmers line of hay tools.

The Florida Cattlemen
INSECTICIDES

New... from Dow

KORLAN 25W
controls

house fly screw worm fleece worm lonesor tick louse sheep ked hornfly

Multipurpose spray approved for direct application on beef
cattle, sheep, goats—in dairy barns, poultry houses.

Korlan® 25W offers a combination of unique advantages:
Effective against a broad range of animal pests (even strains
grown resistant to other chemical sprays).

Longer control period. Killing action lasts longer . . . requires less work . . . fewer repeat sprayings. Korlan 25W is
effective for 2-4 weeks against hornflies . . . up to 6 weeks
as a residual spray in barns, poultry houses, refuse areas.

Less Toxic. Korlan is safer . . . can even be used to treat
young or suckling animals . . . many chemicals have been
developed that are too toxic except for adult animals.

Simple. One dosage level satisfies several uses. Except for
ticks, the same spray concentration can be used on beef
cattle, sheep, goats, hogs and horses. Korlan can also be
used as a bait. Other formulas (Korlan 24E and 12E) can
be used on backrubbers.

Korlan has been thoroughly field-tested and is now avail-
able in commercial quantity. For more information write
Agricultural Chemical Sales Dept. 137KY8, Midland, Mich.

THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN
Raise grass to the high-profit level with PASTURGRO

prove to yourself that 3 ACRES CAN PROFIT LIKE 4

Pasturgro is the plant food made especially for grass and grass-legume mixtures. It's produced right here in Florida for our soils and weather conditions. And Pasturgro is made by Swift's exclusive Flo-Fusion process which chemically-hitches all elements. There's balanced fertility in every particle.

This year prove to yourself how easy it is to make three acres profit like four with Pasturgro.

GROWERS' ADVISORY SERVICE
Swift's trained Growers' Advisory Representative will analyze your soil and help you work out your production problems. There is no charge for this extra Swift Service.

SPECIAL BULK DELIVERY
Save on bags and handling with our self-unloading bulk transports. They will bring Pasturgro right to your field and unload it into your distributing equipment.

14 INCHES... of rain which fell during a 24-hour period on the 160-acre J. C. Smith Farm west of Delray Beach were cleared quickly with two power units, including this one powered with an International UV-401 power unit.

was raised on a general livestock and crops farm. Valedictorian of his high school class, he secured a B.S. degree in Agriculture from Utah State University in 1953, where he received the "College Award" as the outstanding graduating senior.

Staheli was president and vice president of the Utah Future Farmers, and national FFA president in 1950-51. He took graduate work in ruminant nutrition at the University of Illinois, where he finished in 1956. He joined Swift in February 1958.

General Mills Hires Two Beef Salesmen

Two SALESMEN out of the new Tampa facilities of General Mills will be concentrating to a considerable extent on beef cattle sales, reports Frazier Rogers, manager of the Tampa division.

Neal Ruddy, a University of Missouri graduate, will make his headquarters in Sebring and work with cattlemen in the Lake Okeechobee cattle areas.

Paul Axt, Miamian who graduated last February in Animal Husbandry at the University of Florida, is working out of the Tampa office.

Axt served in the Coast Guard following graduation in animal husbandry at Missouri, then took over as manager of Ashburton Farms, Clarksville, Missouri, where he had complete charge of an extensive feeding operation, Rogers reports.

Texas Feed Control Chief Hired by Drench Makers

FRED D. BROCK, former Texas Feed Control Chief at the Texas Agricultural Experiment Station, has become vice president and pharmaceutical director of Right Weight Company, Inc., of Fort Worth, Texas, which makes Tox-I-Ton drench for parasite control. Announcement was made by Right Weight president Virgil H. Scroggs.

Brock is author of numerous publications dealing with food and drug ad-
MORE PROOF... IT PAYS TO FEED PURINA

Beewood Hereford Farms feed Purina for

... fast growth on sale bulls
... cheap gains on commercial steers

Beewood Hereford Farms, owned and operated by George Wood of Sarasota, used to be covered with "pines, palmettos, and rattlesnakes." Now it boasts 460 acres of improved pastures and one of Florida's leading registered Hereford herds. Beewood breeding stock is in great demand, especially the fast-growing, high-quality bulls.

The Beewood Hereford Farms herd of over 100 brood cows is presently headed by PHF-R Silver Domino 30th, senior herd sire. "He consistently sires a uniform group of top, growthy calves for us," George Wood stated. "We select the best bull calves each year and grow them out for sale, both to purebred and commercial operators."

The calves receive special attention and are given every chance to develop into leading herd sires. Mr. Wood has found that a grain ration supplemented with Purina Steer Fatena is the fastest, cheapest way of bringing them along. The bulls are in excellent condition when they approach the sale age of approximately two years.

Commercial steer feeding is also a major part of the Beewood operation. Several hundred steers are fed on grass annually and marketed after a short drylot feeding period. "Again we count on Purina supplements to get the job done cheaply," George said. "It cost only 9.8¢ to put a pound of gain on a group of steers we fed on grass recently." Because of the excellent results top cattleman George Wood gets at Beewood, he is an enthusiastic Purina Feeder.

Whether you have registered or commercial cattle, whether you sell your calves off-the-teat or finish them for market, there's a Purina Cattle Feeding Program to fit your operation. Visit your Purina Dealer... at the Store with the Checkerboard Sign... ask him to tell you more about research and field-tested Purina Cattle Chows.

FEED PURINA... YOU CAN DEPEND ON THE CHECKERBOARD FOR
ABS Attracts 2000
To Open House in Wisconsin

A record crowd of over 2000 attended the Open House and Tour held recently at American Breeders Service Stud Farm and Laboratories at Madison, Wisconsin, reports the company. Of outstanding interest were four bulls with records of over 100,000 first services! ABS estimates these four sires have added more than $10 million to the dairy income of the nation—and ABS estimates that its semen, altogether, has made it possible for dairymen to increase their income by $210 million since the service was founded in 1941.

Livestock Insects Cost $500 Million Annually!

Total losses due to livestock insects have been estimated to be as high as $500 million annually—from such insects as ticks, horn flies, lice, screwworms, mites which cause mange, sheep scab and the like—reports William Cooper and Nephews of Chicago, which makes insecticides, including Cooper-Tox Extra, used as spray or dip.

New Holland Offers New Film Titled “How Grass Grows”

The story of grass is told in a new 16 millimeter motion picture titled “How Grass Grows,” which is available to interested groups who request it from the company. The film has been endorsed by D. A. Williams, administrator for the U. S. Conservation Service, New Holland reports.

Lilly Opens New $5 Million Research Center

350 leaders in science, business, government and the press in the United States and Canada recently took part in a full-day dedication program at Eli Lilly and Company. This gathering included President Dwight D. Eisenhower, who in a message read to the dedication program concluded that health is the nation’s greatest resource.

The Florida Cattleman
Cost hundreds less than others
...Cost less to own

Savings start the minute you decide to buy a Ford diesel tractor
...here's why:

- **Lowest priced diesels** ...Ford diesels are in the same
  price range as comparable gasoline tractors of other makes.*

- **Cut fuel costs in half.** Most any diesel tractor owner
  will tell you he saves up to 50% (some say more) on his fuel
  bills. Try one on your farm.

- **Built best for the job** ...no matter how you farm. Ford
  diesel tractors are available in 2-3 and 3-4 plow power. There
  are all purpose or special utility tractors available in the 601
  and 801 series. You can choose from row crop models with
  wide adjustable front end, dual wheel tricycle or single front
  wheel tricycle in the 701 and 901 series. There's even a new
  Ford Offset 1-row tractor.

- **Be way out in front.** For full 4-plow power be sure and
  see the new Fordson Power Major with its 22% horsepower
  increase. Here's a new low in cost per horsepower...and it's
  the world's largest selling diesel tractor...plus the winner
  of more world plowing championships than any other.

- **New Fordson available.** The new Dexta diesel all
  purpose tractor gives you 2-3 plow power, with hydraulic
  system, 3-point hitch and 6-speed transmission. See it soon.

**EASY CREDIT TERMS AVAILABLE**

Your nearby dealer can tell you about credit plans that feature
lower down payments, longer terms and lower rates. So for every
day savings, plenty of tractor power, long engine life, low
maintenance, plus Ford's farm engineered work-saving features
...see your nearby Ford tractor and implement dealer. Try a
Ford on your farm—save plenty!

*based on F.O.B. factory suggested list prices of other make
tractors, as published when this advertisement was prepared.

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**FORD SEMI-MOUNTED PLOW**
Here's a 4-bottom plow with the big capacity for low cost opera-
tion. Built for the toughest conditions, this Ford plow has
the ground following flexibility and high trash clearance
needed for well-made seedbeds. You have a choice of
precision bottoms. Stop in and see this big plow that
works from the Ford tractor hydraulic system. *No extra
valves to buy!*

**FORD SELECT-O-SPEED**

World's most advanced
tractor transmission

What you've heard is true...Shift up or down—without
stopping and without clutching. Always in direct drive...no
slippage possible...only more economy. Ten speeds
forward, two in reverse. Only Select-O-Speed gives you
Independent PTO plus six ground speeds of 4 MPH or
less at PTO engine speeds!

Only FORD has power shift to any gear!

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SEE YOUR NEARBY FORD TRACTOR AND IMPLEMENT DEALER
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BUYS DIRECT

You save labor, handling and trucking costs; we save too, when we can buy directly from the producer. Let us quote all types of Butcher Cattle in any quantity.

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NATURAL CURIOSITY... of cattle makes back-rubbers practical, says Globe Laboratories, which produces a compound called Cable Oil containing five percent solution of DDT in fuel oil. Diagram above shows how cowboy can make his own.

Company's $5 million research center at Greenfield, Indiana, where Lilly scientists conduct studies in animal nutrition and animal and plant disease and pest control.

"You might say we're out 'looking for trouble'—hunting new problems to solve," Dr. T. P. Carney, a Lilly vice president, told the group.

Rest of Nation Rapidly Follows Florida in Use of Bulk Tanks

The rest of the United States is rapidly following Florida's lead in wide-spread use of stainless steel bulk tanks, reports the Agricultural Extension Bureau of Republic Steel Corporation after a nationwide survey.

Authorities are now generally agreed that bulk tanks will be in use within the next few years on practically every farm producing Grade A market milk. Since July 1954, the number of tanks on farms has increased nearly ninefold—to 114,350. Conversion to bulk tanks should be complete by 1965 when around 275,000 will be in use.

Ford Adds New Harrows To Its Implement Line

A new 10-foot lift-type disc harrow, and 12 and 14-foot wheel-type disc harrows have been added to the harrow lines offered by Ford. The new discs are offered with 16-inch plain and 18 or 20-inch plain or cut discs, says a news release.

New Dry Bait Fly-Killer Announced by Globe

Globe Laboratories of Fort Worth, Texas, announces what it calls "the most effective fly killer in recent years" for use as dry bait under the trade name "Bird-N-Deth." Product is so toxic that a pound covers 6000 square feet. It contains a new chemical called DDVP, says Globe.

Case Says It Can Compete With Foreign Imports

A line of small diesel tractors, designed to more than compete in price with most of the small diesels currently being imported from Europe, has been announced by Marc B. Rojman, J. I. Case Company president.

Despite high labor costs, Rojman reports: "Not only were Case engineers able to design a small diesel engine that
CATTLEMEN:

Don't let shipping steal your profits!

Every pound that cattle lose when shipped from range to feedlot represents lost profit. But INJECTION SPARINE given to cattle prior to shipment cuts such weight losses by over 50% in most cases. Thus, SPARINE makes money for you.

Because INJECTION SPARINE controls tension, nervousness, and unruliness, you should talk to your veterinarian about SPARINE before you ship cattle.

Remember SPARINE's five advantages:

1. Shipping-weight losses are reduced.
2. Handling and loading time is cut.
3. Cattle are not "knocked out" by SPARINE even in transit.
4. Fence walking, bawling, and milling upon arrival at the feedlot are stopped.
5. SPARINE is safe to use in cattle and all farm animals.

AVAILABLE ONLY FROM VETERINARIANS

INJECTION Sparine HYDROCHLORIDE

Wyeth
Philadelphia 1, Pa.
Cattle Parasite Danger Threatens Great Loss

New drench proves more effective in killing intestinal worms

Many livestock producers are beginning to realize the great losses occurring from internal parasites in animals. Several million dollars of livestock income are lost annually through weight losses, inability of cattle to get proper nourishment from feed and a decrease in calving—all traceable to worms.

Tapeworms, wire worms, bankrupt worms and other common stomach worms which have been resistant to regular treatments can now be safely and economically controlled. An easily administered drench which has resulted from extensive research in proving more highly effective in killing these intestinal worms. This new formula was inspired and developed when it became evident in many cases the cattle did not respond to usual treatments. The improved formula is known as Tena-Bov.

Numerous tests regarding the effectiveness of phenothiazine drench have proved that worm killing depends on getting a great enough concentration of the dose into the fourth stomach in sufficient quantity to produce the necessary results.

Research indicates there are no important parasites in the system until the fourth stomach is reached. In ordinary drenches a great portion of the dose is lost or absorbed before it reaches the fourth stomach. The small amount of ordinary drench that goes into the fourth stomach lacks sufficient quantity to kill resistant worms.

This improved cattle wormer is helping livestock men meet an increasing need for combating worm infections. There is no interference with normal chemical and bacterial actions of the digestive processes when using Tena-Bov. It is given on a full stomach. There is no weight loss as compared with drugs which upset digestion by requiring a fasting period.

Dr. Rogers' Tena-Bov was developed and is manufactured by Texas Phenothiazine Company, Fort Worth, Texas, one of the foremost researches and manufacturers of animal health products. The distributor in this area is Cairo Livestock Supplies, Box 334, Cairo, Georgia.
Your cattle can extract more of the meat, bone and muscle building nutrients from your grass when you self-feed MoorMan's Mintrate Cattle Blocks*. These blocks are a concentrated, power-packed blend of 6 rich proteins, urea, base and trace minerals, plus Vitamin D... everything your cattle need to stack on faster gains from all kinds of roughage.

Cattle Blocks are designed specifically to be self-fed with high roughage rations—grass, citrus pulp or when cattle are fed large quantities of dry hay or silage. You only need to put blocks out once every week or so. They can be fed to all kinds of cattle... cow herds, calves, yearlings, growing dairy heifers and dry dairy cows. Only ½ to 1 pound of the blocks per head per day usually does the job.

Cattle Blocks stimulate rumen activity and promote more thorough digestion. So your cattle build more meat, bone and muscle from every ton of grass and forage... cows stay in better condition... calves usually are bigger and thriftier at weaning.

Most feeders get a pound of extra beef for each pound of Cattle Blocks, when consumption averages ½ pound per head per day. And you save time, labor and storage space.

Cattle Blocks are made in three different formulas for good, average and sparse pasture conditions. Your MoorMan Man can tell you the right combination for your operation. He also has special prices on 50 to 200 ton orders or contracts for future feeding. Moorman Manufacturing Company, Dept. X98, Quincy, Illinois.

How to get more beef from your grass

End "Hidden Hunger" In Your Cattle... One Dose Increases Beef Gains 10% to 22%

new COBALT BULLET ASSURES MAXIMUM WEIGHT GAINS—HEALTHIER CATTLE

It's a fact—as many as 9 out of 10 cattle in Florida are suffering from "Hidden Hunger" due to lack of cobalt! One sick or unthrifty animal in your herd usually indicates that your entire herd is suffering from cobalt insufficiency. These borderline or "unapparent" cases can seriously reduce beef production—and reduce your profits! But a single 'PERMACO' Cobalt Bullet per head provides a DAILY cobalt supply for a FULL YEAR! Even in areas where beef fattening has never been a problem, 'PERMACO' Cobalt Bullets can give a minimum of 10% to 22% INCREASED beef gains.

ONE DOSE PRODUCED THESE RESULTS IN CONTROLLED TRIALS!

In this trial on 14 cattle, the total extra weight gain of 324 lbs. was the equivalent of gaining an extra animal in this small herd.

This trial on 21 animals was conducted in an area where beef fattening was never a problem.

(Controlled trials were also conducted on dairy cattle with equally successful results. One 'PERMACO' Cobalt Bullet per animal increased milk and butterfat production up to 26%.)

Right NOW... At Round Up... Get Rid of Your Cobalt Problem!

Drenching alone is not enough to reduce unthriftiness. Mineralized drenches or cobalt drenches must be given twice a week to provide sufficient cobalt. But with the Cobalt Bullet, one dose and you can forget about your cobalt problem for 12 months. At your next handling, bullet your animals at the same time you drench them. Remember—the cobalt problem increases when cattle are on winter pasture and feed. So give them a FULL YEAR'S supply with a single dose of 'PERMACO' Cobalt Bullets. See your veterinarian or usual supplier TODAY!

Sold Exclusively in U.S.A. By WM. COOPER & NEPHEWS, INC. 1909 N. Clifton Ave., Chicago 14, Illinois

A Nicholas Product

2-WAY PROTECTION FOR CALVES!

1. Bullet your breeding cows to insure that calves get off to a good start.

2. Avoid setback—bullet your calves at weaning before they go on winter pasture and feeds.

'PERMACO' COBALT BULLETS

Sold Exclusively in U.S.A. By WM. COOPER & NEPHEWS, INC. 1909 N. Clifton Ave., Chicago 14, Illinois
Guernsey Sale Averaged $120 in 1939...

The Florida Guernsey Cattle Club Sale was held at Largo with the top heifer selling for $217.50... Cattlemen editor had just made a tour of West Florida and reported many improvements in cattle...Craton Drug Company's store in Kissimmee was decorating its walls with brands of surrounding ranches.

Cattlemen Backed Water Program in 1944...

Cattlemen favored draining some of the lower land for pastures... Polled Shorthorn Congress champions were purchased by United States Sugar Corporation and brought to Florida...FSCA President P. E. Williams urged cattlemen to market their livestock in an orderly manner, and cautioned against premature selling...A Kissimmee bull sold for $60,000 in war bonds.

Improper Handling of Stock Critized in 1954...

Quick freezing of beef was explained, a long article in The Cattlemen told how to do it...Estimated million dollars lost by poor handling of livestock...A new tanning plant moved into Lakeland, was expected to be able to handle all hides in Florida.

Cattlemen Met at Vero Beach in 1954...

"Production and Promotion" was the theme at the 1954 Midsummer Convention of the Florida Cattlemen’s Association...Livestock Conservation, Incorporated urged stockmen to cut down losses from injury, disease and parasites...Cattlemen's Institute was set at Lake Placid...Santa Gertrudis Breeders International held SG school at Palmer Ranch.

Hi Folks!

Travelled 3800 miles in Florida and visited 47 ranches last month. Prosperity is everywhere, purebred and commercial operations alike—Good purebred bulls are mighty scarce, replacement females plentiful. Quality stocker and feeder steers critically short.

Chamblee Ranch at Belle Glade doing a real job of dry-lot feeding. Home grown corn to high quality steers—Art Pancost has just published a brochure outlining the impressive results of his Parnada bulls in competitive gain testing. Ask him for one.

Visited a ranch that had 33 valuable breeding cattle piled up by one bolt of lightning. Can your operation stand this kind of loss?

Sid Crochet has just about the best crop of commercial replacement females for his Sugarland herd that I've seen and is justifiably proud of the hybrid steers that he is sending to Alberta, Canada, my birthplace.

-Don't believe I've seen so many really top bulls prospect in one group as M and M manager Scott French trotted out last week.

If you are looking for quality feeder calves this fall, do yourself a favor and drop by J. A. Miles whiteface operation in Plant City—The breeding behind Floyd Reynolds' Angus bull, Moles Hill Eligeneem 145th, sure is showing in his first calves, Russ Kiser, manager of Paul Fitzpatrick's Boyn ton Ranch, has a mighty valuable package of service age black bulls, all production and performance tested with mighty impressive results.

Heard of our CCC Plan? With both the hurricane and electrical storm season in full swing, this economical insurance plan can eliminate the possibility of crippling loss in your herd...Our sales assistance program for our customers is working fine. Why not contact Atlantic Insurance Underwriters and put this valuable service to work for you.—See you soon.

William McGregor, Manager Ranch and Livestock Division

"Complete Cattle Coverage"

The following cattle are listed for sale as a service to our customers. Further information can be gotten by writing us, specifying lot numbers that interest you.

Lot No. Description Age, Weight Price
52SG 1 SG Bull 18mo-1400 $1250
52SG 2 SG Bulls 18mo-1400 81250

62H 35 Polled Hereford calves Mixed 6-8mo 200ea
101A 2 Angus Bulls 4yr-1300 600ea
102A 10 Angus Bulls 18mo-700 450ea

We also carry a similar listing for commercial stocker cattle. Please advise us if you'd like to receive this listing regularly.

MR. AND MRS. FRANK BROWN... parents of Garfield Brown of Arcadia, and two of the oldest pioneers of DeSoto County, are shown in the two small photos at left, which were taken in 1909 and sent to us by Earline Brown of Arcadia. Photo at right shows James E. (left) and Leroy Rooks of Hernando and Citrus Counties as they were pictured on horseback in this photo made at least 45 years ago and sent us by Valentine Rooks, a son of James. Each has sons who are still in the cow business, and each was in law enforcement and served as county commissioner. (Don't forget that we need old photos. They'll be returned undamaged and, if accepted for publication, they're worth $2 to the person submitting them.)
AT THE FCA CONVENTION . . . these photos show: Left, N. B. Jackson, L. H. “Buck” Hawkins, Hal Hopson, and Al Dawson, looking at cattle owned by Hawkins during one of the pasture tours; center, crowd gathers for outdoor hamburger fry in tropical setting at Lido Biltmore; right, Dr. E. J. Warwick, one of the main speakers, stands atop Cattleman car to photograph cattle owned by Hi-Hat Ranch.

**Beef Council, Bang’s Inspection**

**Discussed at FCA Convention**

**Should the Florida Beef Council be a committee of the Florida Cattlemen’s Association, or is the present semi-independent status with FCA having veto power satisfactory?**

Can some effective effort be made to move Bang’s vaccinates into inter-state commerce without further tests?

Who will FCA find to replace longtime Secretary June Gunn, who announced his resignation effective after the October annual convention?

These and other questions which arose during the Mid-Year Convention at Sarasota could not be answered in the short three-day duration of the convention—but they will keep officials of the Florida Cattlemen’s Association busy during the next few months.

The convention was one of the most successful in FCA history. The Sarasota County Livestock Association had arranged attractive beach facilities (mostly at the plush Lido Biltmore)—and Florida’s cowmen turned out in large numbers to take advantage of them. An attendance of over 300 paid registrants (including a few official guests) was recorded, and those who failed to register, many of them children, swelled attendance to an estimated 400.

Social activities drew full participation, with a beach party, banquet, dance, ladies luncheon, and ranch tours all provided.

**Speakers . . .**

Two outstanding scientists—Dr. O. D. Butler of Texas A. and M. and Dr. E. J. Warwick of USDA’s Beltsville, Maryland, experiment station—were featured on the convention program, in parallel talks outlining requirements for meat-type cattle, and breeding work which is being done to grow these cattle.

Dressing percentages, as such, are meaning less and less, Butler pointed out, since fat animals usually have higher dress-outs, yet may produce no more salable beef. The “retail trimmed basis” of figuring dressing percentages is a more accurate index under today’s conditions.

