In this issue:

Sumter Show Slated in New Pavilion

FCA to Meet in Orlando November 16-18

Three Purebred Sales Set For Webster

Winter Feeding Pays Dividends

Foresters Study Range Grasses

TWO DOLLARS PER YEAR

NOVEMBER
NINETEEN FIFTY-FOUR
WHAT'S IN A BRAND?

A brand is more than a means of identification. Yes, much more. A brand stands for sweat and labor . . . a brand stands for judgment, experience, ability. For it is out of these things that fine reputations grow.

This brand stands for HIGH Quality

When you feed a bag of Security Feeds in the red horseshoe bag, you are feeding feeds that are built to produce and produced to build. Yes, engineered for production. A feed for every phase of your production program.

As new nutritional findings are made and tested, they are incorporated into Security Feeds and Feeding Programs. Thus the feeder is assured of getting good results, so far as nutrition is concerned.

So, dollar for dollar and pound for pound, you'll find Security in the red horseshoe bag is your best feeding buy!
EAT MORE BEEF

It's Slenderizing - Energizing - Appetizing

FLORIDA CATTLEMEN’S ASSOCIATION

EAT MORE BEEF

It's Slenderizing - Energizing - Appetizing

FLORIDA CATTLEMEN’S ASSOCIATION
CONVENTION UPCOMING is the biggest news for Florida Cattlemen's Association members this month. Dates are Tuesday, Wednesday and Thursday, November 16-18, at Orlando. A new attendance record is expected by the host Central Florida Cattlemen's Association and by state headquarters, due to Orlando's central location and the outstanding program which has been planned.

SPEAKERS' LIST includes Governor-Elect LeRoy Collins, U. S. Senator Spezzard L. Holland and American National Cattlemen's Association President Jay Taylor. In addition there will be talks by E. Fred Greene on meat grading and by K. S. McMullen on the Cattlemen's Institute. (See details of program on page 4, Second Section.)

ENTERTAINMENT will be top-notch. No pasture tours are scheduled, but a smoker for delegates is scheduled and a fashion show for the ladies on Wednesday afternoon. Local officials believe these events will give visitors more opportunity to visit with one another. Banquet, special entertainment and round and square dancing will conclude the Wednesday social program.

FUTURE of the "Eat More Beef" program will be a major item of business, along with election of officers and the legislative program for 1955. Success of the "Eat More Beef" efforts has resulted in price stability this fall compared with a year ago, despite greatly increased marketing of competing products like pork, poultry, etc.

SPEAKING OF PRICES, the USDA figures from Orlando showed that cattle prices averaged $10.00 per hundred for the month ending September 15, compared to $10.70 a year ago and $10.30 for the month ending August 15. For the same period, calf prices averaged $11.70, same as on August 15 and 50 cents lower than in 1953. Nationally, beef cattle prices were up 50 cents over a year ago and calf prices were up $1.00—from $15.60 to $16.10, and from $14.80 to $15.80 respectively.

NEW TAX LAWS will need explaining, since many changes were made. P. K. Weaver, social security administrator from Orlando, will operate a booth at the convention to explain how the social security setup has changed insofar as cattlemen are concerned. An article by Stephen H. Hart, attorney for the National Tax Committee, will be published in the December Cattleman, explaining the new tax code as it affects you.

THIS IS CATTLEMEN'S BOND MONTH in Florida, by proclamation of President Ben Hill Griffin, Jr., of FCA. American National has endorsed this bond-selling campaign, and each state has been asked to select a month during the fall in which efforts to encourage bond purchases by cattlemen will be made. November will be that month in Florida. The bonds we buy mean more security for our country, more security for ourselves.

OUR CONGRATULATIONS to Volusia County for its successful "Eat More Beef" promotion in cooperation with the Barnett Bank of DeLand, and its plans to try the program in New Smyrna Beach and Daytona Beach banks later on. (See article on page 74). We also think you'll be interested in how the "Eat More Beef" effort was promoted in Orange County. (See page 11, Second Section).

MAKE YOUR RESERVATIONS now at the Angebilt Hotel in Orlando!

for November, 1954
**Calendar**

**OCTOBER**

**NOVEMBER**
- Nov. 1-6—Holmes County Fair. Bonifay, Fla.
- Nov. 1-5—Sumter All-Fla. Breeders Show. Webster, Fla.
- Nov. 4—Fla. Hereford Ass'n Bull Sale. Webster, Fla.
- Nov. 6—Vesey Farm, P.A. Linton. Moore Haven, Fla.
- Nov. 7—Florida Angus Ass'n Fall Sale. Palatka, Fla.
- Nov. 7—Florida Guernsey Sale. Gainesville, Fla.
- Nov. 10—King Ranch Sale. Kingsville, Tex.
- Nov. 11—Brooke Saddle Club, Celina, Ohio
- Nov. 11-12—UF Native Range Research Conference. Gainesville, Fla.
- Nov. 16-18—FCA Annual Convention. Orlando, Fla.
- Nov. 18—Clear Lake Ranch Field Day. Polk City, Fla.
- Nov. 18—Okayoosa Beef Cattle Show. Chipley, Fla.

**DECEMBER**
- Dec. 9-10—Dispersal Sale. Sarasota, Fla.
- Dec. 10—Range Station Field Day. Okeechobee, Fla.

**JANUARY**
- Jan. 7—Santa Fe Ranch Hereford Sale. Alachua, Fla.
- Jan. 31—Tri-County Fat Stock Show. Waycross, Ga.

**FEBRUARY**
- Feb. 5-19—Florida State Fair. Tampa, Fla.
- Feb. 7—State Fair Barrow Judging. Tampa, Fla.
- Feb. 16—State Fair Barrow Carcas Judging. Tampa, Fla.
- Feb. 16—Barrow Sale. West Palm Beach, Fla.
- Feb. 18—Sun Lake Vacation Sale. Lutz, Fla.
- Feb. 22—Royal Palm Beach, Fla. Hialeah, Fla.
- Feb. 21—Central Fla. Fair. Orlando, Fla.
- Feb. 24—Lyons Angus Sale. Olive Branch, Miss.
- Feb. 28-Mar. 5-6: Fat Stock Show. Ocala, Fla.

**MARCH**
- Mar. 4-6: Regional Shorthorn Sale. Ocala, Fla.

**Service Issues of The Florida Cattlemam for 1954-55**

**DECEMBER**
America's Lightest-Running
Chopper for
DELIVERED PASTURE

CASE Model “C” Forage Harvester
(Cutter-Bar Unit)

Top-Dress NOW for Better Pastures with this new Case Fertilizer Spreader. It spreads 10 feet wide, 10 to 3,500 pounds per acre. Spring-finger brushes keep feed openings clear and application accurate, even with moist or lumpy material. Easy to empty and clean. Seeding and row-crop attachments.

Makes Your Grass Go Further
Green feeding—the new low-cost way to make grass go further—lets your livestock graze in the loafing yard... keeps them from walking off part of your profit. And—you'll be surprised at the savings in supplemental feeds, the increased production from pastures that are no longer trampled or weakened.

Adding to your savings from green feeding is the Case Forage Harvester... America's Lightest-Running Chopper. Its easy-rolling knife wheel, oil-bath gears, anti-friction bearings and few moving parts do a top chopping job... yet has high-strength steels and big capacity to efficiently use 5-plow power. Best of all, you can easily quick-change cutter-bar, windrow pick-up and row-crop units for any crop-chopping job.

SEE YOUR CASE DEALER...ASK FOR A DEMONSTRATION

BELLE GLADE
Coastal Motors & Equipment
COCOA
Hibbs Tractor Co.
DADE CITY
Moss Tractor Co.
FORT MYERS
Ray Moore Implement Co.
FORT PIERCE
Taylor & Munnell Inc.
HIGH SPRINGS
Thomes Equipment Co.
HOMESTEAD
Dade Tractor Co.

LAKELAND
Pounds Tractor Co.
LIVE OAK
Grantham Chevrolet
MARIANNA
Andreason Tractor & Equip.
MILTON
Gerlach Motor Co.
ORLANDO
Medlock Tractor Co.
PALATKA
Beasley Tractor Co.
POMPUANO BEACH
Farm Machinery Sales
SEBRING
Pounds-Zeiss Motor Co.
TAMPA
Thompson Tractor & Equip.
WAUCHULA
Cosey Motor Co.
WEST PALM BEACH
Buckner Tractor & Equip.
WINTER GARDEN
Pounds Motor Co.
WINTER HAVEN
Pounds Tractor Co.
Price-Wise, Economy-Wise

YOU CAN'T BEAT
THE NEW

Economy
LUNDELL CHOPPER

Tools for fresh grass and silages is our specialty!

New Economy Lundell Chopper shown above was photographed in action at Triple E Ranch in Osceola County where two of the machines are being used with more than satisfactory results.

CHECK THESE ACTION POINTS!

1. Positive Feeding—The power-driven chopping knives chop the crop off the ground and feeds smoothly into the delivery.
2. Big Chopping Capacity—Due to large throat area and wide cutting width, crop flows easily into cutting knives. Knives exert a uniform action over the entire cutting width, resulting in a chopping-crushing action.
3. Easy Tractor Seat Control—Convenient to reach and operate.

This chopper is harvesting fresh grass under the most severe conditions—in fact, where other choppers have completely failed. WE DO NOT AND WILL NOT MAKE A STATEMENT THAT WE CAN'T PROVE! Check the FACTS before you buy.

Peninsular Sales & Service
Lee Graves, Manager, Office Phone 6731, Residence 6584
Kissimmee, Florida

With our new private plane service, we're as close as your phone.

Editor's Desk

“Eat More Beef” Stickers Requested in New York!

Flushing, New York

We received our Eat More Beef stickers stuck to the pages of your (September) magazine. Please send us a quantity of stickers. We’ll see that they are put to good use up here. Thanks...

Matlacha Cattle and Grove Co.
by V. de la Franier

Recognition for Machinery Developments? Yes, in December!

Milwaukee, Wisconsin

...I notice that your schedule calls for an issue to feature equipment for your December publication. Inasmuch as our product generally falls within the classification of equipment...I am wondering if there is an opportunity we will receive recognition in this particular issue (for our Harvestore silos)...

A. O. Smith Corporation
Morris E. Fonda, Harvestore Sales Manager

The answer’s, “Yes”. All machinery and equipment manufacturers are invited to send articles and pictures for consideration by THE FLORIDA CATTLEMAN for use in the December Equipment Number.

Dennis Notes Serious Error in Institute Story

Gainesville

I want to thank you for the nice report you made...of my talk at the...Cattlemen's Institute. However there is a very grave error in the write-up. I do not recall stating that wild ducks are the intermediate host of liver flukes. They certainly are not. Wild ducks eat snails and thereby help to control liver flukes in a small way.

...The right hand snail is the only intermediate host for liver flukes in Florida known today...

Walter R. Dennis, D. V. M.
Asst Veterinary Parasitologist
University of Florida

Cattle Sold—But Ad Runs For Two Months Longer!

Lake Wales

...There is an old Chinese proverb that if you do a thing wrong once, there is an excuse, but the second time...

You and I exchanged letters about the last time and you were going to repeat the old copy (for my ad in THE FLORIDA CATTLEMAN).

It's really embarrassing to have people call up to buy, and I have to tell them the cattle were sold two months ago, and they ask why do I still run the ad. Some
Today, disease control in your herd is practical, sure and relatively simple. Good livestock management includes a carefully planned program of immunization with Lederle Bacterins and Vaccines.

In this way you keep these diseases out of your herd. You avoid heavy losses, including stunting and poor finish, by preventing the diseases which cause them.

Be sure to vaccinate at the right time with the right vaccine or bacterin — and of course be sure with Lederle products. Consult your veterinarian regarding an effective vaccination program.

**LEDERLE LABORATORIES DIVISION**

**AMERICAN Cyanamid company**

*Pearl River          New York*
Specialized Sprayers For Stockmen

Hardie Sprayers for animal pest control are available in sizes and models that meet any and every need on stock farm and ranch. They provide ample high pressure for the many high pressure jobs and are easily converted to low pressure when desired. Leading local dealers in every part of Florida assure prompt responsible service. See your nearest Hardie dealer or write for catalog.

This Hardie Duplex trailer delivers 6-8 GPM at 400 PSI. Knocks the grubs right out of the hide.

Hardie No. 99 trailer -4 GPM at 400 PSI. Several different models available.

Sold and Serviced By

Wild Animal Compound, Inc., Vero Beach
South Florida Motor Co., Arcadia
Glades Equipment Co., Belle Glade
Glades Equipment Co., Palm Beach
Russell Farm Supply Store, Palm Beach
Pompano Truck & Tractor Co., Pompano
South Florida Motor Co., S. Florida
Thompson Tractor Co., Tampa
Peninsular Equipment Co., Inc., Wauchula
Florida Truck & Tractor Co., Palatka
Cootie Hardware Farm Co., White Springs
South Florida Motor Co., Fort Myers
Minton Equipment Co., Ft. Pierce
Howe E. Moore & Co., Homestead
South Florida Motor Co., Immokalee
Wolck Industries, Melbourne
Howe E. Moore Co., Miami
Naco Farm Supply Store, Vero Beach
Pounds Motor Co., Winter Haven
Pounds Tractor Co., Winter Haven
Quinn R. Burton Co., Jacksonville
Daytona Truck & Tractor Equip. Co., Daytona Beach
Florida Motor & Equip. Co., Gainesville
Indian River Farm Supply Co., Vero Beach

THE HARDIE MFG. COMPANY
HUDSON, MICHIGAN

Subscription Problems? Let Us Know So Cause Can Be Found

LaBelle

Referring to your letter...advising that the subscription of The Atlantic Land and Improvement Company had expired, according to our records and the records of the Everglades Cattlemen's Association, our subscription has not expired.

This is not the first instance when we have been called upon about our subscription to The Florida Cattlemen... All of our cattlemen are told each year that membership in the association entitles them to this magazine, and if such people must think there is something wrong with the cattle and they won't sell.

(Write to tell your readers) most of the items (we advertised) were sold three days after the ad first appeared in the August issue...

C. C. Peters
Rancho Gran Toros

Having no Chinese proverbs available, we can only express our regrets to Mr. Peters for running his advertisement three times instead of only once as he originally requested.

Anaplasmosis Needs Attention
On Part of the Cattle Industry

Auburndale

Anaplasmosis is one of Florida's most serious problems.

To bring any of the British bulls which are so badly needed for cross-breding into an anaplasmosis area is to invite at least 50 percent or greater loss to expensive animals.

Government research is needed to find a vaccine which will protect our herds against this disease.

B. T. Reynolds
C. D. Adams Estate
Du Pont Two-Sixty-Two® helps put low-cost gains on beef

Good beef-making value often goes to waste because cattle can’t fully digest coarse feeds. But your cattle can use this extra feed value and make better gains on range and roughages.

Cubes, concentrates or molasses containing "TWO-SIXTY-TWO" furnish cattle with high-grade urea nitrogen, which ruminants quickly convert to protein. This is an important benefit because cattle use this protein to make efficient gains.

This new benefit is based on the fact that the digestion of roughage depends on the bacteria in the animal’s rumen. When properly blended with other ingredients, "Two-Sixty-Two" nourishes and stimulates these rumen bacteria. "Two-Sixty-Two" helps the bacteria to multiply faster, with the result that roughages are broken down and digested more rapidly and completely.

To help your beef animals get more food value out of all feeds they eat on range or feed lot, be sure the supplements you buy contain "Two-Sixty-Two." For more details on this new development, let us send you the booklet “The Growing Role of Urea Nitrogen in the Nutrition of Ruminants.” Simply ask for booklet A-6176.

E. I. du Pont de Nemours & Co. (Inc.)
Polychemicals Department · Wilmington, Del.

TWO-SIXTY-TWO®
Feed Compound

for November, 1954
Southern Cattlemen... let's talk about wintering those mother cows

by Blake Pullen, Manager
Livestock Chow Sales
Southern Region

Many sections of the South are short on roughage; hay is high and hard to find. Cattlemen are concerned about this situation, and for good reason. Cows are building next spring's calf crop right now. Your profits for next year will be decided by you in the next few months... just how well you feed your mother cows.

And here's a little food for thought. The man who doesn't winter his cows right will pay for it anyway in short calf crops, scrawny calves, poor cow condition, retained afterbirth and poor conception when his cows are bred next year.

When you arrange for your winter feed needs be cautious of the feed you buy. A lot of cheap pellets on the market today contain a lot of hay and roughage. Ask your feed man to show you the research backing his product. If he can't, then you'd better pass him by.

A lot of feeds on the market today are "wonder feeds"... you feed 'em and wonder what's going to happen. Now really, fellows, this is no joke. It's a mighty risky business to take chances. Opportunity knocks but once a year for big, husky calves... the kind that are dropped and up suckling in a few minutes. This opportunity is knocking now... when your cows are building their calves.

Just the other day I saw a cattleman who drove this point home with his own experience. He had some cows calving when I was on his place. "You know, Blake," he told me, "I'm really sold on those Purina Range Checkers. The other day as I drove across my place I ran across this cow having her calf. I saw that every-

thing was going all right so didn't stop. About half an hour later when I came back the calf was up sucking and bouncing around like a rubber ball."

These are the reports I get on Purina Range Checkers from all over the South. Purina Range Checkers are built right for easy calving, husky calves and a good milk flow on the cow. And there's no hay or straw in 'em either... no sir, that's for you to supply. Purina Range Checkers contain choice grains, a variety of protein, vitamins and minerals... all those things a cow needs for maximum production and reproduction.

Purina Range Checkers will help you fellows who are short on roughage make better use of what you have. Range Checkers stimulate bacterial activity in the rumen... makes your roughage go farther.

So before you settle on your winter feed needs, let me urge you to go see your Purina Dealer. This year we have a mighty attractive price on Purina Range Checkers... and your Purina Dealer has a booking available. So next time you're in town drop by and book your cattle feed needs. Ask your Purina Dealer to show you research results on Purina Range Checkers. I'll assure you there'll be no stuttering or stammering... he's got plenty of proof on Purina Range Checkers.

Milk flow is mighty important, too, and Range Checkers are a mighty good milk-maker.

RALSTON PURINA COMPANY St. Louis • Nashville • Macon • Tampa • Miami
President Clyde Hart of the Volusia County Cattlemen's Association, Secretary June Gunn of FCA, and President L. A. Perkins, Jr., of the Barnett Bank of DeLand pose behind saddle display during the "Eat More Beef" promotion at the bank recently. (See page 7 for further details.)

information is not correct it should be clarified immediately...

J. R. Spratt, Projects Manager
The Atlantic Land and Improvement Co.

There is always an explanation, usually a simple one, when your subscription doesn't come according to schedule. In this case, the local secretary apparently neglected to certify a subscription to FCA for Atlantic Land and Improvement Company at LaBelle, although one was certified for them at Wilmington, N. C., their headquarters. Since our circulation department cannot know such things, the Atlantic Land and Improvement Company subscription at LaBelle expired, and the usual notices were sent. Frequently incomplete addresses prevent the delivery of magazines. Any cattlemen who feel they are entitled to The Cattlemen and do not receive it regularly are asked to contact us. We'll find out why!

**Texas Hopes to Have Farm Home In Florida in Near Future**

Orange, Texas

I understand you have a... magazine which has a lot of farm land and homes listed for sale in it. If possible, I would like a copy.

We're moving to Florida in a few months and I've been told that's a nice book for farms and homes. Thank you.

Allen B. Master

**Needless to say Mr. Master now has a copy of The Cattlemen. Welcome to Florida, sir!**

Longhorns Had Spreads Of Up to Nine Feet in Width!

College Station, Texas

...We do not have any record which for November, 1954
Get more profit per acre from your pastures by using larger than average amounts of high quality fertilizer to boost yields and feeding value.

Just be sure the fertilizer you get contains the correct balance of plant nutrients and special ingredients needed for maximum crop production on Florida soils.

You can get International Fertilizer in a grade that is specially formulated to give you bigger yields of nutritious legumes and pasture grasses. Call your International Field Representative today! He can arrange for prompt delivery of the grades and amounts you need.

Just remember. use a little more International Fertilizer for a lot more pasture profit.

Another restaurant featuring cattle in its name has been opened in Jacksonville recently. Scene above shows the interior of the Black Angus Restaurant Steak House.

could be called the “maximum spread” of Longhorn steers. However, we do find reliable references referring to the fact that it was not uncommon to find steers having a spread of seven to eight feet of horn from tip to tip.

Also, we find reliable references indicating that, on mature steers, the circumference of the horn at the base sometimes was as much as 14 to 16 inches.

At one of our recent livestock shows, a set of horns mounted was exhibited which measured nine feet and two inches from tip to top—however since these horns are mounted, one is never sure whether they represent the same spread that existed on the steer. Neither do we know of any particular set of horns which could be said to be the longest, or widest spread, in existence.

I am sure that you could be safe in saying that spreads of up to nine feet did exist.

J. C. Miller, Head Dep't of Animal Husbandry Texas A. & M. College

Dr. Miller’s letter was written in response to a request from Mrs. R. Benz of Bradenton which we published in the October CATTLEMAN.

Swift and Company Explains About Its Labor Troubles

Chicago, Illinois

A number of livestock producers have visited with us recently because they had heard that we were having some labor problems. Some expressed concern over recent labor disturbances in meat packing plants because of their possible effect on livestock prices...

The majority of the employees in our meat packing plants are represented by three different unions (with contracts expiring August 11 and September 1) ... However by agreement the terms of the Master Agreements were continued in effect until such time as new contracts could be negotiated.

We have had bargaining sessions with
SOLVE YOUR FALL AND WINTER FEEDING PROBLEMS THE P.D.Q. WAY

With Available Grasses and Low-Cost Roughages

ALL you need for Economical and Profitable livestock maintenance!

YOU GET ALL THE REQUIREMENTS FOR PROFITABLE FEEDING:

- STEPPED UP RUMEN STIMULATION
- PROTECTION AGAINST MINERAL-VITAMIN DEFICIENCIES AND IMBALANCES
- PLUS ADDED PALATABILITY

All Add Up to More Profits through Utilization of Your Range Grasses

P.D.Q. contains the recommended levels of VIT-A-WAY'S Patented Specially Processed Mineral-Vitamin Base — and has been tested and approved by the Dept. of Research and Control of VIT-A-WAY, Inc.

WRITE...WIRE... PHONE...

P.D.Q. CO.
P. O. Box 439
LAKELAND, FLORIDA

Distributors: HOWARD FEED MILLS, INC. (North Florida), Jacksonville; IRWIN GRAIN COMPANY (Southeastern Florida), Kendall
a handful a day NOW saves a pound a day later

**X-CEL CATTLE PELLETS**

protects them against weight loss.

It is best to start feeding now before your cattle get too poor in condition. X-Cel Cattle Pellets will do a much better job if fed early when cattle need it. Once cattle get too thin, it takes a great deal more feed to bring them back, and at best it is a slow, costly process.

Ask your X-Cel dealer now!

**Costs very little compared to returns obtained**
- Range Proven

Manufacturers and Distributors since 1909

JACKSON GRAIN CO.

TAMPA, FLORIDA

---

**GREAT SOUTHERN MINERALS**

The Water Soluble Supplement

*Keep your cattle off the low grade market*

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<th>IN LIQUID for your molasses troughs</th>
<th>IN POWDER MIX for salt feeders</th>
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<tr>
<td>Fill out and mail coupon for technical data and dealers.</td>
<td>SOUTHERN MINERALS, INC.</td>
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<tr>
<td>TODAY'S PRICES NECESSITATE EFFICIENT BUYING!</td>
<td>Box 236, Station A</td>
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MAIL TODAY!

Johnston Returns to Florida as Quaker Oats Representative

One of the men who helped educate Florida cattlemen to the use of winter feed supplements has returned again to the state where he will be dealer-distributor for Ful-O-Pep feeds made by The Quaker Oats Company.

J. B. Johnston is a former livestock specialist for Quaker Oats, and will make his home in Winter Park where his daughter will attend Rollins College. Johnston has traveled all over the United States in recent years, advising cattlemen about their feeding and management problems.

During his period of service in Florida, Johnston reports that he was able to work closely with leading cattlemen throughout the state, advising them on their feeding requirements at a time when feeding was new in the state.

According to the news release, Johnston has advised such nationally known cowmen as Bob Lazear, manager of all three unions and look forward to being able to work out satisfactory contracts in the not-too-distant future...-

Tom Glaze, Ag Research Swift and Company

Sarasota Is Sponsoring a Rodeo; Everglades Station Plans Field Day

Belle Glade

We have set Thursday, January 20, for the Cattlemen's Field Day at the Everglades Experiment Station in Belle Glade, and have plans and operations underway to enable us to demonstrate winter grazing, including both grasses and clover, grass silage, fresh sugar cane and ground, snapped corn, in addition to the work that is being done with both purebred and cross-bred cattle.

We would like to get this event listed on your calendar and will furnish you with a program a little later on...

H. L. Speer, Secretary
Palm Beach County Cattlemen's Ass'n

Sarasota

The Sarasota County Livestock Association will sponsor an amateur rodeo at its livestock grounds east of Sarasota on January 1 and 2. Further details of the program will be furnished at a later date.

I might add that Dallas Dort, chairman of the Beef Promotion Committee, is doing a good job and has his local program well underway.

K. A. Clark, Secretary
Sarasota County Livestock Ass'n

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SEEN MABEL LATELY? SHE'S THE PICTURE OF HEALTH. NEVER BEEN IN BETTER SHAPE FOR THE WINTER — EVEN THOUGH SHE'S CARRYING A CALF.

WELL, SHE SHOULD BE IN GOOD CONDITION. SHE'S BEEN EATING VIT-L-TONE MINERAL SUPPLEMENT EVERYDAY!

X-CEL VIT-L-TONE mineral supplement

Yes, VIT-L-TONE MINERAL SUPPLEMENT will keep your cows in top shape, bring them through the winter in better condition ... help them to drop sturdier, healthier calves next spring.

VIT-L-TONE MINERAL SUPPLEMENT will help your herd get more out of scanty winter pasture ... get more out of every pound of supplemental feed you use.

X-CEL PROGRAMS

More and more successful cattlemen are feeding VIT-L-TONE MINERAL SUPPLEMENT to their herds every year. Why don't you try feeding it to your herd?

Write for free booklet "Key to Cattle Profits"

FLORIDA'S PIONEER FEED MANUFACTURER • MANUFACTURERS AND DISTRIBUTORS SINCE 1909

JACKSON GRAIN COMPANY

Tampa, Florida

for November, 1954
You'll get considerate attention to your own special needs, and prompt action by calling on one of these two men who know Florida values. Either one will be glad to discuss your situation, in confidence, and without the slightest obligation on your part.

W.T. COX
27 S. Main St, Orlando, Fla.
C.B. MOAK
duPont Building...Miami, Fla.

The Connecticut Mutual
LIFE INSURANCE COMPANY - HARTFORD

Need to Borrow $10,000 or More?
- Long-term loans to continue your ranch improvement can be made through one of America's leading insurance companies. Prepayment feature. Low interest rates with no agent's commission or brokerage. Available also for groves and farms!

Write
M. S. Salsbury
Phone MA 2-3387, C.V. Ranch, RFD 1, Ocala, Florida

Clean, Comfortable, Friendly
THE ARCADIA HOUSE
Arcadia, Florida

Advertise!
Gudahy Minerals and Benson Feeders
Auction Every Monday
Dale's Livestock Auction Market
Phone 4-1145
Old Plant City Road • 6813 E. Broadway
Tampa, FLORIDA

Pictured above is the new S-2S rotary cutter, distinguished by the Flexo swinging blade, recently put into production by E. L. Caldwell and Sons of Corpus Christi, Texas.

famed Wyoming Hereford Ranch, and Karl Hoffman of Ida Grove, Iowa, who showed 28 grand champion loads of fat steers at Chicago, Kansas City, Denver, San Francisco and Baltimore shows.

Johnston plans to see as many cattlemen as possible in Florida, and will be available to assist them in their feeding and management problems. He plans to remain in Florida permanently because "cattle can be produced cheaper here than any place I've been."

Johnston began work for Quaker Oats in 1929, having worked formerly for Purina. His Orlando work will be centered at the Ful-O-Pep warehouse at Concord Avenue and the ACL Railroad.

Rough Country Not So Hard on New Caldwell Rotary Cutter

The "Flexo" swinging blade—designed particularly for brush clearing operations and for pasture maintenance where land is rough—is the distinguishing feature of the Model S-2S rotary cutter recently introduced by E. L. Caldwell and Sons of Corpus Christi, Texas.

Basically the machine is identical to the S-2 model—with this difference: the blades of the S-2S fold into a tight circle when an obstruction, such as a concealed stump or an imbedded rock, is contacted. Model S-2 has a fixed blade assembly, and while breakage is guarded against by shear pins, the machine hasn't the latitude of safety offered by the S-2S, according to the manufacturers.

Judge Adams Now Associated With Miami Real Estate Firm

FORMER SUPREME COURT Chief Justice Alto Adams, for years a cattle ranch owner and operator at Fort Pierce, has joined the Oscar E. Dooly organization in Miami, according to a news report from the well-known real estate and investment house.

Adams is "pulling up stakes and is moving his family to Miami, where he expects to make his headquarters per-
This new platform scale for farm and ranch use will weigh anything up to 2000 pounds and costs less than $150.

mentally," according to the report.

In his new connection, Adams will make a specialty of cattle land financing as well as buying and selling. He will be particularly happy to have his friends and others visit him and discuss any financing problems they may have, without obligation.

Before becoming Circuit Judge and later Supreme Court justice, Adams devoted a considerable part of his law practice to the financing of cattle land, drainage systems, and county projects.

Platform Scale Selling for Less Than $150 Now on Market

A new farm and ranch platform scale which costs less than $150 and will weigh anything bought or sold on the farm up to 2000 pounds has been announced by Ferguson Products Company of Richmond, Illinois.

The scale has a three-foot by eight-foot platform. Sold as the “Safe-Weigh Animal and Produce Scale,” the machine is available in an “install-it-yourself” kit form, and will take about eight hours to set up for indoor or outdoor use.

Ferguson, Massey-Harris Merger Is Now in Effect

It is reported by Van Etten Bent of Bent Equipment Company, Jacksonville, Ferguson System Distributors for this area, that the amalgamation of Massey-Harris and Ferguson is now fully in effect and will be known henceforth as Massey-Harris-Ferguson, Inc.

Ferguson equipment will continue to be made under the Ferguson name and sold through Ferguson dealers, he adds. "This is official, straight from the company. We are particularly pleased that there has been an official public announcement (in Implement and Tractor) to substantiate this."

The Florida and Southeast Georgia Ferguson distributor also pointed out that "handling of not only the present Ferguson line, but all of the new equipment (some of which is just being introduced) will continue to come your way under the Ferguson name."

Gulf Brands Fertilizer has been my fertilizer for pasture right along because it has proved, year after year, that it is a dependable fertilizer. Gulf Brands help me grow better pasture, better livestock, and bring me a better return on my investment.

—J. Arden Mays, Plant City, Fla.

ORDER GULF BRANDS FERTILIZER—NOW!

THE GULF FERTILIZER COMPANY
Tampa, Florida

Serving Florida Agriculture for More Than 50 Years
Where heavy soils of high moisture-holding content exist or where irrigation is economically feasible, everything else to grow good clover can be supplied. As much as 2 to 3 tons of lime or dolomite per acre may be needed.

Plant 5 pounds per acre of White Dutch or 10 pounds per acre of Hubam with seed inoculated at 5 to 10 times the recommended rate. Protect from grazing in late fall and early winter until 50% in bloom.

Contact your Wilson & Toomer representative now for an effective individually worked out plan of IDEAL BRAND fertilization for your operation.

Working hand in hand with Florida Growers for 62 years

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**Clover is not a Sure Thing . . . But**

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**Program Tips**

In order to aid various agricultural organizations in planning their programs, we list the following movies, film strips and speakers. The large majority of the films may be ordered from the National Agricultural Supply Company of Fort Atkinson, Wisconsin. These are indicated by the abbreviation, (NAS). For your convenience, the catalog number, number of frames and price are listed with the name of the film.

**MOVIES**

The Rumen Story, 26 min., Ralston Purina Company, Checkerboard Square, St. Louis, Mo. Animal parasites, 10min., 50 min. California Spray-Chemical Corp., P. O. Box 7007, Orlando.