For example, the full loin, rib and round (the best cuts) on a moderately fat carcass with half an inch or less over the rib eye is likely to be 48 percent, but on a retail trimmed basis the figure would be about 37 percent.

An animal with an inch of fat over the rib eye may have about 45 percent, by weight, in full loin, rib and round—yet after trimming only about 30 percent in those cuts.

Warwick stressed heritability in cattle, as related to economic importance: Interval between calves is estimated, for example, as only eight percent heritable—while birth weight is 41 percent heritable, weaning weight 30 percent, post-weaning fedlot gain 45 percent, and so on.

Carcass traits are much more heritable, however: dressing percent is 71 percent heritable, rib eye area 69 percent and tenderness 61 percent—though carcass grade is only 34 percent inherited!

**Actions . . .**

**Business actions** taken by the convention included resolutions (see below) asking for an improved Bang’s eradication program nationally, for free interstate transit of Bang’s vaccinates, for tighter restrictions on cattle brought in from the West, eliminating animals with fresh wounds of a routine nature, such as those caused by castration, ear-tagging, branding, and the like, praising the Florida Livestock Board for modifying its Brucellosis program in line with the thinking of range cattlemen, and thanking the hosts.

Other developments were:

Announcement by Secretary June Gunn that he will retire as Secretary after new officers are elected at the fall convention—with the resulting assign-
NEW LOW-COST INTERNATIONAL
B-275 DIESEL!

Only IH gives you a new differential lock ... plus 8 speeds forward, 3-point hitch and constant-running pto in a 2-3-plow Diesel! See your IH dealer for full facts and a demonstration of this rugged Diesel tractor that works for pennies an hour.

SEE YOUR NEAREST INTERNATIONAL HARVESTER DEALER

GLADES EQUIPMENT CO.
Belle Glade
FRANZBLAU-GILBERT EQUIP. CO.
Lakeland
CENTRAL TRUCK & TRACTOR CO.
Ocala
SOUTH FLORIDA MOTOR CO.
Arcadia

ORANGE STATE MOTOR CO.
Bradenton
ORANGE STATE MOTOR CO.
Tampa
TATE-PHILLIPS COMPANY
Winter Haven
HENSLEY'S TRACTOR & TRUCK COMPANY
Moore Haven

SOUTH FLORIDA MOTOR CO.
Fort Myers & Immokalee
SOUTH FLORIDA MOTOR CO.
Sebring
MINTON EQUIPMENT CO.
Fort Pierce
Calves Grow Faster When Fed Ultra-Lifed Calf Food Pellets

ULTRA-LIFED CALF FOOD PELLETS produce big, fast-growing, healthy calves with that extra bloom and finish that not only catches the judge's eye in the show-ring, but bring extra profits on the beef market.

HECTOR'S SOUTH FLORIDA FEEDS AND MINERALS PUT YOUR CATTLE TO WORK FOR YOU!

Makers of Ultra-Life Fortified Feeds and Minerals

Hector's Feed Mills
Deerfield Beach, Fla.

comment by President Alto Adams, Jr., of Fort Pierce of the Future Financing Committee to work out a solution, primarily a financial problem since Gunn has served without pay for over 25 years.

A discussion led by Charles Lyke of Tampa urging that beef council be abolished, becoming a committee of the Florida Cattlemen's Association. (Under its present setup, its actions are subject to FCA veto, but it is an independent group, with inter-locking officers.) A motion by Lykes was passed that the Future Financing Committee study securing some of Beef Council's voluntarily-contributed funds.

Legislative discussion, in which Legislative Chairman J. O. Pearce, Jr., of Okeechobee described FCA's failure to make any progress in securing passage of the deduction referendum bill, due to strong opposition in the House of Representatives. Representative Doyle Conner of Starke also spoke on the matter, explaining that opposition stressed that some 20 Florida counties have no representation in spending funds raised, since they have no cattlemen's associations.

A motion by S. L. Crochet of Clewiston passed that the Future Financing Committee also study the present system of qualifying a county unit for membership in the state association which is based on the cattle numbers shown in the preceding agricultural census.

Henry Folks of Dunellon was elected honorary director, on nomination of Louis Gilbreath of Ocala in behalf of the Marion County association. The award will be presented at the annual convention.

Halley B. Lewis of Arcadia, attorney for the Florida Livestock Board, told the group about the court decision (and subsequent attorney general's ruling) which has thrown out Florida's inspection of foreign imported meat. An appeal to the state supreme court is now pending, he said.

West Palm Beach invited FCA to hold its 1960 mid-year meeting there, with Ray Raulerson of Pahokee, president of the Palm Beach association, presenting the invitation.

Bull Panel...

WHAT DOES the commercial man want in purebred bulls—and what are the purebred men doing to give it to him?

This "hot potato" was handled by Dr. T. J. Cunha of the University of Florida, who served as moderator for a panel including four commercial cattlemen (Pat Wilson of Frostproof, Ralph Cellon of Alachua, Billy Peeples of Moore Haven and Cushman S. Radebaugh of Fort Pierce) and five purebred association officials (Jerry Stack, Tampa, Brahman; John Culbreath, Brooksville, Hereford; Walter R. Williams, Lakeland, Angus; Harold McLeod, Fort Myers, Santa Gertrudis; and H. C. Douglas, Zephyrhills, Charbray and Charolais.

The discussion was frank throughout, with show standards and the commercial man's need to have bulls that will
NOW! At Stalnaker Brothers, Tampa
The World's Finest Farm Roofing

'new nichols never-stain'

- Stucco Embossed Finish Reduces Glare.
- Lowest Applied Cost of Any Quality Aluminum Sheet Roofing.
- New Ribbed Design—Water-tight, with Positive Non-siphoning Design.
- Convenient Arm-Span (32-inch) Width.
- Available in All Lengths—from 6 to 24 Feet.
- Red Nailing Line and Alignment Guide For Easy and Fool-Proof Installation.
- Stronger—Engineered for Maximum Strength.

FARM FENCING

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BARBED WIRE

4-point, Double Wrap, 12½ Gauge
IMPORTED or AMERICAN

Also in Stock!
- Welded Wire
- Lawn Fencing
- Farm Gates
- Poultry Netting

POULTRY & RABBIT FENCING

<table>
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<th>Line Wires</th>
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<td>26</td>
<td>72&quot;</td>
<td>6&quot;</td>
<td>14½</td>
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Your Fence Headquarters

STALNAKER BROTHERS, INC.
P. O. Box 172
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TAMPA

PHONE 42728
After 6 P.M., 49-3594

SERVING FLORIDA CATTLEMEN FOR 62 YEARS
Camp Cloverleaf to Be Site of Cattlemen's Institute

A look at the future of Florida's cow business will get the sixth annual Cattlemen's Institute under way Thursday, August 13, at 4-H Camp Cloverleaf near Lake Placid.

A one-day program is scheduled again this year, according to J. E. Pace, animal husbandman with the Florida Agricultural Extension Service, who will preside at the morning session. J. R. Henderson, agronomist with the Extension Service, will preside over the afternoon session.

This year's program will deal with several phases of the cattle business—but emphasis will be on pastures.

The Institute is sponsored by the Agricultural Extension Service. It was initiated six years ago by Florida's extension men to provide timely and practical tips on Florida beef cattle production for cattlemen of the state.

The meeting will be held in the Cattlemen's Auditorium—built with funds made available by members of Florida Cattlemen's Association. Camp Cloverleaf is located five miles northwest of Lake Placid, in Highlands County.

Dr. C. C. Moxley, associate economist with the Florida Agricultural Extension Service, will begin his outlook discussion at 9:30 a.m., following registration.

Pasture weed control will be discussed by Dr. E. G. Rodgers, associate agronomist, Florida Agricultural Experiment Station, Gainesville; Dr. J. E. McCall, assistant agronomist, Range Cattle Experiment Station, Ona; and Dr. J. R. Orsenigo, assistant horticulturist, Everglades Experiment Station, Belle Glade.

Herd management and pasture fertilization will be discussed by three Florida cattlemen: Ralph Sexton, Vero Beach; L. H. Turner, Sarasota; and Russell Kiser, Lake Worth.

W. K. McPherson, economist with the Experiment Stations, will wind up the morning session by discussing the relative merits of direct and auction methods of selling cattle.

A panel discussion on pasture management will kick off the afternoon session, with these men participating: Dr. O. C. Ruelke, assistant agronomist, and Dr. Nathan Gammon, Jr., soils chemist, from the Experiment Station, Gainesville; Dr. E. M. Hodges, agronomist from Ona; Dr. R. J. Allen, Jr., assistant agronomist from Belle Glade; Harvey Page, Wilson-Toomer Fertilizer Company; Leroy Fortner, Superior Fertilizer and Chemical Company; and Ed Green, Gulf Fertilizer Company.

Feeding and culling to increase calf crop percentage will be discussed by Dr. A. C. Warnick, associate animal husbandman from Gainesville. He will be followed by Dr. W. L. Sippel, who will discuss important disease conditions encountered at the Kissimmee laboratory.

Winding up the program will be a report from Alto Adams, Jr., president of the Florida Cattlemen's Association. A panel discussion on ranch management practices followed on our ranches—Ralph Sexton, Vero Beach; L. H. Turner, Sarasota; Russell Kiser, Lake Worth.

11:30—The Relative Merits of Direct and Auction Methods of Selling Cattle—W. K. McPherson, Agricultural Economist, U. of F.

12:00—Questions and Answers—All Morning Speakers.

Institute Program

THURSDAY MORNING, AUG. 13
J. E. Pace, Presiding
9:30—Outlook for the Florida Cattle Industry for the ensuing year—C. C. Moxley, Assoc. Economist, U. of F.
10:00—Results of studies on control of weeds in pastures—E. G. Rodgers, Associate Agronomist, U. of F.; J. E. McCall, Ass't Agronomist, Range Cattle Experiment Station; J. R. Orsenigo, Ass't Horticulturist, Everglades Experiment Station.
10:45—Herd management and pasture fertilization practices followed on our ranches—Ralph Sexton, Vero Beach; L. H. Turner, Sarasota; Russell Kiser, Lake Worth.
11:30—The relative merits of direct and auction methods of selling cattle—W. K. McPherson, Agricultural Economist, U. of F.
12:00—Questions and Answers—All morning speakers.

THURSDAY AFTERNOON, AUG. 13
J. R. Henderson, Presiding
1:30—Panel on pasture management—O. C. Ruelke, Ass't Agronomist, U. of F.; Nathan Gammon, Jr., Soils Chemist, U. of F.; E. M. Hodges, Agronomist, Range Cattle Experiment Station; R. J. Allen, Jr., Ass't Agronomist, Everglades Experiment Station; Harvey Page, Wilson-Toomer Fertilizer Company; Leroy Fortner, Superior Fertilizer and Chemical Company; Ed Green, Gulf Fertilizer Company.
3:15—Feeding and culling as a means of increasing your calf crop percentage—A. C. Warnick, U. of F.
3:45—Important disease conditions encountered at the animal disease diagnostic laboratory—Dr. W. L. Sipple, Veterinarian in Charge.
4:15—FCA report, Alto Adams, Jr., President.
4:45—Questions and Answers.
Get the bloom and finish that holds the judge's eye with Albers SHO-GLO
...the nurse-cow replacer

Mary McManamy, with her Washington Grand Champion Polled Hereford fitted on Sho-Glo and Calf Manna, said, "I was the first in the Valley to use Sho-Glo, and it puts a beautiful bloom and finish on all my animals."

Mr. John Northam, Eugene, Oregon, is shown here feeding Sho-Glo on top of the grain ration. Sho-Glo is the ideal answer to "show" and sale conditioning and that extra bloom and finish that catches the judge's eye.

New Albers Sho-Glo, teamed with Albers Calf Manna, gives beef men the most convenient and economical feeding program yet developed for show and sale calves. With this program your calves will put on more pounds per head and develop superior bloom and finish. Costly nurse-cow feeding is a thing of the past. You can figure the cost of feeding Sho-Glo at less than half the cost of nurse-cow feeding.

Calf Manna, the ideal creep feed concentrate, helps calves develop deep bodies, spring of rib and enormous capacity for roughage early in life. It speeds rumen development. It helps calves build quick vitality and rugged resistance to disease.

CALF MANNA CREEP FEEDING
Sho-Glo is a nurse-cow replacer and does not replace Calf Manna in your creep feeding program, which begins when calves are about four weeks of age. The creep feed should be the best grain ration or fitting ration, plus 10% to 20% Calf Manna.

1½ pounds of Sho-Glo replaces one gallon of milk. Feed Sho-Glo (never more than three or four pounds) on top of the grain ration at five or six months of age. Sho-Glo increases the rate of digestion of high-energy grain rations, thereby increasing feed consumption, and efficiency of feed conversion.

See your feed dealer now for Albers Sho-Glo and Calf Manna. Mail coupon below for complete information about Sho-Glo...a nurse-cow replacer for show and sale animals.

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Please send me a FREE copy of "Albers Sho-Glo...A Nurse-Cow Replacer For Show And Sale Animals."

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ADDRESS OR RFD__________________

CITY OR TOWN____________________ STATE__________________
CATTLE PRICES Predicted to Hold Well Rest of This Year If No Drought

Predictions made by American National's Fact-Finding men with 1959 believed high point of cattle price cycle; Present build-up in numbers may demoralize market

Assuming no increase in marketings caused by drought-forced liquidation, the prospect is for all cattle prices to hold well throughout the rest of this year. But 1961 could see a per capita supply of beef of 94.5 pounds, and a completely demoralized market for cattle, if the present build-up continues.

That's the prediction of the American National Cattlemen's Association Fact-Finding Committee, which reported to the General Council of American National (including President A. D. Davis, Jr., of the Florida Cattlemen's Association) at its Denver meeting on June 29.

The Fact-Finders believe that it's likely that 1959 will be the high point of the cattle price cycle (though they point out that this estimate could be wrong). In making its report, the Fact-Finding Committee analyzed cattle (see figures below), and the effect of imports (they're expected to be somewhat lower this year than last due to a variety of factors). Price-wise, this was their report:

In spite of total beef supplies that have been slightly above a year ago, prices for beef and cattle continue remarkably strong. The average retail price for all beef through the first quarter was about 4.5 cents a pound above the corresponding period of last year. A part of the reason is that retail supply in recent months has included an unusually large fraction of fresh beef, and less than the usual proportion of products made from cow beef.

This, however, is not the whole story. Consumer demand for, and preference for, beef continues to be a major influence on the market. That a beef supply equal to or slightly above a year ago—and down only slightly on a per-capita basis—could sell for a four to five percent higher retail price, in the face of about 17 percent more pork and 10 percent more broilers, is largely an expression of consumer demand and preference for beef.

This factor is contributing considerably to the fact that prices for all classes of cattle are holding at or above year ago levels. Fed-cattle prices are relatively a little stronger than slaughter-cow prices—while the prices that are relatively the strongest compared to last year are for good and choice feeder calves.

Assuming no increase in marketings caused by drought-forced liquidation, the prospect is for all cattle prices to hold well throughout the rest of this year.

Another point, however, needs emphasis. Considering cattle numbers and probable marketings, and also prospective supplies of pork and poultry, it seems likely that 1959 will prove to be the high cattle-price year of this cycle. This estimate, of course, could be wrong. The high price might come next year.

But the potential further gains from 1959 levels are so modest, at best, that anyone holding cattle for further speculative purposes of pork and poultry, it seems likely that 1959 will prove to be the high cattle-price year of this cycle. This estimate, of course, could be wrong. The high price might come next year.

The second factor is also a substitution. A private source which cannot be quoted has provided an estimate that the sausage making industry is now using about equal proportions of domestic cow beef, imported beef, and pork as overall sausage ingredients—compared to 60 percent domestic and 10 percent imported beef and 30 percent pork three years ago. The reason for this substitution is price differential—just as it is for any substitution that housewives are doing.

The combination of these two tendencies to substitute is probably lowering the relative level at which cow beef can sell. The history of past cycles indicates that relative marketing of cows, and prices for slaughter cows, are swing points of major cyclical changes. Whether we are approaching such a swing is not yet clear—but cow prices are not (Continued on page 61)

### Beef Sales Down

Beef has already lost a substantial "chunk" of the total market for meat, according to sample figures provided at request of The Cattleman by Winn-Dixie Stores.

Winn-Dixie was asked for percentage figures based on total tonnage of meat sold in 1954 (when beef prices were at the bottom) and in 1959. A. D. Davis, Winn-Dixie president, describes the following figures as "for a typical operation in our company" (all are percentages of total meat tonnage):

<table>
<thead>
<tr>
<th>Item</th>
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<th>1959</th>
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<tr>
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<td>4.12</td>
<td>Misc. Meats</td>
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</tr>
<tr>
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<tr>
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<td>Bulk Cheese</td>
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<tr>
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<td>6.68</td>
<td>Biscuits</td>
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</tr>
<tr>
<td>Smoked Picnies</td>
<td>3.57</td>
<td>2.08</td>
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The Florida Cattleman
The Glades Market Sets the Pace...

NEW IDEAS on handling cattle are as important to the industry as new machines and methods are to the manufacturer. To help us sell your cattle more rapidly, to handle them with a maximum of speed and a minimum of bruising, the Glades market has pioneered many new procedures and ideas—many of them now in use at other auctions, as well.

HERE ARE A FEW OF OUR INNOVATIONS:

- Improved Circular Cutting Pen
- Bruise-Free Parting Gates (Positively Only One Cow at a Time)
- Mimeographed List of Consigned Cattle, Showing Sale Order
- Selling in Order of Arrival
- Pen Lot Selling

We Invite You to Inspect Our System for Handling and Selling Your Cattle... Anytime!

Glades Livestock Market Association

George Young, Manager
Phone: Belle Glade WYman 6-3028

U. S. 441 between PAHOKEE and BELLE GLADE
Okeechobee Market Has Added New Facilities

Successful Annual Appreciation Day is reported by Kirby

Better facilities, including a new office and hydraulic gates, have been installed at the Okeechobee Livestock Market, according to Tom Kirby, manager—who also reported a highly successful “Annual Appreciation Day” barbecue held at the market recently.

C. A. Fulford, former Okeechobee County Agent and a pioneer cattlemaster, was especially honored at the event in recognition by Judge Alto Adams, Sr., owner of the market. Fulford also spoke briefly.

A crowd of nearly 500 ate barbecued beef loins, corn on the cob, fresh tomatoes and cole slaw.

Main speaker for the occasion was Dr. T. J. Cunha, head of the Department of Animal Husbandry at the University of Florida, who reviewed growth of the cattle industry in Okeechobee County compared to other Florida counties, pointing up the more rapid increase in cattle numbers and values there. (See Livestock Notebook column in July Florida Cattleman: Okeechobee is now second in number of cattle per square mile, ninth in per-head increase in cattle numbers, fourth in total number of cattle, and fourth in percentage of increase, among Florida counties.)

The new office (see photograph) provides twice the space formerly available in the old quarters, and is located on the north side of the market, at the right as you enter. Adjacent is an outside porch for convenience of cattlemen wishing to stay close to the sale ring, but away from the noise of the auction.

The hydraulic gates allow more rapid handling of cattle coming into the auction arena.

SW Florida Plans Graded Bull Sale

Plans are definitely in the making for a graded bull sale sometime in the future under sponsorship of the Southwest Florida Cattlemen’s Associations Council, following a meeting in LaBelle, May 1.

All breeds will be included under present plans, and all will be semen-tested as well as graded prior to the sale.

Attending were Bob Beardsley of Moore Haven, president, Tommy Bronson, Billy Peebles and Hilton Cook, also of Moore Haven, Bill Stitt of Clewiston, Max Richardson of LaBelle, Ben Plummer, Harold McLeod and Nat Hunter of Fort Myers, and Don Landers of Everglades.

More accidental deaths occur in farming than in any other major American industry, says the National Safety Council. More than 12,000 farm residents are killed annually and another million are injured.
LAKELAND and TAMPA
Sell MORE Cattle at HIGHER Prices Because They're Nearest to More Sellers, More Buyers

"The More the Merrier" is an accurate description of how auction marketing works—the more cattle and the more buyers the better the prices. The Cattlemen's Livestock Markets at Lakeland and Tampa are conveniently located in the very center of Florida's most productive cattle country. They are also convenient to many of Florida's largest meat packers. We invite your investigation and patronage.

IN THESE COUNTRIES ARE OVER 40%* OF FLORIDA'S CATTLE!

*1954 Census shows 682,714 of Florida's 1,647,348 cattle population located in these counties: Polk, Hillsborough, Pinellas, Pasco, Hernando, Sumter, Lake, Orange, Osceola, Okeechobee, Highlands, Hardse, DeSoto, Manatee and Sarasota.

Air-Conditioned Sale Rings for Your Comfort
The CATTLEMEN'S LIVESTOCK AUCTION MARKETS

AUCTION EVERY MONDAY
Phone 4-1145
TAMPA, FLORIDA

Harry McCollum
Manager

AUCTION EVERY TUESDAY
Phone MUtual 2-0117
LAKELAND, FLORIDA
Price Cycles Fluctuate Beef Income

Average length

is 10 years

by W. K. McPherson
Professor, Economics, U. of F.

Farmers are well aware of the fact that prices, and number of cattle on farms, move up and down in well-defined cycles. Since 1928 these cycles have averaged about 10 years in length. Only nine years however elapsed between the time cattle numbers started to increase January 1, 1950, and again began to increase January 1, 1959.

As long as cattle prices continue to move up and down in this way, the income farmers earn from producing beef cattle is naturally going to fluctuate widely.

On the basis of what has been happening for at least 80 years, a young farmer can look forward to receiving relatively high prices for cattle during five (or at the most six) periods during a productive life span of 50 years.

Furthermore, the same young farmer must anticipate an equal number of periods in which cattle prices will be relatively low.

This means that farmers who produce cattle must be prepared to accept relatively low prices for their product every few years in order to reap the rewards that periodically flow from comparatively good prices. In other words, they must assume an unusually high degree of market risk.

If these cyclic fluctuations in cattle prices can be eliminated, or the magnitude of them reduced and the level of cattle prices stabilized in relationship to other commodities, beef cattle production would provide farmers with a more dependable source of income. Furthermore, more stable beef prices would level out the per capita consumption of beef and likely increase it in the long run.

Why Cycles?

Why do cattle prices move in cycles? Why do cattle prices rise so much higher and fall so much lower than the prices of other commodities—particularly non-agricultural commodities?

Is it because the market for beef is unstable or is it because the supply of beef is unstable, or is it some combination of these two?

Actually, consumers provide producers with a stable market for a steadily increasing amount of beef because (1) almost everyone believes that meat is an essential component of the human diet and that beef is a highly desirable form of meat, (2) the population and the potential consumption of beef is increasing and (3) the income of consumers and hence the amount of money they have to spend for beef has been increasing rather steadily for a long time.

In fact, the market for beef is so reliable that consumers always buy all of the beef farmers produce each year. For small quantities of beef they pay relatively high prices per pound and for large quantities lower prices per pound.

Other things being equal consumers actually spend more money for beef when the supply is small and the price is high than when the supply is large and the price is low. This happens because the demand for beef is inelastic, in other words, a given change in the quantity sold is accompanied by a more than proportionate change of price in the opposite direction. In the case of beef a five percent decrease in the supply is generally accompanied by an increase in the retail price of about six percent.

How Farmers React...

The prices of commodities for which the demand is inelastic are often unstable, but this characteristic of the demand for beef is not the primary cause of cycles in beef prices. Instead the cyclic fluctuations in beef prices are primarily due to how farmers react to changes in the price of beef.

When the price of beef has been relatively low for two or three years, farmers do not respond to an increase in prices by promptly increasing the supply. Instead they do just the opposite. They reduce the supply of beef available for consumption by holding back cows and heifers that would normally be slaughtered, and in doing so, reduce the amount of beef available for consumption still further!

They hold back these cows and heifers in order to increase the size of the calf crop the next year and hence the supply of beef two or three years later. By doing this they cause prices of beef to rise about 15 percent for every five percent reduction in the supply of beef reaching consumers.

In the past, the practice of holding back breeding stock on a rising market has continued until the number of cattle on farms has increased substantially—generally three or four years. During this period, the increase in the prices consumers pay for beef causes them to reduce the amount they purchase. When the retail price of beef reached its last peak in 1951, consumption had fallen to 56.1 pounds per capita from a high of 69.6 pounds per capita in 1947.

Finally, when the prices of cattle reach extremely high levels, farmers stop increasing the number of animals kept for breeding purposes and flood the market with their entire annual output. Unfortunately (from the producers' standpoint) this amount of beef is so much larger than the amount consumers will buy at the prevailing price level that the price of beef must be reduced in order to move it all into consumption. This, in turn, causes cattle prices to fall sharply.

Just as on the upswing of the cycle, a five percent increase in supply pushes prices down about 15 percent on the average. Almost every farmer remembers how sharply cattle prices fell in 1951 and 1952!

Control the Cycles!

If the cycles in cattle prices are caused largely by farmers, farmers should be able to at least control them or perhaps eventually eliminate them. To do so, however, each farmer must either (1) assume the responsibility for acting in the best long-run interests of the group or (2) delegate the responsibility of scheduling the breeding and marketing of their cattle to someone else.

To date, cattle producers have been willing to assume the responsibility for their individual action.

But they could eliminate extremely high and low cattle prices, or at least minimize the magnitude of these fluctuations, by knowing just what causes the cycles and taking the positive action needed to prevent them.

The long-run benefits of taking this kind of action could easily offset any short-run losses due to not receiving the high dollar for every animal by selling it at the highest point on each cattle cycle.

Inasmuch as the beef moves freely in a national market and since less than two (Continued on page 62)
You Can’t Afford NOT to Sell at AUCTION!

As a Florida stockman, you can’t afford NOT to do your selling at the auction—because only at an auction sale, where many buyers can see your stock, are you assured of top market prices.

Of course, Florida’s auction markets do more than simply provide a convenient place where buyers and sellers can get together. Scales, pens and chutes are available at most barns when you need them. You can get marketing advice from your local auction manager. Most markets will grade and group your cattle for you, at your option, for more effective selling. You’ll find the market willing to provide almost any reasonable service you want. Prompt payment is a policy at all markets—and all are bonded for your protection.

If you are not now selling your livestock at auction, you owe it to yourself to talk to your local market manager, hear at first hand the advantages to you of auction selling, inspect the improved facilities which are features of all Florida auctions.

The markets named below are all solid, substantial markets, who are members of the National Association of Livestock Auction Markets and the Florida Association. You’ll find all of them “good folks” to do business with!

Glades Livestock Market
Auctions Every Monday
George Young, Mgr. • Ph: WY 6-3028
BELLE GLADE, FLA.

Chipley Livestock Company
Auctions Every Tuesday
Buddy Neel, Mgr. • Ph: ME 8-0267, 8-0689
CHIPLEY, FLORIDA

Walton County Livestock Market
Auctions Every Thursday
Sam Rachels, Mgr. • Phone TW 4-7781
DEFUNIAK SPRINGS, FLA.

Gainesville Livestock Market
Auctions Every Monday
L. H. Thompson, Mgr. • Phone FR 6-3211
GAINESVILLE, FLA.

Tindel Livestock Market
Auctions Every Monday
Claud Tindel, Mgr. • Phone AN 3-3001
GRACEVILLE, FLA.

Kissimmee Livestock Market
Auctions Every Wednesday
Kenneth Caldwell, Mgr. • Ph: TI 6-2521
KISSIMMEE, FLA.

Columbia Livestock Market
LAKE CITY, FLA.

Cattlemen’s Livestock Markets
Monday • Sales • Tuesday
Harry McCollum, Mgr.
Ph 4-1145 • Ph MU 2-0117
TAMPA and LAKELAND

Suwannee Valley Livestock Market
Auctions Every Wednesday
O’Neal Boatright, Mgr. • Ph FO 2-1702
LIVE OAK, FLA.

West Florida Livestock Market
Auctions Every Tuesday
Bill Fite, Mgr. • Phone HU 2-2229
MARIANNA, FLA.

Monticello Stockyards
Auctions Every Monday
John Hawkins, Mgr. • Phone WY 7-1711
MONTICELLO, FLA.

Mills Auction Market
Auctions Every Thursday
C. E. Mills, Mgr. • Ph: MA 2-4454, 9-3662
OCALA, FLA.

Okeechobee Livestock Market
Auctions Every Tuesday
Tom Kirby, Mgr. • Phone RO 2-5521
OKEECHOBEE, FLA.

Mid-Florida Livestock Market
Auctions Every Monday
Gilbert Tucker, Mgr. • Ph GA 5-0432
ORLANDO, FLA.

Gadsden County Livestock Market
Auctions Every Wednesday
Wayne Henry, Mgr. • Phone MA 7-8627
QUINCY, FLA.

Sarasota Cattle and Commission Sales
Auctions Every Tuesday
Jerry Coleman, Mgr. • Phone RI 6-3016
SARASOTA, FLA.

For Further Information about Florida Livestock Markets, Contact

FLORIDA ASSOCIATION OF LIVESTOCK MARKETS
Livestock Exchange Building, Kissimmee, Florida.
**How Should You Market Your Cattle?**

**Advantages of auction told**

by CLAUD TINDEL, President
Florida Ass'n of Livestock Markets

As an auction market owner, no one will be the least surprised to find me favoring selling at auction!

But in actual fact my interests include ownership of a considerable number of beef cattle and swine, and operation of a feedlot, so my comments are being written here (so far as possible) from the standpoint of a producer who wants to sell his cattle to the best advantage, rather than solely from the standpoint of an auction manager whose profits depend entirely on the number of livestock which are sold through his market each week.

To compensate for the cost of trucking your cattle to market—and more—is the fact that the auction price will generally considerably exceed any price you may be offered on your farm.

Many of the reasons formerly valid in criticism of auction markets are no longer accurate ones.

For example, handling of cattle in auction markets at one time was quite rough. Today, most auction markets I know of—certainly all those owned by members of our Association—take great care in handling cattle so that bruising is kept to a minimum.

Formerly, many markets were short of pen space. Today, all of them have adequate pen space to avoid over-crowding of cattle.

Sanitary conditions are excellent in Florida's auction markets today. State inspectors dip most of the cattle going back to farms—and while their purpose is to look for fever ticks, the result is that the buyer gets an animal with less external parasites than he could buy through any other source.

All markets are soundly financed. There's no waiting around for payment, and complete protection for the producer is guaranteed by the sizable bond which state law requires each market owner to purchase.

Not the least advantage of selling at auction is the opportunity to deal with a person who is up on prices, and can advise you with authority as to when to sell and what to sell. Florida's market managers have just as much reason as the producer does to see that cattle sold through the auction bring the top dollar, and their knowledge of prices helps make it possible for them to do this.

(Continued on page 65)
Special interest—due to late calf crop—will make emphasis of bulk selling of veal and stocker calves, yearlings, steers, heifers and cows most important to the producer during the last half of this year. We intend, as always, to give special attention to accommodating both producers and buyers during this period.

For the Producer

1. Work to maintain a well-balanced buying power at all sales.
2. Provide different selling methods—single or group.
3. Arrange trucking in and out-of-state.
4. Courteous, efficient office service—upon the completion of his livestock selling, the producer can obtain his check within a few minutes with the privilege of checking back on his sales record at any time.
5. Maintain a good capable auctioneer.
6. Provide newest sale ring-type scales, which are regularly inspected by factory-trained scale mechanic, who also works in conjunction with State of Florida scale tester.
7. Provide new, improved-type sorting pens to eliminate extra handling of animals. This saves on bruises and injuries.
8. Improved loading docks for double-deck semi trailers to small car trailer. Also have good railroad loading facilities.
9. Excellent restaurant with some of the best food served at any market in the state.
10. Installation of new Bang’s scales and pens.
11. Improved air-cooled restaurant and sale arena plus air-conditioned office.
12. Extra large car and truck parking area for producer use.

For the Buyer

1. Prompt service on trucking arrangement—inside and outside of state.
2. Complete, efficient office service to facilitate checking out and settling for purchases after sale.
3. Maintain night man so that buyer can check out his purchases after sale at any hour. We open 7 a.m., day of sale (Wednesday) and close 5 p.m. the following day (Thursday), as a service to buyers.
4. Excellent air-cooled restaurant for buyers who enjoy good food away from home.
5. For nominal fee we will hold over and feed, water and care for buyer’s animals left with us a few days.
6. We arrange with railroad for out-of-state shipments and obtain railroad rates for prospective shipments.
7. We arrange for vaccination and treating by veterinarian for stockers and rodeo buyers making out-of-state truck shipments.
8. Our improved-type sorting pens help to protect and prevent bruising and injurying of animals.
9. Air-cooled arena with good lighting and new ring-type automatic scales. Each weight is posted as the animals are weighed which makes small or large purchases easily followed by the buyer.
10. Experienced yard crew with a “check man” in each buyer’s alley to ascertain the animal’s arrival at the buyer’s pen after assignment by the auctioneer’s clerk.
11. Operation of four public address systems for efficiency of auction operation and prompt delivery of messages to buyers.
12. Two telephones available for buyer’s business calls while at sale.

LATEST FEATURES—Both producers and buyers can see the weight of each animal flashed on our new Figuregram Electric Weight Sign as they are weighed on our brand new Fairbanks, Morse Floaxial Dial Scales with electric weight printer.

KISSIMMEE LIVESTOCK MARKET, INC.

Phone (day) TI Iden 6-2521 or 6-9334 and (night) TI Iden 6-3158, 6-6243 or 6-6341, Kissimmee, Florida

MEMBER FLORIDA ASSOCIATION OF LIVESTOCK MARKETS
SAVE MONEY  
BUY FACTORY REBUILT  
FERTILIZER SPREADERS

STANDARD PLATFORM 
for GROVE or PASTURE

We have several good 
second-hand Bulkmasters 
From $500.

MEINCKE SPREADER WORKS, INC. 
Dept. A
ASTATULA, FLORIDA

Save Money Factory Rebuilt Fertilizer Spreaders

Hereford Feeder Calf Sale
Friday, September 25, 1959 Gainesville Livestock Market, Gainesville, Fla.

ATTENTION BREEDERS!

Your entries are needed NOW. Let us know how many you plan to sell, and the size and quality, Thanks.

GENERAL QUALIFICATIONS

1. Only Florida animals to be consigned by producer.
2. Steers and heifers, and steer and heifer calves only, under two years of age and weighing at least 350 pounds. Must be Herefords or Hereford crossbreds.
3. Rejected animals will not sell this sale or same day. Rejects will include bulls, cows, springer heifers, dwarfs, warty animals, blind or discolored in one or both eyes, cripples and others so designated by the sifting committee that have defects.

RULES

2. Cattle officially entered will be accepted for inspection and penning until 12:00 p.m., Thursday, September 24.
3. Each consignor accepts the responsibility of grading or sorting his cattle, or personally seeing it done by the official grading and sorting crew to be furnished by the sale management.
4. Cattle will be sold in pens of six or more. Single when necessary.

FLORIDA HEREFORD ASS'N
For information contact JOHN R. CULBREATH, President 
Rt. 4, Box 547, Phone 3175, Brooksville, Florida

Feeder Calf Sales Are Scheduled

SEPTEMBER is "feeder calf sale month" in Florida and three sales have been set for this year.

Leading off this year will be the Leon County Cattlemen's Association's fifth annual feeder sale at Monticello Stockyards. This sale is set for September 17, at 2:00 p.m., with 750 head expected to sell.

September 18, at 12:30 p.m. is the time set for the annual Aberdeen-Angus feeder calf sale at Gainesville Livestock Market, with 2000 calves expected to sell.

The following week, September 25, at 1:00 p.m., the annual Hereford feeder calf sale is slated, also at the Gainesville Market.

The Leon sale features beef-type animals of all breeds and crossbreds. The animals will be graded into uniform groups before the sale. The sale will be restricted to steers and heifers and no animal can sell with registration papers. Animals must show a predominance of beef breeding with a minimum weight of 300 pounds at sale time. For information on this sale, contact Lloyd Rhoden, secretary of Leon County Cattlemen's Association, at the county agent's office in Tallahassee.

The Angus sale, sponsored by Florida Aberdeen-Angus Association, features calves with predominant Angus characteristics. This will be the twelfth annual Angus feeder sale and 2000 entries are expected. All entries must be on or before September 12. Entry blanks may be obtained from Albert R. Zetrouer, chairman of the sale, at Route 1, Micanopy, or L. H. Thompson, Gainesville Livestock Market.

J. E. Pace of the University of Florida Agricultural Extension Service, and Gifford Rhodes, marketing specialist with the Florida Marketing Bureau, will serve on the advisory committee for this year's Angus sale.

The Hereford feeder sale will feature Herefords and Hereford crossbreds. Entries will be limited to steers and heifers and steer and heifer calves, under two years old and weighing at least 350 pounds. Official entry blanks are required and deadline for entries is September 15.

Entry blanks may be obtained by contacting John R. Culbreath, president of Florida Hereford Association, at Route 4, Box 547, Brooksville. The sale is sponsored by Florida Hereford Association.

Cattle will be sold in pens of six or more and each consignor is responsible for grading or sorting his cattle or personally seeing that it is done by the official grading and sorting crew to be furnished by the sale management.
Get Your Calves Ready to Enter and Sell at the

ABERDEEN-ANGUS FEEDER CALF SALE

2000 Angus Calves Will Sell
At Gainesville September 18!

THIS WILL BE THE TWELFTH ANNUAL SALE at the Gainesville Livestock Market with these good feeder calves to begin selling at 12:30 p.m. on Friday, September 18. Calves have consistently brought from two to five cents more per pound in these sales . . . a proven profitable outlet for your Angus feeder calves. SELECT YOUR ENTRIES NOW!

Rules and regulations limit consignments to Florida animals only, to be consigned by producer. Steer and heifer calves only, under two years of age and weighing at least 250 pounds. Entries must show PREDOMINANT Angus characteristics including no scurs or horns and any white on bellies must not come above the flanks.

Rejected animals will not sell in this same sale or on the same day. Rejects will include bulls, cows, springer heifers, dwarfs, warty animals, blind or discolored in one or both eyes, cripples, and others so designated by the sifting committee to have defects.

The sale will be limited to 2000 entries and all animals must be entered on an official entry blank. Entry deadline will be Saturday, September 12. Blanks may be obtained by writing Albert R. Zetrouer, Chairman, Angus Feeder Calf Sale, Route 1, Micanopy, Florida or L. H. Thompson, Gainesville Livestock Market, Gainesville, Florida.

J. E. Pace of the University of Florida Agricultural Extension Service and Gifford Rhodes, marketing specialist with the Florida State Marketing Bureau, will serve on the advisory committee for this year's sale.

Sponsored by the FLORIDA ABERDEEN-ANGUS ASSOCIATION

DON'T FORGET THE DEADLINE!
Send Your Entries Before September 12
TOP CASH PRICE FOR YOUR PROPERTY!

Many property owners have found the J. L. Todd Auction Co., way THE WAY to realize more when they decided to sell. You benefit from complete, specialized services of experts. It is our business to reach men willing and able to buy cattle, land, timber, machinery, etc. We know how to subdivide and offer your property so it will have maximum appeal to multiple buyers.

Perhaps you have capital tied up in assets you can’t look after. Maybe you’ve earned the right to retire or have an opportunity to launch a new endeavor with a greater future and need to raise capital. In any case, it will pay you to talk with a J. L. Todd Auction Co. representative.

WRITE NOW FOR FULL DETAILS AND AN APPRAISAL (Positively no Obligation)

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>City</th>
<th>State</th>
<th>No. Acres</th>
<th>Location</th>
<th>Brief Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>J. L. Todd Auction Co., P. O. Box 678, Ocala, Fla.</td>
<td>Gentlemen: I am interested in the auction method of selling and want full details.</td>
<td></td>
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BREEDING BETTER LIVESTOCK

By Victor Arthur Rier, Frederick Newcomb Andrews, and Everett James Warrick

JUST OUT! $8.50 plus sales tax in Florida

In this book you have a dependable guide to understanding and applying the scientific facts of reproduction, heredity, and selection for more effective breeding of livestock.

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YOU’LL NET MORE by selling direct to us, due to less shrinkage and less bruising. Let us bid on your cattle. Contact

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Floridians Attend Nat'l Convention

Managing group elects Wooten

FIVE FLORIDA auction markets were represented at the annual convention of the National Association of Livestock Auction Markets held at Cedar Rapids, Iowa, in late June—helping to elect J. T. Wooten of Lancaster Stockyards, Rocky Mount, North Carolina, as national president.

Floridians attending included: Mr. and Mrs. O’Neal Boatright, Mayo, and Mr. and Mrs. J. B. Faircloth, Perry, representing the Suwannee Valley Livestock Market at Live Oak; Mr. and Mrs. C. E. Mills and children from Mills Livestock Market, Ocala; L. H. Thompson, Gainesville Livestock Market; Mr. and Mrs. Claud Tindel, Tindel Livestock Market, Graceville; and George Young, Glades Livestock Market, Belle Glade.

An insurance plan which will protect markets against bad checks, and mortgaged and stolen livestock, will be put into effect on September 1, it was decided. Several Florida markets are expected to subscribe to the new program.

Young reported to the convention for the research and development committee of which he is chairman, endorsing an electric weight indicator, recommending industry scale standards in cooperation with the National Scale Manufacturers Association, and urging establishment of construction and engineering reference information on market facilities.

The 1960 Convention and Marketing Congress will be held in Lexington, Kentucky, on June 23-25, with the Kentucky Stockyards Association as hosts.

Sales of Processed Meat Products Drop

A MIAMI area meat packer says processed meat products using large amounts of beef are so expensive in the stores compared to cheap chicken, pork and lamb that sales have declined sharply.

Chicken at 19 cents a pound retail is a major competitor, but lamb chops at 35 cents is another. Wiener, for example, are now selling for up to 59 cents a pound.

Meat Production Up

PRODUCTION of red meat for the first five months of 1959 totaled 10,492 million pounds, according to the Crop Reporting Board. This was six percent above the corresponding period of 1958.
Friendly... Efficient
Service to Cattle Owners!

... THAT’S THE SARASOTA SYSTEM

The Superior “buying power” found at the Sarasota market is directly traceable to the long tradition of alert, friendly and efficient service we’ve rendered the cattleman and the buyer alike.

If you have some marketing problem, you’ll find us more than willing to work with you in any way that we can—just as we do with dozens of other buyers and sellers.

Special Notice

We make a special effort to fill orders for buyers wanting particular grades or types of cattle or calves. Phone us!

SARASOTA CATTLE AND COMMISSION SALES, INC.

Jerry Coleman, Manager, Phones RI 6-3016 and RI 6-2273

P. O. Box 2465

SARASOTA, FLORIDA

AUCTIONS HELD EVERY TUESDAY STARTING AT 1:00 P.M.
Selling in Groups Can Up Profits

By MARLIN NICELY
Florida State Marketing Bureau

The Retail merchant has found that proper packaging and display of merchandise materially increases his income. The same principle applies to the marketing of livestock. Selling animals in uniform groups has been used extensively in marketing sheep and hogs, but not nearly enough in the sale of cattle. Under normal conditions cattle also can be sold in group lots at a profit.

Over a period of years the writer has experienced selling and buying cattle in group lots in a number of different areas, and has found that groups invariably will bring from $1 to as much as $3 more per hundredweight than cattle sold singly. Although this may not hold true in all places at all times, it certainly holds quite true in most places most of the time.

It has been said that the day a cattleman sells his cattle is the day he stands to lose or gain more than at any other time during the entire period he has owned them. With this in mind, let's take a look at the practical side of group selling.

For example, say that a cattleman has 100 head of Florida cattle of various types and weights that he wants to sell on a certain market on any one day. He might easily make $1000 additional dollars by properly sorting these cattle into uniform groups, and selling them in lots ranging from five to 40 head depending on how they shaped up. These cattle probably would sell for $2 a hundredweight more than if they were sold singly. If they averaged 500 pounds by simple arithmetic $2.00 x 500 = $1000 per head, and $10 x 100 head = $1000.

This may sound like a good scheme to get rich quick, and it is, if properly handled. But as in other enterprises it is not always properly done, and therefore may not always work to advantage.

Let's take a look at the presentation of cattle to the buyer. When a uniform group of cattle comes into the sale ring a buyer knows instantly whether he wants them or not, and if they are the kind he needs he will willingly pay more for them as a group than if they were offered to him in single lots where he had to spend a whole day in trying to buy a load.

This has been demonstrated many times, yet too many producers still insist on selling cattle as singles, and insist just as intensely on selling other animals (such as slaughter hogs and feeder pigs) in group lots!

The accompanying photograph shows the new cutting pens at the Glades livestock Market at Belle Glade, a cooperatively owned market very ably managed by George Young, who is always alert to ways of bettering marketing conditions for cattlemen in South Florida particularly.

The pens shown enable just two men to cut cattle as many as eight different ways at a time. Approximately 60 percent of the cattle now sold on the Glades market each Monday afternoon are sold in pen lots of from five to 40

NEW CIRCULAR CUTTING GATES . . . at Glades Market are demonstrated by Marlin Nicely of the State Marketing Bureau, here shown in center with arm outstretched. (He wrote story printed herewith.)

**Cow Prices, Auction Sales, 1958-59**

The Florida State Marketing Bureau's Gifford Rhodes has again prepared the analysis shown below, showing estimated data on livestock sold at auction in Florida (excluding special feeder, breeder, dairy and fat stock sales) for the 12 months ending June 30.