Land of our fathers (America's cattle industry), 18 min., R. Elmo Griffin, assistant secretary, Florida State Cattlemen's Assn., Kissimmee, Fla., no charge except return postage.

Grass Farming With Silos, sound, color, projector and operator provided if two weeks notice, Marietta Concrete, Box 2288, Hollywood, Fla.

Clearing for Production, a 21-minute color film with sound, written by E. Bowling Milson, Jr., Sales Promotion, Fleco Corporation, Box 2317, Jacksonville.

American Farmer, a 16mm sound and color 28-minutes in length, contact nearest Ford, Lincoln-Mercury, or Ford Tractor dealer.

**FILMSTRIPS**

Principles of plant and animal breeding, 04-SF102, 47 frames, $1.20. (NAS)

Establishing grass waterways, 08-SF720, 43 frames, $1.25. (NAS)

Selecting dairy cattle, 010-SF207, 95 single frames, $1.30. (NAS)

Fundamentals of good milking practice, 015-SF205, 50 frames, $1.30. (NAS)

The farmstead windbreak, 015-SF591, 102 frames, $2.35. (NAS)

Inoculation of legume seed, 020-SF742, 47 frames, $1.20. (NAS)

Pasture improvement, 022-SF761, 55 frames, $1.85. (NAS)

Animal manures on the farm, 024-SF702, 51 frames, $1.20. (NAS)

Breedes of swine, 026-SF164, 78 frames, $2.35. (NAS)

Selecting swine, 030-SF161, 53 frames $1.50. (NAS)

Establishing fertilizers needs from soil tests, 036-SF703, 95 frames, $1.95. (NAS)

Federal meat inspection, 081-REA-2, 50 frames, $1.50. (NAS)

Running water for the farm, 088-REA-6, 44 frames, $1.95. (NAS)

Cattle grubs, or heel flies, 0128-635, 55 frames, $.60. (NAS)

Brucellosis of cattle, 0130-632, 48 frames, $.80. (NAS)

Extirpating of foot-and-mouth disease in the U.S., 0132-483, 33 frames, $.60. (NAS)

Clipping dairy cattle, 0152-16, 51 frames, $.60. (NAS)

Grassland farming, 0156-602, 45 frames, $.55. (NAS)

Grooming and showing beef cattle, 0188-M3, $5 color frames, $.45. (NAS)

Judging dairy cattle, 0194, 55 double frame color $4.50. (NAS)

Artificial insemination of dairy cattle, 0195, 45 frames, $1.00. (NAS)

Beef cattle slide set (breeds), 0320, 6 slides, $.25. (NAS)

**SPEAKERS**

Soils and pastures, J. Russell Henderson, extension agronomist, Univ. of Fla., Gainesville.

Beef cattle management, J. E. Pace, extension animal husbandman, Univ. of Fla., Gainesville. Florida's cattle industry, Cushman S. Radebaugh, ESCA Public Relations Chairman, P. O. Box 1928, Orlando.

Meats and meat products, Dr. A. M. Pearson, meats specialist, Univ. of Fla., Gainesville.

Genetics of cattle, Dr. Marvin Koger, Animal Husbandry Dept., Univ. of Fla., Gainesville.

Dairy cattle management, Clarence Reaves, extension dairyman, Univ. of Fla., Gainesville.

Swine management, J. E. Pace, extension animal husbandman, Univ. of Fla., Gainesville.

Florida's 4-H program, W. W. Brown, state boys' 4-H club agent, Univ. of Fla., Gainesville.

Florida's FFA program, A. R. Cox, state FFA secretary, State Department of Education, Tallahassee.

Biological Subjects, Dr. E. S. Cogan, Lakeland Cash Feed Company.

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The Florida Cattleman
Prevent to Combat the Ravages of Shipping Fever!

VACCINATE your calves about ten days before weaning or shipping. Follow in about ten days with a second dose. Use Franklin Corynebac-Pasteurella Bacterin.

This provides strong resistance against the widely prevalent Hemorrhagic Septicemia factor.

Shipping Fever often involves a wide variety of bacteria. Watch your animals closely. If sickness develops, prompt treatment with Franklin Tri-Sulfa, and Franklin Penicillin or Franklin Penicillin-Streptomycin will provide effective action against a wide range of disease causing organisms.

Because prompt use at first symptoms is so important, stockmen are urged to keep a supply on hand for instant use.

For more detailed data see the Franklin catalog. Get a free copy from your local Franklin dealer or write any Franklin office.

DON'T FEED LICE ALL WINTER!
Now is the time to start your louse control program. It's easy to do a thorough, inexpensive job with Franklin D-THANE. Mixes readily with water. Promptly kills both lice and eggs as well as giving considerable residual protection against re-infestation. Also destroys ticks, flies, scab, mange mites.

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The right tools can take a lot of unpleasantness out of this necessary chore. Franklin offers a complete line including Barnes, Superior and Keystone instruments, and the specially designed Franklin Dehorning Saw. Use Franklin BLOOD-STOPPER following dehorning—a safe, fast-acting powder in shaker top cans.

Ready to Help You!
Local Drug Store Dealers have Franklin products in easy reach of stockmen—almost anywhere. They are ready to serve as well as to sell.

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DENVER - KANSAS CITY - WICHITA - ALLIANCE - AMARILLO - FT. WORTH - MARFA
EL PASO - MONTGOMERY - SALT LAKE CITY - LOS ANGELES - PORTLAND - BILLINGS
Hereford, all-breed sales continue trend at Gainesville Market

FEEDER Calf Sales Stay High

Hereford steers outsold “Whiteface” heifers by more than a half cent per pound during the Florida Feeders’ Calf sale sponsored by the Florida Hereford Association at the Gainesville Live Stock Market, September 15. The market, owned by L. H. “Tommy” Thompson, was also the scene of another feeder sale featuring crossbreds but also open to grade animals of various breeding on September 22.

Buyers paid an average of $15.96 for the 400 Hereford steers which sold this year as compared with the $14.81 they paid for 277 head sold during this sale last year. The 222 heifers sold brought an average of $15.53 as compared with $18.69 paid last year for 299 head.

Harold McCullars, Gainesville, cried the sale.

Buyers paid above market prices for a total of 622 head in the Hereford association sale which had an overall average of $15.75 per hundred pounds on a gross take of $91,731 for 60,995 pounds of beef. The animals brought a per-head average of $87 on an average weight of 426 pounds. Steers averaged $86 per head on an average weight of 432 pounds, while heifers brought a per-head average of $64 on an average 415 pounds.

Last year’s Hereford feeder sale brought an overall average of $16.71 per hundred pounds on 586 head which grossed $90,797 on 244,095 pounds of beef. They averaged 417 pounds in weight and brought a $70 per-head average. Steers last year averaged 449 pounds and brought an average of $67 per head on a gross take of $18,422 for a total of 274,450 pounds of beef, while heifers averaged weighing $87 pounds and brought $79 per head on the 199,575 pounds of beef which sold for $28,855.

Rawson Brothers of East Palatka sold the top-selling heifer which went to Mike Stepikl of Bunnell for $56.50 per hundredweight, while Santa Fe River Ranch of Alachua sold four heifers for $35.00 per hundred and four for $34.25.

Highest-selling steer was sold by Henry Gatrel of Fairfeld to Sam Love of Summerfield for $21.25 per hundred.

H. E. Wolfe of St. Augustine spent more money than anyone else for Hereford steers, paying $11,842 for 147 head, while V. E. Whitehurst and Sons, Williston, bought 81 head for an outlay of $6095, and the Alachua Tung Oil and Cattle Company bought 65 head for $2903.

McCullars received the most for his cattles, getting $5421 for 93 head, while Jess Davis of Gainesville received $5007 for 67, and Lovette Jackson, Gainesville, sold 45 head for $4800.

The crossbred sale averaged $12.24 on 685 animals of various breeding. Animals brought an average of $51 per head on a gross weight of 286,100 pounds. The gross take was $35,029 on an average weight of 418 pounds.

Top-selling heifers sold for $18.00, while the steer high was $17.00.

Large buyer at this sale was Whitehurst, who bought 219 head for $668, while Swift and Company paid $8208 for 172 head, and L. V. Bickel, Dade City, bought 61 head for $680.

B. L. Alderman of Grandin was paid the most money for his cattle, receiving $1166 for 51 head, while McCullars received $5786 for 76 head, and Spring Garden Ranch, DeLeon Springs, received $2802 for 33.

Other consignors and buyers at the Hereford association sale were:

Buyers—Dr. C. F. Ahman, Gainesville; G. W. Baker, Williston; Ivan Beam, Jacksonville; D. E. Bens, Gainesville; J. W. Brownlee, Starke; F. B. Bunch, Lake Aladda; Camp Ranch, Inc., Ocala; Fred Cone, Gainesville; F. H. Crabtree, Gainesville; Gray T Ranch, Gainesville; M. N. Criswell, Doctors’ Inlet; Carl; Joe Davis, Palatka; S. R. Davis, Lakeland; W. E. Davis, Valrico; Paul B. Dickman, Rustic; L. K. Durand, Bartron; Dr. J. R. Emerson, Gainesville; T. C. Green, Newberry; Tom U. Green, Gainesville; M. P. Harnes, Tampa; Wilbur Hayniker, Anthony; J. A. Henderson, Gainesville; Sam Lawson, Enterprise; W. H. Lester, St. Petersburg; F. W. Marks, Trenton; J. R. Peeler, Silver Springs; Saxy Quiney, Trenton; Bobby Rucker, Bell; C. W. Scarborough, Green Cove Springs; Silver Oak’s Ranch, Ocala; Smith Brothers, Micanopy; M. L. Smith, Oxford; Micheal Steplik, Bunnell; A. Thrift, Macclenny; R. Whittington, Mt. Dora; John D. Williams, Ocala; Consignors—B. W. Arce, Gainesville; Rex Andrews, Archer; Bill Adell, Jr., Gainesville; W. E. Baldwin, Micanopy; Jim Baro, Ocala; Bob Burton, Ocala; Morris Blevie, Gainesville; B. E. Brown, Lake Butler; Mack Brown, Newberry; Roy C. Burnham, Lecanto; Robert Green, C. F. H. Greve, Gainesville; C. A. Cromleigh, Lake City; E. L. Davis, Alachua; Davis and Wershaw, Alachua; Roy R. Elliott, Waldo; W. E. Ellis, Gainesville; D. H. B. Groves, Imperial; Green Oil Farm, Gainesville; Willis Green, Alachua; L. T. Groves, Ocala; H. C. Hackett, Williston; S. E. Hall, Palatka; H. E. Hattaway, Citra; Hauser Brothers, Gainesville; J. A. Henderson, Gainesville; Joe Imler, Santa Fe; Mary Edna Jackson, Gainesville; Joe Jones, Alachua; Donald, Gainesville; T. H. Clayton, Clarence LeRond, Eustis; Roy F. Laughlin and Sons; A. E. McCallum, Gainesville; E. M. Fry, High Springs; E. E. Edmondson, Gainesville; M. McFadden, Gainesville; F. S. McRitchie, Seville; E. B. McCheney, High Springs; Ralph McFall, Gainesville; F. A. Mims, Gainesville; J. W. Maudlin, Gainesville; D. W. May, Gainesville; L. E. McCarty, Gainesville; C. L. Meyers, Ocala; R. E. Miller, Ocala; R. E. Mitchell, Orlando; R. E. S. Mothies, Gainesville; J. T. Moss, Williston; S. and L. Ranch, Crescent City; Clark Smith, Waldo; M. C. Smith, Oxford; Spring Garden Ranch, DeLeon Springs; Fred Stephens, Morriston; R. W. Stone, Jr., Morriston; L. R. Tenney, Gainesville; Bob Thomas, Brooker; M. Venable, Archer; E. E. Waudin, Waldo; Bert West, Otter Creek; Jack Williams, Micanopy; E. J. Woodbury, Summerfield; J. L. Wynn, Hampson; Jack Zorn, Ashburn, Jacksonville.

Other buyers and sellers at the crossbred sale were:

Buyers—Central Packing Company, Center Hill; Georgia Cattleman’s Association; Fred Cook, Ernest Acres, Antauta; E. M. Fry, High Springs; W. E. Ellis, Gainesville; J. A. Henderson, Gainesville; Glenn Hayes, Trenton; Ralph Hix, Gainesville; B. C. Lewis, Gainesville; Loncala Phosphate Company, High Springs; Circle M Ranch, Gainesville; Florida Farmers, Alachua; C. L. Price, Trenton; Stone Quincy, Trenton; M. Venable, Archer; C. C. Williams, Micanopy; V. H. Harder, Menendez; L. E. Whitehead, Anthony; H. E. Wolfe, St. Augustine; Sihers—W. W. Arrington, Trenton; Mrs. H. W. Bennett, Brooker; F. J. Bents, Jacksonville; B. E. Brown, Gainesville; H. E. Buckley, Gainesville; P. C. Cash, Crescent City; W. M. Casey, Dr. J. C. Coffin, Ocala; W. L. Cobb, Gainesville; Cocks’ Ranch, Winter Garden; E. C. Cowart, Dunnellon; Hubert Cowart, Dunnellon; R. W. Degen and Son, Bunnell; F. C. Douglas, Citra; O. L. Dur- rance, Gainesville; W. E. Ellis, Gainesville; F and J. Ranch, Alachua; Goode and Bryan, Alachua; Green Hill Farm, Gainesville; T. J. Herring, Newberry; M. S. Hancock, Palatka; J. J. Hannah, Micanopy; V. H. Harder and Son, Chiefland; H. L. Hartley, Lake City; N. G. Hayes, Brooker; J. A. Henderson, Gainesville; Mari Hills, Ocala; Alachua; Tung Oil and Cattle Corp, Lake Butler; Lovette Jackson, Alachua; Mary Edna Jackson, Gainesville; L. B. Jennings, Reddick; D. L. Kabre, Floral City; Donald L. Kabrek, Floral City; F. S. Key, McIntosh; L. W. Ranch, Gainesville; Loncala Phosphate Company, High Springs; J. S. Martin, Eustis; H. E. McBride, Seville; H. L. McCullars, Gainesville; Mrs. Ann McNamara, Gainesville; R. D. Miles, Arborville; W. S. Mar- tis, Elkton; F. P. Philpot, C. C. Raulien, Micanopy; A. A. Ralston, Micanopy; J. B. Rawls, Micanopy; H. S. Rodbuck, Gainesville; Woodrow Shaw, Gainesville; Ed Simmons, Gainesville; Pat Joseph, Palatka; W. C. Foster, Stein, McIntosh; A. L. Treat, Palatka.
Improved Pastures...

IRRIGATION FAVORS HIGH PRODUCTION

More and more improved pasture operators are turning to irrigation. Increased production is the reason: Carefully controlled experiments at the Ona Range Cattle Station on clover-mixed grass pastures show annual beef gains per acre on irrigated plots to be 810 pounds...non-irrigated plots averaged 294 pounds. Irrigation produced good clover growth in drouth months compared to no growth for non-irrigated clover. Even in months of average rainfall, irrigated plots gave substantially higher yields.

Where the terrain and water supply are suitable, most cattlemen and dairymen are using shallow ditches with laterals at intervals. This is the least expensive system and it further provides drainage for periods of abnormal rainfall when properly planned. Portable pipe systems are in use, primarily where the water table is low or terrain prevents ditching. In cool weather, one inch of water every two weeks is necessary. In warmer weather, one to one-and-a-half inches per week is required for best results.

FALL FERTILIZATION

If you haven't done so already, now is the time to apply a straight Nitrogen "top dressing" or a high Nitrogen analysis fertilizer to your improved grasses for good cold month feeding. See Oct. Superior advertisement in The CATTLEMAN, or see your Superior PASTURE SPECIALIST for information.

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FERTILIZER AND CHEMICAL COMPANY

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for November, 1954
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Professional photography plus experienced reporting provides profitable publicity for the livestock breeder—large or small. Our clients extend from coast to coast. Only cost to breeder is photography. Your “bonus” is in newspaper and magazine publicity illustrated by the picture we take of your herd and individual animals. Several of our photos have been magazine “cover” pictures with extra publicity for the breeder. No ranch too small or too large for our service. Rates are reasonable and sensible. We’re headed for Florida right now. Why not contact us to “do” your breeding story in pictures and words?

OUR FLORIDA SCHEDULE

We will be busy until November 10 completing “orders” in Florida. Will accept requests for balance of November and until December 15 in the state. Write me c/o The Florida Cattlemen, Box 891, Kissimmee, Fla.

BILL POTTER

Phone Lindsey 3300

STEPHENVILLE, TEXAS

Dan McCarty Hall, the new agriculture building at the University of Florida, was formally started late in September when Dr. John S. Allen, right, acting president of the University, broke ground for the structure. Agricultural officials at the University who are pictured above include: Dr. J. Wayne Reitz, provost for agriculture (third from right); Dr. H. Harold Hume, emeritus provost (left), and Dr. C. V. Noble, Dean of the College of Agriculture (second from left). Others are architects.

Ground Is Broken for New U. of F. Ag Building

BADLY OVERCROWDED facilities for agricultural research, teaching and extension divisions of the University of Florida should be largely relieved when construction work now underway on the campus in Gainesville is completed.

Ground was broken September 30 for Dan McCarty Hall, the new agricultural unit which is to include the H. Harold Hume Agricultural Library, and construction was already under way on agricultural engineering, animal nutrition and veterinary science buildings. Bids were to be opened on October 15 for construction of the bacteriology wing of McCarty Hall.

The new agricultural building, south of the Student Service Center on campus, is to cost $1,902,544.

The staff committee which assisted Dr. J. Wayne Reitz, provost for agriculture, in setting general plans for the building was composed of: Dr. F. B. Smith, head of the soils department; Marshall O. Watkins, assistant director of the Agricultural Extension Service; Dr. W. B. Tisdale, head of the department of botany and plant pathology; Dr. L. O. Gratz, assistant director, now retired; and John M. Johnson, formerly agricultural engineer with the Extension Service.

At the ground-breaking ceremonies Dr. Reitz declared that the University of Florida soon will have teaching and research facilities for its agriculture divisions commensurate with those of other well known institutions.

"An ever-increasing demand for graduate work, where adequate space and equipment are a prime essential, adds to the necessity for this new structure," he said. "The additional space, particularly for teaching, which will get many of the staff out of temporary and totally inadequate space now occupied, will make this new building a most welcome addition to University facilities and to the agricultural program in the state."

Dr. H. Harold Hume, emeritus provost for agriculture, turned the first shovel of dirt, and Dr. John S. Allen, acting president of the University, and Dr. Reitz also broke dirt.

The new main agricultural building is slated to be occupied by the agricultural library, herbarium, the department of agricultural economics (teaching, research and extension), and teaching departments of agronomy, animal husbandry, botany, entomology, horticulture and soils.

When Dan McCarty Hall and the other buildings are completed and occupied, it is anticipated that Floyd Hall, which has housed some teaching units of the College of Agriculture since its completion in 1912, will be released for other University purposes.

The Florida Cattlemen
YOURS...

HUSKY, THRIFTY CALVES!

get 'em with a balanced rumen ration of roughage and

LARRO
SureCattle 32

Good cow condition means more and better calves. Grass alone won't build solid condition.
Rumen bacteria do best when grass is balanced with protein, minerals, trace minerals and energy sources. Larro SureCattle 32 supplies all of these.
Condition your cows on SureCattle 32 for more and better calves.

TREAT SCOURS!
Increase vitality and treat scours in calves at the same time! Feed New Larro Antibiotic Mix in SureLift as directed.
This special, highly fortified feed-drug mixture contains 200 grams of proven antibiotics per ton. New Larro SureLift is highly palatable, too!

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We will soon wean our finest calf crop. The demand for top quality calves is greater than ever.
IF YOU NEED A PROSPECTIVE HERD SIRE you should place your order at once!

J. D. HUDGINS
HUNGERFORD, TEXAS
"Beef-Type Brahmans"
WELCH, OKLAHOMA
Hired man responsible for putting out vitamin feed. In general the more green color one to take care of. As far as is known, minerals even for a few days. Minerals will wash them out and will also cause rain on minerals. Rain on minerals is much easier and practical to prevent. Disease and parasite problems will be successfully treated with terramycin, a readily available supply of clean, fresh water. A readily available supply of clean, fresh water will cause death. Thus, it is essential that a supply of fresh, clean water be available close by for cattle to drink.

Proper feeding and management will keep the cattle in fighting trim and better able to ward off diseases and parasites. Disease and parasite problems should be attacked from the standpoint of prevention rather than treatment. It is much easier, and practical to prevent diseases and parasites than to follow a program of treatment only.

Prepare Now For Winter Problems

by T. J. CUNHA, Head
Department of Animal Husbandry and Nutrition Florida Agricultural Experiment Stations

Management of cattle during the winter calls for extra effort by cattlemen since pastures are scarce then and this brings about many feeding problems. The first problem is in supplying the cattle with enough to eat. This can be accomplished in a number of ways.

Hay, silage or pasture allowed to grow during August and September for winter grazing can be used. Oats, rye, wheat, sweet lupine or winter clovers are other sources of winter feed. Native pasture, which is control burned, also supplies winter feed. Regardless of the winter feed used, the first problem is to supply enough of it for the cattle to eat. The next problem is to make sure the winter feed is balanced from the standpoint of supplying the protein, minerals and vitamins the cattle need.

The problem of vitamins is an easy one to take care of. As far as is known, the only vitamin which might be needed by beef cattle in Florida is Vitamin A. It is supplied to beef cattle by green feed. In general the more green color the more Vitamin A activity which pasture contains. Since cattle store vitamin A for long periods of time, and since there is at least some green pasture in Florida most of the time, a need for vitamin A supplementation is not indicated in this state.

Protein and mineral supplementation, however, present a very important problem. Minerals should always be available for beef cattle. The minerals should be supplied free-choice in mineral boxes which are covered adequately to keep out the rain. Rain on minerals will wash them out and will also cause them to cake up. Construction of good mineral boxes will pay big dividends. Of greatest importance is frequent inspection and keeping the boxes filled with minerals.

I have visited many ranches where the cattle were doing poorly and where the cattleman was looking for some unknown cause for his difficulties. In many cases I found his mineral boxes empty. The hired man responsible for putting out mineral admitted that he had been busy with other chores and just had not gotten around to putting out the mineral. Thus, the cattleman had plenty of mineral in the feed shed but the cattle were suffering from mineral deficiencies because the mineral boxes were not kept full. Cattle should not be allowed to be without minerals even for a few days. Minerals cost very little in proportion to the great amount of good they do.

Protein supplementation is also an absolute essential for winter feeding and it is needed every day by cattle. Many cattlemen feed protein only once every four to seven days. This is not often enough. Cattle will do much better if fed one pound of protein supplement daily than if fed four pounds of protein supplement every fourth day. This is because excess protein on any one day is used up like corn and is not stored and not supplied daily.

If one cannot feed protein every day, it is possible that feeding it every other day may be satisfactory. Thus, all cattlemen should try to feed their protein supplement daily or at least every other day in order to get good results. Feeding adequate protein during the winter will increase the calf crop, increase the weaning weight of calves as well as their grade and will increase the profit made.

Bulls should also be adequately fed this winter in order to be in good condition when put out to breed in March and April. If the bulls are not in good condition then, they will soon become temporarily sterile and thus will fail to settle the cows. Many low calf crops in Florida are due to bulls in poor condition during the breeding season.

Proper feeding and management will keep the cattle in fighting trim and better able to ward off diseases and parasites. Disease and parasite problems should be attacked from the standpoint of prevention rather than treatment. It is much easier, and practical to prevent diseases and parasites than to follow a program of treatment only.

Buy Defense Bonds!

Members of the Florida Cattlemen's Association are urged to join in making November truly "Cattlemen's Bond Month" in Florida. President Ben Hill Griffin, Jr., of Frostproof has announced.

The action was approved by FCA directors at a meeting held in September in Kissimmee. It will tie in with a national campaign being conducted with the endorsement of the American National Cattlemen's Association with which the Florida Cattlemen's Association is affiliated.

Explaining the reasons for Cattlemen's Bond Month, Griffin passes on the following information:

"That the cattle raiser needs ready cash reserves to protect him against the many risks of his business needs no arguing, nor does the fact that U. S. Savings Bonds offer a completely safe and sure way to build up these reserves.

"Furthermore, the sale of these bonds to Americans in every walk of life is essential to the success of the national effort to keep the dollar stable in buying power in the face of inflation or deflationary pressures.

"The survival of our American system of individual enterprise will depend in the end on how well we make it work.

"If world war is avoided, the next few years can see an advance in our productive power through the use of atomic energy that could dwarf the results of the invention of the steam engine. If there ever was a time when we could ill afford an economic setback, this is it, for we never had as much to gain or as much to lose. Americans should be supporting every move in the direction of economic stability, and the Savings Bonds program is certainly one that deserves our support. Americans now own over $75,000,000,000, present cash value, in Series E Savings Bonds and over a billion dollars in the new current income Series H Bond, which resembles the E bond in form and yield but pays interest by Treasury check twice a year instead of adding the interest to the cash value."

Cattle "carriers" of anaplasmosis, the malaria-like disease which cost cattlemen an estimated $100,000,000 annually, may be successfully treated with terramycin, according to a report in the journal, Veterinary Medicine.
Many, Other Counties, Plan November Fairs

THE PUTNAM County Livestock Show, slated for November 9-13 at Palatka, will have a "new look" this year, thanks to Putnam’s Board of County Commissioners.

Two new block buildings have been built on the 17 and one-half acre fairgrounds with one to house the livestock exhibits and the other reserved for farm and home exhibits. Both buildings are 70 by 100 feet with the livestock building boasting 150 tie rings for cattle, including two rows on the outside of the building. Cattle exhibitors will also like the new concrete wash racks built adjacent to the buildings with six individual stalls on hand to facilitate in washing show cattle.

County Agent H. E. Maltby says that a rodeo may be staged in conjunction with the annual livestock show at some future date.

Western Floridians should keep in mind Thursday, November 18, as the date for the annual Okaloosa County Beef Cattle Show which is slated to be held at Crestview with the Okaloosa County Cattlemen’s Association serving as sponsors of the show.

Association secretary Alex Clemmons reports that the show will be held at the Crestview Ball Park and will also feature a barbecue.

Another date to remember in the livestock line is November 1-6 which are the dates when the Holmes County Fair will be in full swing at Bonifay. An interesting livestock exhibit is slated to be on tap at the Holmes fair this year according to recent reports.

Georgia Receiving Aid From USDA Program

The USDA’s emergency hay program is now in its third week of operation in Georgia’s 70 drought-designated counties, allowing farmers to obtain hay at reduced transportation rates. Secretary of Agriculture Ezra Taft Benson and Governor Herman Talmadge, of Georgia, signed the emergency aid contract October 4, under which $500,000 was initially allocated. The USDA pays up to $10 a ton to bring hay into drought designated areas.

13 states, mostly in the South and Southwest, now are participating in one of the several types of drought relief programs administered by the USDA.

LEVY COUNTY farmers are planning to plant sizeable acreages to blue lupine for soil improvement and sweet lupine for winter grazing this fall, County Agent T. D. Rickenbaker reports.

Blackstrap MOLASSES

USSC’s Heavy Blackstrap Molasses

This molasses has a CRUDE PROTEIN of not less than 6.0 percent, and a BRIX of not less than 84.5 degrees (44.62 degrees Baume). It’s available at both Clewiston and Okeelanta, Florida. Price, in 1000 gallon lots or more, FOB shipping point, at press time (and subject to change) is $18.63 per ton.

USSC’s Urea-Fortified Blackstrap Molasses

The guaranteed PROTEIN equivalent of this molasses is not less than 16 percent, and it has a BRIX of not less than 84 degrees. It’s available at Clewiston only. Price, in 1000 gallon lots or more, FOB Clewiston, is $27.63 per ton.

The above two supplements make it possible for you to provide much needed energy and protein as a supplement to your winter pastures. Both of these products should cause your cattle to eat more and better utilize roughages, particularly at this time of the year.

Contact our Sales Department for full particulars. On request, we can arrange for delivery, in lots of 12 to 20 tons, to any point in Florida accessible by good, safe roads.
Ag Council Prepares Legislation

Within six months the cattlemen of Florida will know whether there will be facilities for diagnosing animal diseases in Florida.

The fate of this project—a diagnostic laboratory for large animals—will rest in the hands of the Florida Legislature when that body convenes in April. It will be up to the lawmakers to decide whether to appropriate the necessary funds for the project which cattlemen, dairymen, swine owners and veterinarians consider highly important to the state’s livestock industry.

However, all interested parties have every right to be confident that the funds will be granted. For one thing, the need for such a laboratory is now widely recognized. In addition, the project is in the capable hands of the Florida Agricultural Council. This important, behind-the-scenes body has been, for the past two years, mapping out plans and computing costs which eventually will be presented to the lawmakers.

Actually, the FAC was brought in to this matter of a diagnostic laboratory at the request of the State Livestock Board. After several years of controversy among cattlemen and livestock interests the Livestock Board requested the FAC to draw up plans with an estimate of the cost of the laboratory. Working in close conjunction with the Council are most of the state’s livestock organizations.

Though the project is still in the planning stages, what is wanted is a centrally-located laboratory where diseases of cattle and swine can easily be diagnosed. No research work will be carried on at the laboratory, according to present plans. Its primary function will be testing specimens to determine what disease is involved. The FAC will probably recommend that it be under the jurisdiction of the State Livestock Board.

Without this laboratory cattlemen and veterinarians realize that an animal disease could reach the epidemic stage before detection. And even today, in this age
of scientific disease control, epidemics can take a heavy toll. In Louisiana, for instance, 2000 head of cattle were wiped out during an anthrax outbreak this past summer.

The diagnostic laboratory is just one of the many problems which the FAC must deal with. It is concerned with all of agriculture in the state of Florida.

FAC was formed in 1948 primarily to represent the many, varied agricultural interests in Florida in matters of legislative appropriations. As in the case of many large industries throughout the country, it was realized that agriculture would best be served if represented before the legislature by a single organization. As W. R. "Buster" Hancock, president of the FAC, explains it: "The Council tries to get the agricultural interests to act as one group instead of as individuals."

Before 1948, for example, the many agricultural groups worked separately and in many cases in different directions. Consequently, the Legislature met pressure from all directions from these different groups each seeking appropriations for some "pet project." As a result no comprehensive farm program was ever evolved. Instead, what usually occurred was the use of appropriations for many scattered, and sometimes worthless, projects. In many cases legitimate projects of real value were neglected.

But today through the efforts of FAC, this situation has been remedied. Now FAC carefully screens and analyzes any request for appropriations for research, educational or protective facilities made by a member organization. Before each Legislative session the member groups present their needs to the state agency concerned with that particular segment of agriculture. These requests are discussed and the cost is estimated. Then they are handed over to the FAC, which weighs the need of the various segments of agriculture as they relate to the whole, and prepares a recommendation for the needed appropriations.

In the case of the diagnostic laboratory the request for appropriations must be approved by the Budget Commission which then presents the recommendation to the Legislature for final approval.

At present, 125 agricultural organizations and farm groups comprise the FAC. Each are represented on the Council by two men who have one vote together. Representing the Florida Cattlemen's Association are Cushman Radebaugh, Orlando, and Ben Hill Griffin, Jr., Frostproof.

To get an idea of FAC's effectiveness, take a look at the record of the 1953 Legislative session on agriculture. The Council, after scrutinizing the needs of all its members, recommended that approximately $6,500,000 be granted the state's (Continued on page 54)
State Veterinarian, Dr. C. L. Campbell has called on the farmers of Florida for cooperation and initiative in the drive to stamp out hog cholera. The disease, he said, costs the United States $565,000 a year and yet decisive steps are only recently been taken to eradicate it. The “Pilot Test Project” in two Florida counties is among the first of such steps.

Speaking before the Suwannee County Farm Bureau last month, Dr. Campbell outlined the program now under way in Hamilton and Suwannee Counties—two areas selected by the “Committee on the Nationwide Eradication of Hog Cholera” for the testing of cholera preventive methods. The United States Livestock Sanitary Association selected some 20 disease experts to serve on this committee.

The program—or Pilot Test—is now in the educational phase as swine raisers in the area are being acquainted with all the important facts about hog cholera. Campbell then listed the following as the final phase of the project: 1. Vaccination in each county using the serum-virus method in Hamilton and the modified virus method in Suwannee. 2. Provisional quarantines established to control swine movement within the counties and to prevent introduction of cholera. 3. Statistics are to be maintained so that a complete evaluation can be made of the program. 4. In herds where cholera develops the sick animals should be isolated and slaughtered, (in the past, it has been found that infected swine, if allowed to live, could infect other swine.) 5. Quarantine orders are to be issued to control the spread of the disease.