<table>
<thead>
<tr>
<th>CATTLE</th>
<th>CALVES</th>
<th>Cattle &amp; Calves</th>
<th>HOGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>31,928</td>
<td>690</td>
<td>18.25</td>
</tr>
<tr>
<td>August</td>
<td>26,120</td>
<td>620</td>
<td>17.36</td>
</tr>
<tr>
<td>Sept.</td>
<td>30,800</td>
<td>611</td>
<td>18.22</td>
</tr>
<tr>
<td>Oct.</td>
<td>28,515</td>
<td>643</td>
<td>18.33</td>
</tr>
<tr>
<td>Nov.</td>
<td>20,083</td>
<td>678</td>
<td>18.66</td>
</tr>
<tr>
<td>Dec.</td>
<td>17,742</td>
<td>690</td>
<td>19.67</td>
</tr>
<tr>
<td>Jan.</td>
<td>24,458</td>
<td>687</td>
<td>20.34</td>
</tr>
<tr>
<td>Feb.</td>
<td>15,920</td>
<td>706</td>
<td>21.21</td>
</tr>
<tr>
<td>March</td>
<td>18,841</td>
<td>682</td>
<td>22.00</td>
</tr>
<tr>
<td>April</td>
<td>19,925</td>
<td>671</td>
<td>23.28</td>
</tr>
<tr>
<td>May</td>
<td>19,718</td>
<td>690</td>
<td>21.34</td>
</tr>
<tr>
<td>June</td>
<td>21,242</td>
<td>660</td>
<td>21.57</td>
</tr>
<tr>
<td>Year</td>
<td>271,343</td>
<td>679</td>
<td>19.60</td>
</tr>
</tbody>
</table>

**The Florida Cattleman**
Ocala is midway between Tampa, Orlando and Jacksonville. It has the finest highway network (see map below) connecting it to all parts of Florida of any city we know. This "most central" location means that you can haul your livestock here conveniently over good highways, and that most packer and stocker buyers can (and do) attend our sales. These factors—plus plenty of service and our good facilities—give us a legitimate reason to claim the title: FLORIDA'S BEST MARKET. Come find out for yourself!

Not the Largest,  
Not the Oldest,  
But the BEST!

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**AUCTION MARKET**  
Clarence Mills, Manager  
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OCALA, FLORIDA

ALSO: Competent hauling service at the disposal of Florida cattle and swine owners at all times. Phone: Day MA 9-3662, Night: Williston JA 8-3977.
The Largest South Florida Meat Packer

needs your cattle!

Hundreds of thousands of pounds of Florida beef are handled every year by Dirr, for our complete line of fresh and processed meats—and the demand continues to rise!

We see no practical limit to the amount of beef Florida cattlemen can sell—and right close to home, too—at a premium over the prices received by most cattle owners in other states.

We always need cattle—all grades, any quantity from a semi-load on up. Contact one of our buyers next time you're ready to sell.

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Don Stien, Buyer
Phone Mohawk 5-3902

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LOOKOUT PLANTATION
MILITIAH AND MILITIAH K. SIMMONS, OWNERS
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head in each group. Young's opinion of group selling is:

"We consider graded group selling the most important step we have taken in rendering a better service to both the buyer and seller. The extra returns to the producer are a matter of record. There is a distinct added interest in the sale when cattle are sold in groups. Actual sale time is materially shortened — though preparation for the sale is more expensive and requires the service of able and interested personnel."

It has been the pleasure of the writer to work with this market the past year, assisting in the sorting and penning of the cattle each Monday morning, observing the results in the afternoon, and finally tabulating the prices and weights.

With figures on hand of thousands of cattle sold it has been found that, on the average, those sold in groups have brought between $1.14 per hundred as a daily average and $3.47—the same total—and all cattle sold in groups with those sold in single lots. This gives an overall average of $2.01 more for the pen lots.

It is estimated that by properly grouping cattle at this market about $5000 more is returned each week to cattlemen of this area than if their cattle were sold in lots of one or two animals at a time!

Just selling a group of cattle rather than singles is not the answer—since, in many cases, animals sold in groups that are not uniform bring considerably less than the average of the market for the day. Let's take a look at what needs to be done to the average Florida cattle that a rancher brings into the market to sell.

The first thing that the individual who is doing the sorting needs to know and think about is the buyer who is going to sit in the front row that afternoon. What are his needs as to grade, sex, size and weight? Will the cattle go to stockers, or will they go to feeders, and if so, will they be shipped out of state? Some loads of uniform cattle brought to the market need only to be grouped by numbers into pens because of their uniformity, while others need to be sorted from two to a dozen different ways. It is this latter group of cattle on which we need to spend the most time and effort. Here are a number of things to look for and consider during the sorting process (not necessarily in order of importance):

1. The first things that most marketing men consider are sex, weight, and grade. All cattle in a group should be of the same grade. They should also be fairly uniform in weight, with a variation of a few pounds for calves up to as much as 100 pounds for larger cattle. Sex is important in all groups; however, in some cases calves might be sold in lots of mixed sexes, depending upon whether they will most likely go for stockers or for slaughter. It's usually best to separate them.

2. Cattle of uniform type and color are a lot more appealing to most buyers, and will usually sell for more than those that are mixed. It may be necessary at times to sell mixed breeds together in a lot.
You'll Be $$$ Ahead
By Selling at Wauchula!

BECAUSE . . . at auction many buyers compete for your cattle.

BECAUSE . . . the Hardee market has earned the confidence of buyers for its careful handling of stock, its fairness, and its attention to business methods.

Through the years, Wauchula has enjoyed the support of Florida's slaughter and stocker buyers, and of the sellers, too. We appreciate this confidence—and we invite others not now buying or selling at Wauchula to investigate our market.

For livestock supplies of all kinds, you'll find the Hardee market ready and able to supply you. We also manufacture a complete line of Hardee and Po-Boy feeds and minerals at our feed mill in nearby Bowling Green.
NOW AVAILABLE!
All in one Bag... the Benefits of
PELLETED FEED
FLAKED CORN
STEAM CRIMPED OATS
When You Feed
X-TRA-GOOD
Pelleted-Flaked
16%, 18% or 20% Protein
DAIRY FEEDS

DRAINAGE . . . of water-soaked land
begins with deep trenches dug by ma-
chine. Pipes are laid on filter material
and covered with same.

Drainage Is
Important Asset

Florida Cattlemen should take note of a
recent drainage demonstration at Maguire
Groves near Orlando which lowered the
water table 10 inches in 24 hours on a
20-acre plot.

Although the demonstration was made
on citrus land, it could work to advantage
for cownmen who have some land too
soggy to be used for pasture or grain
crops. In the Orlando demonstration the
land was drained to a four-foot depth,
which is needed for good citrus groves.

The drainage system consists of an
underground pipeline to collect water,
laid with a slight slope to lead the water
downhill to collection ditches. The ditches
lead water off to a disposal area—a small
lake at lower elevation is ideal.

Bermidrain pipe was used at the
Maguire project. This pipe is made
with two rows of 5/16-inch diameter holes
spaced at 120 degrees and three inches
apart.

The pipe is placed in a bed of filter
material—which may be cinders, crushed
gravel or sawdust—the filter material has
several functions: It prevents entry of
soil into the pipe; it prevents soil from
packing tightly around the pipe; and it
produces an unrestricted drainage pipe
because water collection filters through
the entire periphery of the filter material.

Effectiveness of filter material is shown
in the Orlando project by the fact that
within a very short time a flow of 500-900
gallons per hour was flowing out of each
line and in 24 hours the water table was
lowered 10 inches.

Donald Vandergrift of Soil Conser-
vation Service planned the draining sys-
tem used on the Maguire plot. He speci-
fied that the pipe should be spaced at
120-foot intervals and that the pipe
depth should be four feet.

Soil Conservation Service supplied all
the engineering and technical advice at
no cost to Maguire. The total drainage
project cost about $2,560 for the 20 acres.

After drainage the Maguire land was
worth more than twice its former value.
Testing of Eradication Announced
South Florida to be checked

The dispersal of sterile flies was suspended in South Florida, from the southern tip of Lake Okeechobee to Key West, effective on July 26.

"This action is being taken in this most sensitive area to evaluate the effectiveness of the screwworm eradication program which has been in operation since July 1958," Dr. M. E. Meadows, Jr., and Dr. D. L. Williams, State and Federal directors of the program, respectively, report.

They point out that stopping the release of sterile flies in the area is expected to reveal the effectiveness of voluntary cooperation by livestock owners, who have been urged to maintain constant inspection of their animals to detect and report suspected cases of screwworms.

The plan calls for the number of screwworm inspectors in the area to be doubled, while fly trapping activities will be increased.

"This is purely a test in the area that we believe is best suited for the purpose," Meadows said.

"If screwworm activity should be revived in the indicated South Florida test area sterile fly dispersals will be resumed there immediately," Williams pointed out.

In line with the plan, it is important for owners of livestock and pets to be ever alert in coming weeks for signs of possible screwworm infestation in animals.

The officials explained that immediate reporting is vital and that anyone finding suspicious egg masses or maggots in a wound on any warm-blooded animal is urged to at once contact his county agent or one of the eradication program's livestock inspectors in the area.

If these men cannot be reached, livestock owners are urged to call directly to the screwworm eradication headquarters in Sebring at Evergreen 5-4201. Collect calls from the test area for the purpose of reporting suspected screwworm cases will be accepted at Sebring.

It is also important to note that anyone reporting suspicious cases should not treat the wound with smears or medication, but should pen the animal until the livestock inspector arrives to collect his samples.

Eradication officials reported that they will continue with full scale sterile fly dispersals in the remainder of the state's dispersal area.

Yes, Orlando is a stable, steady market. You get top prices week after week because there are good slaughter buyers and good stocker buyers who attend our sale week after week.

Service and facilities are important factors, too, at this market. You'll find ours are good in all respects: qualified personnel are ready to work with you, or for you, in grading and classifying your cattle for sale (at your option), our pens and scales are available for your use throughout the week, and now (if you are in a Bang's eradication program) we invite you to use our separate facilities for weighing and selling your Bang's cattle.

Come visit us, anytime at "The Friendly Market." Compare our prices and service!

CALLAWAY HEREFORD FARMS
HAMILTON, GEORGIA
HERD SIRE: Silver Return 3rd, CHF Real Silver 1st, CHF Zato Return 4th, CHF Silver Zato 616th, Cason L. Calloway, Jr., Owner Jesse Mitchell, Manager • Phone Main 8-4474

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DOUBLE I RANCH
L. T. Langford, Owner, Phones: Plant City 2-7141 (office, Plant City 2-6271 [res.], Tampa 49-3254 [ranch]).
PLANT CITY, FLORIDA
MEMBER: Florida Hereford Association
SELL YOUR HOGS AND YOUR CATTLE AT

Chipley

Individual Attention
Loyal Buyers
Steady Runs
Experienced Management
Prompt Payment
Careful Handling of Your Stock

ATTENTION, STOCKER BUYERS!
We have a good run of well-bred stocker cattle almost every week. Phone in advance for information about any of our weekly sales.

AUCTIONS EVERY TUESDAY
We Buy Every Day

Chipley Livestock Company
E. D. "Buddy" Neel, Manager
Phones: ME 8-0267, ME 8-0689
Chipley, Florida

RECIPE JUDGES... for Florida Beef Council’s Recipe Contest are shown in action in this photograph, from left: Manuel Garcia, Jr., owner-manager of Tampa’s Las Novedades Restaurant; Miss Julia Sanders, home service supervisor for Tampa Electric; and Miss Amy Thompson, home service director for Florida Power Corporation.

Beef Council May Not Have Fall Campaign

Florida Beef Council may not hold a “Beef Stew Campaign” this fall—and if not the reason will very probably be financial.

Low marketing and decreased slaughter has resulted in a sharp drop in the Council's finances this year. At any rate, the Council decided at its meeting in Sarasota during the FCA convention that a decision on the campaign would have to be postponed until a scheduled meeting on July 24.

3659 inches of free publicity since November in Florida newspapers and magazines was reported by Louis Benito, Tampa, the Council’s publicity counselor, making 9860 inches since the Council was established.

The Council’s “8 Delightful Ways to Keep Slim with Beef” folder has proven so popular that the Council decided to print 100,000 more of them, selling them to beef promotion groups in other states at approximate cost, including preparation.

Another project involved distribution of 70 copies of “Ten Lessons on Meat for Use in Schools” and 500 of the new “Meat Manuals”—both publications of National Live Stock and Meat Board—for use in Polk County schools during the coming year on a trial basis, arranged for by Council President Ledley Wear of Lakeland.

President Don Bartlett of National Beef Council—a Mississippian—attended the meeting and spoke briefly to the group, stressing the all-out effort now being made by the National to secure some strong support from the midwestern feeding areas.

A recent letter from W. B. Austin, Jr., executive secretary of the North Carolina Cattlemen’s Association commented on the folder as follows:

“We had heard a great deal about this particular brochure, and I am honest when I say it is one of the best brochures that I have had the opportunity of reading and studying in some time. These are the things which we need to do to help the consuming public know what they are buying.

“Our publicity and information committee is taking under study similar copies of pamphlets or brochures of this type in the very near future,” Austin concluded.

June financial report from Treasurer R. Elmo Griffin showed receipts of $1065.86, with expenditures of $750, leaving a balance on June 30 of $3893.92, with $150 of that owed to National Beef Council and $75 to National Live Stock and Meat Board.


Expenditures were: National Beef Council $217.48, National Live Stock and Meat Board $108.74, postage $4, Louis Benito $560.54, Mrs. R. W. Stevens $25, Mrs. Francise B. Wilson $50, Mrs. J. V. Dell $100 (the latter three for winning the recipe contest).
Sell at LIVE OAK!

Recognized by
PACKERS, TRADERS and STOCKMEN
As One of Florida's Better Auctions

BIG ENOUGH TO SERVICE YOU . . .
Few Florida markets have better facilities, more faithful buyers and sellers than Live Oak—for both cattle and hogs. Here you're dealing with people who want to serve you, and have the know-how and facilities to serve you well.

NOT TOO BIG TO APPRECIATE YOUR BUSINESS . . .
At Live Oak, every customer—no matter how big or how small—gets the same service. And we appreciate the opportunity of doing business with you, regardless of how many animals you sell, or how often!

SELLING DIRECT?
If you sell your cattle or swine direct to meat packers or stocker buyers, it's probably costing you dollars . . . although it may be less trouble. Ask us to explain why. We'll be glad to name specific examples!

Suwannee Valley Livestock Market
AUCTIONS EVERY WEDNESDAY
"Big Enough to Serve You—but Not Too Big to Appreciate Your Business"

O'Neal Boatright, Manager

LIVE OAK, FLORIDA
ONE Injection with ONE Beefaid Pellet

PRODUCES UP TO 60 LBS. OF EXTRA WEIGHT PER STEER WITH THE...

New Automatic Beefaid Pellet Implanter

SPEEDS HANDLING
INSURES TROUBLE-FREE ACCURACY

The operation of Vinelab's new automatic BEEFAID PELLET IMPLANTER is so simple that every feeder and cattleman can use it efficiently without training or experience. Animals can be treated as quickly as they can be made available. The magazine accommodates up to 175 Beefaid Pellets at one loading.

Since there is no manual handing of tiny pellets, workers need not remove their gloves or go through the process of frequent reloading. Best of all—the Vinelab Automatic Implanter works every time—without misses, with no broken pellets. Takes both 24 mg. and 36 mg. Beefaid Pellets without changing needles or magazine. Unlike other products, only ONE Beefaid Pellet is implanted in each animal. This single treatment lasts for the full 120-day feeding period prior to marketing.

VINELAND LABORATORIES, INC.
VINELAND, NEW JERSEY
WEST COAST BRANCH
4068 Broadway Place, Los Angeles 37, Calif.

VINELAND, NEW JERSEY
ONE PELLET IMPLANTATION
W. G. HULL
Phone 7251, Box 37, PAHOKEE, FLA.

Florida's meat packers—who built up large killing and cooling capacities to handle Florida's rapidly expanding beef production during the mid-50's—now find themselves "hurting" for lack of animals ready for slaughter at prices they can afford to pay.

The result is that several small packers have already closed their doors, and some of the larger ones have been rumored considering closing down. Another result is that packers have been bringing slaughter animals from the West, and importing meat from Latin countries in steadily increasing quantities.

These facts were gleaned by a CATTLEMAN writer in conversations with a dozen or more packers in all parts of Florida during late June and early July. While packers are noted for being conservative, the situation is obviously more serious than in any other recent year.

Biggest single factor appears to have been the heavy demand for stickers, which has not only drastically reduced the number of cattle and calves available for slaughter, but has increased the competition among packers for the remaining animals, as each has wanted to keep killing floors operating.

As one well-known packer said: "We're losing money every day we operate—but if we closed down we'd lose more, so we've kept on, even at a loss."

Illustrating the drastic reduction in slaughter in Florida plants are these comparative USDA figures: May 1959, cattle kill, 23,100, compared to 38,000 in May 1957; May 1959, calf kill, 5,700, compared to 14,200 in May 1957.

New Booklet For FFA and 4-H Boys

A NEW booklet, "The Future Cattleman," has been published by the American Hereford Association especially for FFA and 4-H boys.

It contains useful data relative to cattle production. For copies write: The American Hereford Association, Hereford Drive, Kansas City 5, Missouri.

MORE THAN 130 Hereford breeders were named to membership in the American Hereford Association during May, 1959. These additions boosted the Association's total membership to an all-time high of 36,122.
NEW EDGE-RITE POWER SPRAYER EQUALS HIGH-PRICED SPRAYERS IN PERFORMANCE yet is priced, factory to you, for only...

$79.95

Why pay good money to outside sprayers... or risk losing hundreds of dollars each season to grubs, ticks, lice, mites and other pests... when this powerful Edge-Rite Sprayer can be yours at such small cost?

With the Edge-Rite, you can quickly and easily free your livestock of profit-robbing insects and parasites. Fully tested and farm proven, it handles all recommended liquid, soluble and emulsified insecticides and herbicides, including the new systemic grub spray.

Operating the Edge-Rite is simplicity itself. Just set sprayer on ground or bed of truck, place suction hose in barrel containing spray solution, start the engine and you're ready to spray. The Edge-Rite weighs only 40 lbs. and can easily be carried with one hand, yet it delivers a powerful spray that covers thoroughly, penetrates deeply.

The Edge-Rite Sprayer is precision-made of top quality components for many years of dependable service. Does more than 20 spraying jobs around the ranch or farm. Quickly pays for itself in savings. Guaranteed to perform as claimed or your money cheerfully refunded. Order your Edge-Rite now!

ORDER BY MAIL
Satisfaction Guaranteed

EDGERITE CORPORATION
Box 712-FC2 • Brownwood, Texas

Please ship me an Edge-Rite Sprayer immediately. Send me the [ ] gasoline model [ ] electric model

☐ I enclose full payment of $79.95. Ship prepaid.


☐ Send free folder describing gasoline and electric models.

NAME
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NAME
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Auction every WEDNESDAY
GADSDEN COUNTY LIVESTOCK MARKET
Wayne Henry, Mgr. Ph. MA 7-8627
QUINCY FLORIDA

MONTICELLO STOCKYARDS
Auctions Every Monday
John Hawkins, Mgr. • Ph WY 7-1711
MONTICELLO FLORIDA

SELL AT MARIANNA
Auction every Tuesday
WEST FLORIDA Livestock Market
BILL FITE, Mgr. • Phone HU 2-2229

Send The Cattleman to your friends!

FARMAAN PINK-EYE
KERATITIS Spray Bomb

Now, you can control pink-eye in cattle and sheep at the press of a button. New Farnam "pressurized" spray employs aerosol bomb method to make eye treatment faster, easier and much more convenient.

TIME-HONORED Proven Effective FORMULATION
Contains both fungicidal and bactericidal ingredients, which together have proven effective against a wide range of causative organisms encountered in eye infections such as Pink-eye (Keratitis). Also contains an ingredient that imparts a deep stain which protects the eye from glaring sunlight.

If Your Dealer Can't Supply you, send $1.35 for big 6-oz. Pink-Eye Bomb postpaid to —
FARNAM CO. Dept. "E-23, 8701 N. 29th St., OMAHA, NEBRASKA
Anyway you want to sell—or buy—cattle, all ages, types and grades, you’ll find us easy to deal with. We’ll handle your sale or purchase on commission, on a per-head basis—or we’ll buy your cattle outright and resell them on our own account.

This complete sales service for Florida cattlemen is based on more than 20 years of experience in handling cattle. We invite your inquiries, and we’ll be happy to advise you on any matters dealing with cattle marketing upon request.

Ask Us For References

Cecil M. Yates, Sr.
LICENSED AND BONDED LIVESTOCK BROKER
Phone TI 6-4911
Kissimmee, Florida

Get Top Prices For Your Cattle

Sell at Northwest Florida’s Largest Auction Market!

PELLETING . . . of feed is the subject of conversation as William E. Johnson, George Terry, Sr., and Assistant Orange County Agent Al Cribbett pose in front of Terry’s pelleting mill.

Magnolia Ranch Has Pellet Mill

George Terry, Sr. built a pelleting and feed mill on his Magnolia Ranch, south of Orlando with the idea of starting a cooperative feedlot operation but so far, with an annual capacity of 3,000 tons, he is using all he produces in his own feeder operations.

The mill is now being expanded to handle bulk feed mixing but Terry said even after expansion he will not be looking for many members in the non-profit Florida Cattle Feeders Co-op. “We’ll be able to take little more than a handful” he said.

A big reason for the pelleting operation is to get an economical pellet with a hay base, using hay produced on the ranch. Terry said he is also going to grow much of the corn and sorghum, used in the pelleting operation, next year. He buys most of the ingredients now.

Included in present expansion work is tank and pump for adding stabilized tal- low to the pellets, and a new hay pulverizing machine.

William E. Johnson, with some 30 years of feed mill experience, is in charge of the mill operation. This month a bio-chemist is being added to the staff. He is Jim Giambalvo, who was formerly employed in the research division of Chicago stockyards and by Norris Cattle Company.

FEED MILL . . . at Magnolia Ranch, which houses raw material and finished pellets, is shown here.

TINDEI LIVESTOCK AUCTION MARKET

Our market has more cattle and more buyers which makes your cattle bring more money.

THIS MARKET strives at all times to give you the best service possible. If it is not convenient for you to bring your cattle to the auction market, we will come to the farm and buy your cattle any day.

TINDEI LIVESTOCK MARKET

Claud Tindel, Manager
Phone AN 3-3001
GRACEVILLE, FLORIDA
COMFORT in July is what these two photographs taken at the Cattlemen’s Livestock Market at Lakeland mean. Manager Harry McCollum has air-conditioned both the Lakeland and the Tampa market rings (see vents in rear wall at Lakeland in upper photo). Below shows the auction ring, and the electric signal, upper left in bottom photo, flashes the weight visibly to bidders. (This calf weighted only 120 pounds.)

Lakeland Market Air Conditioned

AN EFFECTIVE job of air-conditioning makes buying and selling a real pleasure this summer at a brace of Florida livestock auction markets.

Manager Harry McCollum of the Cattlemen’s Livestock Markets in Tampa and Lakeland has completely air-conditioned the sale rings in both markets. Nobody’s wearing a coat in the pictures above, but they could very comfortably, in the markets, even at this time of year, if they wished.

It’s believed that the two systems make the Lakeland and Tampa markets the only ones in Florida today with air-conditioned sale rings.

for August, 1959
**Pre-Tenderized Beef Sells Well**

Experimental selling of beef tenderized prior to slaughter by a special injection has greatly increased the sales from one large Florida meat packer which has asked not to be identified.

The new process involves an injection into the bloodstream of the animal immediately prior to slaughter. While the bloodstream carries this chemical into all parts of the animal, there is no effect on the meat itself until it is cooked. Reports are, however, that after cooking the meat will be one to two grades tenderer than it would be without injection.

The injection is reportedly being used on cattle grading Standard, Good and Choice. The resulting meat has generally been sold as "Tendered" beef, and public acceptance has been exceptionally good—sales in one category having increased some 300 percent.

The "Tendered" process would seem to have possibilities in increasing the salability of short-fed, or grass fattened, Florida cattle grading U.S. Standard or U.S. Good.

Process is strictly experimental and has not yet been finally approved for general use by the U.S. government.

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**Gainesville Boasts New Stockman Supply Store**

Florida's newest Stockman's Supply will hold its grand opening August 18, the same day as the annual Angus Feeder Calf Sale in Gainesville.

The new business, Gainesville Stockman Supply Company, is located at Gainesville Livestock Market, where the feeder calf sale is held each year. The owner, J. C. Ivey, describes the new store as "Florida's newest, largest and most complete stockman supply store."

"A special feature of this store will be the most complete livestock show equipment department found in the state. We will be able to serve your every need in stockman supplies—saddlery, lariats, drugs, penicillin, insecticides, dehorners, vaccines, syringes, cattle chutes, western wear—everything stockmen need," he added.

Ralph Going, who has been associated with Ivey's store in Albany, Georgia for the past seven years, will manage the Gainesville store, which has more than 3000 square feet of floor space. There is also plenty of parking space.

Ivey said that 25-30 prizes will be given away free at the Grand Opening celebration.

"None of these prizes will be worth less than $5, nearer to $10, and some will be worth as much as $85. The saddle, to be given away as grand prize will be worth as least $185," he stated.

A prize will be given away every 30 minutes. Guests will be registered at the door and each half-hour the names of those registering in that period will be put in a box and one will be drawn. A new batch of names will be drawn from each time. All names will be used for the grand prize drawing.
**For Your Cattle...**

**Best Facilities, Consistently Higher Prices**

*at Gainesville, Florida*

Through the years, Gainesville Livestock Market prices have consistently been approximately $1.00 higher than the average for all Florida auction markets. At our regular auction sales (and at special sales held when runs of certain types of cattle are heavy) you'll find Gainesville a good place to sell—and a good place to buy, too!

**ANNouncing: NEW LOWER COMMISSIONS!**

On Cattle in Groups: 10-24 sold in a bunch 2%, 25 or more 1-1/2%

On No. 1 Hogs: 1%, plus 10 cents per head yardage.

Other Commissions Remain the same, Except Maximum Is Now $4.00 on Any Animal!

**GAINESVILLE LIVESTOCK MARKET**

L. H. Thompson, Manager

Phone FRanklin 6-3211  
Harold McCullars, Auctioneer

Gainesville, Florida

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**NOW! State Wide Coverage for the New Adaptation of the WONDER BUILDING!**

- Quality
- Low Cost
- Flexibility
- Versatility

Complete Service for: Erection, Kits, Materials!

**DISTRIBUTORS:**

**Stockyard Feed & Supply**

Route 1, Box 29, Phone RI 6-2438, Sarasota.


**Stanley M. Fletcher**

39 West Washington St., Phone GA 2-7488, Orlando.

Serving: Flagler, Indian River, Lake, Martin, Okeechobee, Orange, Osceola, St. Lucie, Seminole and Volusia Counties.

**Alvarez Brothers Equipment Co.**

5401 West Beaver St., Phone EV 7-5634, Jacksonville.


Above building is owned by Manatee Dolomite

Store your hay and equipment for an initial cost of 5c per cubic foot and spread it over 20 years use.

We will be happy to show you any of our customers' buildings.

**HAY—MACHINERY—BARNs—EQUIPMENT—LOAFERS**
**New Angus Ranch Is Announced**

The formation of Knollwood Angus Ranch, Inc., a consolidation of the registered Angus herds formerly owned by R. B. K. Farms and Bar-T-South Ranch, both of Fort Myers, has been announced by William D. Richards, president of the new corporation.

Harvey B. Richards will serve as vice president, while George "Jack" Sutherland is secretary-treasurer. Sutherland had previously dissolved his Bar-T-South Ranch partnership with Albert Barnhard and George Trogden of Miami, receiving the cattle and equipment. He also recently resigned as athletic director and head football coach at Fort Myers High School. He had held this position for the past 10 years.

Richards had previously sold the R. B. K. Farms acreage for a golf course and subdivision development and has been leasing the land from the new owners.

Sutherland said the new Knollwood operation will be located in the Bartow area, midway between Bartow and Lake Wales off of Route 60, near Alturas. He said they were unable to purchase sufficient land for the operation in the Fort Myers area at a reasonable price.

For the present time, Knollwood will continue to operate in the two Fort Myers locations, while the new location, which has been a cattle ranch for years, is being renovated and pastures put into shape to be ready for occupancy by January 1, 1960, or before. With the expected calf crop, the combined herds will number over 600 head by January 1, Richards pointed out.

The new ranch is composed of 1900 acres, with 300 acres being reserved for citrus, while the remainder will be used for pasture.

Sutherland says he plans to move to the Bartow location in September, while Richards will move there after the first of the year.

**Keep Market Volume And Herd Stable**

RANCHERS must be made to realize the danger in too large a build-up in numbers of cattle, Dr. Herrell DeGraff warned in an address before the Texas and Southwestern Cattle Raisers Association on March 24, 1959. DeGraff is professor of food economics at Cornell University, Ithaca, N. Y., and research director for the American National Cattlemen's Association fact-finding committee.

DeGraff cited figures which indicated that it is advantageous to keep the herd and the volume of marketings as stable as possible from year to year.
Angus cattle are not bothered with CANCER EYE!

Cancer eye is costly
Have you ever had cancer eye (carcinoma) in your herd? If so, you realize that it is a costly, dreadful disease. U.S.D.A. scientists report that lack of protecting pigment, or coloring matter, in the eye membranes and skin surrounding the eye in light-skinned breeds makes these cattle more susceptible to cancer eye.

Unknown in Angus herds
A number of possible contributing causes have been suggested by the U.S.D.A., such as strong rays of sun, irritation of eyes by dust, sand, insects and other irritants... or the weakness may be inherited in some strains or breeds. However, black-skinned Angus, with dark pigmentation in their eyes are not affected by this troublesome disease.

Pinkeye seldom bothers Angus
Another eye disease, pinkeye (infectious keratitis), is quite a problem in some areas with other breeds. However, Angus have a natural immunity or resistance to this disease, and it seldom causes any serious effects or losses.

Saves trouble! Saves money!
Herd affected by cancer eye or pinkeye require considerable doctoring, isolation and care. In addition, the carcass may be totally condemned, or the animal may die, causing undue loss. It's just another reason why more and more cattlemen are switching to Angus.

Breed your herd Black
Why should you suffer the loss in time, trouble and money brought about by these dreadful diseases? Why don’t you buy commercial Angus cows or heifers, or breed your herd Black by crossing your cows with naturally-hornless Angus bulls? For even first-cross Angus are seldom bothered with cancer eye and pinkeye. Be ahead! Breed Blacks! Boost profits!
50 ANGUS BULLS 50

A large selection of well-grown, rugged young bulls, all calfhood vaccinated. Most of them by the International winner, Mole's Hill Eileenmere 79th.

BUY THEM WHILE THE SELECTION IS GOOD!

Also offering...

A select group of breeding age daughters of Mole's Hill Eileenmere 79th, priced reasonably.

Gulfstream Farm
Mr. & Mrs. Jim Farquhar, Owners  Darrell Clair, Manager

Farm at Davie

Phone Ludlow 3-0628

Herd Accredited for Bangs and TB

Route 1, Fort Lauderdale, Florida

It pays to buy from Florida’s largest Angus herd... • LARGE SELECTION • TOP BLOODLINES • ACCLIMATED CATTLE • TOP QUALITY

HOME-RAISED BEEF... was fattened and butchered by Economy Meat Packers at Hialeah. Here, Joseph Bregman, left, and son, Mike, pose with two sides.

SW Cattlemen Meet in LaBelle

The SOUTHWEST Florida Cattlemen’s Council probably won’t sponsor an all-breed bull sale in the southwest Florida area this year but will start planning now for the sponsorship of a sale next year, after hearing a report from Dave Jones at the meeting of that group held at LaBelle on July 10.

Jones reported that his committee found that good bulls are very scarce and could not find enough interest to warrant a sale at this time.

The group also elected new officers at the meeting with Bobby Roberts elected to serve as chairman and Nat Hunter being named as vice chairman, while Don Lander was elected secretary-treasurer.

Other business included a report of the FCA convention and directors meeting held recently at Sarasota and the announcement that the regular monthly meetings of the Collier County Cattlemen’s Association will not be held during the July and August due to scheduled vacations by members.

925 Pounds Is Ideal

THE IDEAL size for a slaughter beef animal is 925 pounds—with a range of 875 to 975 tolerable—said L. E. Kunkle of Ohio State University at the American Angus Conference recently.

"Such size permits removal of the outsides, including a polled head and four shanks, along with the sides, and leave a carcass weight range of 525 to 600 pounds—one which is popular and practical for most feedlots and also to service every dinner table," he explained.

"Angus breeders and feeders are in the position occupied by a successful football team. They must keep working earnestly to hold the position, for all the losers are determined to win some day."

R. W. & E. B. Matlack, Owners

Scott L. French, Gen. Mgr., Phone West Palm Beach OVerland 3-2944, Loxahatchee, Florida

54B The Florida Cattleman
Imports Up As Result of Court Suit

IMPORTATION OF foreign meat into Florida has stepped up rapidly since a Leon County Circuit Court decision that Florida's law requiring 100 percent inspection of foreign meat could not be enforced when meat bears a federal inspection stamp.

Imports increased from 1.2 million pounds in March to 1.9 million pounds in April—nearly 1/10 of the amount slaughtered in Florida during that month—directors of Florida Cattlemen's Association were told at the Sarasota convention.

Practically all meat packers are bringing in some foreign meat, and at present much of it is from Cuba. Packers report that it is of good quality, and available for several cents less per pound dressed than Florida meat of similar quality.

The federal government recognizes foreign inspection when conducted under the same rules and regulations as our own federal inspection, and therefore only "spot checks" a portion of such meat when it is imported, stamping the remainder without checking.

Florida Livestock Board maintains that insects and diseases could be shipped into the state without detection if 100 percent of the meat is not inspected as was required by Florida law. The circuit court decision is therefore being appealed to the Florida Supreme Court.

Flagler Announces New Officers

ALFRED R. TUCKER of Bunnell is currently serving as president of the Flagler County Cattlemen's Association, according to a report from Howard Taylor of Bunnell, secretary-treasurer of the group.

Vice president is Robert Allman of St. Augustine, while L. L. Gage, also of St. Augustine, represents the association as state director.

Transfers Reported

RECENT TRANSFERS of Angus cattle in Florida include:

John Cressler, Seffner, sold seven cows to G. B. Cattle Company, Tampa; RBK Farms, Fort Myers, sold four bulls and two cows to Roland and Helen Wiygul, Umatilla; James Lee, Crestview, sold six cows and a bull to Joe P. Smity, Crestview.

nearly 150 farm deaths and 5000 injuries to residents are caused by electrical accidents, National Safety Council figures show.

Dundee ANGUS . . .

Modern Type!

Modern marketing today demands the beef-type animal. Dundee steers have proven their acceptance at the shows and at the packing plant.

Come visit us, let us show you why Dundee Ranch Angus are noted for "Superior Breeding."

It pays to keep your eyes on . . .
**REGISTERED ABERDEEN-ANGUS CATTLE**

**J. P. RAMSEY AND SON**
**Micanopy, Fla.**

REGISTERED or GRADED ANGUS and SHORTHORNS

National Champion Polled Conference Short-horn Bull, Southeastern Champion horned Short-horn Bull and Cow, Shorthorn horned Bull imported from Scotland.

BULLS, COWS and HEIFERS for sale

Jack Sutton, Manager, Mrs. Martha Hutchinson, Assistant Manager, Mirror Lake Ranch, Trilby Road, Dade City, Florida. Phone Logan 7-2226.

COL. E. HOOD WILKERSON, Owner

120 N. Orange Ave., Phone Garfield 5-1838

**ORLANDO, FLORIDA**

---

**REGISTERED**

**Aberdeen-Angus**

Beef Producing Bulls

Caroldom Farms
Jim Vogt, Herd Manager
LANDRUM, SOUTH CAROLINA
Brucellosis Accredited Herd No. 685

Oak Hill Ranch
Registered Angus
Oak Hill Florida

**ABERDEEN-ANGUS**

. . . featuring a herd of quality females with Mole's Hill Elleenmear 148th as herd sire.

*Reynolds Ranch*
F. W. Reynolds, Owner, Ph. C. Apalachee 3-2535
Route 2, Box 229-C, Bartow, Florida
Ranch located 3 mi. south of Lake Garfield

**REGISTERED ANGUS**

**Circle R Ranch**

GEORGE D. ROGERS, OWNER
Ph. 170-J
RFD 3, Box 118
LAKE CITY, FLORIDA
Located 7 miles south on U.S. 41

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**Group Selling**

(Continued from page 42)

but cattle of the British breeds should never be mixed with Brahman cattle.

Bulls and stags should be sorted out of steer groups. Remember that a buyer holds his job because he is a smart fellow, and if you try to slip a stag or a bull into a group of steers he will only pay the price that the bull or stag is worth, rather than steer price, for the whole group, and the seller will be the one to suffer. Uniformity of age is important in a group of cattle. Age has a lot to do with how well slaughter cattle will grade “on the rail.” Age is also important in grouping stocker cattle. Never mix cows with heifers, for example, or yearlings with calves.

Cattle with bad eyes, cripples, and unthriftly cattle should be separated and sold as single lots.

These points should certainly be considered when grouping cattle for sale. Also important are good cutting pens as shown in the photograph. In addition, a little effort on the part of the cattle rancher at home in sorting cattle in his own pens, and a little more time spent by the boys at the market, will pay dividends even if it does nothing more than speed up the sale.

Remember that a buyer is going to sit just so long, and if a sale is dragged out over a long period of time with a lot of singles the buyer will be cooling his backside somewhere else rather than bidding on your cattle.

It is entirely possible for any Florida sale handling several hundred cattle to average 200-300 animals per hour; any sale with appreciable cattle volume that averages at least 150 head per hour should seriously consider group selling.

**Richardson Buys Lee Angus Herd**

JOHN P. RICHARDSON of Baker recently bought the Angus herd of J. M. Lee and Son, Crestview.

The herd included 135 head of registered Angus, with Ankonian of Grove-lane 31st as herd sire. There were 69 cows of breeding age in the herd.

Richardson is not a newcomer to the Angus business. He recently sold his herd of 100 Angus cattle along with his farm after three years of operations. He liked the Angus business so well he couldn’t stay out of it so he bought the Lee herd.

Although he has no definite plans for a show herd, Richardson hopes to show some of his cattle at fairs in Crestview and Pensacola this fall.

**American Angus Association** has decided to cancel its “Show Window” sale at the International Livestock Exposition at Chicago due to scheduling difficulties.

The nation’s livestock markets handled a total of 39,122,828 cattle during 1958.
NEW FEED PLANT... owned by General Mills is shown in these two photos. Upper photo shows an outside view of the plant, while the lower photo is an inside view showing mixing machinery.

General Mills Opens New Plant

EFFICIENT FEED-MIXING and shipping are both stressed in the new plant recently opened by General Mills at Tampa.

For example, take the way it handles finished feeds in bulk.

Each day's production is accumulated in one-ton portable bins, which are weighed before and after filling to determine exactly the net weight of the feed.

When an order is received, the bins are quickly emptied by fork-lift truck into the bulk truck loading systems. A loading well provides space for four trucks at one time.

The Tampa mill replaces a much smaller mill located in downtown Tampa. The new location is on 40th street, east of Tampa, and is easily accessible by truck or rail. Other Florida mills are located at Jacksonville and at Tampa.

Florida's regional sales manager for General Mills is Wilton Adams of Coral Gables, while Frazier Rogers is in charge of sales for the Tampa mill, and production there is handled by Robert F. Collier.

Expenditures for periodic clearing of brush from productive grazing land in order to maintain the growth of grass are now deductible as ordinary and necessary expenses under section 162 of the Internal Revenue Code, according to Stephen H. Hart, attorney for the National Live Stock Tax Committee, Denver, Colorado. For August, 1959

Announcing the Formation of

KNOLLWOOD ANGUS RANCH, INC.

Knollwood Angus Ranch, Inc., is a consolidation of the registered purebred Aberdeen-Angus herds formerly belonging to R. B. K. Farms and Bar-T-South of Fort Myers, Florida. With the expected calf crop, the combined herds by January 1, 1960 will number over 600 head.

This consolidation became advisable because of the lack of suitable space in Fort Myers for the fast increasing production and our inability to procure sufficient land in the Fort Myers area at a reasonable price.

For the present, Knollwood will continue to operate in the two Fort Myers locations while the new location, which has been a cattle ranch for years, is being renovated and pastures put into shape to be ready for occupancy by January 1, 1960 or before.

Over half of the ranch is surrounded by some of the finest citrus groves in the State and we are putting in now 75 out of a possible 300-acre block of citrus on what is considered excellent citrus land.

The new ranch is located off of Route 60, approximately half way between Bartow and Lake Wales, Florida (8 miles from each) on the road to Alturas and consists of 1900 acres of high, rolling terrain. With 1500 acres of improved pasture, it is our belief that we can build one of the outstanding purebred herds of registered Angus cattle in the State of Florida. You are cordially invited to visit us in either our present Fort Myers locations or at our new site at any time.

Brucellosis Certified and T.B. Accredited Herd.

KNOLLWOOD ANGUS RANCH, INC.
William D. Richards, President
Harvey B. Richards, Vice President
George A. Sutherland, Secretary-Treasurer

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CHOCTAW RANCH
Purebred and Commercial Aberdeen-Angus
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DE FUNIAK SPRINGS, FLORIDA
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Bradamar Angus
E. BRADSHAW HUDSPETH, Owner
We Specialize in Club Steers and heifer calves for projects.
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ST. CLOUD, FLORIDA
Charles Touchton
Operates New Hereford Ranch

CHARLES TOUCHTON, Jr., owner of Indian Lake Ranch near Dade City is one of the newest Hereford breeders in Central Florida, having acquired animals from several different breeders during recent months.

Touchton's ranch is located about three miles west of Dade City on the Old Blanton Road and consists of about 350 acres, with a large part of it being planted to Pensacola Bahia. The ranch also includes some orange groves on the higher land which blend in very nicely with the whiteface cattle.

Touchton reported that he recently purchased a group of cows and calves from W. P. Murphy, longtime Brooksville Hereford breeder and two show heifers and a herd sire from Double L Ranch of Plant City.

Plans are now being made to cull the existing herd and purchase a few more extremely top quality females upon which to build a solid foundation. Touchton states that he plans to eventually increase the herd to around 100 head of top producing cattle.

Pasco Cattlemen
Set Field Day

GOOD FOOD and good fellowship are promised at the Pasco County Cattlemen's Association annual Field Day, October 14.

The event will begin with a pasture tour from the county agent's office at 2:00 p.m. A barbecue dinner and special program will follow at Pasco County Fair Grounds.

EVEN A well-planned and properly constructed farm pond sometimes fails to hold water. Many of these problem ponds can be effectively sealed by an application of inexpensive common salt. Salt, applied at rates of one-tenth pound to one pound per square foot, has stopped seepage in existing ponds and may be used in preparations for pond building.
Extension Editors Meet In Florida

J. Francis Cooper serves as host

FLORIDA PLAYED host to the college editors from land-grant colleges throughout the country, when the American Association of Agricultural College Editors met at the University of Florida July 12-15.

J. Francis Cooper, extension editor at Gainesville, was the host for the occasion, which drew several hundred editors and staff members. THE CATTLEMAN assisted in entertainment of the group.

Purpose of the Association is to make the educational work of the extension service and experiment stations more useful and available to farmers, and to interpret agriculture to non-agricultural folks.

Media (extension publications, newspapers and magazines, visuals and radio-TV) were a main theme at the conference, stressing "The New Scope of Your Job." The publications session was "Know Your Readers."

Considerable time was also devoted to communicating within the extension and experiment station organization.

The group was entertained by Florida agricultural organizations such as the Fruit and Vegetable Association, American Dairy Association of Florida and National Dairy Council, and Florida Citrus Commission, as well as by out-of-state groups.

Less Emphasis Seen On Conformation

CONFORMATION IS no longer being given the emphasis in federal grading that it used to get, says one Florida packer, who asked not to be identified.

The result is that it is easier for Florida crossbreds to make higher grades, he explained.

Facilities Expanded

EXPANDED COOLER facilities which will be used for the boning operation have been installed by Loeb and Gottfried of Hialeah in their packing plant there.

The new addition increases cooler capacity by approximately 50 percent.

EARLY CONSULTATION with a graduate veterinarian will keep livestock losses from plant poisoning to a minimum, according to Erdman West, botanist and mycologist, Florida Agricultural Experiment Station.

for August, 1959
Kenmore Pleased With Crossbreds

Hereford-Brahman crosses produced

KENMORE RANCH at Vero Beach is highly pleased with the progress of a Hereford-Brahman crossbreeding program which was started several years ago, using registered Brahman cows of good conformation and bloodlines and registered Hereford bulls which have been selected for conformation and disposition.

So reports P. LeB. Gardner, Kenmore owner, and Ted W. Lowe, manager, who believe this type of breeding "produces true hybridization and seems to favor the best characteristics of both breeds."

To date, Kenmore has calves carrying 50-50 breeding, 3/4 Hereford-1/4 Brahman, and 7/8 Hereford-1/8 Brahman.

"While we haven't definitely decided how high to go in Hereford blood, we question the desirability of going any higher than 7/8-1/8 in this program," Gardner reports. "This type of calf enjoys a premium at the auction, and the buyers look for them. So far we have sold calves ranging from 250 to 400 pounds, depending on various circumstances."

Ultimate aim at Kenmore, according to Gardner, is to have a small ranch and herd with about 100 registered Brahman cows, and 400 hybrids.

Kenmore is building its Brahman herd back up this year with use of a Duda bull. Its Hereford bulls have been purchased for several years from Minor S. Jones III of The Creek Ranch, Fort Meade.

Wooten Will Head Markets Association

J. T. Wooten of Rocky Mount, North Carolina was elected president of the National Association of Livestock Auction Markets last month at the group's 1959 convention.

The second annual Livestock Marketing Congress was held in conjunction with the convention. Attendance totalled more than 1000 auction marketmen, their families, and other industry leaders from 37 states.

When leptospirosis is present or suspected in cattle, herders should wear waterproof gloves while working with the animals, says Dr. F. H. White, assistant bacteriologist, Florida Agriculture Experiment Station.

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John Wolf, Breeding Herd
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Don Blanchards
Sorrell Herefords
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POLLED HEREFORDS
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Registered and commercial herds of Herefords raised the practical way since 1910-on a lot of grass and little grain.

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POLED HEREFORDS
Circle Z Ranch
Geo. A. Zellner, Owner
FLORAL CITY, FLA.
MEMBER: FLORIDA HEREFORD ASS'N.
Fact-Finding
(Continued from page 30)

Currently as relatively strong as other factors in the supply picture would lead one to expect. It is quite probable, moreover, that any significant increase in slaughter-cow marketings could cause a considerable price softening from present levels.

Long Outlook Poor...

With continued rapid expansion, USDA predicts cattle inventories at 110 million head on January 1, 1962. However, the projection indicates that total slaughter and beef production would reach record high levels beginning in 1961. Supplies would continue to increase from this level-reaching 94.5 pounds per capita in 1964.