“The project,” he said, “is to be a test of sound disease eradication methods to determine if they are applicable and practical on a practical scale so that they can be adapted to a national level.”

Before explaining the Pilot Test, Dr. Campbell commented on the “apathy” with which hog cholera has been dealt with in this country.

“And because we’ve chosen to live with it in the past,” he said, “rather than taking any decisive measure to stamp it out, hog cholera has gained a firm foothold throughout the United States.”

In contrast to the situation in the United States, Campbell told of the efficient method used in Canada to eradicate a cholela epidemic last summer. When the disease was discovered, the Federal Department of Agriculture went to work and clamped a quarantine on the area where the disease was found. They destroyed and buried the affected swine and contacts the same time.

Then it was found, Campbell continued, that infected swine had passed through a community auction sale barn several weeks previous, thus the disease could be a long way out. However, quarantines were put on community auction sales, swine movement was halted in all of Southwest Canada and a farm to farm inspection program was put in motion. The Canadian Department of Agriculture also took many other steps in the eradication program and 32 days after the outbreak the epidemic was broken with the loss of 2949 swine.

From this, it can be seen that the Canadians aren’t fooling around with the disease,” Campbell said.

Florida has spent as much in five years on serum and virus as Canada has spent in the past five years on almost her entire control program. “The difference is that Canada hasn’t allowed cholera to gain a foothold,” he said.

“Now the nation’s swine industry wants to see what methods can be developed in our two counties (Hamilton and Suwannee) to loosen that foothold and to get rid of the disease.”

These two counties in Florida were selected, Campbell explained, because they met the many requisites set by the Livestock Sanitary Association even though Florida is not a major swine producing area. Some of the requisites were: an area where cholera has been known to exist, an area adjacent to a similar swine raising area for comparative purposes and whole-hearted cooperation of farmers in the area to do the job.

“In my book, this last point is the most important for it is the key to the success of the entire program. You’ve got to have the will or desire to wipe out the disease if the project is to succeed,” he added.

The state veterinarian at the beginning of his address said, “We’ve fooled around with hog cholera more than 100 years. Not only lived with it all that time, but paid out hundreds of millions of dollars in tribute while letting it destroy more hogs than all other diseases combined. The time has come to line up the swine industry of the country. The veterinary
profession and all other interested agencies behind a long range cleanup to eradicate the plague forever."

He related that the statements in the paragraph above were from an article appearing in the March, 1950 issue of County Gentleman, written by F. J. Keilholz, associate editor of the magazine and represented the opinion and action taken recently by a committee of some 20 disease experts appointed by the United States Livestock Sanitary Association.

Dr. Campbell, in telling of the incidence of the disease outbreak in Canada, related that a total of 54 premises were involved in this outbreak, and that the 29,999 head of swine which were infected or suspected of being infected were destroyed and compensation awarded to owners amounted to $72,047. "It is well worth noting that there were approximately 100 veterinarians, including veterinary practitioners, on the job within a day or so. There was no spread of disease from farm to farm. In most cases, the same day on which infected or suspected of being infected swine were discovered, they were destroyed and buried," he said.

"And what's in it for us here? The country's entire livestock industry, as well as those who are allied with it, are going to be watching with great interest the results in this Pilot Test Project. But, primarily, it means that you in this area—and ultimately the entire state of Florida—will have taken the initiative and will be a step ahead of the rest of the country in eradicating hog cholera."

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Pictured at Live Oak, where an explanation of the hog cholera experiment now in progress was made, are Tom Cannon, 7r., president of the Florida Swine Producers Association, and Dr. C. L. Campbell of Tallahassee, state veterinarian.

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for November, 1954
Important range plants were collected from Collier to Osceola Counties in the U. S. Forest Service's Range Research Program recently started.

Carpet grass (above) was one of 147 grasses pressed and mounted—and each of the 354 range plants collected was carefully identified (below).

NATIVE Grasses Are Studied

Foresters collect hundreds of specimens in research work

by ROBERT S. RUMMELL
Southeastern Forest and Range Experiment Station
Fort Myers

A gray jeep scurried over central and south Florida's range country this summer, ridden hard by an entergetic, muscular fellow. Frequently the jeep stopped, the driver swung to the ground and came up triumphantly with a piece of grass.

Why this? Well, the man in question was searching out the important plants on Florida's native rangelands. His work was part of the cooperative research program conducted by the Southeastern Forest and Range Experiment Station of the United States Forest Service (in cooperation with the Florida Board of Forestry, Collier Enterprises, Inc., and the Atlantic Land and Improvement Co.) on native range problems. The man was Roy O. Woodbury, employed by the Forest Service and on leave from his regular job as assistant professor of botany at the University of Miami.

Traveling from Collier County on the south to Osceola County on the north, Professor Woodbury collected specimens of range plants palatable to cattle. Native ranges in the pine flatwoods, treeless prairies, wet marshes and hammocks were studied. The plants were identified and mounted samples placed in the herbarium in the Fort Myers office of the U. S. Forest Service.

During the summer, 354 different kinds of plants which provide cattle forage were found. The collection included grasses, sedges, weeds, shrubs and even low, moss-like plants which grow in very wet places.

Among the 147 grasses collected were pineland threeawn (better known as "wiregrass"), maiden cane, carpetgrass, broomedge, lovegrass, goobergrass, reeds, crabgrass, muhly grass and Vasey grass. Less well-known relatives of these grasses also were collected. Seven different kinds of threeawn grass, 50 cousins of maiden cane, and 21 cousins of Vasey grass were found. The broomedges figured as an important group, too, and eight of them became herbarium specimens.

Many of the grasses collected are common to the Coastal Plain from North
Carolina to Florida. However, two proved residents only to Central Florida. One of these is called *Panicum abscessum*, a relative of maiden cane. This rare grass first came to the attention of botanists in 1925 when it was collected near Sebring by Dr. Weatherwax. It was not given a scientific name until 1940.

Woodbury found this panic grass on H. J. Hargrove’s Highlands County ranch. Jim Hargrove and other ranchers in his part of the state call it “cutthroat grass,” and say that it provides good cattle forage.

Another relative of maiden cane, *Panicum pinetorum*, the other rare grass, was found near Fort Myers and also west of Immokalee in Collier County. Previously it had been known to occur only near Bonita Springs in Lee County, Florida.

77 sedges or grass-like plants were included in the plant collection. Some of these closely resemble “wiregrass” but differ in that true grasses usually have hollow stems and the leaves are two-ranked (they grow on opposite sides of the stem), while the sedges usually have solid stems and the leaves are three-ranked. On some ranges the grass-likes, including roadgrass, were grazed heavily by cattle. Horsetail, which grows in wet areas, was also frequently grazed heavily.

How does plant collecting fit into the U. S. Forest Service’s program of range management research? Why is it necessary to collect and identify all these different range plants? Well, it might be explained this way. Before a mechanic can tell how to make a car run better, he must first have a good knowledge of the car parts and their functions.

Range plant collections fit into the native range management research program much the same way. Before the U. S. Forest Service can develop or discover improved management systems for native ranges, the plants and their functions must be understood. Important range plants must be studied and their significance in the whole range plant community worked out.

The 1954 plant collection and identification work has provided part of that knowledge. The plants which grow on the range have been identified and specimens collected for reference. Their grazing values and relationships remain to be determined.

Future studies will show which range plants are the most desirable plants. The over-all goal will be greater production of cattle from healthy native range.

While the plant collection work provided a good foundation for the Forest Service’s native management research program, it also pointed out the fact that Florida range cattle have their table set with a greater variety of food than ever graced the table of Nero’s Romans.
NEW PAVILION Will Be Feature of Show At Webster This Year: Three Purebred Auctions, Four Breed Shows, Scheduled

A full barn is expected for the Ninth Annual Sumter All-Florida Breeders’ Show at Webster November 3-6—despite the fact that this year’s show for the first time will be held in permanent quarters with considerably more tie space than in past years.

That’s the word from L. L. Giddens of Webster, who’s serving again as chairman for the event.

Quality also is expected to be better than ever, as Florida breeders continue the improvement of their herds through use of better sires and careful selection of their brood matrons.

Number of entries will be higher than ever due to the fact that (1) Shorthorns are being added to the list of breeds for which premiums will be paid, and (2) three auction sales will be held in connection with the sale, with the sale animals swelling the entry list for the show.

“We believe this year’s show will be better than ever, and we hope that cattlemen from throughout Florida will attend to see what Florida purebred breeders are producing,” Giddens declares.

As in past years, there will be exhibits by 4-H, FFA and Future Homemaker members—and by Soil Conservation Service, tractor and implement manufacturers, and others as well.

Entry of cattle will close at 8:00 a.m. Wednesday, November 3, and classification of entries will start immediately, with Brahman judging slated to begin at 9:00 a.m. Following the same schedule throughout the week, judging of Herefords will be held on Thursday, Angus on Friday and Shorthorns on Saturday.

On each of the last three days of the show there will be auction sales in the afternoon. Hereford bulls—73 of them—will be sold Thursday afternoon, while the Aberdeen-Angus sale of both bulls and females will be held Friday afternoon, and Shorthorns sell Saturday.

Saturday will again include judging contests for 4-H and FFA members, with the judging to begin at 10:00 a.m. Cattle will remain on display until 5:00 p.m. Saturday.

The Webster show is the oldest continually operating livestock show in Florida, except for the Florida State Fair show in Tampa. It was established in 1946 as a Sumter County event, was expanded to a regional show the following year and has been statewide in its scope since that time.

While the show is still officially a Webster event, the new Sumter Live-
stock Pavilion is located three miles north of Webster near Beville’s Corner.

Details for the four-day event are nearly complete and Giddens pointed out that every moment will be taken up—what with the three sales of registered cattle, showing of registered Angus, Brahman, Herefords and Shorthorns, and the junior judging events.

Accommodations are hard to find in Webster and vicinity, but residents of the small community have been hospitable enough in past years to take some of the visitors into their homes, and show authorities will place visitors in nearby towns also. Those wanting reservations should write to Mrs. T. Noble Brown at Webster, who is handling this phase of activity.

4-H and FFA exhibits will include cattle, swine, dress-making, mechanical work and other projects, with all clubs and chapters in Sumter County joining in. Youngsters from throughout the state will be invited to join in the judging contests.

Show is being sponsored by the Sumter County Board of Commissioners, the Florida Department of Agriculture, the Florida Extension Service, the Bank of Wildwood, the First National Bank of Leesburg, the Florida Bank at Bushnell and Sumter County Farmers Market.

Classifications will be the same as in past years, although prize money has not yet been announced. The following classes are set up for each breed, for both bulls and females:

Calved between May 1 and May 31, 1954; Calved between June 1 and June 30, 1954; Calved between July 1 and July 31, 1954; Calved between August 1 and August 31, 1954; Calved between May 1 and August 31, 1953; Calved between September 1 and November 30, 1953; Calved between January 1 and April 30, 1954.

The show is open to the entire state and any breeder from any part of Florida is invited to compete, according to Giddens.

Cattle will be on display throughout the four days, until 5:00 p.m. on Saturday.

Grand champion bulls at the Webster show last year are shown in the pictures at left. At top is Crawford Rainwater of Perdido Ranch with Perdido Bardolier 7. Center panel shows H. B. Richardson of Henry O. Partin and Sons’ Heart Bar Ranch with Emperor Carioca. Lower photo is of Earl Gadd with Velva Haven Farms’ VH Cruiser.

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The Florida Cattlemen
Past Sumter Winners Are Named

Over the years since 1946 when the Sumter All-Florida Breeders’ Show began, many herds have won grand championships. Below is a list of the champions at the show:

Aberdeen-Angus—Eileenmere’s Kind 4th, and Queen Mother Esther C. 50th, Sun Lake Ranch, Lutz (1946); Eileenmere’s Kind 4th, Sun Lake and Pride of Romeo 3rd, Hunta Hunta Hara Ranch, St. Augustine (1947); Florida Magic Master 4th, University of Florida, and Lady Blackcap Ensign, Sun Lake (1948); Florida Magic Master 4th, University of Florida, and Bandoler’s Erica of Sun Lake, Sun Lake (1949); Mahrapo Bandoler, Perdido Ranch, Pensacola, and Zet’s Postelmore Ewa, Zetroner Stock Farm, Micanopy (1950); Prince of SHF and Blackbird of Sun Lake, Sun Lake (1951); Hideaway Monarch 2d, Sun Lake, and KB McHenry Blackcap Empress 14th, Gulfstream Farm, Fort Lauderdale (1952); Perdido Bandoler 7, Perdido, and K Pride of Gulfstream 2d, Gulfstream (1953).

Brahman—Su Manso 161st, J. G. Brown, Jr., Webster, and Cannon 944, C. H. Beville, Bushnell (1946); Dumpy’s Blue Boy, Norris Cattle Company, Ocala, and Lady Queen S. Manso, Henry O. Partin and Sons, Kissimmee (1947); Emperor’s M. M. 788, Oakley Murphy, Avon Park, and Lady C Emperor 920, Partin (1948); Delaco Manso 53rd and Dandelion’s Paula, Norris (1949); Horozonto Emperor, Partin, and Miss Heroto Manso, Norris (1950); Horozonto Emperor, Partin, and Miss Aristo Imperator, W. H. Stuart, Bartow (1951); ADS Abgar de Emperor 666, A. Duda and Sons, Cocoa, and Lady Emperor Manso 9, W. C. Champion and Son, Orlando (1952); Emperor Cariloa, Partin, and ADS Queen de Manso, Duda (1953).

Hereford—FHR Florida Domino and FHR Daisy Domino, T. Noble Brown, Webster (1946); SFR Battle Blanda and Misschief Belair, Santa Fe River Ranch, Alachua (1947); FHR Larry Domino, C. J. Hooten, Center Hill, and Donna Domino, Circle LP Ranch, High Springs (1948); MHR Prince Domino Return and Mary Mischief 2d, Melton (1949); MHR Prince Domino Return, Melton, and Joan 25th, Milligan Ranch, Callahan (1950); RHR True Domino 22d, Riggs Hereford Ranch, Ocala, and Lady Patsy, Santa Fe (1951); FH Larryette 8th and FH Larry Domino 44th, VelVa Ha (Continued on page 54).

9th Annual Sumter All-Florida Breeders’ Show

Wednesday, November 3, 1954
8:00 a.m. Deadline for Entry of Cattle at Show Barn
8:00 a.m. Classification of Entries Begins
9:00 a.m. Brahman Judging Starts

Thursday, November 4, 1954
9:00 a.m. Judging of Herefords Begins
1:00 p.m. Sale of Registered Herefords

Friday, November 5, 1954
9:00 a.m. Judging of Aberdeen-Angus Begins
1:30 p.m. Sale of Registered Aberdeen-Angus

Saturday, November 6, 1954
9:00 a.m. Judging of Shorthorns Begins
10:00 a.m. 4-H and FFA Junior Judging Contests
1:00 p.m. Sale of Registered Shorthorns
2:00 p.m. Awarding of all prizes

(Cattle to remain on display until 3:00 p.m.)

Send Entries to O. M. MAINES, Secretary, BUSHNELL, FLORIDA

WEBSTER NOVEMBER 3-6

Cash Prizes for Aberdeen-Angus, Brahman, Hereford and Shorthorn Cattle

This advertisement sponsored by the Eastern Brahman Association, Florida Aberdeen-Angus Association, Florida Hereford Association, and Florida Shorthorn Breeders’ Association, cooperating with the Sumter All-Florida Breeders’ Show.
A Message to Florida Cattlemen:

As a commercial cowman, your primary interest is producing the most of the highest grade of beef you can produce on the acreage you have with the improvements in pasture, irrigation and the like which you have been able to make.

As purebred breeders, the members of the Florida Hereford Association are producing the kind of bulls which will help you bring your cow herds up to maximum production.

I'd like to take this opportunity to outline for you some of the advantages which will come to you through use of Hereford bulls on your grade cows:

Well bred Hereford calves ALWAYS bring more money (take the Feeder Calf Sales at Gainesville for example, where Herefords averaged $15.75, the next highest breed averaged $15.57 and all breeds averaged $14.60—or check your local auction sale):

Should the calf market be depressed, as it is this fall, Hereford calves are the kind which respond to feed as well as grass, and you can profitably feed them for market as fat stock in the winter and spring;

Herefords are docile cattle, they don’t lose precious pounds by “acting up”; they are easily doctored, easily penned, easily handled.

The Hereford bulls we are selling are the kind you need to build your grade herds to produce higher quality beef. All are old enough for service now—17 months or older. They have not been pampered, but they are well grown out.

At this writing, I’ve seen practically all of the bulls that are consigned to the sale and I’d like to point out that they are a great deal better than the bulls that sold in last year’s sale. Don’t miss this offering of top bulls that represent top production in some of the best herds in Florida.

Decide NOW that your next cross will be a Hereford cross. Be at Webster November 4.

W. F. Snead

USE HEREFORD BULLS!

Schedule of Hereford Events

Thursday Morning, NOVEMBER 4, 1954
Judging of Registered Hereford Cattle
9:00 a. m.

Thursday Afternoon NOVEMBER 4, 1954
Sale of 73 Registered Hereford Bulls
1:00 p. m.

AUCTIONEER
Col. Pete Swaffar, Tulsa, Okla.

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Floral City
COCK O’WALK RANCH, F. A. Cockrill
McIntosh
DELAND FFA CHAPTER
Deland
Hereford Bulls Meant Extra Dollars at the Gainesville Feeder Calf Sale!

Hereford calves sold at Gainesville brought an average of $1.15 per hundred more than the average for all breeds. What better evidence could you want?

BULLS AT WEBSTER, FLA,
DURING THE SUMTER ALL-FLORIDA BREEDERS' SHOW
NOVEMBER 4, 1954

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

73 bulls will be sold in this sale. All are of breeding age. Their pedigrees represent the top Hereford bloodlines—bloodlines which spell BEEF in 80 percent of America's cattle.

For the fourth time the sale is being held in connection with the Sumter All-Florida Breeders' Show at Webster. All sale animals will be on display during the Show starting Wednesday, November 3. Judging of Herefords, including some of the sale bulls, will begin at 9:00 a.m., on November 4, and the sale is scheduled to start promptly at 1:00 p.m. at Webster.

Herefords brought the highest prices at the Feeder Calf Sales in Gainesville in September—averaging $15.75 per hundredweight, with steers bringing an average $15.96 and heifers $15.35. The highest price of the auction—$36.50 per hundred—was brought by a Hereford. This is conclusive evidence that the more Hereford blood you have in your calves, the higher the price they will bring.

Don't miss this sale, but if you will be unable to attend, look over our catalog and send your mail bid to C. D. Swaffar, 1111 S. Pittsburg, Tulsa, Okla.

MANY ARE SUITABLE FOR REGISTERED HERD SIRES

For catalog, write W. F. SNEAD, PRESIDENT,
FLORIDA HEREFORD ASSOCIATION, ALACHUA

73 BREEDING AGE BULLS

THE FLORIDA HEREFORD BULL SALE AT WEBSTER, NOVEMBER 4

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E-J RANCH, Lovette Jackson
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EMERALD ACRES RANCH
Orlando

FINLEY FARMS
Ocala

FLYING Z RANCH, George Zeagler
Palaika

E. D. GREGORY
Dinmore

JOHN L. HINDERY
DeLand

TOMMY LAWRENCE
DeLand

MELTON HEREFORD RANCH
Gainesville

MIDYETTE HEREFORD RANCH
Tallahassee

RICHMOND H. PECK
Gainesville

RAWSON BROTHERS
East Palatka

RED ARROW HEREFORD RANCH
Astatula

LAWRENCE RUSSELL
Gainesville

S. & L. RANCH, P. A. Sargent
Crescent City

SANTA FE RIVER RANCH
Mr. & Mrs. A. D. Davis
Alachua

UNIVERSITY OF FLORIDA
Gainesville

VEL VA HAVEN FARMS
Delray Beach

W J RANCH, W. J. Newman
Holopaw

E. REED WHITTLE
Orlando

for November, 1954
73 HEREFORD BULLS to Sell
At Webster November 4th; Quality Good, Say Breeders

Florida Hereford Association again sponsors auction; Sale will be held in conjunction with the Sumter All-Florida Show

Florida Hereford breeders have consigned a record-breaking 73 bulls to the Florida Hereford Association fall bull sale scheduled at Webster November 4—and 26 different breeders have entered animals for the auction.

That’s what W. F. Sneed, president of the association, reported as THE CATTLEMAN went to press.

“Florida Hereford breeders know what Florida commercial cattlemen need in the line of bulls,” Sneed pointed out. “This is our effort to provide every cowboy with the opportunity of getting one or a dozen bulls of the type he wants.”

Sale is being held, as usual, in conjunction with the Sumter All-Florida Breeders’ Show at Webster, Thursday, November 4, will be Hereford day from start to finish, with judging slated to begin at 9:00 a.m. and the sale scheduled to start promptly at 1:00 p.m. in the arena at the new Sumter Livestock Pavilion, with C. D. “Pete” Swaffar as auctioneer.

Only one of the 73 bulls consigned is under 18 months old, and the majority are two’s or coming three’s, Sneed points out. Included in the list of consignors are virtually all of Florida’s top Hereford breeders. Both Polled and Horned Herefords will be sold.

Breeders are predicting a good demand for the bulls, particularly in view of the good prices paid for Hereford steers and heifers at the Hereford Feeder Calf Sale in Gainesville in early September.

This year several FFA members will be among the consignors, all of them members of the DeLand Chapter, Future Farmers of America.

Largest individual consignor is VelVa Haven Farms of Delray Beach, which is offering 13 bulls in the auction. Second largest seller will be A. E. Cayson and Son of Blountstown and Lovette Jackson of Gainesville, each selling five.

Bulls like the fine Hereford owned by A. E. Melton of Gainesville which is shown in the photo at right are responsible for much improvement in quality of Florida commercial herds. Note the blocky build of this bull. Florida breeders are offering 73 registered bulls at Webster November 4.
Herefords In Demand In Glades

Top 25 percent averaged $185
Top 50 percent averaged $154

A total of 59 young, purebred Herefords, consigned by veteran breeder John J. Cummings of Seminole Farms, Donaldsonville, Georgia, brought an average of $350 per head at the Glades Livestock Market at Belle Glade. Sold at the September 24 auction were 38 bulls and 21 heifers which grossed $21,400.

It was the first Florida auction sale for Cummings' Seminole Farms, although he has been providing bulls for Florida cattlemen for many years. Another similar sale has been announced for November 26, and will again be held at the Glades Livestock Market (see page 43 for details).

An average of $341 was paid for the bulls and $390 for the females. W. G. Hull of Pahokee, with the purchase of 17 heifers and six bulls for $980, was the biggest single buyer of the sale. Hull also paid $650 for Seminole Larry 42d, which was the top price for a single lot.

Robert Cooper of Sarasota auctioneered the sale.

Bulls sold, listed by purchasers, with prices paid, were as follows:

- W. G. Hull, Pahokee—Seminole Larry 42d $600; Seminole Larry 38th $560; Seminole Baca Dom 32d $400; Seminole Larry 48th $310; Seminole Baca Dom 38th $310; Seminole Mixter 44th $220;
- O. H. Chastain, Canal Point—Seminole Baca Dom 45th $480; Seminole Larry 54th $460; Seminole Baca Dom 56th $560; Seminole Mixter 38th $610; Seminole Baca Dom 50th $420;
- G. K. Ackerman, Clewiston—Seminole Baca Dom 29th $250; Seminole Baca Dom 40th $290; Seminole Baca Dom 54th $350; Seminole Baca Dom 50th $250; Seminole Mold 42d $240; Seminole Mold 44th $250;
- M. W. Wilder, Lake Harbor—Seminole Larry 41st $330; Seminole Mold 49th $290;
- Dixie Ranch, Okeechobee—Seminole Larry 45th $450; Seminole Baca Dom 32d $410; Seminole Baca Dom 58th $280;
- Daley Ranch, Belle Glade—Seminole Baca Dom 39th $340; Seminole Larry 48th $350; Seminole Mold 41d $380; Seminole Baca Dom 52d $450;
- P. Thompson, West Palm Beach—Seminole Baca Dom 32d $350; Seminole Baca Dom 52d $350;
- Seminole Baca Dom 55th $270; Seminole Mixter 53d $350;
- R. W. Hughes, Lake Worth—Seminole Larry 44th $310;
- Barde Ranch, Canal Point—Seminole Mod 39th $350; Seminole Mixter 44th $330;
- Sturdivant Farms, Belle Glade—Seminole Baca Dom 41st $100;
- R. Wilson, Pahokee—Seminole Mixter 43d $325; Seminole Baca Dom 49th $280;
- W. E. Webb, Canal Point—Seminole Baca Dom 47th $250;
- Hendry Cattle Co., La Belle—Seminole Baca Dom 48th $350.

Females sold were as follows:

- W. Hull—Seminole Larry 54th $510; Seminole Baca Dom 54th $490; Seminole Baca Dom 56th $400; Seminole Mold 29th $380; Seminole Larry 29th $410; Seminole Mixter 50th $510; Seminole Mixter 40th $510; Seminole Larry 21st $410; Seminole Mixter 41st $380; Seminole Baca Dom 18th $400; Seminole Mixter 43d $380; Seminole Mixter 44th $300; Seminole Larry 25th $410; Seminole Mixter 45th $300; Seminole Larry 29th $400; Seminole Mixter 47th $310; Seminole Baca Dom 22d $350; Seminole Baca Dom 8th $370; Seminole Baca Dom 26th $370; Seminole Larry 24th $350; Seminole Larry 27th $350.

Don't forget to vote November 2.

Remember!!

SANTA FE RIVER RANCH'S SECOND ANNUAL SALE
JANUARY 7, 1955

SELLING:

40 Good Bulls
25 Top Heifers — Bred to CMR Rollo 12th
and CMR Mischief Domino 96th

MARK YOUR CALENDAR FOR THIS OUTSTANDING EVENT

Write for catalog . . .

Santa Fe RIVER RANCH

Polled Herefords—More Beef $ Per Head
W. F. Sneed, Manager • Mr. and Mrs. A. D. Davis, Owners
ALACHUA, FLORIDA

BREEDING BETTER LIVESTOCK


451 PAGES, 6 X 9, 57 TABLES 144 ILLUSTRATIONS

In this book you have a dependable guide to understanding and applying the scientific facts of reproduction, heredity, and selection for more effective mating and breeding of livestock. The book is easy reading, even for a person without previous training in genetics.

You learn about fertility and sterility, managing breeding males and females, and how to handle animals during pregnancy and birth to prevent damaging losses to valuable livestock. In addition, you're given a detained treatment of artificial insemination—the method whereby just about every breeder can take advantage of top-grade sires. Final chapters on breeding systems discuss such topics as inbreeding, outbreeding, crossbreeding, and linecrossing.

The Cattleman Press BOX 891, KISSIMMEE, FLA.
Seminole Farms, Donalsonville, Ga.—one of Georgia's top Hereford herds—makes this offering on
FRIDAY
NOV, 26
AT
Belle Glade

SEMINOLE MIXER, son of HG Proud Mixer 579th, by WHR Proud Mixer. He is the sire of some of the bulls and bred heifers in the sale.

Hillcrest Larry R 25th. This outstanding bull is the service sire of the bred heifers and also the sire of the open heifers that sell.

Seminole Crest, the first calf sired by Hillcrest Larry R 25th. This smooth animal sells open.

Make your plans now to attend!
AT AUCTION IN FLORIDA!

30 Bulls
18 to 24 months old—SERVICE-AGE

20 Bred Heifers
All bred to Hillcrest Larry R 25th

5 Open Heifers
Daughters of Hillcrest Larry R 25th

Selling at the Glades Livestock Market

THE FINE RESPONSE that Florida cattlemen gave to the Seminole Farms offering in their sale on September 24 in Belle Glade has prompted them to bring another offering of fine Hereford cattle to Florida.

JOHN J. CUMMINGS has a record of 41 years of Herefords at Seminole Farms and has this experience behind his second Florida sale offering. He has been providing bulls to Florida cattlemen for years and these animals have proven themselves in registered and commercial herds throughout the state.

THE 30 BULLS in the offering are sired by some of the best-bred Hereford bulls in the South, including: MW Larry Domino 109th, an own son of the famous register of merit sire, Larry Domino 50th; Seminole Mixer, a son of HG Proud Mixer 579th; True Mold Advance 2d, sired by True Mold Advance; and WJR Royal Prince, sired by Baca Royal Domino 21st.

THE 20 BRED HEIFERS are all guaranteed safe in calf to Hillcrest Larry R 25th, a top bull who was the grand champion at the 1953 Florida State Fair.

THE 5 OPEN HEIFERS are all outstanding daughters of Hillcrest Larry R 25th.

Seminole Farms
Mr. and Mrs. John J. Cummings
Mr. & Mrs. Paul E. Stout
Donalsonville, Georgia

or contact George Young, Manager, Glades Livestock Market, Belle Glade, Fla.

• AUCTIONEER: Col. Robert Cooper, Sarasota, Fla.

for November, 1954
**POLLED HEREFORDS**

**FLYING Z RANCH**

Dr. George M. Zeagler, Owner
Located three miles west of Satsuma, Florida

**THE J-BIRD'S RANCH**

JOHN J. BIRD, owner
HERNANDO, FLORIDA

Four miles north of Inverness on U. S. 41

**POLLED HEREFORDS**

**BILLBOB RANCH**

E. F. FLENWIDER, Owner
1/10 Mi South On Phone Dade City, Fla. U. S. 301 6031 White

**GOULD RANCH**

Phone 2514 • Dade City, Fla.

**MALLOY HEREFORD RANCH**

Dallas Malloy, Owner
MARIANNA, FLORIDA

Box 490 Phone 104, 2081R

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**Rumen Activity Stimulated, Forage Utilized through Supplement Use**

by J. B. JOHNSTON

Former Livestock Specialist
The Quaker Oats Company

The health and productiveness of Florida range cattle, like other farm animals, are based primarily on range grasses properly supplemented, and those regions of the world that afford the longest seasons of lush pastures properly supplemented, such as New Zealand and the Channel Islands, have some of the best records of production and herd health.

Research during the past few years has unfolded a host of nutritional deficiency diseases which are of great economic importance. It is a thrilling story to hear how great areas of the earth’s surface have become successful animal production centers through supplementing the range grasses—for example, use of phosphorus and trace elements on the South African Veldt, and supplying phosphorus and trace elements for the cattle and sheep of Australia and New Zealand. This is positive evidence, well authenticated and confirmed.

In the case of parasitic invasions the importance of properly supplementing the range grasses has been even more tangibly established. In 1947 Dr. George H. Hart, Dean of the School of Veterinary Medicine at the University of California went to New Zealand as a delegate from the National Research Council to the Seventh Pacific Science Congress, and was quite impressed with the concentration of the sheep population—some 35,000,000 on two islands.

At the very noted Ruakura Animal Husbandry Research Station near Hamilton in the North Island, he asked Director C. P. McMeekan how they treated sheep to keep down parasites. He replied: “If it becomes necessary to treat sheep to keep down parasites, management is at fault.” This is one way of saying that if sheep and cattle are maintained on a plane of nutrition that will result in the principle of continuous growth curve, ordinary gastro-intestinal parasites will not be able to make sufficient headway to require medication. This has been supported by data in many experiments with different species.

The poor health and low productiveness of many range animals in Florida comes solely from poor range grasses which are primarily cellulose. In addition, our modern range animals have been bred to a level where they are capable of producing much more than is obtainable from the nutrients of Florida range grasses alone.

Poor range land grows grass that is poor in vitamins, poor in minerals, poor in enzymes and poor in protein quality. Soils deficient in available minerals will not produce healthy plants. Grasses from such soils do not produce healthy animals, and they cannot be expected to maintain the health of our livestock without being supplemented.

Many ranchers are fertilizing their pastures heavily with relatively pure salts of the three basic fertilizers: nitrogen, phosphoric acid and potassium. They are not replacing, in most cases, the small amounts of trace elements needed.

Up to a few years ago everyone considered cobalt just another ore that miners dug out of the ground for use...
in industry. They did not know that it was an important food element, all mixed up with vitamin B12 and the famous animal protein factor we hear so much about.