The Fact-Finders continue: "USDA states that 'an output of this size would unquestionably result in a demoralized market for cattle.'"

Another projection, based on a slower expansion which might take place if cattlemen beginning liquidating cow herds at a faster rate as is widely recommended, would put peak beef supplies for the cycle at 90 pounds per capita in both 1963 and 1964.

With this latter projection, USDA states that "such a supply would bring a sizable reduction in prices for cattle, but it might not be unmanageable, as demand for beef seems still to be growing."

American National's Fact-Finders state: "It is our opinion that USDA is correct in its analysis that continued rapid expansion in cow herds will bring on a beef supply of unmanageable proportions, and probably sooner than in 1964. The six months ahead of us are critical in determining whether we will have continued rapid expansion, or a far wiser slow-down in expansion."

Bust Not Inevitable...

If enough producers begin to cull down their cow herds this fall, next year's calf crop could be proportionately checked, and the excessive expansion slowed.

While increased marketings of cows would result in lower cow prices this fall (and no producer wants this to happen), on the other hand, cow prices will drop sharply anyway (if the build-up continues at the rate of five million or more per year) sometime in the next couple of years—and might easily fall to 50 percent of present levels.

"It would seem a lot better to begin to top out some cows at current prices than to wait until large numbers have to be liquidated in a downward price spiral," states the report. (See editorial on page 90 of this issue.)

Reduction in cow slaughter is shown, based on federally-inspected slaughter, in the figures below:

<table>
<thead>
<tr>
<th>Year</th>
<th>Steers</th>
<th>Heifers</th>
<th>Cows</th>
<th>All Cattle</th>
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<td>1957</td>
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for August, 1959
Price Cycles
(Continued from page 34)
percent of the national supply of beef is produced in this state, Florida farmers could double the volume they produce without depressing the price as much as 2.5 percent. In other words, Florida cattlemen can do little to control the cattle cycle without the help of others—and the cooperation of others who produce at least half of the nation's beef.

On the other hand, Florida cattlemen—do have—and must assume—their proportionate share of the responsibility for controlling the supply of beef in order to stabilize prices. They can do this by organizing their production in a manner that will enable them to market a large number of cattle on the upswing of the price cycle and get out of the market before, rather than just after, prices reach the extremely high levels that precede every break in cattle prices.

In other words, farmers can assume their share of responsibility for stabilizing cattle prices by increasing the supply of beef available for consumption now, in response to the increase in the price of beef that began in 1957.

For the next year or two they can do this by (1) selling the entire annual output of beef and (2) liquidating some of the herd while prices are high.

After the price of cattle actually breaks, they will then be in a position to build up their herds again when prices are low and while other farmers are liquidating.

Sell Now!
REDUCING the number of cattle on Florida farms between now and the time cattle prices break would give cattlemen an opportunity to sell their inferior animals at relatively high prices and replace them later on either through their own breeding program or by purchasing from other farmers after the price break.

(No one knows for sure just when the price break will come. Some believe it will come next year; others that it will not happen until 1961 or 1962. Regardless of who is right, Florida farmers will have plenty of time to carry out a counter-cycle sales program.)

If enough of the nation's cattlemen follow this program they could prevent prices from rising high enough to curtail beef consumption seriously and hence level out the cattle cycle at approximately 1958 and 1959 price levels.

While this may not happen on the upswing of this cattle cycle, if enough farmers throughout the nation use this method to stabilize the price, the next cycle might be leveled out.

This knowledge of how to control the cycle—together with more accurate and complete information on the number and kind of cattle on farms, the number and kind of cattle being marketed, and the amount and price of beef sold at retail—puts cattlemen in the best position they have ever been in to control the marketing of their own product without delegating management decisions to others.
Regular Marketing Is Best

Are you holding back cattle which should be marketed?

If so, you're running a risk out of proportion to any benefit you may get, says the Fact-Finding Committee of American National Cattlemen's Association, in a report reprinted in part elsewhere in this issue.

Most Florida meat packers believe that the shortage of animals available for slaughter is due to two factors:

1) The great stocker market, which has siphoned off many thousands of cattle which would otherwise have been sold for slaughter.

2) A substantial hold-back, particularly of cows, by cattlemen interested in increasing production in future years, or anxious to hold down income taxes this year, or holding off to sell later in the season.

Practically all packers interviewed believe the cattle are here, but just aren't being sold. One believes that generally good growing conditions this Spring and Summer are responsible: there's plenty of grazing so cattlemen are in no hurry to sell. If he's right, there'll be a large number of cattle marketed this fall, and perhaps earlier, particularly if there are general high water conditions as appear possible now.

Packers point to several cattle producers who are marketing cattle steadily, week after week, as examples of the type of management most cattlemen should adopt if possible. Mentioned particularly for regular marketing policies were George and Irlo Bronson of Kissimmee and Moore Haven, George Terry of Magnolia Ranch at Orlando and Belle Glade, Serrales Everglades Farm near Belle Glade, and other larger operators with substantial grass and supplement operations.

What's In The Hump?

The protrusion atop the withers of Brahman cattle has given rise to some speculation by people unfamiliar with the breed. It is not, however, a deformity, rupture or water storage compartment as some have thought. The hump of the Brahman—aside from being a distinguishing trademark—is edible meat, well marbled with fat.

There is no bone in the hump. It makes delicious pot roast and is considered a delicacy in many countries. Humps vary in size and shape according to the sex and condition of the individual animal.

"Safety Makes Sense" is the theme for National Farm Safety Week, being observed July 19-23.

for August, 1959
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**BIG W BRAND**

Minerals are essential for the proper growth, maintenance and functioning of the animal's body. Deficiencies of minerals in the diet result in abnormalities referred to as nutritional diseases.

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**Registered Charbray Cattle**

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**Charolais & Charbray**

Ayavalla bulls average daily gain on performance feeding tests at Brooksville for first 56 days was 3.8 pounds per day gain per bull.

**Ayavalla Plantation**

Box 3166 Jack Pons, Manager Phone 3-4535 TALLAHASSEE FLORIDA

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**CHAROLAIS-CHARBRAY**

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**K Bar Reports**

**Sale of Bull**

I. A. Kruisen, owner of K Bar Ranch, Zephyrhills, recently announced the sale of Mr. Pasco 792, a two-year-old Charolais bull, to P. T. Weeks of Dade City.

The Charolais and Charbray breeder also reported the sale of six Charbray heifers to O. B. Cantrell of Avon Park, and the sale of a purebred Charolais bull, with three purebred heifers, three 15/16 heifers and a Charbray heifer to R. C. Allen of Anchorage Plantation, Wadmalaw Island, South Carolina.

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**Transfers Of Charbray Up**

Transfers of Charbray cattle for the first five months of 1959 are up 35 percent over the same period of 1958, according to the American Charbray Breeders Association. The Association reports 1,289 known owners of Charbray bulls and 453 owners of Charbray females. During the past decade Charbray cattle have spread to 36 states and 18 foreign countries.

---

**Red Brangus Meet**

The first general membership meeting of the American Red Brangus Association was held last month at Paleface Ranch, Spicewood, Texas.

---

**L RANCH**

Home of Charolais and Charbray Cattle

**FOR SALE**

3/4 and 7/8 weaned heifers
15/16 to 31/32 Charolais heifers from 8 mos. to two years old.

Bulls—3/4 to Purebred
All heifers and bulls calfhood vaccinated

**Mr. and Mrs. C. C. Land**

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American International Charolais Ass'n
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**BRANGUS**

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Eastern States Brangus Association
KEITH AVERY, ACTING SECRETARY
Plant City, Florida

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**FLORIDA BEEF COUNCIL**

**Registered Charolais Cattle**

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646 Livestock Exchange Bldg.
Phone VI 2-7687 Kansas City 2, Mo.

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**Southeastern Fat Stock Show & Sale, Inc.**

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OCALA FLORIDA
Selling at Auction

(Continued from page 36)

Above I stated that auction prices are generally higher than on-farm prices. Some of this price differential is, of course, due to the fact that there are several buyers represented at the auction bidding competitively for your cattle—but not all the price differential can be accounted for in this particular way.

A good deal of the price advantage to producers from selling at auction comes because the packer or stocker buyer is able to buy full truckloads of cattle without an excessive amount of travel or lost time.

It would astound you—if you haven’t had the same experience yourself—to realize how costly it is to drive, say, 200 miles, and spend a full day of an expensive buyer’s time to look at cattle on perhaps two or three ranches—and then perhaps fail to buy them!

At the auction, when you bid “high” on an animal, she’s yours!

Another advantage of selling at auction is found in the opportunity to keep up with the “market” for your livestock. Reading the newspaper reports of prices can help, of course, but unless you fully understand grades, there is no substitute for actually seeing what an animal looks like in the sale ring, and then seeing what price is paid for her.

As a member of the Florida Association of Livestock Markets since it was formed, it’s my belief that our member markets are the “cream of the crop” so far as Florida is concerned.

All of them, as members of the National Association of Livestock Auction Markets, subscribe to the code of ethics of that group, which is posted in most member markets. And the fact that they are willing to join together with their competitors in common work is a testimonial in itself, I believe.

It’s my belief that all auction managers will be willing to work closely with you, as a producer, in advising you to the best of their ability, and in helping you make full use of their market facilities and services. I hope you’ll talk to your market manager and find out for yourself what he can offer.

Association Moves Office to Denver

The Association of Breeders of Certified Improved Charolais has moved headquarters to Room 406, Livestock Exchange Building, Denver Union Stock Yards, Denver, Colorado.

New Member Joins

Affiliation of the Association of Breeders of Certified Improved Charolais with the American National Cattlemen’s Association has been announced.

Southern Farm operators own 1,078,-000 motor trucks and 1,339,000 wheel tractors on January 1, 1956.

for August, 1959
Florida Shorthorn Breeders' Ass'n
Mrs. H. L. Smith, Secretary
300 Lake Elbert Drive
WINTER HAVEN, FLA.

Shorthorns—Polled Shorthorns

More of the essentials practical cattlemen everywhere are demanding.

For a list of the top sources of supply in Georgia, Alabama, Florida, and South Carolina address.
J. L. Adams, Sec'y, Southeastern Shorthorn Ass'n., Box 480, Dothan, Ala.

Polled Shorthorn Bulls

"Breeders Since 1947"

Cross your cows with bulls that will make heavier calves and won't drain your pocketbook.

Orangewood Stock Farm
C. B. Rodenberg, Rt. 2, Box 158, Orlando, Fla. 3 mi. north of Orlando on Hwy. 441, at the Ri-Mar Show turn west and look for my sign. It is only 500 feet off 441 west of the show. Ph. GA 5-6152.

Registered Polled Shorthorns

OAK HILL FARM

Write Mark A. Saunders, Manager, Rt. 1, Box 77, Lloyd, Fla. Farm in Leon County 18 miles east of Tallahassee and 4 miles south of Miccosukee on Rt. 59. Rt. 1, Box 77, LLOYD, FLORIDA

Smith Ranch

SHORTHORNS

H. L. & P. N. Smith, Owners
Garland Snyder and Frank Smith, Herdsmen
Phone CV 3-2930, Winter Haven, Fla. Ranch on Poinsettia Park Road, five miles northeast.

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Registered Shorthorns

See Us for Good Breeding Stock
ASHBOURNE RANCH

Owned by Ashbourne Realty & Land Development Corp. Paul Knowles, Mgr. Phone Chestwood 6-6680. 341 SE 2D AVE., DELRAY BEACH, FLORIDA. Located 5 mi. S of Delray Road on State Road 7.

Floridians Attend Southeastern Shorthorn Day

Floridians took home top honors in the beef cattle judging at the Southeastern Regional Shorthorn Field Day held June 16 at Upson Shorthorn Farm, Thomaston, Georgia. Host were owners Col. and Mrs. George H. Miller.

C. R. "Jack" Hooker of Plant City won the men's judging contest with 184 points out of a possible 200, while Mrs. Henry Smith of Winter Haven placed first in the women's division with 188 points.

A crowd of about 300 attended the event and were treated to a barbecue lunch, courtesy of the Millers.

Kenneth Fulk, secretary of the American Shorthorn Association, Omaha, Nebraska told the group of the breed's growth in numbers of cattle registered and increase in membership on a national basis. He cited the need for better promotion on a local and national level and challenged the breeders to step up this important phase of the industry. He brought in focus the opportunity breeders had to reap a favorable harvest by proper management and practices applied in producing the quality kind of Shorthorns and Polled Shorthorns.

Performance testing was discussed by Dr. R. A. Long, chairman of the Animal Industry Division, University of Georgia. He cited the need for more breeders of Shorthorns to help forward the growth and maintain the position the breed had achieved.

Smith Ranch Sells Bull to Roper

SMITH RANCH, owned by Mr. and Mrs. Henry L. Smith of Winter Haven recently reported the sale of a Shorthorn bull to W. Fred Roper of Winter Garden.

The bull, S. R. Red Landmark will be used on a group of Roper's commercial cattle. The commercial cattle were originally predominantly Brahman, but have been crossed with Hereford and Angus bulls. Roper hopes that a further cross with Smith Ranch bulls will produce superior cattle.

Highlands Brides Get Menu Booklets

Each new bride in Highlands County will soon receive a booklet from the Florida Beef Council to help her in selecting and preparing the best menus for her new husband.

Ledley Wear, president of the council, said one county was chosen for the project this year. The book is prepared by the National Livestock and Meat Board.

A. G. Pickett, Topeka, Kansas, has been elected chairman of the directorate of the National Livestock and Meat Board.

Don't Miss An Issue!

One Year, $2.00; Two Years, $3.00; Four Years, $5.00

The Florida Cattleman

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For SHORTHORNS

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Farm located 3 miles so. of Webster off Hwy 50

Farms & Shorthorns

Shorthorns & Polled Shorthorns

for sale at reasonable prices. Florida bred and raised bulls. Open and bred heifers by International Congress Champion, W. L. Bank Standard 8th.

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Kenn & Sam Allen Roads, Plant City, Florida

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Matured • Acclimated
Rugged Commercial Bulls
Semen-Tested

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CLEWISTON, FLORIDA

FOR SALE: Registered Polled Shorthorns
19 cows and bred heifers, 10 with calves at side
6-16 months old heifers
3-5 year old herd sire
3-18 months old bulls

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POLLED SHORTHORNS

QUARTER HORSES

J. L. ADAMS, OWNER

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3-5 year old herd sire
3-18 months old bulls

ALBERT HAISTEN

Alabama

Write AMERICAN SHORTHORN ASSN.
OMAHA 7, NEBRASKA
Lab Finds Irritation Of Skin

by Wm. L. SIPPEL, V.M.D.
Florida Livestock Board

In the middle and last part of June several reports were received of a severe skin irritation of the teats, udder and other portions of the skin of cows. Reports were received from North Florida, South Georgia and one case was presented at the laboratory from the Miami area.

In most cases, this condition appeared in cattle grazing Bermuda grass that had followed clover. In many cases the clover was wilted and moldy and the veterinarians suspected mold as the cause of the condition. However mold has not been definitely incriminated as the cause of this condition.

In some cases small laboratory animals have succumbed to a diet of the suspected forage. The skin affection is believed to be the result of the action of light on a compound that appears in the skin after having been digested from the forage (photosensitization). Treatment consists of removing the animals from the offending forage, keeping them out of the light if possible and applying local treatment to the affected areas. Intravenous medication is also used to advantage by many veterinarians.

An interesting case of worm infestation in baby pigs was presented from South Florida. Several cases of this same condition have been reported from the North Florida hog belt. The young worms (Strongyloids spp.) are able to penetrate the unbroken skin of the baby pigs and tremendous infestations take place in this manner. In a matter of one or two days after first showing symptoms, the pigs will gradually get weaker and die.

A sample of blood from a horse with poll evil was forwarded to Jacksonville to be tested for brucellosis and found to be strongly positive. Horses probably contract this disease from infected cattle, but the possibility of a horse with a draining wound infecting additional cattle cannot be overlooked. Horses affected with poll evil or fistulous withers should be isolated.

Three outbreaks of arsenic poisoning have been traced to a spray used on unwanted grass and weeds. Two outbreaks in cattle and one in a goat have been received at the laboratory due to this cause. In addition, several calves showing symptoms of blindness were found to have been suffering from lead poisoning.

Our old stand-bys of parasitism and Johne's disease in cattle have also been encountered. With the summer advancing and the wet weather we have had, it is advisable to prepare for herd worming in September or sooner if symptoms develop.
Mississippi River Check Is Effective

Screwworm line is inspected

A very careful check is being made of all livestock—cattle, calves, hogs, horses, etc.—which pass from west to east in the general vicinity of the Louisiana and Arkansas borders with Tennessee and Mississippi, reports Dr. C. L. Campbell of the Florida Livestock Board, in answer to a Cattlemen query.

"As it may be with any phase of law enforcement, it is always possible for a person to violate the law, either willfully or unknowingly, without being seen or caught," Campbell notes. "Such could happen here in a livestock movement"—"running" the station when the inspector's attention is diverted at that time to the inspection of another load of animals which has stopped for this purpose.

Enclosed with his letter were the two pictures above, showing the station at Delta, Louisiana, on U.S. 80, and another (not reproduced) showing the West Memphis station and its proximity to U.S. Highway 64. Campbell writes:

"While I do not have a picture of the Delta station showing its location with relationship to highway 80, it is just as close to the road as is the West Memphis station. I cannot feature how one would miss seeing it, particularly since the approach to the station is marked by two warning signs advising all vehicles hauling live-

OFFICERS AND DIRECTORS . . . of Santa Gertrudis Breeders International elected at the recent annual meeting of that group in Texas are shown here. Sitting, left to right, are: Richard M. Kleberg, Jr., Kingsville, Texas, director; Charles Dempsey, Sarasota, treasurer; Arthur A. Seeligson, Sr., San Antonio, Texas, vice president; Vachel W. Lackey, San Antonio, Texas, president; Lawrence Wood, Refugio, Texas, secretary; R. W. Briggs, Sr., San Antonio, Texas, director; and John B. Armstrong, Selma, Alabama, director and retiring president. Standing, left to right, are: J. W. Bryant, Plaquemine, Louisiana, director; Sterling C. Evans, Houston, Texas, director; General John M. Bennett, Jr., San Antonio, Texas, director; A. S. Murphy, Yerington, Nevada, director; John A. Sharritt, Troy, Ohio, director; Sumner Pingree, Jr., Central Ermita, Oriente, Cuba, director; Dolph Briscoe, Jr., Uvalde, Texas, director; and R. P. Marshall, Kingsville, Texas, executive secretary. Not pictured are two additional directors: W. W. Callan, Waco, Texas, and John Martin, Sr., Alice, Texas.
stock to stop for inspection.

"Incidentally, when the inspector on
duty notes any east-bound livestock'
'running' the station, he telephones ahead
to the toll attendant at the bridge, who
turns the shipment back to the station
for inspection. A special certificate show-
ing such inspection and spraying or
dusting is furnished this office on Flor-
ida-bound movements.

"Certainly it is recognized that this or
any other system or checks might be
improved in preventing the re-introduc-
tion of screwworms into Florida or the
Southeast. To accomplish this, spraying
and competent inspection of animals
from infested areas of the country is
essential—if not at these stations (which
is preferable), then at destination."

U. of Florida
Gets Grant
For Lepto Study

The University of Florida Agricultural
Experiment Station has been given a
$40,000 grant for a three-year study of
leptospirosis, a highly infectious disease
of livestock also found occasionally in
humans.

Dr. W. R. Pritchard, head of the vet-
ery science department, says the
grant was made by the National Insti-
tute of Health as a result of encour-
ging preliminary research results already
obtained.

The research will be conducted under
the direction of Dr. F. H. White and M.
Ristic, in collaboration with Dr. V. M.
Aren of the J. Hillis Miller Health
Center. The grant is to continue and
enlarge studies on the detection of lepto-
spires, the organisms causing leptospiri-
iosis with fluorescent-labeled antibodies.

Your Help Is Asked
In Screwworm Fight

Everyone who owns or deals in live-
stock is urged to co-operate in the cam-
paign to eradicate screwworms from the
Southeast, reports Dr. C. L. Campbell,
state veterinarian and secretary of Flor-
da Livestock Board.

"Now that warm weather is here, live-
stock men should make frequent inspec-
tions of their herds. If you find a sus-
picious case, save samples of egg masses
or maggots before treating it. Report
promptly to your county agent or live-
stock inspector. The battle against this
costly pest can't be won until the last
screwworm has been wiped out," the of-

icial stated.

The Sixth Santa Gertrudis bull to sur-
pass 500 pounds of gain in an official
140-day rate of gain test was announced
after completion tests recently at Lulu-
ing, Texas.

Charles Dempsey, Sarasota, has been
elected treasurer of Santa Gertrudis Breeder's International.

August 10th—September Copy Deadline

You can help us get in the mails on time... on the 25th of the month.
All news items and all advertising copy should be in our office by the 10th of
the month. Advertisers desiring preferred location in the magazine
can help their situation, and ours, by sending copy on in advance of
this date.

for quality Santa Gertrudis breeding stock
contact

Frank M. Bowman
Lazy B Farm
Alice, Texas

Phones
MO 4-3414
MO 4-3114

(Originated from famous John Martin herd)
Announcing...

Cannon-Rush Duroc Sale

Saturday
August 22
2:00 P. M. AT
Livestock Pavilion

FANNING SPRINGS
Selling

60 HEAD
10 Bred Gilts
20 Open Gilts
30 Boars

We are offering 60 head of top animals, with many from certified meat type litters. We feel this is truly an opportunity for many of the breeders in the state to improve their herds since we have carefully selected every animal and they represent only the top end of our herds.

The majority of the offering will be from Production Registry litters. The bred gilts will carry the services of Progressive Ace, Grand Champion boar at the Tennessee State Fair (owned jointly by Rush and Cannon) and to Toppers Prince, from a certified litter. Sires of the sale offering include Modern Trend, Model Topper and Cannon’s Red Boy 147.

For catalogs and other information write either Cannon Duroc Farm, Live Oak or Rush Duroc Farm, Bell.

Cannon Has Field Day At Farm

Duroc operation is seen

Demonstrations, speakers and a farm tour were all highlights of the Cannon Duroc Farm Swine Field Day held at the farm near Live Oak on Thursday, July 9, with T. W. Cannon, Sr., Tom Cannon, Jr., and Flint River Mills, Inc., serving as hosts for the event.

The morning program consisted of a tour of farm conducted by Suwannee County Agent Paul Crews and Tom Cannon, Jr., after which Cannon explained his swine management program and conducted a question and answer period. Visitors were then treated to a pork barbecue dinner.

K. L. Durrance, assistant animal husbandman with the University of Florida Agricultural Extension Service, started the afternoon activities with a meat type hog and back fat probing demonstration, after which Dr. R. L. Brinkman, Live Oak veterinarian, explained Cannon’s sanitation and disease control program, pointing out that Cannon “leaves no stone unturned” in his continual effort to maintain and improve his sanitation and disease control program.

Cannon herd sires that were displayed to the group during the field day included: Model Topper, sired by The Topper and at 18 months of age has won five grand championships including the 1958 Alabama and Florida State Fairs; Kings Property, sired by Model Topper and bred by Cannon, also reserve grand champion at the 1959 Florida State Fair; Modern Trend, sired by Star Pioneer and officially probed 1.0 inches back fat at 221 pounds of weight when six months old; and Progressive Ace, sired by Progressive.