Common men had their tussle with this element a few years earlier. On certain lands cattle became anemic, lost weight, dropped in milk production, and in general went to pieces. No disease germs were found. Not even a virus. The solution finally turned out to be the addition of a tiny pinch of cobalt to their feed.

If cobalt, just one of dozens of rare mineral elements ignored a few years ago, now turns out to be so important to the health of our livestock, just what might be the significance of the dozens of other trace elements whose secrets are now being unraveled?

Similar to vitamin B12 are the wonder drugs, known as antibiotics. To my way of thinking, they are not really drugs at all, but are natural food elements that may be found in good healthy soil and in the plants growing from that kind of soil. The first of these antibiotics to be discovered was penicillin. Since the discovery of penicillin, several other antibiotics have been made available which, when added to poultry and livestock feeds, make chicks, pigs and calves grow faster and enjoy greater health.

With the modern scientific tools like the spectrograph, it is now possible to determine what elements are lacking in poor soils and what are present in good soils. This gives us information never before available on how to keep animals reproducing and in good health.

Here in Florida, aside from exceptionally fertile farms, our cattle can hardly keep up their growth and maintain their body weight on range grasses alone. They cannot get enough nutrition from range grasses in Florida summer or winter to give milk, make fat, build up resistance to nutritional diseases and reproduce regularly.

Because of the poor soil and the high rainfall our grasses give us greater yield to the acre, but usually they do not give greater amounts of sugar, starch and protein to the pound. Mostly, only the cellulose content is increased, not only by the acre but by the pound. The rest of the nutrients are stretched out, cellulose making up most of the extra yield.

Since there is more cellulose in Florida range grasses than any other substance, we must make up the difference by offsetting the weakness of our range grasses so the cow can digest and make more fats out of the extra cellulose.

In the dark, pulsating mass of semi-liquid feed in a cow's first stomach, there are an astronomical number of micro-organisms—as many as 90,000,000,000 in a gram of rumen content. Somewhat like the same bacteria that live on the roots...
To raise the 
BEST BEEF 
in the most economical 
way . . .

POLLED HEREFORDS ARE THE ANSWER!

- Breeding better Polled Herefords is our business. We invite you to stop by and inspect our herd at anytime. A few animals for sale now.

Spring Hammock HEREFORDS
F. M. PEMBLE
Phone 272, Leesburg, Florida
Headquarters 2 miles E. on U.S. 441

HEREFORDS
The bloodlines of champions
CONNELL STOCK FARM
INVERNESS FLORIDA

Don't Miss An Issue!
One Year, $2.00; Two Years, $3.00; Four Years, $5.00
The Florida Cattleman

State Fair Premiums Set

Celebrating its 50th anniversary, the 1955 Florida State Fair, running from February 5-19, promises to be the biggest show yet with special features including for the first time open shows in all five cattle breeds. Previously, only one breed during each fair was “open” to entries from out of state.

Officials of the Eastern Brahman Association are also planning a third annual International Cattlemen's Event. The time and date for this event has not yet been announced, but it will no doubt be during “Bee Week” at the fair.

Lawson Kiser of Valrico is the superintendent of the beef cattle show and Thomas W. Sparks, assistant extension dairyman for the University of Florida, is superintendent of the dairy show. The swine show is under the supervision of S. John Folks who held the same post at last year’s fair.

Beef premiums total $15,440 with $2252 for Angus to be judged by Dr. A. E. Darlow, Oklahoma A&M; $2955 for Brahman bulls judged by Louis Gilbreath, manager of the Southeastern Fat Stock Show, Ocala; $2718 for Herefords judged by Dr. Darlow; $2454 for Santa Gertrudis judged by James E. Pace, University of Florida, and $2721 for Shorthorns judged by Dr. Darlow.

In the dairy division Ayrshire, Brown-Swiss, Guernsey, Jersey and Holstein-Friesian breeds will be judged by Prof. Fordyce Ely of the Ohio State University. The premium for each breed are $2509, a total of $12,515 for this division.

The swine show includes classes in the Duroc, Hampshire and Tamworth breeds. The premiums for Duroc and Hampshire will be $815 for each breed and $195, for Tamworths. Prof. Charles D. Shawver of Mississippi State College will judge all the swine classes.

The Parade of Beef Champions, a big feature of the fair, scheduled for February 17, and the Parade of Dairy Champions will be held February 8, both in the Nathan Mayo Pavilion at 5:00 p.m.

of legumes and help the farmer put nitrogen into the soil, most of these rumen bacteria are friendly busy bodies. These bacteria can consume fibers of cellulose. They can crack the hard shell of cellulose fibers in range grasses and synthesize them into usable food.

For instance, they convert some of the food into the important B-Complex vitamins. Also, in using one of the liquids the cow secretes into the rumen–an enzyme called urease–the bacteria are able to convert the nitrogen found in the range grasses into useful proteins.

There are three carbohydrates in range grasses–sugar, starch and cellulose. Sugar digests fast; starch medium fast, and cellulose very slowly. A cow eating Florida grasses alone may half starve; her digestion will be so slow she will not get hungry enough to eat her fill, and she will digest less of what she eats. Give her a supplement to the range grasses that supplies what is missing and the bacteria in the rumen will multiply by the billions and break up the cellulose. The cow will digest more of it, pass it out, and get hungry again.

The right kind of grass supplement helps digest the cellulose in range grasses much faster. Like opening the draft on a furnace, this consumes grass faster, and makes cattle eat more and digest more of what they eat.

Poor individuals in herds are often animals that are suffering from borderline deficiencies. Every rancher has few animals that are "poor doers," yet show no apparent symptoms of infections or disease. Often these are animals that have a high requirement for certain nutrients. Very often they would be "good doers" if they had access to a superior free choice balanced supplement to range grasses summer and winter.

A rancher who prates about his range conditions being satisfactory as they are may not realize that most common disease-producing factors are from range grass deficiencies. In the past, before nutritional principles were on a scientific basis, much theorizing was done as to the cause of some of the common diseases. Today we know that the average healthy animal will live out its life free from disease if properly nourished.

Grass supplements must be complete and efficient. There is no room for worthless supplements and neither is there any tolerance for even borderline deficiencies in supplements.

New Members of the 
American Hereford 
Association Reported

A Florida breeder, Flake A. Parker of Gainesville, was among go from all over the country named to membership in the American Hereford Association recently. The additions to the official roster boosted the Association’s total membership to an all-time high of 24,257.

In July five more Florida Hereford breeders were added to the membership list. They were: D. D. Bowen, Lime- stone; Robert H. Milton, Marianna; Casa Contenta Ranch, Ocala; Beaudette Farms, Ruskin; and P. H. Murphy, Jr., Zephyrhills.

The Hereford Association also reports that Frank Pembble, Leesburg, Florida, bought five Hereford heifers from V. V. Cooke, Prospect, Kentucky.

The Florida Cattleman
Cummings Sets Date for Second Sale

FLORIDIANS WILL have another crack at registered Herefords raised at Seminole Farms, Donaldville, Ga., when Owner John J. Cummings brings some 60 more animals to the Glades Livestock Market in Belle Glade on November 26—a Friday.

That's the word from the Georgia breeder, who was well pleased with the reception given the 65 head he sold at Belle Glade on September 24 (see sale report on page 37).

Cummings, who's been in the Hereford business for more than 40 years, is no newcomer to Florida. Bulls from the Donaldville herd have been used in the state by dozens of commercial cattlemen and registered herd owners during the past four decades—and, according to Cummings, his cattle have uniformly performed well under Florida conditions.

Breeding in the Cummings herd features some of the top bloodlines in the country. His sires include: MW Larry Domino 109, an own son of the famous register of merit sire, Larry Domino 50; Seminole Mixter, a son of HG Proud Mixter 579; True Mold Advance 2; and WJR Royal Prince, sired by Baca Royal Domino 21.

Included in the Cummings offering at Belle Glade in November will be some 30 bulls, all of them service age, 20 heifers, bred to Seminole Farms sires, and five open heifers.

Oxford Buys Steers For Fattening Program

A LAKELAND-Polk City cattlemen, T. J. Oxford, Jr., who purchased 120 steers in September as part of a steer-fattening program, says he plans to buy 500 more during the next 10 months. All of the steers in the first group were Herefords from Louisiana. The plan, now in operation at Oxford's Clear Lake Ranch, is to feed the cattle on fertilized pasture, urea molasses, citrus pulp and cotton seed meal on a two-head-per-acre program.

THE CHIEFLA Artificial Breeding Association bred 1598 cows during the year just completed, reported association technician Reuben Mohs. In 1953, 1544 cows were bred. Mohs formerly served with the American Breeders Service in Racine, Wisconsin.

Most of the breeding was done for dairymen.

for November, 1954
Results of Low-Gossypol Cottonseed Meal Research Is Discussed by Wallace

by H. D. WALLACE

Department of Animal Husbandry and Nutrition
Florida Agricultural Experiment Station
GOSSYPOL, a pigment found in cottonseed, has for many years prevented the unlimited use of cottonseed meal in swine feeds. Because of the susceptibility of swine to this toxic substance cottonseed meal has been fed mostly to ruminants and only insignificant quantities have been utilized in the feeding of hogs.

During the past few years much effort, by numerous researchers, has been directed toward the production of cottonseed meal which contains an unrestricted supplemental feed for swine and poultry. Considerable progress has been made by means of improved processing methods to remove gossypol content of certain cottonseed meals has been greatly reduced. In view of the ever-present shortage of proteinaceous feedstuffs for swine feeding the importance of this development to the swine producer and particularly to the swine producer of the South is apparent.

Removal of gossypol from the meal is extremely difficult. High temperatures and moisture are the means by which this can be accomplished. However, great care must be exercised because high temperatures will affect the quality of the meal by destroying the protein and other essential nutrients. The cost of producing low-gossypol meal is greater than the cost of producing meal in the routine manner. Thus, the cost to the feeder will be some higher than for ordinary cottonseed meal.

Much of the work on processing methods has been conducted at the Southern Regional Research Laboratory at New Orleans, Louisiana. Several of the meals experimentally produced there and at plants throughout the Southern area have been critically tested in feeding experiments here at the University Swine Farm. These experiments have been most interesting and have revealed many things concerning the use of low-gossypol meal in swine rations.

In one of the early studies it was clearly shown that the old conventional meals would kill pigs due to the gossypol content, whereas the new processed meals fed under the same conditions caused no deaths. It was also shown that the addition of certain materials such as iron sulphate, the amino acid lysine, and the antibiotic aureomycin, improved low-gossypol CSM rations. Soybean oilmeal invariably out-performed cottonseed meal. Pigs generally preferred soybean oilmeal to cottonseed meal, and other things being equal, will gain faster and more uniformly on a corn-soybean oilmeal.

The low gossypol meals, particularly those to which processing residues have been added, are satisfactory for swine feeding. There is little danger of gossypol poisoning even when fed as high as 50 percent of the ration. The common recommendation for the feeding of old processed meals was never to go higher than 9 to 10 percent. Although the entire protein supplement can now be fed as cottonseed meal better results will generally be obtained if it is fed in combination with soybean oilmeal or a high quality animal protein supplement. It is not recommended that low-gossypol cottonseed meal be self-fed free choice. Under these conditions it would be remotely possible for an inept pig to decide to live on cottonseed meal and as a consequence consume dangerous quantities of gossypol.

There is still some gossypol in the low-gossypol meals. All of it has not been removed. A 50-50 mixture of cottonseed meal and another good protein supplement is suggested for self feeding. In an experiment conducted to determine the feasibility of feeding low-gossypol cottonseed meal to sows during gestation and lactation it was observed that the cottonseed meal was just as suitable as the soybean oilmeal.

There is little question but what cottonseed meal is coming into its own as a swine feed. More and more of the low-gossypol meal will be produced as processing equipment can be altered. The swine feeder should heed this warning however. There is still a lot of cottonseed meal on the market that will kill your pigs. Make sure that you are buying low-gossypol meal for use in your swine feeds.

Clay Pastures Reported In Good Condition

Clay County pastures have made fine growth during the past few weeks and promise much good winter grazing for cattle. County Agent Charles C. Below reports.

Timely applications of fertilizer in late summer and early fall and good rains stimulated growth of grass. Some farmers have harvested hay and silage from surplus pasture. Temporary pastures of lupine and oats have also been planted, he reports. This combination of sweet yellow lupine and oats will be used for winter grazing.

The Florida Cattleman
150 Angus in Good Demand
At ‘Off-the-Grass’ Sale
Held at Orlando Market

Top 25 percent averaged $334
Top 50 percent averaged $295

The nifty “Off the Grass” Aberdeen-Angus sale of September 15 in Orlando brought in a gross of $48,820 for 170 head of registered cattle, most of which were consigned from Florida. An average price of $275.50 was paid for each lot, as the 11 bulls averaged $438 and the 159 females averaged $240. Many of the females were sold with calves at foot.

The Mid-Florida Livestock Market was the scene of the sale which was auctioned by Stan Haworth of Warrenton, Virginia.

T. M. Brit of Winter Garden bought the largest number of cattle. He paid $500 for a head of heifer which will be used in his Charolais cross-breeding project. Another new buyer was Claude Roberts of Punta Gorda, who paid $900 for 26 animals.

Members of the sponsoring Florida Aberdeen-Angus Association, and four guest breeders from Virginia, represented by Dave Canning of Staunton, were the consignors. Louis Geraci of Lutz managed the sale and Bill Terry of the American Aberdeen-Angus Association added comments at the ringside. Canning, who owns Sugar Loaf Farm in Virginia, read pedigrees.

James Townsend of Lake Butler bought the highest priced animal—Prince Eric of Mirador consigned by Sugar Loaf Farm—for $1,000.

Other top buyers included Ford and Matheny of Land O’ Lakes who paid $800 for Kinloch Prince 12th, Barr Groves, Inc. of Winter Haven, the Florida Produce Co. of Dade City, James Matheny of Land O’ Lakes and George Kempfer of Deer Park.


Bulls sold, listed by consignors, with purchaser and price paid were as follows:

<table>
<thead>
<tr>
<th>Name</th>
<th>Consignor</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prince Eric of Mirador</td>
<td>Sugar Loaf Farm</td>
<td>$1,000</td>
</tr>
<tr>
<td>Kinloch Prince 12th</td>
<td>Barr Groves Inc.</td>
<td>$800</td>
</tr>
<tr>
<td>Ford and Matheny</td>
<td>Land O’ Lakes</td>
<td>$800</td>
</tr>
<tr>
<td>Perdido Ranch</td>
<td>Sugar Loaf Farm</td>
<td>$600</td>
</tr>
<tr>
<td>Prince of Fort Ogden</td>
<td>Elmer Heubeck of Ocala</td>
<td>$800</td>
</tr>
<tr>
<td>Harper Brothers</td>
<td>Sugar Loaf Farm</td>
<td>$800</td>
</tr>
</tbody>
</table>

Females sold, listed by consignors, with purchaser and price paid, were as follows:

<table>
<thead>
<tr>
<th>Name</th>
<th>Consignor</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jefferson Park Farm</td>
<td>Shadwell, Virginia—Covey Hill Georgina H125 $385 Roberts; Covey Hill Paragon H161 $385 Roberts; Covey Hill Blackbird H111 $275 Bull; Elba E. of De Loempurh $400 Gibbs</td>
<td>$385</td>
</tr>
<tr>
<td>Harper Bros</td>
<td>Runacoremore E160 $350 Harper Bros; Runacoremore E2d $365 Gibbs; Mirador Princes 15” $300 Jast; Femmone 1700 $290 Ericson</td>
<td>$365</td>
</tr>
<tr>
<td>White-Prince Barbara’s</td>
<td>Emma 1776387 $295 Kempfer; Prince Brook 1776385 $290 Kempfer; Prince Barbara Sunnybrook 1778684 $150 Kampfer</td>
<td>$295</td>
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</tbody>
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How would you like to buy good quality REGISTERED SHORTHORNS and POLLED SHORTHORNS at money-making prices even as commercial cattle?

Jim Wayne and three of the females in this sale.

159 HEAD AT AUCTION
Monday, Dec. 6
near CORINTH, MISS.

Sale at 12:00 Noon at Jim Wayne’s barn, 6 miles of Pickwick dam on Tennessee Highway 57. Just across the Mississippi-Tennessee line.

COMPLETE DISPERSION of two herds...

Dr. B. W. Williams, Corinth, Miss., completely disperses his Polled Shorthorn herd of 45 lots.

Jim Wayne, Corinth, Miss., completely disperses his herd of 73 lots, predominantly Short-horn, some Polled Short-horns.

63 cows, 41 with calves
20 bred heifers
24 open heifers
7 young bulls
4 herd bulls

We make no pretense—we aren’t telling you they can win International championships. They’re good quality cattle with good pedigrees, good, deep-bodied, practical beef cows that give plenty of milk. They’ve made money for us—they will for you. We don’t expect world record prices. They will sell at prices that enable you to own registered cattle that will pay out on a commercial basis if you wish. They are not fat, but were brought off pasture the middle of August to put into sale condition in 30 to 45 days. They should winter on this condition with a little feed until grass time. For further information or your illustrated catalog address:

DON LONGLEY, Sale Mgr.
16 So. Locust St.
Aurora, Illinois

for November, 1954
SELECTED Shorthorns to Be Auctioned at Webster
Nov. 6 During Sumter Show

Florida Shorthorn group plans auction of
cattle which are largely Florida-raised;
Cooper will be auctioneer

When the Florida Shorthorn Breeders
Association holds its sale at Webster,
November 6, it will become the third of
the state's breed association's to hold a
full auction during the Sumter All-
Florida Breeders' Show.

Only 29 head have been consigned to the
sale but 15 different breeders are
offering the cattle. Sale time will be
1:00 p.m. at the new Sumter Livestock
Pavilion.

Most of the animals selling will be
Florida-bred or Florida-acclimated, ac-
cording to R. G. Heine of Ocala, sale
manager.

"The quality also is going to be very
good," Heine reports. "This is the
largest number of consignors we've had
for our Florida association sales and the
breeders have been generous in con-
signing really good stock for this auc-
tion."

Since the sale isn't to be held until
Saturday, and the Sumter show starts on
Wednesday, interested cattlemen will be
able to inspect the cattle anytime after
8:00 a.m. Wednesday morning, up until
sale time. Auctioneer will be Bob
Cooper of Sarasota.

11 females and 18 bulls are included in
the offering, with Robinwood Cattle
Corporation of Davenport consigning the
largest number—two females and four
bulls. Heine, who owns Hills of Home
Farm near Ocala, is the second largest
consignor, with two bulls and two females.

Most of the animals selling will be
mature, Heine reports.

Bulls over two years old which are
being offered include: Levelledale Bonus
and Klaimor Rajah, both offered by
Dixie D Ranch of Odessa; Conniedale
Goldfinger from Far Reach Ranch, Mt.
Dora; RB Royal Leader and Knobhill
Prince, from Heine; Elmvale Baron 2d,
from Robinwood; Camson Cock Robin
8th from Rowe and Company, Fort Lau-
derdale; Pasco's Graduate from Douglas
L. Tipton of Dade City, Hillhomm Insig-
nia from Leon R. Douglas at Dade City.

Bulls 18 months to two years old at
sale time will include: Wilsons Jubilee
and Maplewood Leader from Robin-
wood; Collynie Illuminator from Frank
R. and L. P. Schell of Tampa; Orange-
wood Bill Coronet and Orangewood Will
Coronet from C. B. Rodenberg of Or-
lando; and Esender's Commander from
Hugo Wesc of Jacksonville.

Younger bulls which will sell are:
Robinwood Cashier 2d from Robinwood;
Hiland's King 3d from P. C. White of
Jasper; and Orangewood Silver King 2d
from Rodenberg.

Many of the females also will be ma-
ture animals, either proven breeders or
selling bred. Females two and over will
include: Kimmeldale Clipper 3d, Kimm-
eldale Besse 2d and Kimmeldale Law-
ner, all consigned by Bell Rock Cattle
Company of Ocala; Mayflower 29th from
Far Reach; Volumnia Lady and Peerless
Primrose from Heine; and Robinwood
Secret and Missie 4th from Robinwood.

Younger females consigned include:
Dyck's Woodlawn Lady, a senior year-
ling being offered by W. Y. Duycr, Jr.,
of Plant City; and LL Augustus Lady
2d and White Annie Laurie, two short
yearlings consigned by White.

Feature of the sale will be the inspect-
ion by a disinterested committee which
will take place the morning of the sale.

Any bulls or females which fail to come
up to the standards for the sale will not
be permitted to sell, according to Heine.

"We think this sale will be well worth
the attendance of all cattlemen interested
in improving their herds with good
Shorthorns," Heine has announced. "We
invite you to write the association, at
Route 1, Box 313, Ocala, for a catalog.
We'll also be glad to handle reservations
for you, if you wish, or you can contact
Mrs. T. Noble Brown at Webster, who is
handling reservations for the Sumter
show."

Citrus fruits, grazing lands and cotton
have suffered in parts of Lake County as
an inadequate rainfall continues to
plague these areas. But, R. E. Norris
reports, in other sections of the county
enough rain has fallen so that crops and
pastures have remained in healthy condi-
tion.

In the dry areas citrus fruits are some-
what smaller, grazing has been of poor
quality and Sealand cotton yields have
been reduced, says Norris.
November 6 is...

SHORTHORN DAY AT WEBSTER

20 Bulls and 10 Females Will Sell

Good, well grown service-aged bulls—for range as well as several herd bull prospects for registered herds.

Also 10 top females—Cows with calves at foot, also bred and open heifers. Some of the top breeding of the breed!

This sale is being held in conjunction with the Sumter All-Florida Breeders Show at Webster, Florida on November 6. These cattle can be seen for inspection at the Sumter Show anytime from Wednesday, November 3 until sale time.

All Shorthorns entered in this sale will be inspected the morning of the sale by an uninterested committee of livestock men and any bulls or females not coming up to the standard for the breed, will not be permitted to sell in the sale. Your guarantee of quality—you can buy with confidence.

Consignors include: Dixie D Ranch, Odessa; Leon Douglas, Dade City; W. Y. Duyck, Jr., Plant City; Far Reach Ranch, Mount Dora; Robinwood Cattle Corporation, Davenport; Rowe and Company, Fort Lauderdale; F. R. and L. P. Schell, Dade City; Douglas I. Tipton, Dade City; P. C. White, Jasper; R. G. Heine, Ocala; Bell Rock Cattle Company, Ocala; C. B. Rodenberg, Orlando; Wesch Brothers, Jacksonville.

Col. Robert Cooper of Sarasota will serve as auctioneer

FLORIDA SHORTHORN BREEDERS ASS'N

FOR CATALOG AND INFORMATION WRITE R. G. HEINE, RT. 1, BOX 313, OCALA, FLORIDA

for November, 1954
S’eastern Shorthorn Sale Is Set

W. R. Pullen, Damascus, Georgia, secretary of the Southeastern Regional Shorthorn Breeders’ Association—the membership of which includes over 100 top Shorthorn and Polled Shorthorn herds in four Southeastern states—announces that this group will institute a new system of selecting the sale cattle for the association’s annual fall show and sale to be held at Valdosta, Georgia, Wednesday, November 3. Here’s the plan:

“The sale manager has been instructed to accept all nominations of bulls and females from the members,” says Pullen. “These will all be catalogued. All cattle must have arrived at the barn by at least 4:00 p.m. the afternoon before the sale. The bulls will be let out at this time and tied to the railing. None will be allowed to stand near them.

“Then the judge will go through the group and pick out the 15 percent least desirable. This 15 percent will be taken to the rear barn and eliminated from the show and sale. The same procedure will be followed with the females. In the event that any bull should show weaknesses about the feet, hock, or legs that would make it difficult for him on the range then that animal will automatically be placed in the 15 percent.

“We realize that this places a tremendous responsibility upon the judge. That’s why we have selected one of the most capable men in the industry, Carl M. Johnson, DeKalb, Illinois. Johnson is not only a leading purebred breeder and showman, but is recognized as one of the country’s great judges of commercial cattle. For the last five years he has judged the show and sale of thousands of commercial Shorthorns at Billings, Montana. His feedlots at DeKalb are always filled with good Shorthorn calves and he is one of the Midwest’s biggest steer feeders. He is also president of the American Polled Shorthorn Society.

The regular show will be held at 9:30 a.m., November 3. The sale will begin at 12:30 p.m., November 3. On the evening before, the Southeastern will hold its annual banquet at the Daniel Grady Hotel, Valdosta, to which the public is invited. Besides Johnson, Dr. Milton P. Jarnigan, Professor Emeritus, University of Georgia, will be a speaker at the banquet.

Breeding cows to the best sire available—regardless of breed—is the best way to increase the production efficiency of a milking herd, according to experiments conducted by the USDA.
Far Reach Ranch Will Hold Sale On January 22

SATURDAY, JANUARY 22, will be the date for the first annual Far Reach Ranch Production Sale of Shorthorn cattle, according to Edwin Mead, owner of the ranch located on Lake Jem near Mount Dora.

Mead said the sale will feature 27 bulls and 37 females with the best of Shorthorn bloodlines. Cows with calves at side and a few of them rebred, bred heifers, and open heifers will all be sold in the sale.

Dr. D. W. Griffin, ranch manager, pointed out that the sale bulls have been selected for the breeder and commercial cattlemen. Nearly all of the males are 8 months to two years of age and are big, rugged bulls, Griffin said.

A large portion of the bred heifers will feature the service of Viking 4th, the 1953 International Grand Champion Shorthorn bull at Chicago, while other service sires will include Blackton Drambuie, Claymore Victory, and Peach Grove Goldfinder.

Griffin said the sale will be held at the farm and that further information on the sale will be announced at a later date.

‘Off-the-Grass’

(Continued from page 45)

Blackbird $215 Britt; Plantation Stapat 20 $215 Britt; Plantation Queen Blackbird 7 $215 Britt; Black Beauty McBride $170 Parker.

J. R. White—Bernice Theodore 4th $325 Kempfer; Miss Emulous Theodore $180 Britt; Miss Blackmore Theodore $180 Britt; Edella Sheraton Lady $190 Britt; Edella Sheraton Lady $250 Thomas.


Lusamar Farms, Valrico—Lusamar Miss Burgess 61st $250 Britt; Queen Viola Of Her-Mell $300 Roberts; Perdita Barbara $210 Britt.

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Lusamar Farms, Valrico—Lusamar Miss Burgess 61st $250 Britt; Queen Viola Of Her-Mell $300 Roberts; Perdita Barbara $210 Britt.
Santa Gertrudis Breeders Hold Annual Meeting

The election of new officers highlighted the annual membership meeting held at the Walebilt Hotel on Friday, October 15 with C. C. Peters of Lake Wales being chosen to succeed himself as president of the organization.

S. E. Thatcher of Miami was elected vice president and Howell C. Hopson of Leesburg was named secretary-treasurer of the group for the forthcoming year. Thatcher succeeds W. M. Larkin of Dade City, while Hopson replaces J. Arthur Pancoast of Uleta in his position. Pancoast was named as one of the Florida association’s representatives on the board of directors of the Santa Gertrudis International. He joins Peters and Charles Dempsey of Sarasota in that capacity.

Newly-elected directors include: R. A. Piel, Dade City; Larkin; Pancoast; Dr. Emory Bell, Gainesville; W. W. Leavine, Tampa; Dempsey; J. E. Crowley, Myakka City; Z. H. Patterson, Bradenton; Perry Boswell, Delray Beach; and David Maxwell, Lake City.

Peters presided at the meeting during which he gave a summary of the activity and progress of the association during the past year and called on Thatcher, as chairman of the promotion committee to give a report, while Pancoast gave the show committee report during the absence of Chairman Dempsey. He announced that there will be 64 tie rings reserved for Santa Gertrudis cattle at the 1955 Florida State Fair at Tampa and that J. E. Pace, assistant animal industrialist with the University of Florida has been selected to judge this breed.

Bruce Blount of Pompano Beach, chairman of the group’s sitting committee gave a report on his activities in selecting bulls from members for use in a University experiment that is to be conducted at Brooksville and thanked the members for the cooperation he received during his travels.

The group also voted to join the Pan-American Commission with headquarters in Tampa and had Earl Nullen, director of the commission, as their guest speaker at the meeting.

He told the group of the activities of the commission and said that one of his organization’s main promotion jobs is the Florida cattle industry as a whole and especially the purebred branch.

“Florida is coming along faster than any other state in relation to Latin American trade,” Mullen pointed out, “and we feel that a lot of the progress of Florida’s purebred cattlemen is dependent on the Latin American market.”

Baker County agent A. L. Harrell reports that grass silage for beef cattle is being made for the first time this year in the county.

Florida’s 1953 income from soybean sales totaled $86,000 according to a report from the National Soybean Processors Association.
Select Santa Gertrudis bulls of our 1954 sale.

FIFTH ANNUAL SALE
KING RANCH QUARTER HORSES
and
SANTA GERTRUDIS BULLS
NOVEMBER 10, 1954

Horse Sale: 10 A.M.  Bull Sale 2 P.M.
at the King Ranch Race Track.  The auction offering:

25 King Ranch Quarter Horse Yearling Colts and Fillies.
25 Santa Gertrudis Yearling Bulls.

This sale marks the 101st. year of continuous ranching at King Ranch.

Write for Sale Catalog

KING RANCH-KINGSVILLE, TEXAS

King Ranch Quarter Horses in action.
Now Available...

SANTA GERTRUDIS BULLS

- 4 eighteen-month-old bulls eligible for inspection for purebred classification.
- 10 bulls between seven and ten months of age that are all eligible for inspection for classification as purebreds next year.

ALL BORN AND RAISED IN FLORIDA

We invite you to visit our ranch anytime and see the outstanding dams and sires of these fine animals in our Santa Gertrudis herd No. 55 that was established in 1949.

S. E. THATCHER
3002 NE 1st Court, Miami, Florida

L. P. Keene is manager at the ranch which is located at Picnic, 18 miles south of Plant City on State Road 39

CHARTER MEMBER OF INTERNATIONAL AND FLORIDA SANTA GERTRUDIS ASSOCIATIONS

Santa Gertrudis
CERTIFIED AND ACCREDITED
Visit us anytime!
MAXWELL BROTHERS
LAKE CITY FLORIDA
P. O. Box 227
14 miles south and just off of U. S. 441

SANTA GERTRUDIS
Purebred and Commercial Cattle
We have been using purebred King Ranch bulls since 1941
Montgomery Ranch
Arcadia Florida

RANCHO GRAN TOROS
BREEDING FINE SANTA GERTRUDIS SINCE 1945
From a foundation of Richard King cows and King Ranch bulls

Santa Gertrudis
Adapted to Florida

S.G.B.I. C. C. Peters
LAKE WALES Phone 3-2292
F.S.G.A. FLORIDA

300 Will Attend SG Session

More than 300 Santa Gertrudis breeders from this country, South America and Cuba are expected for the fourth annual meeting November 12, of the Santa Gertrudis Breeders International at Kingsville, Texas.

The principal speaker is scheduled to be Dr. Howard Doane of St. Louis, the founder of the Doane Agricultural Service and owner of a 1000 acre farm devoted to livestock research. He will speak on, "Some Problems for the Future Producers of Beef and how the Santa Gertrudis Helps to Solve Them."

The Santa Gertrudis Breeders International, founded in 1951 at San Antonio with 137 breeders, has shown consistent growth during the past three and a half years. The association now has more than 520 members.

Annual reports will be given by Major Thomas R. Armstrong, president, Executive Director Dr. A. O. Rhoad and Executive Secretary R. P. Marshall. Various other committee chairmen also will make their annual reports.

Santa Gertrudis Go To British Guiana

The first shipment of Santa Gertrudis cattle to British Guiana recently went by air to the south American country.

The shipment to the government of British Guiana included 14 Santa Gertrudis weanling bulls from the King Ranch in Texas, averaging about 500 pounds and nine Santa Gertrudis heifers from John Armstrong's ranch, Selma, Alabama. The heifers were ages five to six months and averaged about 420 pounds.

SGBI Reports Exhibits

Santa Gertrudis cattle will be on exhibition for the first time in Chicago and Kansas City this fall, according to a report from SGBI.

A show herd of Santa Gertrudis will appear at the American Royal Livestock show, Kansas City, Oct. 16-25 and at the International Livestock Exposition, Chicago, Nov. 26-Dec. 4.

In addition Santa Gertrudis will participate in nine shows at fairs and exhibitions during the fall and winter season.

Tests at Purdue University have shown that a ration of legume silage preserved with corn-and-cob meal gave results equal to those achieved with supplemented corn silage for fattening cattle.