Circle D Certifies Litter

Circle D Ranch, Marianna Hampshire breeders, reports that three litters sired by their Automation King have officially qualified as certified meat litters under the meat type specifications as set up by the Hampshire Swine Registry. Five certified litters are needed in order to qualify the boar as a certified meat sire.

Two hogs were taken from the litter of ten to obtain certification data and were slaughtered at the Chipola Freezing Company of Marianna, which is an approved slaughter station for those wishing to try for certification of litters in that area, according to George Dryden, Circle D owner.

He reports that Circle D has been production testing their sow herd since 1950 and entered the meat certification program in 1958. Automation King is a son of Automation, a certified meat sire, and out of Circle D Miss Leader 1st, a three-star production registry sow.
Gatrell and Haynes Plan Duroc Sale

100 head are slated to sell

The service of Toppers King, Certified Meat Sire No. 19, will be featured in the Gatrell Duroc Farm and T. J. Haynes Joint Production Sale that is set for Friday, August 7 in Gatrell’s new sale barn on the farm at Fairfield.

T. J. Haynes, O’Brien Duroc breeder, said the sale offering will consist of 100 registered Durocs and will also feature the services of Mr. Topper Ace, grand champion at the 1959 Florida State Fair, and Strowald Engraver.

Henry and Fred Gatrell point out that Toppers King has earned the titles of “Premier Sire of the Nation,” “Sire of the Top Sale of the Nation,” and “the Greatest Breeding Boar of the Breed.”

The sale will begin at 1:00 p.m. with 40 bred gilt, 20 open gilt, 20 spring gilts, and 20 spring boars slated to sell. Included will be certified litters by Super Charm and Moye Southern Leader, and production registry litters by Trim Clipper, King Foundation, Rebel Star, Hy Class, Royal Velvet, and Red Ace.

Gatrell said that a special sale feature will be a spring litter by Royal Star out of a Toppers King dam, which is the best litter ever raised on the farm and he thinks that it should qualify for certification before sale day. They will also sell one spring litter from a Florida State Fair grand champion sow.

New Device Measures Backfat On Live Hogs

Backfat thickness is an important indicator of the value of a hog and a new device is being tested that measures the thickness on live hogs, the USDA reports.

The ultrasonic device sends a high-frequency sound wave through the backfat of the hog. After the sound wave reaches the boundary between backfat and lean, or between backfat and backbone, it is reflected back to the surface. The time it takes for the sound to go through the fat and return is measured and determines the thickness of the backfat.

The American Farm Bureau Federation has asked the USDA and state departments of agriculture to take “effective action to prevent the dumping of Canadian pork on the United States market on a subsidized basis.”

for August, 1959
And many of them have been sold through advertising in The Florida Cattlem. Practically all Florida cattlemen using two or more bulls read The Cattleman. We invite inquiries as to advertising rates, and will be glad to advise you on your advertising program.

WHY DO SOME BREEDERS SELL ALL THEIR BULLS AT REALISTIC PRICES WHILE OTHERS SELL THEIRS FOR ANYTHING THEY CAN GET?

Without a doubt, it's true that: "No product of inferior quality can be sold repeatedly and a demand created, no matter how much advertising and other promotional effort is expended."

But the converse is also true: "No product, regardless of quality, can be sold repeatedly and a demand created without extensive advertising and other promotional work."

In the cattle industry, everyone—without exception—scans the pages of livestock publications to which he subscribes.

Some may be primarily interested in what appear as bargains, but others read all the editorial material and all the ads, too, with care. They note what others are doing with a well-planned schedule for advertising that has built sales and created widespread demand for their livestock—using truthful, yet forceful, sales appeals. Such breeders become widely recognized, and it's—

"Because they are advertising effectively, and their name and product become known everywhere, and soon become a by-word wherever good registered cattle are mentioned."

Many breeders have equally as good a product; however, they are more or less unknown, because they have failed to recognize the true merit of advertising... depending upon sales from overflow customers of others, or depending on local and neighborhood demands for their cattle.

* The above figure is based on USDA's January 1, 1959 estimate that Florida has 52,000 bulls one year and older. According to extension personnel and competent cattlemen, the average useful breeding life of a bull is from four to five years. By dividing five into 52,000, we came up with approximately 10,000 bulls.
Landrace Sale Held At Live Oak

The Florida Landrace Association held its first sale of registered swine at the County Livestock Pavilion in Live Oak on Saturday, July 11. Although the prices were relatively modest, a large portion of the sale offering was made up of young animals which accounted for some of the lower prices.

The sale grossed a total of $2175.50 on 36 head for an overall average of $59.93. Twelve boars averaged $44.79, while ten bred gilts averaged $97.00 and fourteen open gilts sold for an average of $47.00.

Col. R. W. Henry of Dothan, Alabama cried the sale which saw 19 buyers selecting animals. Richard Bunch, owner of Kay-Bea Farms of Orlando bought the top selling animal in the sale when he purchased JP Cool Creek Tangaa I, a bred gilt owned by J. W. Padgett of Marianna for a price of $155.

Largest buyer of the sale was L. M. Arnold of St. Augustine, who spent $300 for four head. Second largest buyer was C. R. Howes of Live Oak who spent $290 for six head.

Other buyers, with number of animals purchased in parentheses, and total spent, were as follows:

Kay-Bea Farms, Orlando (2) $250; J. D. Beach, St. Augustine (3) $255; Fred Hillhouse, Jasper (1) $100; G. E. and T. K. Kirby, Live Oak (2) $180; L. M. Arnold, St. Augustine (4) $300; C. R. Howes, Live Oak (6) $290; Stanley Saunders, Live Oak (2) $45; Oviedo McCray, Mayo (1) $30; Johnny Jenkins, Live Oak (1) $60; Joe Bryan, Jacksonville (1) $45; Georgia Livestock Company, Thomasville (1) $55; R and B Farms, Lawtey (1) $100; M. C. Hayes, Live Oak (1) $65; J. B. Buchannon, Live Oak (1) $45; H. Sistrunk, White Springs (1) $45; Rowell and Thomas, Trenton (4) $140; Dennis Carver, Lake City (1) $37.50; M. R. Baker, Live Oak (1) $15; R. W. Carver, Lake City (1) $35.

Spring Pig Crop Largest Since 1951

The 1959 spring pig crop totaled 58,494,000 head—an increase of 12 percent from the 1958 spring crop and the largest since 1951—according to the USDA.

If Florida hog producers carry out their plans, 51,000 sows will farrow this fall. The current five-year average number of pigs per litter is 6.0, which would indicate a fall pig crop of 306,000.

for August, 1959
BINGO
the dairy feed
...WINNER

For a high production grade herd, the best of feed is needed. Prepare now for high milk production on a year 'round basis. Use BINGO, the proven Dairy Feed. BINGO is made of the finest milk producing ingredients and fortified with vitamins and minerals known to increase feed efficiency and stimulate greater milk production. Contact the Lakeland Cash Feed Company, manufacturers of quality feeds for over 40 years, for an economy move to a proven milk producing WINNER—BINGO!

BETTER
FEEDS
FOR FLORIDA'S
BETTER
BREEDS
OF LIVESTOCK

LAKELAND CASH FEED CO.
P. O. Box 439 Lakeland, Fla.
The Federation and Milk Commission have decisively won the dues deduction suit in Circuit Court. Our lawyer, Frank Scruby, deserves our thanks. Appeal is uncertain.

Ring testing, instituted at the request of the Federation, has been done on a trial basis in the Jacksonville area and is being started in the Orlando area. It will eliminate a lot of bleeding in both Plan A and E herds.

The Livestock Board is making every effort to comply with the Federation’s request that one of the laboratories be equipped to run compliment fixation tests for anaplasmosis on a herd basis.

WAS THE FEDERATION’S TIME AND MONEY WASTED THIS SESSION OF THE LEGISLATURE?
NO!! Here is what was accomplished:
(1) Established itself beyond question with the Legislature as the spokesman for the dairy farmer;
(2) Obtained 2/3 vote of both houses on the major milk bill. The fact that the Governor vetoed this bill does not detract from the fact that the Federation and Bishop were tremendously effective;
(3) Obtained passage of the calf slaughter law revision, which has already resulted in a rise in calf prices;
(4) Gave strong aid toward passage of a bill to strengthen the agricultural assessment law;
(5) Stopped a compulsory milk promotion bill endorsed by Florida State Dairymen’s Association which would have cost every dairy farmer 2/10 cent per gallon;
(6) Got a proposed dairy inspection assessment reduced from 1/10 cent per gallon to 1/40 cent per gallon;
(7) Most important, we have demonstrated our ability to develop a constructive legislative program through joint participation of our member local associations, and to present it in Tallahassee in an honest and straightforward manner.

WHAT THE FEDERATION NEEDS TO DO NOW:
(1) If we are to progress as an organization, we must employ a full-time executive secretary. No cooperative organization is effective very long without one. No dairyman who serves as president can continue to take the time from his business that is required without an executive secretary to help. Local secretaries, I have found, have more than they can do in their home markets. Each local association is being asked to act on this question.
(2) Expand membership to all areas of State in order to increase our income and dairy farmer support.
(3) Work hard through committees to obtain effective cooperation with Florida Livestock Board, University of Florida, Dairy Inspection Agencies, Department of Agriculture, and Milk Control Agencies. These groups have the means to help or hurt our industry greatly and our beginning efforts have been extremely successful.

ATTENTION ALL DAIRY FARMERS! An all out distributor effort to secure producer membership in the Florida State Dairymen’s Association was planned recently at their convention in Jacksonville. It is important that each of you give your support of your own free will to the dairy organization which serves you best. Make the “thinking man’s choice”—federation through membership in your local producer association.

Elbert “Bill” Cammack, President

THESE LOCAL ASSOCIATIONS ARE MEMBERS OF THE FLORIDA DAIRY FARMERS FEDERATION

Alachua County Breeders Ass’n
Gainesville

Central Florida Milk Producers Ass’n
Orlando

Independent Dairy Farmers Ass’n
Fort Lauderdale

Northeast Florida Milk Producers Ass’n
Jacksonville

Northwest Florida Milk Producers Ass’n
DeFuniak Springs

West Coast Milk Producers Ass’n
Tampa
Jersey Sale
Plans Near Completion
September 10 will be date

"Step up to quality" will be the theme of Florida Jersey Cattle Club's 19th annual state sale beginning at 1:00 p.m., September 10 at the Orange County Agricultural Center in Orlando.

The sale of 45 registered Jerseys will be handled by Chester Folck and Son of Springfield, Ohio. It will be held in the new show barn at the agricultural center, which is located on Bumby Street at Michigan Avenue.

The annual meeting of the Florida Jersey Cattle Club will be held in the auditorium at the center beginning at 2:00 p.m., September 9. The annual banquet for Florida breeders, visiting Jersey breeders and their guests will follow that night at 7:15 at the Driftwood Cafeteria, 1840 East Colonial Drive (Highway 50).

Arrangements have been made with a local bank for financing of cattle purchased at the sale. A representative from the bank will be at the sale.

Sale headquarters will be Gifford Arms combined hotel and motel at 600 West Colonial Drive. Reservations should be made at least one day in advance and must be accompanied by deposit if arrival is to be later than 6:00 p.m.

B. W. Judge, Jr., a member of the sales committee who travelled with Glen Folck to see consignors for the sale, said this is one of the finest offerings of Jersey cattle he has seen. Many of the cattle are from Florida dairy farms. Others are from Ohio, Alabama, Tennessee and Indiana.

Sell Low Producing Cows For Slaughter

With beef cattle prices at a high level, Florida dairymen should act now to select dairy cows for slaughter as beef animals, advises Dr. Ralph Eastwood, marketing economist with the Florida Agricultural Extension Service.

Eastwood said the outlook is bright for dairymen willing to make necessary changes to keep production costs down and efficiency up.

Dairy farmers can avoid the poor use by dairy cattle of the seed in sorghum silage by growing and feeding a sterile sorghum variety, reports the USDA.

The top four officers of American Guernsey Cattle Club and Golden Guernsey, Incorporated, have been re-elected for another year.
**Guernseys To Sell**

Two big events are coming up for Florida Guernsey breeders—the Guernsey field day at Perrine Ranch Dairy, Tarpon Springs, August 4, and the Florida Guernsey Cattle Club sale at the Orange County Agricultural Center in Orlando September 3.

The field day will be held at the dairy of the Lester Perrines. The program will consist of a study of cattle, panel discussion on parlor operation and feed programs for parlor-dry-lot feeding. The program will begin at 10 a.m. and end at 3:30 p.m. with lunch being served at the dairy.

The sale of 48 registered Guernseys on September 3 will be managed by the sale committee of the club with Carroll Ward, Sr. as chairman. The sale will begin at 1:00 p.m. in the new show barn of the agricultural center, which is located on Bumby Street at Michigan Avenue. A banquet is scheduled September 2 in the center’s auditorium.

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**FDFF Directors Have Meeting**

**COMMON PROBLEMS** will be discussed by officers and directors of Florida Dairy Farmers Federation and the similar organization from Georgia when the two groups meet in Jacksonville later this summer.

A representative from the Georgia group and Carroll Lamb, executive secretary of the Northeast Florida Milk Producers Association, presented the proposition at the FDFF directors meeting at Gainesville in June. The Jacksonville dairymen will host at the meeting.

There was much discussion at the June meeting when FDFF President Elbert W. Bishop, the federation’s executive secretary, said he would not be interested in the job on a full-time basis since he did not have the time.

The question of a permanent executive secretary will probably come up for more discussion July 28 at the federation’s annual membership meeting, which is being held in the new J. Hillis Miller Health Center at the University of Florida.

New federation officers are being elected at the annual meeting and new directors, elected by the different associations, will be installed.

Bishop told directors at the June meeting that very little of the dairymen’s legislative program became law during the recent session but that they would benefit from passage of the new calf slaughter and land tax laws. He said they also benefited from recognition gained in the legislature.

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REVOLUTIONARY DEVELOPMENT for RANCHERS and CATTLEMEN!

P. Manufacturers served from noon until on Pembrook Road, Route 0.

QUARTER HORSE RACES

PRESTON WELLS

CUT HANDLING & STORAGE COSTS BY 50%

VINCENT DEWATERING PRESS FOR GREEN FORAGE AND SILAGE

Write For Particulars Today

DAN B. VINCENT, INC.

P. O. Box 1521 • Tampa, Florida

Manufacturers of Dehydrators and all types of Evaporation Equipment

Vincent DeWATERING

August 9, 2:00 p.m.

The place—Charlie Brown’s Lazy B Track on Pembrook Road, a half-mile east of Riverside Acres, in Orlando. These will be matched races. Barbecue will be served from noon until 6:00 p.m. No admission, no entry fees.

MISTY TOM NOW AT STUD

REGISTERED QUARTER HORSES

PRESTON WELLS

Route 1, Box 68-B Phone T1 7-2505

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KISSIMMEE FLORIDA

GRAND NATIONAL CHUTE Vinyl Rocker Chute

Headgate as shown or stanchion type. 5 models with or without wheels. Other farm ranch equipment.

HELDBRAND & SON

P.O. BOX 2367 CE 2-1316 NITE ME 4-4032

OKLAHOMA CITY, OKLAHOMA

Silver King VET & RANCH CHUTE 5 MODELS

Dairy Field Day Held at Jacksonville

More than 300 members and guests attended the third annual business meeting and field day of the Northeast Florida Milk Producers Association at 4-H Park in Jacksonville June 26.

Dr. Leland Spencer, professor of marketing at Cornell University and one of the nation’s foremost authorities on milk pricing and marketing, was the main speaker at the banquet session. He traced the history of milk marketing procedure with particular emphasis on the contrast of state and federal price control measures.

Something new at the annual meeting this year was an afternoon visiting session for members of NEFMPA and representatives of suppliers and dealers, allied governmental agencies and other associations with an interest in dairying.

These allied representatives set up booths and displays explaining their products and services to the dairy farmers.

A barbecued dinner followed the afternoon get-togethers. It qualified as a barbecue only because all the meat served had been barbecued. The setting was more like a banquet.

Fred B. Miller, Jr. told of the progress made by the association in the past year and praised Executive Secretary Carroll Lamb for his work and cooperation, in his “president’s message.” Then Lamb introduced a long line of guests, which included several local and state government officials.

Election of officers was held for the coming year with the following results:

President, Fred B. Miller, Jr.; Vice President, Arthur Thein; Secretary-Treasurer, Jim Watson; Directors: J. W. McNamara, Raymond Neilsen, Arthur Thein, Dupont Magill, Jim Carr, J. S. Wells, Jr., Leonard Geiger, Jr., George Johnson, Norris Farnell, Jr. and Fred Miller.

A booklet titled “Annual Report and

Holstein Members Now Top 50,000

Membership in the Holstein-Friesian Association of America, the world’s largest dairy cattle registry organization, has topped the 50,000 mark.

The 1310 applicants recently approved by the organization’s board of directors brings total membership to 50,813. Included in the list of new members were breeders in 47 states and Puerto Rico.

After 11 years of milk fever attacks, a 17-year-old Holstein cow in Black River Falls, Wisconsin, is still producing at the rate of better than 17,000 pounds of milk and 600 pounds of butterfat per year.

Florida made the largest increase in total milk production of any state in the nation between 1948 and 1958, according to C. W. Reaves, dairyman with the Florida Agricultural Extension Service.

ALLIED SUPPLIERS... including feed dealers and equipment dealers displayed their wares during the Northeast Florida Milk Producers Association Field Day at Jacksonville.

The Florida Cattleman
Dairy Show Is Slated For Chipley

JUNIOR DIVISION and open division, in both the dairy show and judging contest, will be featured at the West Florida Dairy Show in Chipley August 13.

Rules governing the show and contest were recently announced by J. E. Davis, Washington County agent and general manager of the show.

Eligible to take part in the show and various contests are FFA boys, 4-H Club boys and girls, and adults from the 16 westernmost Florida counties. The show will have separate 4-H and FFA divisions. A 4-H or FFA member may enter an animal in the division to which he belongs and in which he is carrying a dairy project. If he is a member of both, he may show in both, but the same animal cannot be shown in both divisions. No member may show more than four animals in the entire show however.

TB tests will be required except for animals from accredited herds accompanied by the official health certificate. Negative Bang's tests will be required of all animals 30 months old or older and of all those under 30 months that have not been officially vaccinated for Bang's, except those from certified Brucellosis-free herds.

Registration papers showing the exhibitor as owner for at least 60 days prior to the show must accompany all registered animals to the show and be presented to the clerk.

The animals will be judged according to the Modified Danish System in the blue, red and white groups according to their nearness to correct conformation. Every creditable animal shown will be placed and receive some cash award.

The show is sponsored by the State Department of Agriculture, the Vocational Agriculture Department, the Agricultural Extension Service, the City of Chipley, Washington County, the Chipley Kiwanis Club, Foremost Dairies and Borden Dairies.

Two Quarter Horse Events Postponed

Two QUARTER horse events scheduled for the first week in August have been postponed—one indefinitely and the other for a week.

Matched races set for Charlie Brown's Lazy B track in Orlando August 2 have been postponed until the following Sunday, August 9 and Jim Trice has postponed his big day of quarter horse competition at T Bar Ranch, St. Cloud, indefinitely.

Races at Charlie Brown's are set for 2:00 p.m.

Two days of quarter horse events are set for Gainesville Labor Day weekend.

Samson D. At Stud

A Thoroughbred by Polynesian, out of Sire Galahad III mare. Sire of racing winners, Quarter Horse type conformation. Very reasonable fee.

LAZY H RANCH
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CHAMP STALLION . . . was shown by
Drew Massee. Chris Achten is at the
halter.

BEST MARE . . . in the show was owned
by William Candler. At the halter is
Robert Godwin.

Annual Quarter Horse
Jamboree Held in July

THE BIGGEST halter show in Florida
Quarter Horse history opened this year's
Quarter Horse Jamboree July 3.
The Jamboree, which was held in con-
junction with the Silver Spurs Rodeo in
Kissimmee, July 3-5, also included reg-
istered reining, registered cutting, open
and novice cutting, registered cloverleaf
barrel races and straightaway races of 300
and 440 yards.
More than 75 horses were shown in
the nine classes of the halter show, which
was held in the Kissimmee Valley Live-
stock Pavilion. The performance pro-
gram was held in the Silver Spurs Arena
after the halter show. Second and third
go-rounds of open cutting were held
one hour before rodeo performances the
next two afternoons.
D. C. Weinert of Nixon, Texas was
judge for all events.
Two aged mares—foaled in 1956 or be-
fore—won the mare championships.
Grand champion was Miss Titian, shown
by William Candler and reserve cham-
pion was Almosta Nauty, shown by Bill
Barber. Both are from Kissimmee.
In the stallion classes, Del Monsieur,
owned by Drew Massee of Polk City,
was named grand champion while Mrs.
Mildred Murphy of Avon Park showed
Bert Stardust to the reserve champi-
onship.
Miss Gidget, shown by Sonya Howard
of Orlando, won first place in the 1958
Mare class. L&L Farms, Dothan, Ala-
bama, showed Jonee Honey Gal to first
position in the 1958 Mare class and
Dogie Jane to first place in the 1957
Mare class.
Norris Cattle Company, Ocala, showed
the first place 1959 stallion. King Pond,
shown by Tom Kirby, Vero Beach, took
the front position in the 1958 Stallion
class. The 1957 Stallion class was won
by Burk’s Fisher, shown by Mrs. Mildred
Murphy. In the Aged Stallion class,
Del Monsieur was first and Bert Star-
dust was second.
Geldings of all ages were shown in
the same class. Grand Champion was
Friskie Brownie, shown by Red Martin,
of Pompano Beach. Terry Calderon, of
Kissimmee, showed High Calling to a
reserve grand championship.
Drew Massee’s Monsieur Joe won first
place in Get-of-sire and Norris Cattle
Company’s Norris Hancock won first in
Produce-of-dam.
In the performance part of the pro-
gram, Monsieur Jody, owned by P. M.
Wells, of Kissimmee, and ridden by Red
Simpson, won first place in novice cut-
ting.
In the three go-rounds of open cutting
competition, Misty Tom, Florida's cham-
pion cutting horse, owned by Wells and
ridden by Simpson, took first and won
the PDQ Company trophy. Misty Tom
also won the registered cutting event.
Moorella, owned by Don Stalvey and
ridden by Wilda Stalvey, of Chiefland,
shared first prize in the registered reing
contest with Billy’s Queen, owned and
ridden by Azel Lewis, of Gaines-
ville.
Shirley Reaves of Vero Beach won the
registered cloverleaf barrel race in 18
seconds flat on Bahia’s Jenny.
In the straightaway race finals, Misty
Hobo, owned by Charlie Brown, of Or-
lando, beat Black Booger, owned by
Francis Loomis, of Winter Garden, in
PDQ TROPHY . . . for best cutting horse
is presented by Dr. E. S. Cogan to Red
Simpson who rode Misty Tom, owned by
Preston Wells.

The Florida Cattleman
the 300-yard registered. **Misty Hobo**’s time was 21.1 although he had run it Thursday at the eliminations, held at Charlie Brown's track in Orlando, in 16.9.