The Florida Cattleman
A truly fine bull bred and raised by a Pioneer Santa Gertrudis breeder.

Scene on one of the Pioneer Santa Gertrudis Breeders' ranches, showing a representative herd.

It will pay you to attend our third annual

**Pioneer SANTA GERTRUDIS Breeders SALE**

San Antonio, Texas • November 11

Florida and Southeastern cattlemen will be especially interested in this—the largest sale of Santa Gertrudis bred cattle in 1954. . . . 12 pure bred, breeding age, certified bulls, and 48 females—all certified or subject to certification when of age. Here is the quality sale of 1954, where you can obtain top quality breeding stock to lay the foundation for a profitable herd of Santa Gertrudis cattle. More than two-thirds of our 1953 buyers were also buyers at our 1952 sale—proof of the high quality of our offerings.

Come to Texas, visit our ranches, judge for yourself. You are always welcome at any of the ranches listed on this page. Then come to our sale at Briggs Ranch, Highway 90, 11 miles west of San Antonio, Texas. It is your big opportunity to buy the best Santa Gertrudis cattle. Sale begins at 1:30 p.m. Thursday, November 11, 1954.

Armstrong Ranch
Armstrong, Texas
Oak Alley Plantation
Vacherie, Louisiana
R. W. Briggs, Sr.
P. O. Box 1981
San Antonio, Texas
R. W. Briggs, Jr.
P. O. Box 1981
San Antonio, Texas
Walter W. Cardwell, Sr.
The Luling Foundation
Luling, Texas
Walter W. Cardwell, Jr.
Lockhart, Texas
Vachel Lackey
215 West Commerce
San Antonio, Texas

The Luling Foundation
Luling, Texas
Maltsberger Ranch
Cotulla, Texas
John Martin
P. O. Box 271
Alice, Texas
Dr. J. K. Northway
P. O. Box 31
Kingsville, Texas
Quien Sabé Ranch
Frates Seeligson
A. A. Seeligson, Jr.
1633 Milam Building
San Antonio, Texas
A. A. Seeligson
1633 Milam Building
San Antonio, Texas

For Booklet Write
A. A. Seeligson,
1633 Milam Building,
San Antonio, Texas

**SANTA GERTRUDIS**
America's Beef Breed

**Pioneer Santa Gertrudis Breeders**
1633 MILAM BUILDING • SAN ANTONIO, TEXAS
Ag Council

(Continued from page 27)

Various agricultural agencies. Practically the entire sum was allotted, plus an extra amount that had not even been requested which went to the physical maintenance of five 4-H club camps scattered throughout the state.

Thus it is not difficult to see why interested parties are confident the diagnostic laboratory will be constructed in 1955.

Because Florida is engaged in what Hancock terms “artificial agriculture,” research and education are of utmost importance. Consequently FAC has devoted much of its energy toward developing the facilities of the University of Florida's College of Agriculture including the experiment stations and the extension service. In this respect it has done a first class job by pushing through the 1953 Legislature a $6,000,000 building program. In all, 24 buildings have been constructed, most of which are in Gainesville. The largest and most important of the project, the $1,800,000 Agriculture Building on the University of Florida campus, should be finished in the spring.

Hancock, who is serving a one-year term as president, is assistant general manager of the Fosgate Growers Cooperative in Orlando and representative of the Florida Farm Bureau. The other officers are Vice President Andrew Duda, president of the Florida Fruit and Vegetable Association, and Secretary-Treasurer Harry M. Smith, representative of the Florida Nurserymen and Growers Association. The FAC elects new officers in November at one of the four meetings held during each year.

Past Winners

(Continued from page 33)

van Farms, Delray Beach; VH Cruiser, VelVa Haven, and SFR Domineta Misschief, Santa Fe (1953); Shorthorn-Eagle Nest Type (no female shown), Roy Caruthers, Bushnell (1948); Kamnar Kimides and Kamnar Rosewood, Norris (1948); Pine Acres Royal Prince 2d, John P. Duane, Ocala, and Village Queen II, Norris (1949); none shown in 1937, 1950-53.

The Lake County branch of the Future Farmers of America met in Groveland and elected a new slate of officers for 1954-55. Chapters from Groveland, Leesburg, Umatilla, Eustis and Tavares attended the meeting.

The elected officers were J. D. Rodden of Groveland, president; Harold Myer of Leesburg, vice president; Bobby Blair of Tavares, secretary and Edward Parder of Umatilla, treasurer.

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and Santa Gertrudis

St. Helena RANCH

Robert H. Hoskins, Jr., Owner

BOYNTON BEACH, FLA.

Phone 2904 or 2901. Ranch entrance located half mile west of Military Trail on Boynton Road.

Registered BRAHMANS

OXLEY FARMS

W. E. Oxley, Owner

Rt. 1, Box 52, Phone 3477 BROOKSVILLE FLORIDA

Registered Brahman Cattle

J. K. STUART

BARTOW FLORIDA

Our registered Brahman repre- sent some of America's best bloodlines. Come and see our herd. We have a few bull calves for sale now.

Circle “0” Ranch

Eugene O'Reilly, Owner

Rt. 1, New Smyrna Beach, Fl.a.

Phone 674—Ranch located near Samsula

Registered BRAHMAN CATTLE

W. H. STUART

BARTOW . • FLORIDA

The Florida Cattleman
A good packing job is particularly important when silage is stacked above ground as in the picture shown above. Taken at the Crump Ranch and Dairy Farm near Winter Haven, the photograph shows a Caterpillar tractor backing the silage, which occupies 30 by 24 feet horizontally, and is six feet deep.

Large Stack Silo Made by Crump

A large stack silo is going up at Crump Ranch and Dairy Farm, located near Winter Haven, but it's different from most stack silos in Florida.

Ranch Foreman Jim Crump explained his operation by pointing out that he started his somewhat unusual stack silo by scraping down to bare earth and then dug ditches about six inches below the surface of the earth in depth around the area where he wanted to stack his grass silage.

The stack was 35 feet long and 24 feet wide when he started and he wanted to limit it to five feet in height but it is now better than 50 by 24 feet and averages six feet high. It has about 100 tons of silage in it now and Crump figures that he can feed out about 900 tons without spoilage.

"I feel that about one and one-half to two feet in on each side of the stack will produce fair quality silage while the rest will be good," crump said.

Crump is sold on the system of raising his own feed and has made a lot of hay but the cost of force-drying the hay was prohibitive and he feels that silage is cheaper, feeds easier, and is more palatable for livestock than hay.

Crump's stack system includes at least 10 gallons of citrus molasses per ton of green grass and he assigns a man with a hose to wet the stack down thoroughly as his Caterpillar tractor packs it down. Molasses is sprayed on at night. His theory is to give the silage lots of water to keep down the heat with the effect being that the silage just gets warm for about 48 hours and then gets cool and stays cool. He puts molasses on only once a day but would prefer to do it twice each day.

We Invite You . . .

TO LOOK OVER OUR SANTA GERTRUDIS HERDS TO SEE WHAT THEY CAN DO UNDER FLORIDA CONDITIONS

Bel-Jon Ranch, Inc., Box 113, Gainesville
Blount & Hyde, Bruce B., Blount, Box 161, Pompano Beach
Bowell Perry, Jr., P. O. Box 474, Delray Beach
Coral Ridge Ranch, James S. Hunt, Jr., 7311 N. Florida Highway, Ft. Lauderdale
Crowley, J. E., Myakka City
Cramer, Wm. H. & Frances L., 210 E. Harrison, Martinsville, Indiana
Crus, Howel, Jr., 2208 Carewa Tower, Cincinnati, Ohio
Cochrane, Stanley, Box 476, Dade City
Crews, Harrison & Pauline, 117 Deen Blvd., Auburndale
Diamond H Ranch, Howell C. Hopson, Leesburg
Diamond D Ranch, H. H. Dubendorff, Box 474, Delray Beach
Elrose Farms, Herbert T. Gibson, 209 S. Olive Ave., W. Palm Beach
H. B. Espy, Gordon, Alabama
Jack Frye, 230 Park Avenue, Suite 3040, New York City
Charles F. Fernsell, 150 Seminole Ave., West Palm Beach
Forbes, Mr. and Mrs. Walter T., Route 3, Fort Valley, Georgia
Gourley, County Farmers Inc., Norman M. Cox, Pres., Ft. Myers
L. R. Huffstetter, Inc., L. R. Huffstetter, Eustis
Hagen Ranch, L. E. Hagen
146 E. Atlantic, Delray Beach
H & J Ranch, J. L. Webb, Box 1065, Delray Beach
Kurtz, R. E., Okeelanta Ranch, Fort Myers
Kennard, Harold C., 813 Hibiscus, Sebring
Larkin Bros., W. M. Larkin, Dade City
W. W. Leavine, L & L Distributors, Tampa
Lester, W. H., Jr., 719 Central Ave., St. Petersburg
Maxwell Bros., Wilmot N. & David, Lake City
Matlacha Cattle Co., M. F. Pafford, 1780 Purdy Ave., Miami Beach
McPeake & Bowen, P. O. Box 1373, Fort Pierce
Montgomery Ranch, T. C., Montgomery, Arcadia
Magnolia Plantation, Wade T. Childress, R3, Albany, Georgia
Meeks, Walter W., 105 Marietta St., Atlanta, Georgia
Norrin Cattle Company, Ocala
Patterson, Z. H., P. O. Box 467, Bradenton
Peters, C., "Rancho Gran Toros", Lake Wales
Primas Groves, H. L. Moses, Dade City
Palmer Ranch, Charles Dempsey, Box 1480, Sarasota
Pearce, Bryant E., Box 1406, Ft. Myers
Pine Island Ranch, C. A. O'Neil, Jr., 62 S. W. 2nd St., Miami
Piel, R. A., Rt. 1, Box 27, Dade City
Parks, W. S., Pollock, La. Robbins, Fred S., 7500 S. W. 53rd Place, Miami
Roberson, Jock and T. J., 435 Roseland Drive, West Palm Beach
James F. Roberts, P. O. Phillip G. Rust, Winnstead
North 1110, Fort Myers, Plantation, Route 3, Thomasville, Georgia
Shipp, Dr. H. H., oodboro, Texas
Snively, Pete, John A., Snively, Jr., Winter Haven
St. Helena Ranch, R. S. Hoskins, Jr., R. D. F., Delray Beach
John R. Saunders, 480 Palmetto Drive, Miami Springs
Sablo Ranch, R. L. Garrison, P. O. Box 1599, Sarasota
Tomlin, Loy W., Mountain Lake Park, Lake Wales
Tauchen, Frank B., Triangiee Tea Ranch, Route 1, Sebring
Thatcher, S. E., 3002 N. E. 1st Court, Miami
The Two V Ranch, William H. Vanderbilt, Englewood
Wheaton, Frank, Route 1, Box 233, Haines City
Whittle, E. Reed, P. O. Box 3307, Orlando
Wolfe, William H., Mansson Arcade, Clearwater
Pancoast, J. Arthur, Panuleta Farms, Uleta

Florida SANTA GERTRUDIS ASS'N

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Santa Gertrudis Cattle since 1941

LITTLE EVERGLADES RANCH W. M. LARKIN, DADE CITY, FLORIDA

W. C. HOLTON LIVESTOCK COMPANY Breeders of Santa Gertrudis Cattle Phone 5211
Camilla, Georgia

Certified SANTA GERTRUDIS For Sale
Stanley Cochrane
Dade City, Fla.
BRAHMANS
bred from DR. QUINCA MANSO 942ND
BOX "F" RANCH
We will buy young stock at the right price
F. Dwight Foster
Owner
W. R. Albright, Jr.
Foreman
Seven Miles West of JUPITER, FLORIDA

L. S. Harris, right, is shown at the halter of his grand champion, Miss Supimpa Lawton 186, winner at the Ohio State Fair. At left is W. C. Champion, Jr., holding Lady Valentine Manso which was shown to reserve championship by Henry O. Parlin and Sons.

Brahman Skin Ideal For Summer Heat
A light colored coat of hair over a black-pigmented skin, the common characteristic of the American Brahman, is ideal for withstanding the summer's heat according to two California scientists.

The scientists, Dr. H. R. Guilbert and Dr. G. H. Hart of the California Agricultural Experiment Station, say that heat tolerance is one of the most important factors in the ability of cattle to adapt to the environment.

Light hair reflects the sun's heat better than dark hair. And dark skin keeps out the acinic rays, an excess of which would damage the deeper tissue layers, the scientists report.

They found that under a glaring midday sun, white Brahmans reflected 22 per cent of the sun's radiation; a red Santa Gertrudis, four per cent, and a black Aberdeen-Angus reflected two per cent.

Observations in Oklahoma and Texas show that Brahmans grow a thicker, softer undercoat for winter protection. The winter coat, shed with the first warm day of spring, is darker than the summer coat.

DON'T miss the FCA Convention!

‘Hump Roast’ $4.50 per Pound

Brahman breeders had a big laugh at Columbus during the Ohio State Fair recently when the Columbus Evening Dispatch ran a yarn spun by an Ohio breeder, A. W. Schierenbeck of Kenton.

Members of the Central Brahman Breeders' Association wondered if it wouldn't be a good idea to have a correction appear in the next edition, but cooler heads proposed that the association do all in its power to see that the story was reported widely.

Here's the story:

If your butcher ever tries to sell you something called “hump roast” at $4.50 a pound, don't hit him. He may be offering you a bargain.

Hump roast is the cut of beef that comes from the hump of Brahman cattle, now showing at the Ohio State Fair. Brahman raisers say there's nothing finer.

“No bone, no gristle, and a wonderful flavor,” is the way A. W. Schierenbeck sums up the meat from the hump, which may get as big as 10 or 15 pounds.

Actually, there's little chance the supermarkets will be selling the stuff alongside hamburger any time soon. Almost all Brahmans are used for breeding purposes, not for beef.

The small amounts of hump beef that reach the market generally go straight to New York, Chicago or Los Angeles for specialty stores and plush restaurants.

Brahman raisers report the price for hump—usually sold separately from the rest of the animal—may range as high as $5 a pound. But most of it is usually eaten right on the farm by the grower and his family, Schierenbeck says.

If it's all they claim, some day caviar will probably be known as “the hump roast of the seafoods.”
Colombians Pay Visit To Florida

COLOMBIAN livestock men—62 strong—visited in Florida en route to the Pan American Exposition held in connection with the State Fair of Texas in Dallas.

Arriving in Miami, they used chartered buses for a tour which embraced Clewiston, Kissimmee, Ocala, Cocoa, and Tampa before leaving for New Orleans.

The party made headquarters in Kissimmee on the nights of October 6 and 7. Brahman breeders Henry O. Partin and L. S. Harris were hosts at dinner in the Tropical Hotel the first evening.

Copies of Revista Cebu—Spanish language quarterly published by Cody Publications, Inc.—were presented to the visitors and helped overcome the language barrier. Brief speeches, unfurling of the Colombian flag and the singing of the national anthem started the evening.

Colombians interested in Brahman cattle are coming to Florida more and more frequently. Upper panel shows a group eating dinner at the Tropical Hotel in Kissimmee, clockwise, from left, Luis E. Cabrera, Juan de D. Arango U., Andres Arango, Alejandro Guzman, Ramon Artila, and Francisco Luis Guzman, with Gilbert Tucker of A. Duda and Sons, Cocoa, standing. Photo below shows Alvaro Rugeles V., Aristides Rugeles G., L. S. Harris, Gregoria Rugeles G., and F. Cabeza as they appeared while visiting the L. S. Harris Ranch near Kissimmee on another occasion.

INCREASED PRODUCTION . . .

. . . to visit our farms and inspect our purebred and commercial herds of Brahman cattle.

See at first hand where the Brahman fits into the present day BEEF picture.

Increased production, through more and larger weaned calves, reduces your costs and increases your profits.

See our selection of Purebred bulls which will help you to become a more efficient beef producer.

All shipments delivered free to Montezuma, Georgia, if desired.
Buddy Johnson, Sarasota rodeo producer, helps sort calves at a special calf roping and barbecue at the Sarasota Cattle and Commission Sales arena recently.

Later, in Tampa, the visitors were guests of the Pan American Commission at a cocktail party in the Floridan Hotel, and, for dinner, were guests of G. V. Stack of Tampa and Clyde J. Keys of St. Petersburg, in the Las Novedades restaurant. On Sunday the group was scheduled to visit the Keys ranch in St. Petersburg.

On Friday the visitors inspected the ranch of J. K. Stuart, and W. H. Stuart in Bartow, as well as Cypress Gardens. They were entertained in Lakeland Friday night, and visited ranches of Eugene Griffin & Sons and R. H. Langford before going on to Tampa.

Lena L. Rafael of Banco Bogota, Ibagué, told The Cattleman he liked the way traffic was handled in Miami and appreciated the widespread hospitality of the American people. "Brahmans," he said, "have best possibilities in Columbia because of the hot climate there.

The American Brahman Breeders Association announced from its headquarters in Houston that three Florida breeders were among 38 approved for membership recently in the organization. The new members are from nine states, Cuba and the Dominican Republic.

The new members from Florida are: Nick Armada, Fort Myers; Sam Laird, Lake Wales; and Louis A. Wehle, Stuart.

The ABBA also reports that it now has 2,067 members in 20 nations and that 211,765 Brahman's in 47 states and 19 foreign countries have been registered with the association.
Champion crossbred steer at the Ohio State Fair was this half Brahman, half Shorthorn, shown by A. Duda and Sons of Cocoa and held by W. C. Champion, Jr. of Orlando. At 19 months of age the steer weighed 1200 pounds.

**ABBA Directors Meeting in State**

The Board of Directors of the American Brahman Breeders Association will hold its Fall meeting at Kissimmee, November 1, it is announced by Al Cody.

Cody is secretary of the Eastern Brahman Association, affiliated with ABBA. The Eastern group, whose president is Mr. O. L. “Slim” Partin of Kissimmee, is host for the occasion.

Two ABBA directors live in Osceola County, of which Kissimmee is county seat. They are Henry O. Partin, immediate past president of ABBA, and L. S. Harris.

Other Florida Brahman breeders on the ABBA Board of Directors are Herman Beville of Bushnell and Sidney Crochet of Clewiston.

See the best of Florida registered cattle at Webster November 3-6.

This group of registered and grade Brahman is owner by Annie B. and E. B. Flint, owners of Escambia Farms near Baker. Flint brought the herd with him when he moved from Texas a few years ago.

---

**5 Star Quality**

**REGISTERED BRAHMANS**

- Breed Characteristics
- Scale and Substance
- Beef Conformation
- Outstanding Bloodlines
- Gentleness

*For those that are interested in the purchasing of breeding bulls, we have purebred Brahman, Charbray, Braford, Brangus and Brahman bulls from yearlings to breeding age.*

**U. S. Sugar Corporation**

OWNER OF SUGARLAND RANCH

Located one mile West of Clewiston on U. S. 27.

CLEWISTON FLORIDA

**FD BRAHMANS**

Emperor & Manso bloodlines

- We’re proud of our herd of registered Brahman and cordially invite you to drop by and visit with us at any time. Drop by and inspect our offering of weaned bulls we now have for sale.

**DUN WANDERIN RANCH**

Ranch located seven miles west of West Palm Beach on Florida Highway 80.

Frank Doudera, Owner, Star Rt. 1, Box 105, WEST PALM BEACH, FLA.

**Registered Brahmans...**

In these times when marketing conditions make profits difficult cattlemen are realizing more and more that the bull is half the herd, and that it is the greatest economy to use the very best bulls that can be obtained. Registered cattle for sale at all times.

HENRY O. PARTIN & SONS

**HEART BAR RANCH**

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*For November, 1954*
L RANCH
Breeders of Charolais and Charbray Beef Cattle
FOR SALE
- Registered Charolais and Charbray cattle. Both males and females are included in the sale offering with animals ranging from half-bloods to full-bloods. Contact us for your Charolais and Charbray cattle needs at all times!

All Visitors Welcome at any time.

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Carrabelle or Eastpoint, Florida
Phone Apalachicola 274-W
Member American Charolais Breeders Ass'n.
Member American Charbray Breeders Ass'n.

CHAROLAISE & CHARBRAY
From one of Florida's top herds
DR. E. J. HALL
9405 W. Floger St., MIAMI, FLA.
Cattle may be seen at our ranch, 12 miles east of Punta Gorda on the Bermont Road (off Fla. 311), or at our Miami ranch, by calling Miami 3-7991 or 67-1009.

BRANGUS bulls mean more beef on your calves. Visit us anytime and see for yourself!

Florida Brangus Farm
Phone 8845
Plant City, Florida

Advertise!
BRANGUS...
will breed better beef for you!
Stop by our ranch located midway between St. Augustine and Green Cove Springs to inspect our herd of recorded Brangus foundation cows.

WOLFE ranch
H. E. Wolfe, owner
St. Augustine, Florida

Short Notice, but Floridian Takes Opportunity to Judge at Sincelejo
-enjoys Latin hospitality

by Louis Gilbreath, General Manager
Camp Ranch, Inc., Ocala

I had just returned from a vacation in Maine and Canada when I received a telegram from Harry Gayden, Secretary, American Brahman Breeders' Association, asking if I would go to South America to judge a Brahman Show.

I had never been to South America, and since I am always interested in looking at Brahman cattle, I notified Gayden that I would make arrangements to judge the "Third Brahman Exposition" in Sincelejo, South America, August 6 through August 9.

Since I am manager of a rather large ranch, this was quite a short notice for me to arrange to leave for this length of time; however, satisfactory arrangements were made. I began making arrangements for my visa which would allow me to go to South America for this show.

In this regard I experienced very little difficulty, as I had the very wonderful help of Dr. Guillermo Gonzalez B., Colombian Consul, stationed at Tampa, Florida.

My trip was made by plane. I left Ocala on Wednesday afternoon, August 4, flew to Miami and from there to Camaguey, Cuba—to Kingston, Jamaica and from there to Barranquilla, South America. I arrived in Barranquilla about 2 o'clock in the afternoon. Since there was no plane from there to Corozal until the next morning, I spent the afternoon touring the city. The next morning I flew to Corozal where I was met about 8 o'clock in the morning by officials of the Sincelejo Brahman Exposition. We traveled by car some 20 miles to Sincelejo where the Cattle Show was to be held.

Since I arrived the day before the show was to be judged, I had time to look around and learn something of the cattle industry in Colombia. I found the people in the little cattle town of Sincelejo to be very friendly and what I saw and heard from them in regard to the cattle business, it looked very encouraging.

The next morning I was taken to the Show grounds for the first time. I made a practice of never going around the exhibit buildings or looking at the cattle that I am to judge until they are brought into the arena. The Show was started promptly on time by a very courteous and efficient group of officials. I was amazed at the magnificent cattle brought before me to be judged. The classes were large compared to standards set in the United States, and the quality ran from half-blood to full-blood. The Brahman, or Zebu, Show in Sincelejo was one of the largest I have ever had the privilege of seeing. They had well over 200 head of cattle on exhibition, according to the officials, which made it one of the largest ever held in South America. To my knowledge, there have been only three shows in the States that met or surpassed this show in numbers—they were in Houston, Texas, Ocala, Florida and San Antonio, Texas.

The spirit and enthusiasm was higher at the show than any I have ever judged or attended. The wonderfully constructed show ring was built to accommodate approximately 2500 people and there must have been 4500 or 5000 present.

The show was very wisely divided into two sections—the Imported cattle and the Native cattle both were good. I am sure in time it will not be necessary to have a divided show if the quality of the Native cattle improve.

I was impressed with the quality of cattle shown that were imported from the States. I did not believe Brahman breeders in the States would sell so many of their top cattle; however, they did and my hat is off to them for doing so.

Now that the good people of Colombia have their Cattle Improvement Program on a sound basis, they will do well to continue buying nothing but the best of breeding cattle for improving their herds. My advice to each person who plans to buy cattle from the States is to buy them direct from our breeders, or through a person with a good reputation for fair treatment of both buyer and seller.

The Brahman Sale, held the day after the judging, was something I would have liked my many friends in the purebred cattle business in the States to have seen. The Sale, like the Show, started on time and was well managed. If possible, there were even more people at the Sale than the Show. The enthusiasm at the Sale was high and the bidding never lagged. Some $3 head of cattle, most of them not too highly fitted, but well bred, brought a little over $1200 average, American Bralman cattle.

Colombia, South America, has its own Brahman Recording Breed Association, comparable to our American Brahman
GECHECT Farmers War Against Rats, Weevils

In a determined effort to stop rats and weevils from eating corn they have grown, Gilchrist County farmers have constructed 42 metal storage bins thus far in 1953. Until this year only eight such bins could be found in the county, according to County Agent Leonard Cobb.

The bins were built with the aid of loans from the Community Credit Corporation.

Many farmers have also repaired old barns to make them rat-proof. In addition to these preventative measures against rats, they are fumigating their corn to protect it from weevils.

COUNTY AGENT Thomas B. Jones reports that Calhoun County farmers made several thousand bales of soybean, Coastal Bermuda, Bahia and Pangola grass hay during the past few months.

Breder's Association. The current president is Dr. Eugenio Ferro Falla of Bogota.

When the Show and Sale in Sincelejo was finished, Dr. Ferro invited me to visit in Bogota before leaving for home. I accepted his invitation and traveled with him, his charming wife and well-mannered son, by plane to Bogota.

It seemed that there was no end to the surprises for me while I was in South America. While it was warm in Sincelejo, about the same as in Florida or South Texas, it was cold in the mountains at Bogota. The airport is about 10,000 feet elevation. The temperature was down to “top coat” weather, and I arrived in my shirt sleeves.

After checking in at the Tequendama Hotel, I did a fast change into suitable clothes. A few hours later Dr. Ferro picked me up and took me on a tour of the city of Bogota, which is the capital of Colombia, the rural area of the savanna adjoining the city, and one of the most magnificent Country Clubs I have ever had the pleasure of seeing. The Club was complete with heated swimming pool, polo grounds, golf course, and picture theatre.

Space will not permit me to mention all the nice things done for me; however, one of the highlights was a Rotary Club meeting which I attended in Sincelejo. The members were very gracious to me.

On August 12 my time had run out and I bade farewell to a wonderful group of people, and a beautiful country. I predict that the Country of Colombia, South America will continue to make great progress, not only in beef cattle production, but industry as well.

My trip home was by way of Medellin, South America and Panama, where I spent a day...then direct to Miami and Ocala.

for November, 1954
Dryden Adds Three Boars To Herd

Three new Hampshire boars have been purchased and are now in service at Circle D Ranch, located near Marianna, according to a recent announcement from George E. Dryden, owner of the pure-bred swine operation.

Two of the boars, Circle D 1st and Circle D 12th, were purchased from Stuart Miller of Forrest, Illinois, while the third new boar, Circle D Conquest, was obtained from Bar-Walk Farms at Burleson, Texas. Circle D 1st is the son of a past grand champion at the Illinois State Fair at Springfield, Illinois.

"We purchased the new boars to prevent inbreeding in our herd and to allow present and new customers to obtain new and unrelated seedstock to anything they might have previously purchased," Dryden pointed out. "All of these boars are from proven bloodlines and have the length and depth of body which have gained for the Hampshire breed their present popularity throughout the nation and the tops in meat-type hogs. Trends change and Circle D ever strives to keep up to date with the changes," Dryden said, "and these recent purchases are in line with that policy."

While in Illinois, Dryden also selected a Hampshire boar, Miller's FIS, for the Florida Industrial School for Boys at Marianna which is headed by Superintendent Arthur Dozier. Dryden started this institution in the Hampshire business with no head about two years ago.

In addition to the three new boars, other boars in service at Circle D include Circle D Bouncer, a five-state grand champion, and Circle D Grand Man, a son of Circle D Golden Jubilee, a boar with the honor of having Production Registry number 62.

Clearing Costs Found In Clay County

In an extensive land clearing project undertaken jointly by the Florida Agricultural Extension Service, the Fesco Corporation and the Caterpillar Tractor Company, 42½ acres were cleared at an average cost of $47 an acre. The project, called the Clay County Land Clearing Demonstration, was aimed at finding the exact cost of clearing a variety of land.

With eight different types of land conditions used the costs ranged from $10 an acre on cut-over, flatwoods pine land to $80 an acre in extremely heavy hammock land. Cost records were tabulated at every step of the operation from clearing to planting.

Feed Makers Pick Cunha To Serve on Committee

The American Feed Manufacturers Association selected a University of Florida agriculture professor to serve on its 23 man committee assigned to predict the livestock and poultry production for the next twelve months. The professor, Dr. T. J. Cunha, head of the Department of Animal Husbandry and Nutrition, goes to Chicago Thursday, Oct. 28, for two days of concentrated sessions after which their findings will be announced to the public.

The 23 man group, composed of agriculture experts from all over the country, is known as the Feed Survey Committee. Similar groups of experts have been making forecasts since 1942 with a high degree of accuracy. The survey committee will also estimate the animal and bird feed consumption, and the size of the feed surplus if any at the end of the year.

Farm Exports Increase During July Over 1953

The value of United States farm exports in July totaled $215,000,000 compared with $197,000,000 in July 1953, according to the October 4 report of USDA's Foreign Agricultural Service.

The Florida Cattleman
Grassland Program Is Planned

The Soil Conservation Society of America holds its ninth annual convention in Jacksonville, November 15 and 17, directly following a two-day "Grassland Program" sponsored by the Society. Devoted to the problems of Deep South grassland farming, the program will feature tours of ranches and dairy farms on November 15 in the Jacksonville area. The following day will be devoted to talks by experts.

The regular annual meeting of the Soil Conservation Society, immediately after the "Grassland Program," brings together the nation's leading soil and water conservation authorities. And the first item of business on their agenda is scheduled to be the study of ways to "bank" future productivity in the several million acres which will not be used for cash crop production in 1955 because of tighter government crop restrictions.

"Acres diverted from regular crops offer the conservationist one of the best opportunities he has ever had," said R. Y. Bailey of Auburn, Alabama, president. The following is the schedule of the "Grassland Program."

November 13, Saturday morning tour: Visit Gustafson Dairy near Green Cove Springs. This is one of the largest privately owned dairies in Florida, with 1,000 milking cows.

Afternoon tour: Visit Dr. Hayes' 50-acre beef ranch 15 miles west of Jacksonville. This ranch is on "W" type grasslands and is drained by canals and W-ditches. There is also a project for fattening steers utilizing fresh clovers cut daily with a forage harvester and hauled from pastures and is drained.


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NEW IMPROVED "GREENGATES" HAVE MORE FILLER—LOOK BETTER—SERVE YOUR NEEDS BETTER THAN EVER

- Wide range of sizes available through your local dealer, or write for full details and prices.

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Reference, First National Bank of Leesburg, Florida

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WE'RE IN THE MARKET
for good quality feeder steers 400-800 pounds every day of the year.

QUINCY LIVESTOCK CO.
Cortell "Stoney" Edwards, Owner
QUINCY FLORIDA

LIVE OAK
J. D. Odom's Livestock Palace
Auctions Every Friday
GAINESVILLE
Livestock Market
J. D. Odom, Manager

Advertisements are accepted on a space available basis. For handling of space, write to...
Cattlemen agree that the future of the livestock industry rests with research, according to Alan Rogers, chairman of the research committee of the American National Cattlemen's Association.

Hence the questionnaire on these two pages. The information you furnish to American National will be used to determine the most pressing research problems which will then be pushed for the benefit of the entire industry.

Incidentally, American National does not insist on having your name and address on the attached form, but your county and state should definitely be listed, since problems will vary from one part of the country to another.

"To clarify any possible misunderstanding about this questionnaire, we'd like to stress the following points," says Rogers:

1. The completed questionnaire should be mailed to Beef Cattle Research, U. S. Department of Agriculture, 310 New Customhouse, Denver 2, Colo.

2. The material provided in the questionnaire is completely confidential and under no circumstances will individual names or locations be released.

3. The name and address of the person filling out the questionnaire will be removed from the form and kept in a separate locked file. Then the code number will be the only individual questionnaire identification.

4. No other agency, government or private, will have access to the questionnaire. The information is necessary for the research program and will be used solely for that purpose.

5. All questions should be answered as completely and accurately as possible. If for some reason you prefer not to answer a specific question or do not know the answer, please leave it blank. Do not put in an incorrect answer.

6. Please include any additional comments or suggestions you may have on extra pages.

Since the information that is obtained from this questionnaire will be a guide for future research and education in our industry, it is essential that we have data and opinions from as many people as possible, Rogers emphasizes.

"We urge you to complete the form and mail it as soon as possible," he says.

Forms have been mailed to all members of the American National Cattlemen's Association. Floridians who have not joined direct are actually members of the American National, but are not carried on their mailing lists because they do not receive American Cattle Producer, which comes only with memberships made directly, not through local state associations.

### President Asks for Help

Jay Taylor, president of the American National Cattlemen's Association, has personally urged all cattlemen to fill out the questionnaire on these pages. He writes:

"The questionnaire we are asking all of you to fill out represents the combined thinking of our Research Committee.

"Its members have outlined a sensible, forward thinking program that cattlemen have been needing for a long time.

"The information you give will be highly confidential and at no time will your name be used.

"We have high hopes for these long range plans. I am going to fill out my questionnaire, with the hope that all of you do likewise."

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<table>
<thead>
<tr>
<th>Code Number</th>
<th>(Do not fill in)</th>
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<tbody>
<tr>
<td>Name</td>
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<td>Address</td>
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<td>County</td>
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<td>Code Number</td>
<td>(Do not fill in)</td>
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<tr>
<td>A. Breed</td>
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<tr>
<td>B. Check if this questionnaire is for:</td>
<td></td>
</tr>
<tr>
<td>1. Commercial herd □ 2. Purebred □</td>
<td>(Check one only)</td>
</tr>
<tr>
<td>C. Number of cows breeding age, January 1, 1954</td>
<td></td>
</tr>
<tr>
<td>D. Number of bulls used in breeding herd</td>
<td></td>
</tr>
<tr>
<td>E. Method of breeding:</td>
<td></td>
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<tr>
<td>1. Hand mating □ 2. Pasture mating □</td>
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<tr>
<td>3. Are crossbred matings used on first calf heifers? Yes □ No □</td>
<td></td>
</tr>
<tr>
<td>4. Are crossbred matings used for &quot;clean-up&quot;? Yes □ No □</td>
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<tr>
<td>F. Age of bulls used for breeding:</td>
<td></td>
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<tr>
<td>Number</td>
<td>1-2 Years</td>
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<tr>
<td>3 Years</td>
<td>4 Years</td>
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<tr>
<td>G. Number of heifers calving as:</td>
<td></td>
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<tr>
<td>2-year-olds</td>
<td>3-year-olds</td>
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<tr>
<td>H. Number of cows shipped in fall 1953:</td>
<td></td>
</tr>
<tr>
<td>Number aged cows</td>
<td>Number dry cows</td>
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<tr>
<td>I. Number of cows bred for 1954 calving</td>
<td></td>
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<tr>
<td>Number calving</td>
<td></td>
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<tr>
<td>J. Calving</td>
<td></td>
</tr>
<tr>
<td>1. Number of calves stillborn or died within 2 weeks after birth</td>
<td></td>
</tr>
<tr>
<td>2. Number of calves branded</td>
<td></td>
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<tr>
<td>3. Number of calves weaned</td>
<td></td>
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<tr>
<td>4. Number of calves pulled from 2-year-old heifers</td>
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<tr>
<td>5. Number of calves pulled from 3-year-old heifers</td>
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<tr>
<td>6. Number of calves pulled from aged cows</td>
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<tr>
<td>K. Indicate approximate dates for the following:</td>
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<tr>
<td>1. Date bull put in breeding herd</td>
<td></td>
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<tr>
<td>2. Date bull removed from breeding herd</td>
<td></td>
</tr>
<tr>
<td>3. Date calves weaned</td>
<td></td>
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<tr>
<td>L. What per cent of your marketable animals do you plan to sell as:</td>
<td></td>
</tr>
<tr>
<td>Calves</td>
<td>Yearlings</td>
</tr>
<tr>
<td>Steers</td>
<td></td>
</tr>
<tr>
<td>Heifers</td>
<td></td>
</tr>
</tbody>
</table>
Through This Questionnaire!

This Questionnaire! Will Provide Information to Guide Future Research Work

M. Herd replacements:
1. Number of calves retained as replacements in breeding herd __________
2. At what age do you consider cows should be culled from the breeding herds __________
3. How many breeding seasons do you use a bull in your breeding herd __________

N. Management:
1. Approximate dates of winter feeding period: ______ to ______
   a. Kind of roughage fed ____________________________
   b. Estimated number of lbs. of roughage fed per head per day ______
   c. Protein supplement fed ____________________________
   d. Amount pro. sup. fed _____ lbs. per head per day ______
   e. Do you feed salt-protein mixture? ______
      (1) Mixture is ______ parts salt to ______ parts protein
   f. What mineral supplement do you feed? ______
      (1) Amount fed per year ______
   g. Include protein and mineral supplement tag if available

2. Spring Management:
   a. Do you normally calve in:
      (1) Shed or enclosures Yes No
      (2) In open or special calving range Yes No
      (3) In open or winter or spring range Yes No
      (4) Other__________
   b. Do you creep feed calves? Yes No
      Indicate creep feeding ration

O. Health and disease:
1. Number of premature calves ______
2. Number of weak calves ______
3. Number of weak calves scouring ______
4. Number of other calves scouring ______
5. Number of calves affected by navel ill ______
6. Number of dwarf calves ______
7. Other abnormal calves ______
8. Number of pairs of twin calves ______
   Both male ______
   Both female ______
   Male and female ______
   Other multiple births (number) ______
9. Spaying heifers:
   Number ______ Age at spaying ______
10. Health record:
   Item Cancer eye Foot rot
   No. of Affected Animals in Herd (1954) Treatment Used

P. Records:
1. Are cows individually identified: Yes No
2. Are calves individually identified: Yes No
3. Is written record kept for sire of:
   All calves ______ Some calves ______ No calves ______
4. Is written record kept for dam of:
   All calves ______ Some calves ______ No calves ______
5. Do you have scale suitable for weighing animals from 200 lbs. to 2,000 lbs.? Yes No
6. Are individual performance records kept for:
   Number of Animals
   Date of birth ______
   Birth weight ______
   Weaning weight ______
   Weaning score ______
   Controlled test gain after weaning:
      Individual ______
      Group ______
   18 mo. weight ______
   18 mo. score (grade) ______
   Mature weight ______
   Mature grade ______
   Do you keep any of your own bulls for use in your herd? ______

Have you recently received any information from your State Extension Service regarding performance testing of livestock?

Would you buy performance tested (weight for age) bulls for your herd if they were available?

List in order of priority the beef cattle research projects that you feel would best serve the industry.

TEAR OUT THESE TWO PAGES AND—
Mail to: Beef Cattle Research, U. S. Department of Agriculture, 310 New Customhouse, Denver 2, Colorado.
TO THE FLORIDA MILK PRODUCERS’ ASSOCIATION
3701 TENTH AVENUE, TAMPA, FLORIDA

Your 1954-55 Membership Is Now Due!

Name of Dairy:

Mail Address:

Number of Gallons of Milk Produced at present:

Membership Classification:

Amount Enclosed $ 

MEMBERSHIP DUES INCLUDE ONE YEAR SUBSCRIPTION TO THE FLORIDA CATTLEMAN AND LIVESTOCK JOURNAL

The Dairy Farmers’

Florida News Letter

OFFICIAL VIEWS OF THE FLORIDA MILK PRODUCERS’ ASSOCIATION
3701 TENTH AVENUE, TAMPA, FLORIDA.

According to the annual report and financial statement of the Florida Milk Commission for the fiscal year 1953-54, total income for the year was $144,583.81. Of this amount $134,106.43 are listed as “Taxes”. This is the gallonage assessment paid by the producers and the distributors. The balance of the income came from licenses, fees from distributors, bottler-distributors, producer-distributors, truck licenses and drivers licenses. Since half of the “tax” income is paid by producers, it means that the dairy farmers of the State contributed approximately $67,000.00 towards the income of the Milk Commission.

According to a letter from L. K. Nicholas, Jr., administrator of the Milk Commission: “It is planned to appoint a Deputy Administrator to the western Florida area to be posted in Tallahassee in the near future.”

For the year beginning July 1, 1954, and ending June 30, 1955, the report to the Budget Director shows three vacancies to be filled: Deputy Administrator-Technician, a Deputy Administrator-Auditor and a Clerk-Typist. This, according to the Report to the Budget Director, would thus make 13 employees plus five Commission members. Of this list of employees there are only two Deputy Administrators—investigators who apparently cover the entire State. However, with the Administration and Commission Members, there will be a total of nine investigators each of whom, according to official order 20-L are empowered to act under the following clause:

“It shall be the duty of every Deputy Administrator of the Commission, either upon his own initiative, or upon the complaint of any person, to investigate a violation of any provision of the Milk Control Act, or of any order, rule or regulation of the Commission, when such Deputy Administrator has reasonable grounds to believe that such a violation exists or has taken place.”

According to the Miami Herald of August 31, 1954: “18 milk adulteration cases pending against five major dairies in the Miami area will be dropped Wednesday because of legal barriers to further prosecution, the Herald learned Monday.

“The decision to drop all of the ‘watered milk’ cases in Court of Crimes results from Dade and Leon County Circuit Court rulings, according to County Solicitor John D. Marsh and two assistants, A. C. Dressier and Steadmon Stahl, Jr. “Prosecution of the five dairies by Marsh under the Florida milk law was halted in July when Judge Marshall Wiseheart granted an injunction here.

“Prosecution under the state pure foods law was ruled out more recently in a Leon county ruling by Circuit Judge Hugh M. Taylor, who held that milk tests to show adulteration must be made under direction of the state’s chemist—not laboratory technicians for the State Health Department.’

These 18 cases involving “eight to 16 percent water”, while formerly confined principally to one area of Florida, are the result of a “constituted milk” which gives the public an inferior and unsatisfactory product. This results in less milk being consumed, which, in turn, causes the dairy farmer to receive more Class Two and Three milk. The competition of the dairy farmer and the distributor is not just a competing distributor selling milk alone, but Coca Cola, Pepsi Cola, coffee, tea, and every other beverage on the market.

Anything that is done by any plant or producer that in any way affects the palatability or flavor of milk affects not only the individual distributor’s sales, but the dairy farmer’s income as well. We have a code of fair trade practices. We have the so-called Milk Commission Law. We have pure food acts. But none of the laws or acts that we now have on the books are apparently able to protect adequately the public and dairy farmers of Florida.

Brass Ring Department—In the last issue of the Newsletter, we mentioned the letter turned over to the Milk Commission in regard to discounts given in the Lakeland area. We requested the Florida Milk Commission on August 31 for information as to what had been done in regard to this violation.

On September 20 a letter from the Milk Commission advised us: “The matter concerning discounts in the Lakeland and Polk County milk marketing areas, as mentioned in your second letter dated August 31, 1954, has been and will continue to be investigated.” We will attempt to secure further details and keep you informed on this reported violation.

Straws in the Wind Department—A report from the State of Oregon indicates that in the November election the state will vote to repeal its Milk Control Bill, which is essentially the same as the Florida Milk Commission Act. In its place there is, apparently, new legislation that controls the price of milk only at the producer level, and permits only Oregon Produced Milk.

The State of Georgia has one law regulating the “sale, inspection, importation and distribution of all milk for human consumption”. It also has only one administrator of the law; the Commissioner of Agriculture. All milk in Georgia including buttermilk, skin, chocolate can only be made from Georgia produced Grade A Raw Milk. Part of their regulations provide that “The Milk Room (of all bottling plants) must be kept clean and sanitary at all times and free from objects and materials such as condensed milk, cream, powdered milk. A violation of this provision makes the plant subject to revocation of its permits to sell all dairy products in Georgia. It is quite a provision—something to think about: a clause that might have stopped those 18 “watered milk” cases in Miami before they would be able to start.

The Sarasota-Manatee market idea is in a uproar at the present time. Both the cities of Sarasota and Bradenton have ordinances requiring all raw milk delivered to plants have a bacteria count of 50,000 or less. Permits of Tampa distributors have been revoked because their producers’ counts exceeded this figure. A temporary restraining injunction has been granted. Southern Dairies, preventing the local health officer from revoking Southern Dairies permit pending a hearing on October 14. More on this later.

Dues Have Been coming in each mail and if you have not already sent yours in, do so now.

Your Directors are planning a meeting on October 20 in Orlando and we will give you a report on this meeting in the next Newsletter.
Two University of Florida students finished first and second in the Intercollegiate judging contest held as part of the Southeastern Fair in Atlanta in early October. Pictured above are, left to right, Bob Davis, Dunedin, who won the contest with 818 points, Miss Patsy Simmons of Archer who placed second with 802, and Don Wakeman, University coach, who trained the pair.

First Hay Exported Feeds Cattle on Ship

Bound for Columbia, South America, is a shipment of the first Florida hay ever exported from the State. The Pangola grass hay was loaded aboard a cattle boat at Port Everglades to feed cattle on route to Columbia.

Jim Richmond, foreman of the Lucky Lee Ranch, where the hay was cut and baled, reported that Columbia is buying 10,000 head of cattle from the United States each year for the next ten years. The recent shipment from Port Everglades was the first of the program and the Lucky Lee Ranch plans to load 100 tons of hay every month to furnish feed for the cattle.

Jersey Record Made By Alvarez Cow

A registered seven year old Jersey cow, owned by A. T. Alvarez of Jacksonville, established last month a 305-day Herd Improvement Registry production record of 11,420 pounds of milk containing 697 pounds of butterfat. X. Standard Nanette made the record in tests supervised by the University of Florida for the American Jersey Cattle Club.

When it comes to feed, the cost per 100 lbs. of TDN is the figure that counts. Florida Citrus Pulp is the most economical feed ingredient on the market today. Ask any Florida cattlemen now feeding citrus pulp!

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**Nutritive Value**

<table>
<thead>
<tr>
<th>Feed Ingredient</th>
<th>TDN* per ton</th>
<th>If Feed Costs</th>
<th>Cost per 100 lbs. TDN*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Citrus Pulp</td>
<td>1488</td>
<td>$54.00</td>
<td>$3.63</td>
</tr>
<tr>
<td>Beet Pulp</td>
<td>1356</td>
<td>$68.70</td>
<td>$5.07</td>
</tr>
</tbody>
</table>

*TOTAL DIGESTIBLE NUTRIENTS

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Schools Get More Milk Under Plan

FLORIDA’s school children will get more milk to drink, and the state’s dairy farmers will be able to sell more milk, under an agreement recently entered into by the State Department of Education with USDA.

Signing of the agreement adds Florida to the growing list of states taking part in USDA’s special program to increase consumption of milk by children in high school grade and below.

The special milk program for schools was established by Congress under the Agricultural Act of 1954. Congress provided that beginning September 1, 1954, and continuing through the end of June 1955, funds not to exceed $50,000,000 annually shall be used in the nation-wide milk program. The amount to be advanced to Florida this school year is $1,095,941.

The federal funds will be used by the state to reimburse the schools for part of the cost of the additional milk they serve to children. To compute additional servings, a "base" has been set for each school, representing normal consumption during last school year.

Schools which did not serve milk last year will be reimbursed at a rate up to three cents per half-pint for the milk they serve under the milk program. Schools which have been serving milk will be reimbursed at the rate of four cents per half-pint for all the additional milk they serve over their "base" consumption. This higher rate recognizes that consumption increases may be more moderate in schools which already have milk servings.

All non-profit schools of high school grade and below are eligible to take part in the program. Participating schools must agree to operate their milk and food service on a non-profit basis, and to serve fluid whole milk which meets local and state standards for butterfat and sanitation. Milk served under the program will be bought by schools directly from local dairies and distributors.

Florida educational officials point out that the special milk program will benefit Florida school children by making more milk available to them. Drinking more milk will provide immediate health benefits, and build firm health foundations for adult life, the officials point out.

The program will also provide immediate and long-range expansion in Florida’s dairy markets, officials of USDA’s Agricultural Marketing Service said. More of the current production of Florida dairy farms will be moved into...
consumption, they point out, and broader markets will be developed for the future as the habit of drinking milk is established among more children.

**Prevention Is Best For Blood Parasites**

Prevention, not treatment, reports A. M. Mills of the School of Veterinary Medicine, University of Georgia, is the proper approach to blood-sucking parasites, only 10 of which per cow can cost a farmer two dollars a head per year in the cost of the blood loss alone.

Symptoms of advanced parasitism are anemia, scours, loss of appetite, emaciation and staggering.

Mills recommends the following prophylaxis: mineral mixture in self feeders consisting of three parts each of ground limestone, bone meal and salt and one part of phenothiazine by weight. Even more strongly, he recommends the education of the farmers, particularly through 4-H, FFA.

**Sebring Slates Rodeo for Thursday, November 11**

The Bronze Saddle Club of Highlands County is sponsoring a rodeo on Thursday, November 11, according to Lucille Davis, secretary of the horsemen's group.

The event is to be held at the club's arena just south of Sebring on Highway 700, beginning at 2:30 p.m. This is an amateur show which is being co-sponsored by the Highlands Shrine Club.

Day money for contestants amounts to $50.00, with four major events: bronc riding, bull riding, calf roping, bull dogging and other special attractions.

Other highlights of the occasion will be a parade beginning at 10:00 a.m., and a barbecue which will be served from 10:00 a.m. until 2:00 p.m.

Books for contestants close at noon, November 11, and prospective entrants are advised to telephone Sebring 6-4942, or wire Lucille Davis at Sebring.
for COWMEN

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Cowtown
Slip-On
by City Club for
real comfort—
try these smart
"civilian-adapt-
ed" cowboy
boots
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Christmas Gifts

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Size
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B, C, D,
widths
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KISSIMMEE FLORIDA

Chief Handprint, four-year-old stallion owned by William G. Amick of Tampa, is
shown in this photo. Development of Appaloosa horse activity in Florida has been
rapid in recent months.

Know About Appaloosas?
Here's Breed Information!

The Appaloosa has come to Florida. From a beginning reaching back 500
years before the time of Christ in the
ancient land of Persia, to the pastures of
today's Florida, this colorful breed has
come a long way.

Records of the Appaloosas were
found on pottery, tomb monuments and
in the battle songs of the Persians.
Through the centuries the Appaloosa
made his way to Spain, to the new world
of North America.

Several qualities set the Appaloosa
apart from all other types of horses.
He is the oldest identifiable breed known
to man. Physically, they may be distin-
guished by these characteristics:

The eye is enircled by white. The
skin is mottled, pink and dark flesh, most
noticeable around the nostrils and lips.
The hooves are particolored in vertical
stripes of black and white. They have a
fine, thin mane and a tail which is easily
kept short and clean.

They maintain good health and ap-
pearance on the harest minimum of care
and feed. Appaloosas are noted for three
main qualities: intelligence, endurance
docility or gentleness. Their disposi-
tion is highly desired in working stock
or as a pleasure horse. And not to be
forgotten is the variety of Appaloosa
horses is as no two are alike.

Appaloosas in Florida are used in a
variety of ways. Kissimmee Red Cloud,
with owner Dr. R. J. Elliott of Home-
stead, along with her stablemate Okee-

(Continued on page 71)

Appaloosa Ass'n Organizes

The Appaloosa Horse Club of Florida meets November 7, in Homestead, reports
William G. Amick, secretary-treasurer of the Club, with discussion slated on the All-
Appaloosa Show to be held sometime in March of 1955. Entertainment, including a
demonstration of the Appaloosa trick stallion, Florida Mite, and a report on the National
Appaloosa Show recently held in Deer Lodge, Montana, is also planned.

The Club is directly affiliated with the National Appaloosa Horse Club, Inc., of
Moscow, Idaho, and upholds all its standards and policies.

Secretary-Treasurer Amick has announced that anyone interested in the breed is
invited to attend the meeting.

The other officers are President Dr. R. J. Elliott, Homestead, and Vice President
Dr. J. M. Strickland, Jacksonville Beach.

The Florida Cattleman
Clemons Stays in Lead Spot

The first place spot in the contest for the Florida Championship Cowboy of 1954, is still firmly held by Pete Clemons of Brighton, with 2625 points. Clemons, winner of the contest for four consecutive years, earned 224 more points since August giving him a comfortable 300 point lead over second place Chuck Dent of Ruidoso, New Mexico, who has 2325 points.

Mrs. Shirley Reeves leads in the Champion Cowgirl race, according to Mrs. Faye Blackstone, secretary of the contest.

Behind Clemons and Dent are: Norris Patton of Fort Worth, Texas (1775); Buck Boyce, Billings, Montana (1732); Mack McLain, Kissimmee (1095); Dan Templeton, Watache, Wisconsin (914); Winky Clark, Davie (841); Albert Arthel, San Antonio (747); Pete Baker, Kissimmee (726); Vick Blackstone, Parish (715).

Mrs. Reeves has 400 points gained in the girls' cloverleaf barrel race. Mrs. Ann Douglas is in second with 362, Mrs. Helen Mills is third with 256, and Mrs. Sally Holcomb is fourth with 85 points.

In the contest events, leaders, listed in order with point totals, are:

Barback Bronc Riding-Dent (840); Boyce (545); Clemons (557); Gary Hopkins, Kissimmee (505); Steer Wrestling-Clemons (527); Bobby Bonier, Lakeland (502); Dent (489); Wiley Bennett, Okeechobee (423); calf roping-Patton (993); Red Martin, Pompano (701); Clemons (410); Terry Calderon (389).

Bell Riding-Clemons (789); Gene Carter, Chipley (699); Baker (599); McLain (551); Saddle Bronc Riding-Dent (715); Boyce (562) Clemons (534); Blackstone (350).

Appaloosas

(Continued from page 70)

chokee Squaw, are members of the Everglades Posse Drill Team and take part in many rodeos and parades. The gelding, Dusty Jr. owned by Mrs. Zelda Williams of Sarasota, is a top notch cow horse and works hard at such ranch chores as roping, cutting and hunting strays. Ralstin's Sheba, with her owner Mrs. W. Amick, of Tampa, has appeared in time events at horse shows.

A club has been formed in Florida for the promotion of the Appaloosa. It is affiliated with the National Appaloosa Horse Club Inc.

This parent organization maintains the Stud Book for registrations, and has done a tremendous job in collecting records and history of the breed, standardizing the conformation and saving the Appaloosa from almost certain extinction.

They have secured recognition from the National Association of Stallion Registration Boards for the breed.

For November, 1954
Christmas Gifts
... for the cattlemen

- Hand-Made Boots
  Made in our own leather shop by our own craftsmen, these boots fit right, wear right, look better. See our stock.

- Belts, Boots, and Billfolds
  These are PERSONALIZED with whatever name, brand or other marking you order—and they're made of highest quality leather.

- Nocona Boots
  We keep a complete stock of these fine boots for men, plus a good variety of boots for women and children.

- Saddles, Blankets,

- Riding Equipment
  Whatever riding equipment you may want for gifts or for yourself is available at our store. See Page 70 for Additional Gifts

In the Cow Capital

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Palmetto Polo Promotion Continued by Eslinger

by A. W. Eslinger

PICTURE A HORSE, a sunny day, and a few other riders. You've had your turn around the barrels, musical chairs has become routine and that elusive calf just seems to be out of effort to rope.

You're bored—just plain bored. You're lucky, cowboy, you're in Florida. Take out that pocketknife, cut a palmeto stalk, trim off the fan, ride over to that kid playing with a beach ball and give it a whack. He'll yell but he won't mind as much as you think. In a few minutes he'll be watching and the howls will turn to cheers. (If cabbage palmeto is not plentiful in your community try bamboo with a foam rubber heel on the end for a mallet.)

Pick five men and you have a team. Place them on a field marked by shavings, sawdust or lime (if you are near the coast that fine, white beach sand makes a good marker). The center zone is 20 yards wide with two zones on each side of 15 yards each, confining the action to an area 80 yards in length by 10 yards in width. At the referee's whistle, centers charge on the ball and the game is on.

In each zone is a rider and a guard from the opposing team. As the ball comes speeding across a line, players in that unit take up the play attempting always to keep the ball going toward their goal which is a 20 foot break in the center of the end zone. A ball shot from the center without interference counts three points, from the 15 yard zone two points and the goal zone, one point. The ball returns to center after each goal made for the referee to put into play.

The game is played in four, 15 minute chukkers. Players must not hit the ball until it enters their zone. No penalty is dealt if a rider crosses a line in turning his animal as long as he does not interfere with the play in that section. A ball hit out of bounds is given to the other player to bring back into play from the point where it went out, with the guard not less than five yards away, except on the back line when it always goes to the defense player of that zone. When a player's horse tires he leaves the game and a substitute comes in, making it possible for any number in a club to play during a game.

Undue roughness, such as grabbing another's reins or bridle, or hitting a ball after it crossed the zone line, are classed as fouls and penalties are taken.

The speed of the sport depends upon the group playing, but the fun of the game is in the joy of the rider and the response of the animal he rides. (Palmetto polo rule book may be obtained from the Smyrna Beach Saddle Club, New Smyrna Beach, Fla., for $1.25).

Electrified Farms Up
In Florida, Says REA

From the Rural Electrification Administration comes the report that Florida ranks fifth in the nation in the percentage increase of electrified farms for 1954. The rise in the number of farms receiving electric service in Florida is 3.6 percent compared to a national rise of 4.5 percent over 1953. The REA estimates that 92.3 percent of the nation's 5,380,000 farms were getting electric service as of June 30, 1954.

The Florida Cattlemen
Quarter Horse Race Meet Set As Las Vegas

The Las Vegas Turf Club has announced a 48-day all Quarter Horse Meet will be conducted at the Las Vegas (Nevada) Race Track from October 15, through December 31, 1954. The Turf Club will run 10 Quarter Horse races daily during the meet—the first of its kind to be held at the Las Vegas track.

The Turf Club also announces that its track is fully equipped with modern facilities including the McMillan starting gate, American Totalizator Equipment, Photo patrol and Photo finish.

General manager of the meet is Van A. Smelker, Jr., secretary of the American Quarter Horse Association Racing Division.

Annual Agricultural Conference Oct. 25-29

A report on current economic trends and a look at the future of the national economy will open the 32nd Annual Agricultural Outlook Conference in Washington, D. C., October 25 to 29. Under Secretary of Agriculture True D. Morse will welcome extension economists from the 48 States and Puerto Rico to the conference.

Scheduled for the first two days of the conference are discussions of present and future economic trends with an emphasis on farm prices, farm costs and farm finances in 1955. The last three days of the conference will be devoted to workshop sessions featuring discussions of ways to improve the presentation of outlook and forecast information to farm groups.

Perfect in every detail, these miniature horses stand only waist high. The mare and stallion are owned by Mrs. Esther Geraci of Sun Lake Ranch at Lutz. They originally come from an English herd.

Champions in Their Field

C. W. Prince Domino 21

Recently awarded top position on the Hereford Register of Merit.

Owned jointly by W. J. and Roy R. Largent and Sons, Merkel, Texas.

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for November, 1954
DeLand bank customers got barbecue from L. E. Fugle, Mrs. Horace Smith, Mrs. Clyde Hart, Mrs. Herbert Douglas, and Mrs. J. A. Sapp.

Bank, Cowmen, Sell Beef

A unique and highly successful "Eat More Beef" promotion employed by the Volusia County Cattlemen's Association took place at the Barnett National Bank in DeLand on Saturday, September 2.

During banking hours that day, from 9:00 till 12:00, large, interested and enthusiastic crowds consumed 127 pounds of roast beef and 50 loaves of sandwich bread—all free.

Additional features which helped attract crowds included a display of pure-bred cattle in front of the bank, the interior of the bank was decorated with saddles, ropes, and "Eat More Beef" recipes and poster cuts. All of the sizeable bank personnel wore western hats, and of course the Volusia cattlemen were attired in their finest.

Clyde Hart, association president from New Smyrna Beach, said: "The event was a tremendous success. We planned on feeding 1200 people with free roast beef sandwiches, and we wound up serving many more than that by halving them. No complaints on the meat either."

Hart related that the promotional stunt had first been the suggestion of bank officials. "When they received the recipes here which the Florida Cattlemen's Association sent out to banks to be enclosed with the statements to their customers, they 'took the bull by the horns' so to speak and came to us with this idea. As a result, we now plan to do the same thing as we did here in New Smyrna Beach and Daytona Beach banks. We have pushed the beef campaign hard for the past two months and have had great cooperation from all the newspapers in the county."

L. E. Fugle, DeLand Brahman breeder, related that "we had to block the traffic on the main street because of the people who viewed the cattle display."

Although dry weather slowed growth of corn, millet and grass, many Duval County dairy farmers have made silage from these crops during the past month, according to W. E. Kloeppei, assistant county agent, whose report came through the extension service headquarters.

During the Volusia Eat More Beef day, L. E. Fugle shows others illustrations depicting beef cuts (above). Purebreds owned by Col. E. H. Wilkerson, Fugle, DeLand FFA Chapter, and Floyd Maxwell helped draw crowds to the Barnett Bank.
Your Own Reference Library!

... on livestock and pasture subjects

1 Beef Cattle Husbandry
   Ensinger ........................ $4.00
2 Animal Science
   Ensinger ........................  7.00
3 Principles of Feeding
   Farm Animals ........................  3.50
4 Swine Production in the South
   Southwell, Wheeler, Duncan  ....  3.00
5 Livestock Judging Handbook
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With Florida Kowbelles Visits Mrs. Dan McCarty's Ranch Style Home at Fort Pierce

By Ethel Hailes Stangl

If you could build a new home what features would you put in it?

The new home of Mrs. Olie B. McCarty, wife of our late governor, Dan, and her three children (Dan, Jr., Mike and Frances Lele), built shortly after their sorrowful return from the governor's mansion in Tallahassee, is modern in design. It has a flat roof, wide overhanging eaves and sets on a tree shaded lot.

It is picturequely U-shaped, built around a large oak tree in front, forming a patio, where tropical foliage plants, like philodendron and crotons, rise in splendor. There are also pink and white begonias, a few camellias and a climbing Confederate jasmine, possible because of the shade. In the back patio, just off the carport where there is more sun, there are several varieties of hibiscus.

The house is painted a light green with accents of vari-colored old brick. The brick wall continues inside to form the fireplace in the living room. (We love fireplaces. Many folks are amazed to find that ours actually heats our house. I think a good fireplace does, if amply fed. We use oak wood for fuel.) The living room is separated from the glass-jalousied porch on the back of the house by sliding glass doors.

The house contains two connected living units. The one-bedroom apartment is occupied by Mrs. McCarty's mother, Mrs. Lele Brown. It consists of living room, kitchen, dinette, bedroom and bath. The McCarty's side of the U contains three bedrooms. Dan, Jr., and Mike, Jr., share a room long enough to allow each to have his own "area" and closet. This room can be divided with a folding door down the center.

The L-shaped kitchen on the front of the house is quite small but compact, separated from the dining area by a folding door. The cabinets have sliding frosted glass doors. The stove unit is set into the formica counter with a separate oven in the wall. The small windows (glass jalousie) are set between the counter tops and cabinet for the length of the kitchen. A dishwasher and garbage disposal make housekeeping easier.

The guest room and bath are separate, forming one wall of the carport behind the house.

The furniture is mostly traditional dark wood, although the house is modern in line. The china cabinet in the dining room is built of natural light-colored wood (birch) with glass doors. The table, chairs and buffet-crest are of mahogany.

For the Kowbelles

If you have a daughter who is a teen-ager or nearly a teen-ager (as Georgeanne) and you are confronted with the problem of tactfully helping her to choose a becoming lipstick, a beautician may help.

A beautician aunt gave Georgeanne a "demonstration", trying many different shades of lipstick on her. At length they mutually agreed on the "little girl pink"—and I was pleased.

Boiled Peanuts are a favorite of ours. I cook them about 30 minutes in my pressure sauce pan.

I used to buy split-open peanuts from a sheller and can them. Some were processed as peas and eaten as a vegetable. Others were buttered. How delicious they were for snacks and in cookies and candies!

Oldtimers in Florida used to shell the green nuts and boil them as peas, seasoning them with salt and bacon. They were eaten with cornbread as a vegetable.

Is yours a sandwich-eating family? If so, you'll enjoy making them up in quantity and freezing them. One of the girls prefers to carry her lunch to school, rather than to buy it and so we freeze a batch of sandwiches once a week for her. Sometimes pieces of cake, individually wrapped, go into the freezer for her lunches too.

Other sandwiches go into the freezer for our one-night-a-week sandwich supper.

For the next month our church is having a sandwich supper each Sunday night before our School of Missions. We freeze sandwiches in advance for it.

Next to the washer, the freezer is my most prized appliance.