The 300-yard race was forfeited by Mark Conerly of Wauchula, although his horse, **HiLoGo**, had the best time during the eliminations. **Licasa**, owned by George Beach, of Hastings, won automatically with his elimination time of 19.6.

Three horses ran in the 440-yard race and **LouJac**, owned by W. Harmon Johnson, of Orlando, won with a time of 24.9. **Buster Miller**, owned by Tom Parrish, of Lakeland, was second and **Duke Priest**, owned by Johnny Sixma, of Lake Helen, was third. **Buster Miller** and **Duke Priest** had tied at 23.5 in the elimination. **LouJac**’s time in the elimination was 23.0 flat.

Winners, listed in order by events, with number of entries in parentheses, were as follows:

**1957**
- Mares (4): Miss Gidget, Sonya Howard, Orlando; Beva, E. E. Loomis, Winter Garden; Unnamed, Richy Dressel, Miami; Polly Brown, Preston Wells, Kissimmee.
- Stallions (10): Del Monsieur, T. W. Barthle, San Antonio, Texas; Major’s Cherry, L. and L. Bobbie Joe Reed, Mrs. Mildred Murphy, Avon Park; Dale’s Atom, Drew Massies, Polk City; **Juno’s Jeep**, Shirley Reaves, Vero Beach; Candy Bar’s Blackburn, Mildred Murphy, Avon Park; Poppy Little, Gene Koger, Kissimmee; Quick Chik, Bill Lester, St. Petersburg; **Buster Miller** and **Duke Priest** tied at 23.5 in the elimination.

**1959**
- Mares (6): Jonee Honey Gal, L. and L. Farms, Dothan, Alabama; Bahia’s Querida, Tom Kirby, Vero Beach; Irish Dixie, Mrs. Betty Johnson, Winter Garden; Major’s Cherry, L. and L. Bobbie Joe Reed, Mrs. Mildred Murphy, Avon Park; Dale’s Atom, Drew Massies, Polk City; **Juno’s Jeep**, Shirley Reaves, Vero Beach; **Duke Priest** and **Duke Priest** tied at 23.5 in the elimination.

**1969**
- Mares (4): Miss Gidget, Sonya Howard, Orlando; Beva, E. E. Loomis, Winter Garden; Unnamed, Richy Dressel, Miami; Polly Brown, Preston Wells, Kissimmee.
- Stallions (10): Del Monsieur, T. W. Barthle, San Antonio, Texas; Major’s Cherry, L. and L. Bobbie Joe Reed, Mrs. Mildred Murphy, Avon Park; Dale’s Atom, Drew Massies, Polk City; **Juno’s Jeep**, Shirley Reaves, Vero Beach; Candy Bar’s Blackburn, Mildred Murphy, Avon Park; Poppy Little, Gene Koger, Kissimmee; Quick Chik, Bill Lester, St. Petersburg; **Buster Miller** and **Duke Priest** tied at 23.5 in the elimination.

**1970**
- Mares (6): Jonee Honey Gal, L. and L. Farms, Dothan, Alabama; Bahia’s Querida, Tom Kirby, Vero Beach; Irish Dixie, Mrs. Betty Johnson, Winter Garden; Major’s Cherry, L. and L. Bobbie Joe Reed, Mrs. Mildred Murphy, Avon Park; Dale’s Atom, Drew Massies, Polk City; **Juno’s Jeep**, Shirley Reaves, Vero Beach; **Duke Priest** and **Duke Priest** tied at 23.5 in the elimination.
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One-inch FIRM pad $13.00
Three-quarter MEDIUM pad $10.00
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Extra cover $4.00
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Herzberg's Range-tested Duplex Foam Rubber Saddle Pad lasts for years (we have 10 year record for many pads), is more comfortable for horse and rider, prevents sores, washable, cooler and keeps saddles from rolling.

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Hersberg's
"Headquarters - Florida Cattlemen"
P. O. Box 142, Kissimmee, Florida

Contest Results Are Reported on Rodeos Staged in Florida

Good crowds were reported at both Florida Fourth of July Rodeo classics - the Silver Spurs Rodeo at Kissimmee and the All-Florida Championship Rodeo at Arcadia.

Two rodeos have been set for Labor Day - at Okeechobee and Immokalee. Okeechobee's annual rodeo is RCA approved. The one at Immokalee is for amateurs only.

Spectators saw Gene Carter of Lakeeland work his way to "best all-around cowboy" honors at Kissimmee, and Don Boyd, an Arcadia cowboy, take the "tops" position at Arcadia. Both received engraved saddles for their efforts. The saddle at Kissimmee was presented by Herzberg's while Florida Power and Light Company presented the one to Boyd.

The Florida Quarter Horse Jamboree was held in conjunction with the rodeo at Kissimmee. Results of that event are reported elsewhere in this issue.

Cheryl Madill of Dade City was champion cowgirl at Arcadia, beating six other girls out in the cloverleaf barrel race. Her time was 18.4. In three runs around the barrels at Kissimmee, Billie Jean McCullars had the best time of 59.1.

Both Florida cow towns had all the frontier trimmings plus special events in connection with their celebrations. Each had two parades this year. Kissimmee had parachute jumpers. Arcadia dedicated its new rodeo arena. Each had a trick, or "educated" horse act, quadrille, and clown act.

Winners, listed in order by events, with top times in parentheses, follow:

Arcadia
Bull Riding - First go-round: Donald Boyd; Raymond Futch; Nathan Ford; Ray Adams; (tied for fourth); Average: Donald Boyd; Raymond Futch; Matt Condo; Saddle Bronc Riding - First go-round: Donald Boyd; Nathan Ford; Buddy Brown; Jake Hanel; Second go-round: Donald Boyd; Jake Hanel; Ken McLeod; Donnie Clark; Average: Donald Boyd; Jake Hanel; Nathan Ford; Bulldogging - First go-round: Raymond Futch (10.9); Nathan Ford (11.2); Roland Skipper (10.2); Donald Boyd (17.5); Second go-round: Jake Hanel (6.5); Van Adams (9.7); Joe Adams (11.5); Wendell Cooper (14.4); Average: Wendell Cooper (15.0); Roland Skipper (40.0); Raymond Futch (46.4);

Calf Roping - First go-round: L. C. Sapp (17.7); Arlin Taylor (18.5); Van Adams (21.5); Bob Smith (21.6); Second go-round: Cliff Walker (15.0); Laverne Welch (18.8); Arlin Taylor (21.5); Matt Condo (24.0); Average: Laverne Welch (38.8); Arlin Taylor (40.0); Ken McLeod (64.4);

Steer Decorating - one go-round: Van Adams and Roland Skipper (24.5); Cliff Walker and Don McLeod (31.0); Buddy Brown and Jake Hanel (39.1);
The home of Davidson's Steve Jones of P-25, 019 and Brown Jug Trice 2862. No outside mares, please.

For Registered BRAHMANS and QUARTER HORSES see HAW CREEK RANCH Raymon Tucker, Owner Phone 1640 Wooded 7-3562 BUNNELL, FLORIDA

Our registered Quarter Horse stud is a Gainesville G. Advertise!

HAW CREEK RANCH Phlione Route George Gainer's Stable Spencer Harden, Phone BREED TO BAHIA! Our registered Quarter Horse stud is a real working stallion, by Macanudo, out of Tortuga. $50 STUD FEE.

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Misty Joe at Stud Horses and colts for sale

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TOM KIRBY Phone J.O. Jordan 2-5855, P.O. Box 1452 VERO BEACH, FLORIDA

Misty Tom Leads Cutting Standings

OUT in front in Florida Cutting horse competition, with 502 points, is still Misty Tom, owned by P. M. Wells and ridden by Red Simpson, both from Kissimmee.

As of July 10, it was Tom first; Lee's Pride (388), owned by J. C. Trice, St. Cloud, and ridden by Buck Lee, Belle Glade, second; Stoop (296), owned and ridden by Floyd Lingle, Kissimmee, third; and Misty Red (271), owned by Raymon Tucker, Bunnell and ridden by Willard Davis, Zephyrhills, fourth.

Tom also leads the way in registered cutting but from first place down the lineup is different: King Lauro, owned by Jim Adams and ridden by Carl Brackin, both of Dothan, Alabama, is second; Joe Lobo, owned by Bill Lester, St. Petersburg, and ridden by Joan Davis, Zephyrhills, is third; and Monkey Snip, owned by Norris Cattle Company and ridden by Archie Sparrow, Ocala, is fourth.

Other horses, in order of standings in open cutting, with total points in parentheses, are as follows:

Bumper (100), owned by Cecil Yates, Kissimmee, and ridden by Mrs. Shirley Reaves, Vero Beach; Joe Lobo (73); Steve's Satan (72), owned and ridden by C. L. Mann, St. Cloud; Misty King (68), owned and ridden by William Candler, Kissimmee; King Lauro (56); Amigo (56), owned and ridden by Milton Johns, Winter Garden.

Cattlemen should make their plans now to exhibit at the Greater Jacksonville Agricultural & Industrial Fair, to be held in Jacksonville November 12-21, 1959. The address of the Fair office is 1245 East Adams Street, Jacksonville 2, Florida.

for August, 1959
With Florida Kowbelles
Visits With Mrs.

by ETHEL HALES STANCIL

When I called on Mrs. Ila G. Furgason of Ocala I found her making sweet pickled peaches, peach preserves and jam.

Last week she picked blackberries and made blackberry jam. Rows and rows of canned delicacies—what does she do with them? It is unlikely that she will eat a single jar herself. Instead they will find their way to the tables of her friends and her married sons. Especially does she like to delight her aged neighbors and shut-ins with such gifts. A jar of fresh berries—they will make Mrs. Jones' eyes light up and she will recall her younger days when she made berry dumplings for her big family.

Besides taking gifts of home canned goods to her friends, Mrs. Furgason takes them homebaked goodies—yeast breads, (What a feast with butter!) cakes, cookies and pies “made from scratch” not from mixes.

Retired after 12 years in the bookkeeping department of the Norris Cattle Company's office at Lowell, which handles the company's business for the Florida and Georgia operations, she is far from idle. She enjoys doing fancywork. The wool coverlets which she makes from small squares of yarn, fashioned on a loom are very beautiful, looking like they belong in another age. They are decorated with embroidered rose designs in cross-stitch, without any stamped pattern to follow. The coverlets are lined with georgette crepe, tacked, and the edges fringed. She has made one for each of her daughters-in-law, given one to her big family.

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One Man ★ Self-Locking ★ Automatic

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For the Kowbelles

When you go to a grocery store, do you know how to choose the fresh crackers or potato chips? Do you know how long the dress you choose in the drygoods shop has been in stock?

A clerk informs me that practically every item of merchandise in the specialty shops and perishable ones in the supermarket are dated.

Nice to know. I'm going to endeavor to decipher their codes . . .

Georganne is working for the summer in the office of our local daily. She is getting good experience in different departments, filling in for vacationers. She is learning for the first time that mental work tires more than physical—at least is harder to rest from—and that withholding tax hurts.

Harold has learned to swim; I mean actually. What a difference a week at camp made in his confidence in the water. His fear is gone and he acts like he is part turtle or duck.

The way to serve watermelon with the least muss: Scoop up in balls, remove seeds. Chill. Serve for breakfast or at any meal for a light dessert.
How did she come to Florida? Son Furgie settled here after his tour of service and she joined him, to get away from the severe winters of the north.

"Keep your hands busy and your mind will take care of itself," is one of Mrs. Furgason's favorite truths.

"It is nice to have a bank account but it is more important to have something in your head," Mrs. Furgason believes.

"The one person I have to live with 24 hours a day is myself. When I do something to make me lose my own self-respect I have irrevocably injured myself."

Mrs. Furgason boarded and roomed during most of the years she was employed following her sons graduation from college.

"I always thought I'd just die at 65," she laughs. "I never bothered to plan beyond that until I was hunting a place to live. I was amazed to find three older women aged from 82 to 90 living in one of the apartment houses I visited. The spectacular thing was that one of them had been living there for 16 years. I suddenly realized that I might be around at 90 and decided I'd better buy a home—right away."

She did. The very next day she looked at the place where she now lives which she shortly thereafter made arrangements to purchase.

"Older folks should live principally around people their own age," she says. "I enjoy visiting my sons and their families but there is a relaxation in being at home which I cannot find elsewhere. I would never live with my children. Here, if I want to sleep late, or go to bed at sunset, I can without disrupting any schedules."

"Happy? you bet I am. I know what my income is, what I can buy and can't buy. When I get so I can't wait on myself, I'll deed my place to some home for the aged and move in. When I get there I'll still going to have a good time."

And I know she will. One who gets such pleasure from life's simple things, making a batch, of preserves or a crock of pickled peaches for others, will never be bored with life, or will never bore others.

Mrs. Furgason's 4-Day Pickled Peaches:

7 lbs. clinging fruit
3 1/2 lbs. sugar
1 pt. vinegar
1 oz. whole cloves
1/2 oz. whole allspice
1-1/4 oz. whole stick cinnamon
Bring vinegar and sugar and spices which have been tied in a piece of cheesecloth to a rolling boil. Pour over peeled peaches which have been placed in a stone crock. The next day pour off juice and bring to rolling boil again and pour back over fruit. Do the same the following day. On the fourth day bring juice to rolling boil again and drop in peaches. Cook for 30 minutes. Pour into sterilized jars. Mrs. Furgason gave me a pint of these peaches. They are unusually delicious.

for August, 1959 85
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OIL PAINTING—Original cattle scene by Holz, German painter, frame approximately 45 x 51, may be seen at Wolfe's Jewelry, 69 W. Church Street, Orlando, Florida. 800¢.

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blood and the muscles. More recent studies support the theory that the storage of glycogen in the muscles, in some way, contributes to the production of symptoms of the disease.

There is an increase of sugar stored in the muscles during rest. Exercise following rest converts this stored sugar, in the form of glycogen, to lactic acid. It is believed this lactic acid damages the muscle fibers and causes the symptoms of muscle swelling and stiffness.

One of the first symptoms will show a few minutes after the horse starts to work. The animal begins to perspire and shows signs of stiffness in the back and one or both hind legs. Sometimes all four legs are affected, and occasionally only the front legs.

If the animal can be stopped immediately and kept quiet, recovery may be complete in just a few hours. However, if exercise is continued the symptoms become more pronounced, and condition more serious, quite rapidly.

In favorable cases, the pulse becomes normal in a few hours but in serious cases the pulse will remain at an increased rate until it becomes weak and irregular.

Usually affected muscles are swollen

AZOTURIA, or "Monday morning sickness," is easier to prevent than to cure. Azoturia is a specific condition characterized by a suddenly developing paralysis or stiffness of the hind limbs of horses, which appears during exercise following a few days rest. It is most commonly found in draft animals but is also seen in light breeds.

This condition is seldom seen in horses which are not well fed. It appears most frequently in well nourished horses which are accustomed to regular work and then allowed several days rest while receiving the same ration. The disease appears when the animal starts back to work. Attacks usually occur in the first hour of work following the rest period.

The degree or severity of the exercise has no bearing on the attacks, nor does the temperament of the animal.

Azoturia has been variously classified as a disease of the liver, the kidneys, the

Written solely for The Florida Cattleman by the members of The Florida State Veterinary Medical Association.

Vet Briefs:

Sickness of Horses Discussed

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and tense but not painful to the touch. The muscles of the back and rump are the most commonly affected. Urination is difficult and in time it may be necessary to catheterize the animal or to remove the urine by rectal palpation and expression of the bladder.

Nursing is of utmost importance in treatment. The patient should be as quiet as possible and kept standing if possible. Sedatives and tranquillizers are useful and hot packs on affected muscles help.

But an ounce of prevention is worth more than a pound of cure in Azoturia cases. Prevention is possible by reducing feed during rest periods or some exercise of animals on their rest days.

**QH Jamboree**

(Continued from page 81)

Sonya Howard, Orlando:

Novice Cutting (4) - Monsieur Joly (67), owned by P. M. Wells, Kissimmee, ridden by Red Simpson; Pocca Kelly (64), owned and ridden by Warren Willis, Winter Garden; Misty Joe (63), owned by Harry B. Ward, Shady, ridden by Spencer Harden; and Myrtil's Spinney (66), owned by Bill Lester, St. Petersburg, ridden by Bill Loggin, (tie);

Open Cutting, first go-round (July 2) (13):

Misty Tom (72), owned by P. M. Wells and ridden by Red Simpson, Kissimmee; Lee's Pride (70), owned by J. C. Taylor, Okeechobee, ridden by Buck Lee, Belle Glade; Baldy (69), owned and ridden by Al Howard, Orlando; Amigo (68), owned and ridden by Mildred Johnhala, Winter Garden; Joe Lobo (65) owned by Bill Lester and ridden by Joan Davis, Pahokee; Misty Red (60), owned by Raymain Tucker and ridden by Willard Davis, Bunnell; Doll Monseur (65), owned by Drew Massie and ridden by Chris Ahearn, Polk City; (three-way tie for 5th and 6th): Pocca Kelly, owned and ridden by Warren Willis, Winter Garden; Stoop, owned and ridden by Floyd Lingle, Kissimmee; Satan, owned and ridden by C. L. Mann, St. Cloud; King Laurel, owned by J. E., Farms, Dothan, Alabama, and ridden by Carl Bracken; Second go-round (July 4):

Misty Tom (72); Misty Red (71); Amigo; Joe Lobo; Finals (July 5): Amigo (74); Lee's Pride (71): Baldy (70); Misty Tom (70); (tie for third and fourth places).

Registered Cutting, one go-round only (6) -

Misty Tom (69); King Laurel (67); Joe Lobo (66); Monkey Snap (62), owned by Norris Cattle Company and ridden by Archie Sparrow; ALSO: Misty Red, Del Monseur.

Registered Reining, all ages (6) -

Morella (71), owned by Don Stalvey and ridden by Wilda Stalvey, Ocala; Billy's Queen (71), owned and ridden by Axel Lewis, Gainesville; (tie for 1st and 2nd): Bert's Starbuck (67), ridden and owned by Mildred Murphy, Avon Park; High Cailing (60) owned and ridden by Terry Calderon, Kissimmee; Burk's Fisher (65), owned by Mildred Murphy and ridden by Glenn Murphy, Avon Park; Bandita (65), owned and ridden by G. W. Brewster, Eau Gallie; ALSO: Rusty, owned and ridden by Norris Cattle Company and ridden by Archie Sparrow, Ocala.

Registered Calf Pasture Races (6) -

Babia's Jenny (18); Shirley Reaves, Vero Beach; Wood's Playboy (18.0), Cheryl Madill, Dade City; Peggy (18.6), Wilda Stalvey, Chiefland; Mason (19); Helen Hills, Chiefland; Ken's Boy (19.9), Harold L. McCullars, Gainesville; Misty Joe Zanion (19.8); Sonya Howard, Orlando, and Lucky Nick, Carolyn Owen, Palatka; (three-way tie for 5th and 6th);

300-yard registered race - Eliminations: Black Booger (18.4), owned by Francis Loosin, Winter Garden, defeated Spookie Susie, owned by R. D. Keene, Kissimmee; Misty Bob (18.0) owned by Charlie Brown, Orlando, defeated Lou Air, owned by Ernest Drawdy, Melbourne; Finals: Misty Bob beat Black Booger in 21.1 seconds.

300-yard registered race - Eliminations: HiLoGo (19.0), owned by Mark Conley, Wauchula, defeated Six Misty, owned by Brown; Laca (19.0) owned by George Beach, Hastings, defeated Sugarwings, owned by Jim Kelly, Vero Beach; Finals: Laca won by forfeit.

440-yard registered race - Eliminations: Duke Priest (23.5), owned by Johnny Sixma, Lake Helen, defeated Cracker Red, owned by Willard Davis, Zeeland; Buster Miller (23.5), owned by Tom Parrish, Lakeland, defeated Eagle Eye Joe, owned by Raymond Tucker, Bunnell; Louie Johnson (21.0), owned by W. Harmon Johnson, Orlando, defeated Chile Gal, owned by Drawdy; Finals: Louie beat Buster Miller and Duke Priest in 24.9; Buster Miller was second.

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<table>
<thead>
<tr>
<th>Length</th>
<th>Height</th>
<th>Weight</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>16'</td>
<td>4'3&quot;</td>
<td>50 lbs.</td>
<td>$15.40</td>
</tr>
<tr>
<td>14'</td>
<td>4'3&quot;</td>
<td>70 lbs.</td>
<td>18.65</td>
</tr>
<tr>
<td>12'</td>
<td>4'3&quot;</td>
<td>80 lbs.</td>
<td>19.95</td>
</tr>
</tbody>
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Most cowmen who reduce their cow herds NOW will be working in their own best interests as well as in the best interests of the cattle industry. So state all industry observers—and so states the cattle industry’s own Fact-Finding Committee, whose opinions and recommendations are made strictly from the standpoint of the cowman and can’t be colored in any way by “special interest”—government, packer, retailer or consumer.

The Fact-Finding Committee is set up and financed by the American National Cattlemen’s Association, which the Florida association helps to support financially. It is our own group—and its recommendations deserve the careful attention of all cattlemen.

Their recent mid-year report is reproduced in part elsewhere in this issue, but we’d like to call your particular attention to the excerpt which follows:

"Many ranchers seem currently to be operating on a series of assumptions which include the following:

"(1) ‘Beech cattle numbers are building up too fast to be healthy.’ But

"(2) ‘My few additional head make no difference one way or the other.’ Anyway,

"(3) ‘There is still some time before a price break will occur.’ And, after all,

"4) ‘I will liquidate down to a normal herd before the price break comes.’

"It’s true, indeed, that any individual producer is too small to have significant effect on the market. Thus he can appropriately concern himself—and he should—with his own selfish best interests.

“But most producers, in carrying out their own best interests at this time would also be helping the industry as a whole.

“A producer, for example, who is holding cattle for further speculative gain is now carrying a risk out of proportion with any further price increase he is likely to get above this year’s levels.

“This statement is based on the conviction that the 1959 prices will be the peak—or certainly very close to the peak—of this inventory cycle. Thus speculative holdings of cattle might well be turned this year, thus eliminating a risk that is too great relative to any further speculative profits.”

Most Florida producers are over-stocked, and Dr. W. G. Kirk of the Range Cattle Station has repeatedly demonstrated that more dollars can be made out of less cattle on most of our ranches. Even if this isn’t your situation, Prof. W. K. McPherson, in another article in this, our annual Marketing issue, also advocates selling cows NOW—but points out that even if other ranchers don’t follow this good advice, and there is a disastrous price drop, the man who sells some of his cows now—high—can replace them a year or two hence—low—and thus can’t fail to profit.

As cattle producers, we can make or break ourselves. We commend the advice of the Fact-Finding Committee and other experts to all Florida cowmen!

A Word about Auction Selling

We believe that fully 99 percent of Florida’s livestock owners get most of their information about current prices by observing at the auction markets. Yet, if an inadequate number of livestock are sold to indicate the real price level, there could come a time when this source of information would be inaccurate.

We don’t think that time has yet arrived—and we are fully conscious that certain grades can sometimes be sold to advantage directly to packer or stocker buyers.

But we do believe that the livestock owner, when other factors are equal, is doing himself a favor by selling at one of Florida’s many good auction markets. Think it over!
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