An old-fashioned kind of Sunday afternoon—we went a-calling through the neighborhood. Made six stops, saw better'n 20 people. How long has it been since you went a-calling this way? Try it! Find out what's new in your community.
The colors throughout are variations of blue-green and pale rose. The plaster walls in the living room, dining room and porch are pale aqua and the cotton carpeting is dusty rose.

A charming house filled with charming folks is the McGary's.

**Newmans...**

The W. J. Newman came to Holopaw from West Virginia in 1949, bringing their herd of Hereford cattle, and founding the WJ Ranch. Theirs was the first herd of registered Herefords in Osceola County. They now have around 150 head on their ranch, located about 17 miles from St. Cloud.

Son Billy (or W. J., Jr.) showed the first Hereford calf in the 4-H show at Kissimmee. Billy is 12, and goes to school at St. Cloud.

Children these days sometimes go considerable distance to school, don't they? Have you thought much about the disadvantages of the consolidation of schools? Among them I consider the necessity for early rising and late arrival home of the school children, due to distances travelled; the inconvenience of children and parents to attend school functions; the interruption of community life built around small schools.

The Newmans bought the holdings of Peavy-Wilson Lumber Company for a ranch. There are about 20 houses on the ranch—virtually a small village—with over a hundred people and a population which is ever increasing.

Mrs. (Sally D.) Newman holds as her first hobby their little Baptist Sunday School and Mission. It is sponsored by the First Baptist Church at Kissimmee.

Also since Kowbelle Sally has been at Holopaw she has helped to organize a home demonstration club, whose activities she enjoys and which she finds helpful. She has been president of the club for two years.

Mrs. Newman has another hobby: music. She bought a new piano last fall and has taken up piano again.

"Although I live away 'out' I never have a lonesome moment or an idle one. I never have the time to do all the things I want to do," she says.

It is hard sometimes for city folks to imagine the companionship of quiet hill-sides, featured creatures, wild and domestic animals—and work—on the farm or ranch.

As a bride I moved way up in the hills of northern California (from Florida) miles from neighbors, and our little cattle town (if a "town" can have just two stores, a postoffice, school and a railroad station). As isolated as we were I was never lonely. I rode with my cowboy husband and the other folks on the ranch. Lonely? I was too busy to be lonely.
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ALBUS M. CODY, Publisher.

Sworn to and subscribed before me this 29th day of September, 1954.

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for November, 1954
Field Trials Slated in Kissimmee

Florida's hunting dogs and their masters will be out after prizes including a cash purse of $1000 and six sterling silver trophies in the Piney Woods Field Trials, December 6, in Kissimmee. The affair officially opens the night before with the drawing of dogs at the Tropical Hotel, located in the center of Kissimmee.

The Trials are going to be run-off on 20,000 acres of pasture loaned for the occasion by Senator Irlo Bronson. The property, bordering the west side of Orange Blossom Trail six miles north of Kissimmee, has been covered with 56 quail feeders to give contestants a good supply of game.

As an added highlight, entrants will be treated to a free benefit performance by the Silver Spurs, Monday night at eight o'clock. With the March of Dimes campaign in full swing at this time, donations for this cause will be sought.

The $1000 in cash prizes is offered in the open, all-age stake for professional handlers. In the open, all-age derby for amateurs which follows, silver trophies will go to the three top dogs. In both classes dogs are required to be steady to wing and shot.

The Piney Woods Trials also are featuring a stake for the benefit of the amateur hunters in which the dogs do not have to be steady to wing and shot. Dogs that have placed in a recognized field trial are not eligible for this event unless that placement was in a shooting dog stake. And awards of silver trophies go to the three top finishing dogs.

The president of the Trials, Lester Alford, announces that owners will be allowed to handle their dogs from Jeeps or on horse back. The entire running can be followed in a Jeep. However, Alford adds that: "...a person can see a great deal more of the running if mounted horseback." A few horses are to be available for rental on the grounds, according to Alford.

Alford also assures the contestants that more quail than last year are making themselves at home in the trial area.

"Last season," he said, "all of the field trial men who were in attendance... were agreeably surprised at the increase in quail population after only one year of operating the feeders. Now that we are in the second year, the increase is still greater."

The feeders have been serviced by Bill Windsor, a new Piney Woods' member, who also patrols the pastures.

Hot lunches will be served on the field trial grounds each day at noon.
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Everybody knows that conventions are where organizations make their decisions—and everybody has read about the fun and frolic which accompanies some of the big national conventions.

But perhaps—if you've never attended—you didn't realize that there's a lot of fun connected with a Florida Cattlemen's Association convention, too. And it's the kind of fun the whole family can enjoy!

Take a look at the entertainment program planned by the Central Florida Cattlemen's Association during the Annual Convention of FCA November 16-18 at Orlando:

First, there will be a Dutch Supper get-together on Tuesday night at which you'll have an opportunity to meet others who have arrived a little before the start of the convention, including the state board of directors members, (one from a county).

But that's just a start.

The main entertainment comes on Wednesday afternoon and evening, and your hosts have arranged for some real fun.

After the business session Wednesday afternoon there will be a smoker with entertainment for the men, and a fashion show for the ladies. You'll have time to get dressed, and then come the annual banquet, followed by more entertainment and the dance. Dancing will be both square and round—and if you've never attended a convention you wouldn't realize how much the children, as well as their elders, enjoy these dances.

Yes, Central Florida Cattlemen's Association has scheduled some real fun for you, for the missus and for the kids. Don't miss the FCA convention at Orlando November 16-18!

It's Time to Buy Bonds

Perhaps this question has occurred to some cattlemen who know that November is Cattlemen's Bond Month in Florida:

"Why does the government ask us to buy bonds now when cow prices are so low we do well to meet our obligations?"

The answer to that question isn't too difficult.

All of us have some surplus money, no matter how low cow prices get, that could and should be put aside for emergencies.

In buying defense bonds, we accomplish two things:

1) We save for ourselves; and
2) We help keep the American dollar stable, and at the same time provide the funds necessary to operate our government.

Many millions of Americans must have already realized the government's need for their money, because sales this year, according to the Treasury Department, are the largest since the wartime year of 1945.

Your cattlemen's association, through its President, Ben Hill Griffin, Jr., wishes to join the U. S. government in urging that you invest in defense bonds now, this month. As cattlemen, let's do our part to create a sounder dollar and a stronger America!

Little Town Gets Help

Eight years ago last July one of Florida's smaller communities decided that it wanted a cow show and the Sumter All-Florida Breeders Show at Webster was born.

Lacking resources, Webster provided the best it could—a covered shed with tie space for better than 200 cattle, and proceeded to maintain through the years one of the finest cattle shows in the state.

Despite its inadequate facilities, Florida's cattlemen have liked the Webster show. All of Florida's top registered herds have shown there each year. And registered cattle buyers have come in increasing numbers to the auction sales held in conjunction with this particular event.

Through the years, Webster has never abandoned hope of getting better facilities—and we are proud, with them and for them, that this year the new Sumter Livestock Pavilion will be completed and in use by the time the show is held November 3 to 6.

Our congratulations to Webster for the hard work and patience which has led to the construction of this pavilion with funds provided largely through the interest of Commissioner of Agriculture Nathan Mayo.

And we'd like to join with Webster and Sumter County in thanking Mr. Mayo for showing his faith in Webster and the cattle industry of the state of Florida.
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for November, 1954
We Want YOU to Come!

FLORIDA CATTLEMEN'S ASSOCIATION

ANNUAL CONVENTION

ORLANDO • NOVEMBER 16-18

Official Program

TUESDAY, NOVEMBER 16
Registration, Angebilt Mezzanine .............. 3-6 p.m.
FCA Directors’ Meeting, Angebilt Seminole Room 2 p.m.
Dutch Supper, Angebilt Mezzanine Dining Room 7 p.m.

WEDNESDAY MORNING, NOVEMBER 17
Registration, Angebilt Mezzanine .............. All Day
Call to Order, President Ben Hill Griffin, Jr.
Invocation, Dr. Ed Pendergrass, First Methodist Church
Address of Welcome, Mayor Rolfe Davis
Welcome, Orlando Chamber of Commerce
Response, B. J. Alderman, First Vice President
Roll Call and Introductions, Secretary June R. Gunn
Reports of FCA Officers
4-H Club Speakers: Don Deadwyler, Beef Production Award Winner, Highlands County, and Buddy Frazee, Fat Steer Award Winner, Marion County
Speaker, “Meat Grading”, E. Fred Greene, Agricultural Marketing Service, Livestock Division, USDA
Speaker, “Finishing Steers on Grass”, H. D. Ryals, Fort Ogden
Address: Governor-Elect LeRoy Collins

WEDNESDAY AFTERNOON, NOVEMBER 17
Smoker and Entertainment for Delegates, Angebilt Sky Room ...................... 2:30-4:30 p.m.
Fashion Show and Entertainment for Ladies, Angebilt Mezzanine Lounge ........... 3:00-4:30 p.m.
Annual Banquet and Entertainment, Angebilt Sky Room ...................... 7:00 p.m.
Annual Dance (Round and Square) Angebilt Sky Room ...................... 8:30 p.m. ‘till

THURSDAY, NOVEMBER 18
Registration, Angebilt Mezzanine .............. All Morning
Business Session, Angebilt Sky Room ........... 9:00 a.m.
Speaker, “The Cattlemen’s Institute, Its Success and Future”, K. S. McMullen, District Agent, Agricultural Extension Service
Address: Jay Taylor, President, American National Cattlemen’s Association
Address: U. S. Senator Spessard L. Holland
Report of Committees
Election of Officers
Adjournment

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The Florida Cattleman
FINE PROGRAM
for FCA
Convention in Orlando
Features Top Speakers

Governor-Elect LeRoy Collins, Senator
Spessard L. Holland and President of
American National among speakers

Two or Florida’s most prominent political figures have accepted invitations to speak at the Florida Cattlemen’s Association convention in Orlando, November 16-18, and, in addition, the president of the American National Cattlemen’s Association will deliver one of the main addresses.

That’s the report from President Ben Hill Griffin, Jr., of Frostproof, who has arranged the speaking program—and reports from Orange County indicate that the social schedule will be one of the best in recent FCA convention history.

“This should be one of the very finest conventions we have ever had from every standpoint,” Griffin predicted. “Our speakers include Governor-Elect LeRoy Collins, U. S. Senator Spessard L. Holland and American National Cattlemen’s Association President Jay Taylor. These and other top speakers make this part of the program alone one of the finest in the history of FCA.”

Probably the biggest single item of business to come before the convention will center around the future of the “Eat More Beef” program. The apparent success of the “Eat More Beef” efforts has been given credit in many quarters for the price stability this fall compared with a year ago, despite greatly increased marketing of competing products like poultry, pork, seafoods, etc.

As usual, election of officers just before adjournment will be a high point of the meeting. And the fact that a legislative year is forthcoming assuages discussion and debate on various matters which are of extreme importance to all cattlemen.

The Central Florida Cattlemen’s Association, whose membership is comprised of cattlemen from Orange and Lake Counties, is host for the occasion. And convention co-chairmen, Cushman S. Radebaugh of Orlando, former FCA president and now vice president of the American National association, along with Walter Bronson, also of Orlando, and a “charter” member of FCA, report that a full, interesting and varied program—including top entertainment—is in store for those attending.

The Mezzanine Dining Room of the Angebilt Hotel, convention headquarters, will be the scene of the Dutch Supper on Tuesday night, November 16, for directors and their ladies. The directors will meet in the Angebilt Seminole Room at 7:00 after dinner. This will be the official opening of the three-day event.

Babysitting services will be readily available for anyone wanting it during the convention, according to Bronson and Radebaugh. “This will make it possible for more folks to participate in the business and social aspects of the convention,” said Radebaugh.

A fashion show and other entertainment will be held for the ladies beginning at 3:00 p.m. Wednesday. This will be in the Angebilt Mezzanine Lounge.

Wednesday night the annual banquet will be held starting at 7:00 p.m. in the Angebilt Sky Room. The dance which will follow at 8:30 will be both the “round and square varieties” and will also be held in the Sky Room.

Registration will be from 3:00 to 6:00 p.m. on Tuesday, and all day Wednesday and Thursday in the mezzanine of the Angebilt.

Business session Wednesday will be called to order in the Sky Room at 9:30 a.m. by President Griffin, and Dr. Ed Pendergrass of Orlando’s First Methodist Church will deliver the invocation. Mayor S. G. Johnson will give the address of welcome and B. J. Alderman of Grandin will respond as first vice president of FCA.

FCA Secretary June R. Gunn, Kissimmee, will then call roll and make introductions, and this will be followed by the reports of FCA officers.

E. Fred Greene, Agricultural Marketing Service, Livestock Division, USDA, will be the first speaker on the program and will speak on meat grading. He will be followed to the rostrum by H. D. Rivas, Fort Ogden rancher, who will talk on the subject of finishing steers on grass.

Governor-Elect LeRoy Collins is then scheduled to address the convention before adjourning for lunch on Wednesday.

After a luncheon break following the business session there will be a smoker with entertainment for the men while the ladies attend the fashion show.

Thursday will be another big day.

Meeting will convene at 9:00 a.m. and K. S. McMullen, District Extension Agent of Gainesville, the first speaker of the day, will tell of the recently-held Cattlemen’s Institute at Lake Pracid, its success and its future.

American National President Jay Taylor will then address the convention delegates, and will be followed by Senator Holland.

Reports of FCA committees and election of officers will conclude the meeting as usual.

The local association officials won’t be surprised if registration tops the previous record of 406 at Ocala two years ago—but they’ll be ready for the crowd, whatever the size.

“The headquarters hotel—the Angebilt—is big enough to accommodate most of our delegates, we believe,” Bronson pointed out, “but we’d still recommend early reservations, as latecomers may have to find accommodations elsewhere.”

Every member of an affiliated association is eligible to vote at the annual convention, Griffin points out.

“If you’re a member of any local cattlemen’s association, with voting privileges in that association, you’re eligible to cast a vote at the state convention,” he explained.

“This is the opportunity for the membership to approve or reject the actions taken by the board of directors which makes decisions between membership meetings.”
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FCA Seeks Honorary Directors

If your county cattlemen's association has an old-timer who has been active in his work with your local association, and with FCA, and deserves recognition for his interest, he's just the man you should recommend for election as a Lifetime Honorary Member of the FCA Board of Directors.

Under a procedure set up by FCA several years ago, men over 65 are eligible for the recognition, which carries with it the right to attend all meetings of the Board of Directors and speak from the floor, although it does not carry the right to vote.

Two men who have received this award in past years—Dave Crum of Plant City and J. F. Sumner of Wimauma—will be recognized again at this year's FCA convention where they will be presented with special plaques in recognition of their appointment, President Ben Hill Griffin, Jr., has announced.

To nominate a candidate for this honor, local associations should:

Submit, with their recommendations, "a case history of his accomplishments in the pursuit of livestock farming, with a summary of the contributions made to the livestock industry." The resolution establishing the honorary directorships also provides that "all recommendations and supporting data be submitted not later than within 10 days of the opening date of the annual meeting of the Florida Cattlemen's Association."

The board of directors are empowered to set up any appropriate system for election of the honorary director, and in past years this election has been held at the board meeting immediately preceding the convention.

To be eligible for consideration, recipients must "have been active and prominent in the work of the Florida Cattlemen's Association."

So if your group has a member who has worked hard through the years, here's a good way to recognize what he's done. Recommendations should be sent to R. Elmo Griffin, Assistant Secretary, Florida Cattlemen's Association, Kissimme.

Dr. T. J. Cawna, head of the department of animal husbandry and nutrition, University of Florida, has been selected to serve on the Feed Survey Committee of the American Feed Manufacturers Association. He is one of 25 outstanding college men chosen to represent every major feeding section of the United States. The committee will meet in Chicago October 28-29.

If you're in the business of producing beef at a profit then you'll be interested in two really fine "BEEFMAKERS"

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Central Florida Group is Active
Activity has been one of the strong points of the Central Florida Cattlemen's Association ever since its founding as the Orange County Cattlemen's Association only a few months after the Florida Cattlemen's Association was started in 1934.

Today the group has an active membership of 91 under the leadership of Paul Teal of Winter Garden, president, Edward L. Yates of Orlando, Orange County Vice President, and O. H. Keene of Clermont, Lake County Vice President. F. E. Baetzman, Orange County Agent, is secretary.

The Orange county group was expanded to include Lake and Seminole Counties shortly after the War, because the two smaller counties felt their membership wouldn't justify separate county associations. Two years ago, Seminole County withdrew to form its own group, and Orange and Lake now comprise the Central Florida organization.

One of the most successful projects of recent years was the Central Florida Cattlemen's School last year, which attracted hundreds of cattle people to a series of evening lectures on cattle production problems under sponsorship of the association.

The Central Florida group has provided leadership for the Florida cattle industry during past years. Cushman S. Radebaugh of Orlando served for two years as president of the state association, and is now a vice president of the American National Cattlemen's Association.

Walter F. Bronson of Orlando and Elmer Yost of Groveland are the two Central Florida association representatives on the state board of directors, and directors of the local group include: Don Rybolt and Nelson Boice, both of Orlando, J. Carlisle Rogers of Leesburg and Carl Duncan of Tavares.

Officers of the Central Florida Cattlemen's Association, hosts to the FCA Convention, November 16-18, left to right, are: Edward L. Yates, Orange County vice president; Paul Teal of Winter Garden, president; O. H. Keene, Lake County vice president.
Agricultural Economy of Orange County is Varied

CATTLE play an important part in the agricultural economy of Orange County, where FCA will hold its annual convention in mid-November—and Orange County is the second highest from the standpoint of agricultural income in the state of Florida.

That's official—straight from the office of County Agent F. E. Baetzman, who doubles as secretary of the Central Florida Cattlemen's Association.

Some 331,080 acres in Orange County—66 percent of the total—is devoted to farming, and the county is one of the top 100 counties in agricultural income in the United States.

Baetzman estimates that the number of cattle owners more than doubled during the period 1945-1950, and has increased even more since that time. The increase in dairies has been almost as great.

Citrus is the county's biggest source of agricultural income, however. The county is the second largest citrus producing county in Florida, and is the second highest county in the United States in orange production. There are 1,200 citrus groves, according to Baetzman.

"Our agricultural economy has a firm, solid and sound foundation," says Baetzman, "which is supplemented by a heavy tourist traffic and highlighted by our citrus output." He added that, "The general agricultural picture of Orange County is one of intense specialization in an increasingly wide variety of crops and commodities."

Poultry and vegetables also account for part of Orange County's agricultural income. The Florida Honey Cooperative has headquarters in Umatilla and producers receive a premium for Orange blossom honey.

Cattle can be found in all parts of Orange County.

Importance of the cattle industry to the county is recognized by the county's leaders. Recently, in a magazine article, Hershell G. Stuart, president of the Orange County Chamber of Commerce, wrote:

"...to regard this area as a mere vacationland alone is to miss the significant point of (our) expansion... Cattle... bring the West to the East. Florida cowboys are not the drug store variety... but hard-riding, sun-beaten, leathery-faced riders of the local ranges."

Carroll Ward, Winter Park dairyman, and County Agent F. E. Baetzman, right, inspect clover on Ward's dairy.

Although Orange County is more famous for its citrus and tourist "crops" it does have a number of fine herds of purebred beef cattle. Shown above are purebred Brahman grazing on pasture which is typical of the kind which can be found there.
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The Florida Cattleman
WELCOME, FLORIDA CATTLEMEN!

and best wishes for a successful state convention November 16-18

Increased Volume Result of Meeting

When the Central Florida Cattlemen's Association tackled the "Eat More Beef" campaign, its leaders decided to explain the program to the restaurants and grocery store men and the cattlemen themselves—at a time when they'd be most receptive, after supper.

With the help of the banks of Orange County and restaurant operators and grocersmen from Winter Garden and Orlando, a free barbecue was arranged at Winter Garden to kick off the campaign. Several hundred attended.

One of the most spectacular results of the meeting was what happened in Winter Garden grocery stores. One market, whose handle had been 25 carcases monthly, doubled its poundage during August.

Similar records were racked up by other Winter Garden stores.

"We were mighty pleased with the success of the program," says Central Florida President Paul Teal, Winter Garden.

Paul Teal, right, president of the Central Florida Cattlemen's Association, is shown here with Johnny Griffin, Winter Garden grocer who doubled the sale of beef in his store in August as a result of an effective "Eat More Beef" promotion.

To the Ladies:

While in Orlando, visit Dickson & Ives and see the newest creations from the "World of Fashion".

Central Florida's Fashion Center

Dickson & Ives

ORLANDO

Breeding Better Livestock
by Victor Arthur Rice, Frederick Newcomb Andrews, and Everett James Warwick.

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We’re continually surprised at the interest in the livestock business displayed by people in all sorts of work—lawyers, doctors, automobile dealers and manufacturers. They all look upon livestock as an avocation that frequently becomes a full-time vocation. Then there are the youngsters in service who see in The Cattleman a glimpse of home.

The cost? Almost half the regular price! Your first gift subscription costs $2.00 (the regular subscription rate), but each additional gift subscription costs only $1.00 (and your own renewal can be included at the $1.00 rate). Send cash with your order, of course, and we’ll send an attractive card at Christmas time, bearing your name as the giver.

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The Florida Cattleman
Florida's interest in the Aberdeen-Angus breed has been increasing by leaps and bounds each year. A large factor in this increase is the fact that Blacks are good beef producers. The picture of the bred Angus heifers shown above was taken at Gullstream Farm at Fort Lauderdale which typifies the slogan, "Aberdeen-Angus in the deepest South."
A Proven Sire Heads Our Consignment to the Angus Sale at Webster November 5!

THE PROVEN SIRE OF OVER 100 CALVES—HE SELLS!

BARDOLIER OF AIRDRIE 2D
(Calved September 5, 1949)

Black Bardolier 480883
King Bardolier G.R. 794602
Queen of Grand River 2"-540787
Eline's Repeater C.S. 2"-679523
Blackcap Bessie of Pines 857502
Choice Bessie 544568
Bandolier of Anoka 462292
Black Bardella 460791
Keep's Bardolier 499734
Queen 23" of Hill Crest 475832
Jock of Wheatland 543241
Eline 19" of Page 464885
Quality of Hill Crest 482336
Bessie's Blackcap 501475

Blackbird Bandolier of P
Barbara McHenry of A.
Bardol Martin 2
Blackbird Quality Lot
Bardolier of Anoka
Keepsake of Wildwood
Echo of Hill Crest
Winchester Girl
Repeater of Wheatland
Ames Plantation Phairlea
Mulben Portfolio
Eline E. 6 of Page
Princr Elcho 3
Julia Girl 2
Midden's Lad
Blkcp. Bessie of Lavillon

Look over his get!

and that's not all...

ALSO SELLING

TWO BULLS AND TWO HEIFERS

ALL ARE OUTSTANDING ABERDEEN-ANGUS ANIMALS

The rest of our sale offering includes one son and two daughters of Bardolier of Airdrie 2d: Royal Bardolier G. F. (calved January 5, 1953); Grovelane Queen 6th (calved June 26, 1952); Grovelane Queen 3d (calved July 3, 1953) AND another bull, Eileenmere of Grovelane, sired by Marycrest of Eileenmere 10th whose grandsire was Eileenmere 487th. Look them over at the farm now and be sure to be at Webster on November 5!

GROVELANE FARMS

Registered Aberdeen-Angus Cattle
Harry Friedlander, Owner
Bob Connell, Herdsman
Urban Rudner, Manager
LAKE WALES, FLORIDA
Breeders Of Angus Are Listed

Asterisk (*) denotes members of Florida Angus Association

ACORN RIVER CATTLE C., Robert P. Lamont, manager, phone 4565, Osiedo. Herd sires are Sunbeams.

ADAMS, JOL H., El Comedoro Hotel, Miami. (*)

ANGUS ACRES, Kenneth Blasi and Jim Harrington, owners, ranch located four miles west of Milton on Highway 99, phone 9635. This herd was originally established in Iowa in 1954 as a 4-H heifer project and has grown from that beginning. The grand champion of the carcass class at the 1940 International was from this herd. The herd was moved to Florida in Jan. 1951, and now contains 55 females of breeding age. The families represented are Excalitress, Trojan Erica, Kinemochry Beauty, Chieftain Trojan Erica. Herd sire is Dalbarn Bandolier 648 bred by Dale Fletcher, Pine Plains, N. Y. (*)

ARDEN ANGUS FARM, J. Arden Wesley, owner. Ranch is 10 miles east of Orlando on Highway 50, P. O. Box 1257, Winter Park. The herd contains 40 females and families represented in the herd are Baharous, Blackcap Bessie, Maid of Bunners, Miss Burgess, Blackcap Empress, Sunbeam Queen Mother, Juana Erica. Site is at I-4, J. I. York 26, bred at M & L Ranch, Burnett, Texas. (*)

ANCHORAGE ACRES, Route 1, Box 620, Ft. Lauderdale.

B & O RANCH, Ft. Lauderdale, phone 2-4476, ranch located on Boca Raton road one and one half miles east of Route 441, H. L. Butts, D.D. Oliver, Jr., and D. D. Oliver, Sr., owners, Roy McGlancy, manager. Herd established in 1940 and now includes four females of breeding age with Queen Mother, Blackcap and Blackbird families being represented. Operation includes producing 243 head of commercial cattle. Site is Akanonian 3230, son of the International grand champion 1932. (*)

BAKER, JR., F. S., (See North Florida Experiment Station)

BALDWIN, LEROY, Box 460, Ocala. (*)

BELL, W. F., P. O. Box 28, Live Oak.

BENNETT, R. D., Greenwood Merchandise Co., Greenwood.

BLASI, KENNETH (See Angus Acres Ranch).

BULLIS, A. L., St. Cloud, Route 1, Box 45.

C & L RANCH, Earleon, Mr. and Mrs. Carl Zillman, owners, ranch located 15 miles east of Gainesville. Herd established in August, 1949 and contains 12 females of breeding age. Sires used are Hardwickmer 2186 (84557) from Hardwick farms, C. L. Blackbird (1971638) from Hardwick farms, C. L. Blackbird (1971638) from Hardwick farms, H. A. Siple, and C. L. Blackbird (1971638), bred on the ranch.

CARTER, C. L. (See Green Oaks Farms).

CHARLOTTE RANCH, Rt. 1, Punta Gorda, phone 985 R, located one mile south, Mr. and Mrs. E. C. Roberts, owners. Herd established in 1949 and now contains 55 registered females of breeding age. Families included in herd are Kinemochry Beauty, Blackbird, Erica, Favourite, Queen Mother, Blackcap Lass, Miss Burgess, Pride Miss Burgess, Irene, Besie, K. Pride, Irvington, Barbara and Blackcap Judy. Sires (Continued on page 6)

Now for sale on the farm . . .

- 7 young cows (1st and 2nd calves) with calves at foot and re bred to Ankonian 32120 or Evader of Bardallor of LV.
- 4 aged cows—bred (2 own daughters of Enfileen's Bandolier 2nd, an International Junior Grand Champion)
- 2 yearling bulls which will add profit even to the best herds.

Families consist of McHenry Barber, Blackcap Judy, Queen Mother, Lady Ida and Kildonna Erica.

LAKEVIEW FARM
Walter R. Williams, Owner
RFD 2, Box 920
LAKELAND, FLORIDA

The beefy Angus animals pictured above are owned by W. S. Isherwood, and are pictured at their Fort Hamer Ranch home, located near Bradenton.
Fall Sale Of Angus Set Nov. 5

Top bloodlines to be included in Webster sale offering

Angus Day at the Sumter All-Florida Breeders' Show in Webster has always meant an opportunity for Florida cattlemen to see the best show herds in the State and bid on high quality Angus at auction—and Angus Day 1954 will be no exception to this rule.

According to Sale Manager Crawford Rainwater, no less than 12 leading Florida herds will offer registered Angus at Webster—and quality and breeding will be better than ever.

Top families are present in most of the consignments. Some of the family names Rainwater has emphasized in his presale information are: Ballindalloch Georgina, McHenry Barbara, Woodlawn Blackbird, Windsor Queen Mother, K. Pride, Lantz Blackcap, Fourth Branch Blackbird, Chieftain Trojan Erica, Judy Blackcap, Eriskay Erica, Eisa Trojan Erica, Evergreen Erica, Pride of Aberdeen, Rosemere Blackcap, Enchantress Trojan Erica, Primrose, Barbara, Blackbird Lassie, Portletten Lucy, Mignonette, and McHenry Blackcap.

"The Florida breeders have dug deep in their herds to come up with quality consignments to extend those of previous years," Rainwater emphasizes. "This isn't accidental. Our members feel that quality should be higher than ever in an effort to point out the fact that good cattle will sell well, especially in Florida."

The November 5 sale (show is scheduled at 9:00 a.m. and the sale at 1:30 p.m.) includes the largest number of entries in the six years that the Florida Aberdeen-Angus Association has sponsored a sale in conjunction with the Webster event. 47 females and 14 bulls have been consigned, Rainwater reports.

"Practically the entire offering was bred and raised in Florida," Rainwater notes. "That means that any questions of acclimation can be dismissed by prospective buyers. You'll be able to see these cattle home to your own farms and ranches without worrying about whether they can hold up under Florida conditions."

Many of the females will sell bred to some of the outstanding bulls which have been brought into Florida in recent years by many different breeders. Among the bulls being offered is one which has sired more than 100 calves for one of the state's best herds, including several which have won in show competition.

Once again the Angus breeders are making their headquarters in Leesburg, which is about 25 miles from Webster, due to shortage of hotel and motel facilities in Sumter County. The Magnolia Hotel will be the official headquarters, and buyers interested in the Angus being offered are invited to make their reservations there, too.

Auctioneer for the sale, again, will be Stan Haworth of Warrenton, Virginia. Rainwater has announced. Judge for the show was not definitely known at press time.

Consignors for the auction include: Dixie Angus Farms, owned by Cecil Nettles of Callahan; Mill Pond Plantation, owned by R. A. Willis, Jr., of Marina; University of Florida, Gainesville; Zetrouer Stock Farm, owned by A. R. Zetrouer of Micansopy; J. B. White of Starke; Gulfstream Farm, owned by Jim Farquhar and Bill McGregor of Fort Lauderdale; Fort Hamer Ranch, owned by W. S. Isherwood of Bradenton; Arden Angus Farm, owned by J. Arden Wesley of Winter Park; Perdido Ranch, owned by Brown and Crawford Rainwater of Pensacola; Turkey Ford Ranch, owned by Gage and Harold Kent of Lutz; Hopley Angus Ranch, owned by Wayland and Pete Hopley of Lutz; Grovelane Farms, owned by Harry Friedlander of Lake Wales.

Hopley Angus Ranch Is New Herd

A new Florida Angus herd has taken over part of the property and cattle at the Turkey Ford Ranch near Lutz, it has been announced by Pete Hopley of Hopley Angus Ranch. Hopley, whose father, Wayland Hopley, formerly was in partnership with Gage Kent in Turkey Ford Ranch, said the new Hopley Angus Ranch herd includes 75 head, of whom a relatively small number are registered Angus at the present time.

"We plan to expand our herd in the near future, however," Hopley reported, "and we'll be able to supply Florida cattlemen with bulls and female breeding stock of good breeding at all times."

Hopley Angus Ranch is largely composed of improved pastures, with Pangola grass and White Dutch clover providing most of the forage.

The female herd consists of cows sired mostly by Palomer Prince and Prince Peer 11th of Angus Valley, and most are bred to Black Grenadier, the sire which made a fine record for himself in national competition as a yearling and a two-year-old.

The Hopley Angus Ranch herd has benefited from the breeding background of Wayland Hopley who first went into the Angus business at Atlantic, Iowa, in 1938, and now owns one of the oldest Angus herds in that state.

"My father has had a solid reputation for years with his Angus herd in Iowa," Pete Hopley reports, "and our plan is to continue the same policies at Lutz. We are preparing ourselves to sell good Angus cattle for Florida purebred and commercial herds."
Progress is Theme at Grovelane

The site of one of the top views of Aberdeen-Angus cattle grazing on good improved pasture can be seen at Harry Friedlander’s Grovelane Farms at Lake Wales.

Friedlander actually has two Angus cattle operations with both of them being located near town. The first farm comprises only 46 acres where he keeps the bulls that he has for sale to commercial cattlemen, while the second farm includes 800 acres of improved pasture.

Great strides have been made on the second farm, Friedlander says, because he didn’t start to clear the acreage until March of 1952 and besides the pasture he now has an attractive show barn and house for his herdsman located there.

The barn was finished in May and includes 22 stalls with outside pens for his cattle. Future plans include having a “home” for each of his herd sires located near the present barn with exercise runways about 200 by 100 feet.

His top herd sire is Ankonian 3513th, a son of Eileenmere 999-35111, who is being used on an artificial insemination program at Grovelane. Other sires include Beaverdam 8th, a son of Eileenmere 1074th, and Bardolier of Airdrie 2d.

Friedlander explains that the sires of the cows and bulls that he has in his herd include such famous names as Eileenmere 1032d, Eileenmere 1050th, Eileenmere 999-35, Prince Eric of Sunbeam, Prince Sunbeam 219th, Prince Barbarian of Sunbeam and Prince Sunbeam 328th.

Don’t miss the Angus sale November 5.

Harry Friedlander of Lake Wales is constantly improving his Grovelane Farms by selecting top Angus bloodlines and planting more and more improved pasture. Pictured below is a typical scene of his purebred Angus operation with plenty of shade, improved pastures and water in evidence.
Angus Directory

(Continued from page 3)

used are Sun Lake Whitney Eric (14759j) bred by Sun Lake Ranch, 11950 E. Hwy. 41, Plantation, FL (146655).

GLADEWIND FARM, DeFuniak Springs, phone 2607, Box 501, ranch located at Red Bay, Florida, on Florida Highway 81, 10 miles south of Port Orange. Dr. D. C. Brown, owner. (See Stoddart Ranch.)

GLADEWINDS and JEANETTE (see Stoddart Ranch).

GOSS, FRANCES D, DeFuniak Springs, phone 2607, Box 1, ranch located at Red Bay, Florida, on Florida Highway 81, 10 miles south of Port Orange. Dr. D. C. Brown, owner. (See Stoddart Ranch.)

GOSS, FRANCES E, Box 1, 250, large.

COMBS, J. B. (See Seminole Farms).

DENTON, B. S., Box 26-A, Alachua, phone 2675, James S. and Dorothy F. Wershaw, owners. (See Mays Ranch.)

EDWARDS, L. K., RANCH, EDWARD COTTAGE Cattle Co., 11955, Geiger Rd., Sarasota, Fla., owner. phones McIntosh 2442-1138, 2442-1138, ranch located at Geiger Rd. These herds were first established in 1900 and now contains 100 females of breeding age.

ELIGE, W. L., 1st. Andrews Avenue, Ft. Lauderdale. (*)

EMERSON, R., RANCH, 1000 N. Mills, Orlando, P. O. Box 5027, phone 3443, ranch located at 1000 N. Mills at Ac- tatula. F. Redd, Whitehead, owner. (See King Ranch.)

FITZGERALD, C. J., 292 N.W. 42nd St., Miami.

FLAT CREEK FARMS, Farrell L. Nelson, Clewiston.

FLOYD FARMS, Franklin Floyd, Waukegan. (*)

FLOYD, HAMER RANCH, Bradenton, Wilson S. Isenberg, owner. Ranch is located seven miles east on Route 64, two miles north of Ruskin. Phone 4626, 4626. This herd was first established in 1941. Chief herd sire is Blackhawk, sire of the Chief herd at Ruskin. He is the son of Sunbeam 156th and Sunbeam 157th by Pride of Abberdeen. The herd sire is Prince Bar of Manatee, son of Prince Bar of SAF, an outstanding bull in his own right.

FRIELANDER, HARRY (see Groveland Farms).

CAUTHERLY, D. M., Crescent City.

GERACI, Mr. and Mrs. Louis (see Sun Lake). (*)

GLADEWINDS FARM, Route 4, Box 556, South Miami, owner at 11290 North Kendall Drive, Robert Kramer, owner. Herd was established in 1961 and contains three females of breeding age.

GRAHAM'S DAIRY INCORPORATED, located on U.S. 1, north of the northeast section of Hialeah, phone 88-2596. The herd has 44 females of breeding age and the family includes Miss Burgess, Jilt, Barbara, Prince, Elizabeth, Blackbird, Blackbird, Prince, and Emily, owner. (See Groveland Farms.)

GREEN LAKE ANGUS FARM, H. W. Wiggins, owner. Ranch is located on Green Lake, Marion Co., Florida. The herd contains Blackbird and Prinse Families.

GREEN OAK FARMS, Route 1, Box 20, Tallahassee, J. F. Wyrick and C. L. Carver, owners. The herd is located on U.S. 119 north of Tallahassee, in the Northeast section of the city. The herd contains 147 registered females of breeding age and the family includes Miss Burgess, Elizabeth, Blackbird, and Emily. He is the son of Pride of Elk Hill (1640589), bred by J. B. Hodges, Forrest, Va., Major Herd (1640589).

GRANVILLE FARMS, Route 1, Box 2, Lake County, phone 2675, James S. and Dorothy F. Wershaw, owners. These herds were first established in 1900 and now contains 100 females of breeding age.

HOLLYVEW FARM, RANCH, Route, Ft. Lauderdale, phone 210-5752, ranch located five miles north of Davie. This farm was first established in 1942 and contains 100 females of breeding age and includes such families as McHenry Blackbird, Blackbird, Pride, Jilt, Bilde, and Miss Burgess. The herd was established in 1942 and contains 100 females of breeding age and includes such families as McHenry Blackbird, Blackbird, Pride, Jilt, Bilde, and Miss Burgess. The herd was established in 1942 and contains 100 females of breeding age and includes such families as McHenry Blackbird, Blackbird, Pride, Jilt, Bilde, and Miss Burgess.

HOLLIS, H. L., Live Oak. (*)

HUFF, O. D. R., McIntosh, phone Ly 1381. The herd numbers 56 registered females. Many of the breed cows were bought from the following Virginia breeders: Canterbury Farm, East- ham, and Niles. These breeders are: John Angus Farm, Marion; Merifields, Keckwell, and Crescent City. The farm is located five miles north of Hulett, Madison County, Florida. The farm is located five miles north of Hulett, Madison County, Florida. The farm is located five miles north of Hulett, Madison County, Florida.

HOWELL, G. G., (See Tom-John Ranch)

HOWELLS, H. L., Live Oak. (*)

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EMERALD WINDOR QUEEN MOTHER 1837485
(Calved August 31, 1955)

**Everest Prince**
Everest Prince 883277
Everest Prince SSS 9th 1109546
Blackbird of Showme 877977

**Ever Prince 7th**
782525
Imperial Queen Lady 12th 929091
Imperial Queen Lady 2d 972226

**Blackcap 1837478**
Ever Prince of Sunbeam 567027
Elba 18th of Sunbeam 629413
Showme Eileenmore 700169
Oxford Blackbird J. B. 2d 515165

**EMERALD JUDY**
Blackcap Lady B. Lee 2d 606511

WE ALSO HAVE SEVERAL

VERY GOOD YOUNG HEIFERS FOR SALE

AT THE RANCH

J. Arden Wesley, Owner
P. O. Box 1237, Phone 4-2392 or 4-6633
WINTER PARK, FLA.

ABERDEEN-ANGUS

- WE ANNOUNCE that we now have a purebred herd of Aberdeen-Angus as a part of our cattle operations.

- featuring the breeding of two top bulls, KB Black Mascot and Eileenmore 98th, 1953 grand champion at the East Tennessee Angus Show. Our cattle program is designed to produce animals that will represent some of the best Aberdeen-Angus bloodlines available along with top beef conformation. You are always welcome to stop by and inspect our herd sires, brood cows and fine calves.

E. H. WILKERSON
Phone 89, J. B. McCall, Herd Manager
EUSTIS, FLORIDA
Good Brood Cows and Top Herd Sires are M&M Ranch Ingredients for Success

Price isn't the object when selecting a good herd sire, it was recently pointed out by R. W. Matlack, co-owner of M and M Ranch of Loxahatchee, while describing his purebred Aberdeen-Angus cattle operation.

"Instead of thinking about the price of a bull, we should concentrate on getting the type of bull that can pass on to his offspring the fattening quality that is so important to commercial cattlemen," Matlack explained.

The records show that Matlack "practices what he preaches" because the herd sire at M and M Ranch today is the $10,000 Shadow Isle Prince Eric 32d, acquired from Shadow Isle Farm at Red Bank, New Jersey.

The 2240-acre operation now has 900 registered Angus brood cows, 200 grade Angus brood cows and about 275 calves and all of the animals of breeding age will be bred to "Prince Eric" by utilizing artificial insemination.

"Prince Eric" has won many honors in the show ring, including placing first at the International, since being calved January 10, 1953. He is the son of Prince Eric of Sunbeam, sire of International champions, and his dam is Miss Burgess of Glyn Manor 58th.

E. Brooke Matlack, the other co-owner, and his brother, Bob, purchased the ranch in April of 1953 and Bob pointed out that he has had about 11 years experience with Hereford cattle in Pennsylvania before buying the Florida acreage. He says he switched to Angus because of pinkeye troubles with the other breed.

Both of the Matlacks' time is pretty well taken up with their large liquid transportation firm with headquarters in Philadelphia but they both find time to come to Florida quite frequently and make their Florida headquarters at Fort Lauderdale.

On hand at all time to supervise things at the ranch is Manager Dave Young, who is a native of New Jersey, but has made Florida his home since 1937.

The ranch is located about seven miles north of State Road 80 and west from Levee 8 near Loxahatchee, which is near West Palm Beach. About 1100 acres of the 2240 total are improved and Matlack says that the rest should be improved probably during the next year.

Included in the improved pasture acreage, they have about 900 acres which Matlack classifies as sand land which is planted to Pensacola Bahia. The rest of the improved pasture includes about 200 acres of Pangola, 320 acres of Carib, and 240 acres of Roselawn St. Augustine. He now has White clover interplanted with the Pangola and Pensacola Bahia.

The pasture management of the sand land includes the use of an 8-8-8 fertilizer with minor elements. 500 pounds is applied at planting time and 200 pounds as a top-dressing. An 0-8-8 is used on the muck land with minor elements added. 250 pounds are applied in the spring and the same amount in the fall of the year, Young explained.

"We want to raise large Angus that can go out and do a good job for the commercial cattleman," Matlack said, "and we feel that the services of Shadow Isle Prince Eric 32d fit in quite well with this program. We definitely don't want to produce pampered cattle that don't know what a blade of grass is."

All of the cattle, except calves, were shipped to Florida from New Jersey, Pennsylvania or Virginia and Young declared that they have done fine in this climate and he is sold on the breed.

"What we like about Angus," Young said, "is their depth of body, broadness and all of those things that go to make a lot of meat with the high dressing percentage that the breed is noted for."

The M and M Ranch desire is to have a large herd of Angus, about twice what they have now, and with the top herd sire and good improved pastures on hand, it looks as though they are well on their way.

Restaurants Push Angus In Form of Top Steaks

FLORIDA ABERDEEN-ANGUS enthusiasts will no doubt be pleased to learn that their faith in the breed is backed up even further by two Southern restaurants, one of which is in Jacksonville, which feature steaks from the "Blacks":

The Black Angus Steak House Restaurant, 212 West Forsyth, in the "Gateway to Florida" city, and another by a similar name in Valdosta, Georgia, are the two eating establishments which are doing their bit to popularize the Angus breed.

Manager Chris Ganas of Jacksonville says, "We use Prime and Choice beef, and it is almost exclusively Angus."

This restaurant bought 3800 pounds of steak cuts during the 1953 International Livestock Exposition at Chicago. It was purchased for them by Pfuebler Brothers of Chicago, their principal supplier.

He says they are open seven days a week from 7:00 a.m. until 11:00 p.m. The restaurant seats 110, having both booths and tables, and is decorated with Scotch plaid wall paper and Aberdeen-Angus pictures.
Selling... at Webster Nov. 5

3 Bulls • 9 Heifers

Featuring the service of

MAHRAPO BARDOLIER'S MAJOR
Our new well-bred Mahrapo sire.

Families represented include
Primrose,
McHenry Barbara,
Portlethan Lucy

... and one heifer also sells bred to Perdido Bardolier 7th, Grand Champion at the 1953 Webster Show

BPR EILEENMERE 1271
Our double-bred Eileenmere 487th sire.

This truly fine sale consignment includes eight bred heifers, one open heifer, two bulls of service age and one yearling bull. Blackcap Bardolmere G. A. is the sire of the bulls and five of the heifers, while KB Eileenmere 16th and KB Eileenmere 26th, both sons of Eileenmere 2631, sired the remaining heifers. Be sure to look them over at Webster!

Perdido Ranch

BROWN AND CRAWFORD RAINWATER, Owners
E. J. Gibbs, Herdsman

POST OFFICE BOX 666

PENSACOLA, FLORIDA

for November, 1954
Florida's Angus are On Increase

by Pruence Wadock
American Aberdeen-Angus Am'n

The past year has seen a remarkable growth in popularity of Aberdeen-Angus cattle in the state of Florida. In fact, Florida stood second in the nation in the establishment of new Angus herds during 1954, showing an 84.97 percent increase in purebred herds over the previous year.

In a report on the 1954 fiscal year which ended September 30, the American notes that new Florida members founded herds and joined the association on an average of once a week. There were 1,707 Florida calves registered this year, representing a 75.46 percent increase in registrations over 1953, while purebred cattle transfers jumped 19.43 percent.

The encouraging trend to America's modern beef breed by Florida cattlemen is reflected on a national scale, according to the 1954 annual report which lists the largest number of national calf registrations throughout the United States showed impressive national gains. The continued demand for good registered breeding stock during 1954 was responsible for the transfer of 3,753 purebreds to new owners. This was an increase of 18.75 percent over 1953.

In 1954, 2,088 public auctions held during the past 12 months, 9,082 registered Aberdeen-Angus bulls brought a total of $2,658,788 to average $524.03 a head. Females numbering 28,109 head brought $1,717,987 to average $60.21. The total 137,372 head of registered Aberdeen-Angus selling at public auction brought a grand total of $14,976,346 and averaged $52.84.

The American Angus Association has diverted some of its attention from steer projects for heifer projects, stated Richards. This program is developing more interest in beef cattle and is holding the attention of farm youngsters during their formative years.

The growing popularity of the youngest of the major beef breeds is national in its scope. Of the more than 1,900,000 Aberdeen-Angus entered in the American Herd Book since the association was organized in 1883, 1,181,832 were registered in the past 10 years. During the past decade the American Association has transferred the registration certificates on 100,000 Aberdeen-Angus to new owners.

In the same 10-year period, 22,028 cattlemen have founded registered Aberdeen-Angus herds and joined the association.

In their quest for more efficient production of beef cattle, Southern farmers and cattlemen have turned their attention toward the fast growing Angus, because Blacks respond well to modern methods of production and give cattlemen a high quality product which usually commands a premium price.

Aberdeen-Angus, naturally hornless, have the only truly polled ancestry. This absence of horns is one of the dominant characteristics of the Blacks, and when mated to English horned breeds, 95 percent of the offspring will be hornless. When a horned breed is dehorned, there is a resulting loss of weight, bleeding, possible screwworm or maggot infestation, and in some cases loss of life. With Angus the dangers are eliminated.

Resistance of Angus to cancer eye and pinkeye is saving cattlemen much time, labor, and money in the Southern states.

One of the most outstanding features of Angus for the commercial cattlemen is their ability to calve more successfully at an earlier age than other breeds with a minimum of calving trouble. Angus calves and crossbred calves sired by Angus bulls, because of their smaller, polled-shaper heads and smaller bone structure, are more easily calved than any other breed.
Angus Ass’n Has 134 Members

by R. A. WILLIS, JR., President
Florida Aberdeen-Angus Association

The Florida Aberdeen-Angus Association was reorganized in February, 1915, after several years in which it had not been active. In the year 1915 the Association had 31 paid members. Today, nine years later, we have a membership of 134 paid active members, 34 new members being added since January 1.

From these figures one can readily see how, not only this association, but the Aberdeen-Angus cattle industry in Florida is growing.

The Florida association sponsored its first sale in October, 1919, in Ocala. Since that time we have constantly striven to create a market whereby members can sell their cattle and at the same time make available good Aberdeen-Angus cattle for new breeders.

This year the association sponsored three bull sales, two “off-the-grass” sales, three feeder calf sales and will again hold its annual sale of fitted cattle at Webster in conjunction with the Sumter All-Florida Breeders’ Show.

The demand for good Aberdeen-Angus cattle has made it necessary that the state association hold more and more sales each year.

In 1948, realizing the need for a market for feeder calves, the first Feeder Calf Sale sponsored by the state association was held in Gainesville.

This year, in order to make a market available in other sections of the state, two more feeder calf sales were held—one in Graceville and one in Live Oak. It is hoped that these two sales can be made annual sales and will improve each year until they become as successful as the Gainesville sale. These three sales this year grossed $108,036.30 on a total of 1895 head. During the years in which we have held feeder calf sales it has been proven that Aberdeen-Angus calves top the market.

The demand by commercial cattlemen for good Angus bulls to breed up their grade cattle brought about the first bull sale which was held in Bartow in 1953. In three sales in 1954—Belle Glade, Ocala, and Quincy—178 bulls were sold. The association plans to hold sales again in January, 1955, in these three locations.

All persons interested in Angus cattle are urged to join with this group that make up the Florida Aberdeen-Angus Association for their own good as well as the good that it will do our breed of cattle. Our breed has made great progress in the past and will no doubt make greater progress in the future.

Black Knight 113 of Angus Valley

sired this outstanding young calf!

This five-week-old bull calf is the first by our new herd sire, Black Knight 113 of Angus Valley. There are now a dozen of Black Knight 113’s calves on the ground. All of them are extremely good and prove the Angus Valley slogan of “Bred-in Prepotency.” Visit our farm and see Black Knight 113 and our growing cow herd.

Lusamar Farms
Mr. and Mrs. Lawson P. Kiser
Phone Tampa 49-3211
VALRICO, FLORIDA

Still More Top Quality Bull Power comes to SELBY RANCH

ANKONIAN 3530th,
By HOMEMPLACE EILEENMERE 999-35th, a twice International Reserve Grand Champion.

BEAVERDAMS BLACK BURBON 15th,
By BLACK BURBON OF VAUGHN, whose sire was Imp. from Scotland.

A.P. PRINCE ENVIOUS 3rd,
By PRINCE ENVIOUS OF BATES: a great son of PRINCE SUNBEAM 29th.

BLACKHAWK BARDOLIER 2nd,
By KEDAR BARDOLIER, a half brother to EVA’s BANDOLIER LAD.

Stop in Any Time. You Are Always Welcome at

SELBY RANCH

Highway 70 4 Miles East Myakka City
MAIL ADDRESS: P. O. BOX 150S, SARASOTA, FLORIDA
Angus Show at 9:00 a.m.

WITH

CONSIGNMENTS FROM 12
LEADING FLORIDA HERDS . . .
PRACTICALLY THE ENTIRE CONSIGNMENT WAS
BRED AND RAISED IN FLORIDA AND REPRESENTS . . .

Top Breeding represented includes Ballindalloch Georgina, McHenry Barbara, Woodlawn Blackbird, Windsor Queen Mother, K. Pride, Lantz Blackcap, Fourth Branch Blackbird, Chieftain Trojan Erica, Judy Blackcap, Eriskay Erica, Eisa Trojan Erica, Evergreen Erica, Pride of Aberdeen, Rosemere Blackcap, Enchantress Trojan Erica, Primrose, Barbara, Blackbird Lassie, Portlethen Lucy, Mignonne, McHenry Blackcap, and others.

Top Families The offering includes fine sons of some of the top Angus sires in the Southeast and outstanding females carrying the service of many fine sires. Good open heifers will also sell.

Top Individuals Many of these animals come directly from the show strings of the consignors.
Fall Sale
for, Fla.
5

Sale at 1:30 p.m.

Just a Word . . . Quality
will be first rate at Webster, as usual, since this sale has long
been the place where many Florida breeders sell their best-bred and
best-fitted cattle. We believe that Florida cattlemen are more quality-
conscious than ever, with cattle prices down and believe that good cattle
like our Webster consignments will find a ready market among improvement-
minded cattlemen. It should be emphasized that most of the females are bred to some
of the finest bulls in the country and that the breeding represented is among the best any-
where. We hope that you'll make your plans now to attend our annual sale in Webster on No-

November 5.

CRAWFORD RAINWATER

AUCTIONEER: COL. STAN HAWORTH

SALE HEADQUARTERS—MAGNOLIA HOTEL, LEESBURG

Consignors: Arden Angus Farm, Winter Park; Dixie Angus Farm, Callahan; Fort Hamer Ranch,
Bradenton; Grovelane Farms, Lake Wales; Gulfstream Farm, Fort Lauderdale; Hopley Angus Ranch, Lutz; Mill Pond
Plantation, Marianna; Perdido Ranch, Pensacola; Turkey Ford Ranch, Lutz; University of Florida, Gainesville; J. B.
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For catalog and reservations write:

Crawford Rainwater, Box 666, Pensacola, Florida
Aberdeen-Angus Bulls & Heifers

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SOUTHERN MILL CREEK PRODUCTS, INC.
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Tampa, Florida

Angus Directory
(Continued from page 7)

has brought the herd to about 140 cows of breeding age. Families represented include McHenry, Barbara, Blackbird (4th branch), Princess, Blue Ribbon Blackbird, Postillion Lucy, McHenry Blackbird, Jennet, Efas Erica, Enchantress, Pride of Aberdeen, K. H., Sunbeam Pride, Harley, Eline, Mignonette, Mulben Pride, Blackbird, Empress, Maid of Bummers, Miss Burgus, Jianna Erica, Elba, Pauline L., Pristemere L., Harlot Edella, Eulalia and Helena. Herd sires are Mahapo Bartolier (1180726), grand champion at 1950 Alabama State Fair and Summer All-Florida Breeder's Show, and Globe Hill Eilemore (1387753) bred by Fuerst Stock Farm and a son of Homestead Eilemore 999-53. The first daughter of Mahapo Bartolier, Perhido Fennemere 204, was grand champion female at the 1953 Florida State Fair. (*)

PERRY'S ANGUS RANCH, Route 1, Box 265, Lutz, Florida, T. A. and Thelma Smith Perry, owners, ranch is two miles west of Land O Lakes on S 54 road. Established 1954. The herd sires are Prince Eric Good Earth 32" (1440603), bred by Good Earth Stock Farm, New Florence, Mo. and Black Bird Bee Laid (1745293), bred by W. A. Holley, Atlantic, Iowa. (*

PERRY, T. A. (See Perry's Angus Ranch). (*)

PINE ISLAND RANCH, Route 1, Ft. Lauderdale, C. A. O'Neil, Jr., owner, Milton Winer, manager, phone 7-1159, ranch is nine miles southwest of Ft. Lauderdale near Davie. The herd contains 26 females of breeding age and includes Blackbird Lassic, Princess Alice, Auculin Susie, Hillview Blackbird, Lady Ida, Enchantress 86 (female of Enchantress) from James Erica, Tillysour Fancy, Barbara, Pride of Aberdeen (Nugget), Mina, Wester Fowles Restive, Easter Tullocch Duchess and Queen Mother families. The sire is Blackbird Duke of Piro (1523034). (*)

PINE KNOB FARM, Larkin Huddle, owner, eight miles north of Monticello. The herd contains 15 females of breeding age with Blackbird, Queen Mother and Erica families represented. Herd sires are Pine Knob Blackbird 5th and Herd's General Sir. (*)

RAINWATER, CRAWFORD, (see Perido Ranch) (*)

RAMSEY STOCK FARMS, INC, Micanopy, phone 2532, go north on 411, turn left on first paved road, then five miles. This herd includes 50 females of breeding age and the families are Blackbird, Enchantress Troyan Erica, Queen Mother, McHenry Barbara, Miss Burgus, Efas Erica, Pride of Aberdeen, Blackbird, Westside Rose, Blackbird (4th branch), Blackbird 84, (2nd branch), Duinelle and Sunbeam Pride. Herd sires are Queen Hill Crest Stamp and Bandalier K. 16th. (*)

ROADS, C. S., Box 87, Auburndale. (*)

RIGGS ANGUS RANCH, Route 3, Box 221, Ocala, J. W. Riggs, manager, established 1955, is 11 miles west of Ocala on U. S. 27 at Fellowship. Registered females of breeding age number 62 and majority of brown cows are Bandalier-bred. The herd sires are Rider of Fair Promises 54, bred to Fair Promises Farm, Betterton, Md. (*)

RUBINS, W. R., Route 1, Box 624, Ft. Lauderdale, phone Miami 3-8529, farm located four miles west of Ft. Lauderdale. Herd established in 1952 and includes 12 females of breeding age, with blackbird, Trojan Erica, Pride of Aberdeen and Blackbird families represented. Herd is owned by Mrs. Ankanows 1556, bred by Ankony Farms. (*)

ROSEME RE FARM, Ocala, Palmer Hoveck. (*)

ROYAL, MR. AND MRS. BOB K., Winter Garden, Route 1, Box 65, located 16 miles south of Winter Garden on Route 359, near Vineyard. There are two females of breeding age in the herd and the families of Barbara, Blackbird and Erica families. The herd is Eileenmore 353, bred by Perido Ranch. (*)

ROVAT RANCH, Box 670, Pensacola, phone 8-144, C. B. Taylor, owner, ranch located in Santa Rosa County one mile north of Pace, Tom Hughes, manager. Herd established in 1945. The herd contains 15 females of breeding age from Perido Ranch. Families represented are Witch of Endor, Erica, Enchantress Trojan Erica, Pride of Aberdeen, Blackbird, Lassic, Blackbird, Blackbird, Blackbird (4th branch), Trojan Blackbird, Lassic, Blackbird, Enchantress Trojan Erica, Pride of Aberdeen, K. H., Mulben Pride and Kinclotry Emily. The herd sires are A. B. Eilemore 1004th (1380257), bred by Keever Brows, Blackbird Bartolier (1. A. 1120805), and Mahapo Bartolier (1180725), both bred by Perido Ranch. (*)

ROYAL OAKS RANCH, Melrose, Wm. R. Campbell, owner, ranch located at Melrose, Herd established in 1944 and includes five females of breeding age. Sire is C. L. Blackbird 2nd. (*)

RESH, ALLIE LEE, Ocala. (*)

RYAN, A. J., North Federal Highway, Hollywood, Florida. (*)

SELBY RANCH, P. O. Box 1050, Sarasota, phone Ringling 2-5930, Jack W. Newburn, manager, located at Myakka City in Manatee County. Herd was established in 1943. The herd contains 15 females of breeding age. Families represented are Witch of Endor, Erica, Enchantress Trojan Erica, Pride of Aberdeen, Blackbird, Lassic, Blackbird, Blackbird, Blackbird (2nd branch), Rosemore Irene, Queen Mother, Miss Burgus, McHenry Blackbird, Elba Erica, Antelope, Skylot Trojan Erica, Barbara, Blackbird, Empress, Finglar Elba, Kinclotry Emily, Bolindaloch, Georgina, Windsor Queen Mother and Miss Wood. Herd sires are Great Oake Bandit (101574) bred by Howard L. McGregor of Rochester, Michigan, and Everglades Merkur's Erik (720051) bred by Charles E. Sorensen, Farmington, Michigan. (*)

SEMINOLE FARMS, J. B. Combs, owner, 316 S. W. 19th Street, Ft. Lauderdale, ranch located north west of Pompano on Green Road. This herd was established in 1955 with purchases from Gulf Coast Farms, Lauderdale, and consists of 15 females of breeding age including barbar, Blackbird, Blackbird, Blackbird and Erica families. Herd sire is Globe Hill Bandalier 6th. (*)

SMITH, HENRY F., Box 108, Loxahatchee, phone McIntosh 7205, W. R. Richardson, manager. This herd was started in 1917. Herd has been acquired through purchase from Smith's father, Henry F. Smith, Henry F., ranch located two miles south of Hillside, phone 255. This herd has 15 females of breeding age and the families are Eileenmore and Erica. The herd is Globe Hill Magic Master (1376653) bred by the University of Fla.

STARR DUST RANCH, RD, box 288, Micanopy, Henry and Margaret Weis, owners and manager. This ranch located 12 miles south of Gainesville on old Union Road. The herd is established in 1935 and now contains 35 females of breeding age. Predominant families found in

Aberdeen-Angus cows and calves on improved pasture in Florida always makes a nice picture. Those shown above are owned by Iger Angus Ranch at Davie.
The typed Angus cows and calves shown above were photographed at Lasamar Farm. They are owned by Mr. and Mrs. Lawson P. Kier of Palatka.

The herd includes a cow and calf born on November 8th, a son of Prince Sunbeam 1586, a $20,000 bull, and Lorraine Eileenmore 118, a son of the $30,000 Homestead Eileenmore 1954.

STITT, WILLIAM T., Route 2, Box 590, Clewiston, FL

STRAZULLA BROTHERS, Box 152, Ft. Pierce, Fla., phone 697, ranch located on Orange Avenue, St. Lucie County. Established in 1953 with purchases from Craigland Farms sale at Ocala. The herd consists of six females of breeding age and includes Zara, Blackcap, Blackbird, Jilt, Queen Mother, and Pride and Family. Sire is Lindemire 500.

SUN LAKE RANCH, Box 257, Lutz, Mr. and Mrs. Louis Geer, owners, phone Tampa 99-3081. Ranch located on Vernon Road at Lutz. This herd consists of 200 females of breeding age and has Gammer, Ellina, Blackcap Bessie, Bessie, Blackbird, Enchantress Erica, Eileen, Kingscote, Eileen, Blackbird, Miss, Blackcap, Blackbird, Jilt, Queen Mother and Pride families. Sire is Lindemire 500.

SUN RIDGE RANCH, McIntosh, Frank and Helen Frederick, owners, ranch located three miles north of Micanopy on Route 254. This herd was established in 1946 and contains 25 females of breeding age with Mignonire, Miss Burgess, Pride and Glencarnock Elba families represented. Herd sires are Bandolier of Glenmary III (1988870), bred by G. C. Hoffman, Oviedo, Fla.; Pride of Sunbeam Farms, and Black Prince of Sun Lake (1407853), a top son of Prince Sunbeam 1560. Grand champion bull of the 1953 Sunner All-Florida Breeders’ Show and grand champion at the 1953 Florida Bull Show.

SUN VALLEY FARM, Groveland, Mr. and Mrs. B. R. Johnson, phone Ocoee 2561. This farm, located six miles north of Ocoee, is owned by Mr. and Mrs. B. R. Johnson. The herd consists of 100 females of breeding age and includes Zara, Blackcap, Elba, Eileenmore and Blackbird. Herd sires are Eileenmore W. 687 (1601535), bred by Penny & James.

TAYLOR, R. B. (see Rijoy Ranch). (*)

THOMAS RANCH, Groveland, Latic Thomas, owner, phone 2251. Established in 1953, and has 10 registered females of breeding age. Families represented are Harrely Edella, Rodhammay Elegan, Portettema Last, and the herd sire is AES Blackcap 1668081, bred by Alabama Poly. Institute, Auburn, Ala.

THOMPSON, HENRY, Box 10, Route 5, Plant City. (*)

TOM JOHN RANCH, Bartow, G. C. Howell, owner, phone 2771. Herd established 1953 and numbers 13 registered females of breeding age. Families represented are Cridell Evergreen Erica, Eline Erica, Tolar Blackbird, Antelope, Heggie, and Blackbird. The herd sire is Royal Prince Erica 39 (1555525), bred by Royal Prince Farm, New Bank, New York.

TOWNSEND, JAMES W., Lake Butler. (*)

TOWNSEND, THOMAS & ARIE (see Suwannee Vista Ranch). (*)

TREDECIM ANGUS FARM, P. O. Box 118, Route 5, Newville, Ohio. Farm located six miles S.T. of Sarasota, Mr. and Mrs. Harold Krier, owners. (*)

TURKEY FORD RANCH, Route 2, Box 582 D, Lutz, Mr. and Mrs. J. W. Kent, owner, phone 36-2111 (Tampa). Established 1952. Herd contains 40 registered females of breeding age and the families represented are Blackbird, Enchantress Erica, Eline, Miss Burgess, Blackcap, Queen Mother, and Pride. The herd sire is Bandolier 3000 of Kent. (1070055), and Eileenmore 1565 (1454455), both bred by A. Kent.

UNIVERSITY OF FLORIDA, Newell Hall, Gainesville, J. E. Houst, Jr., supervisor, Dec. 1953, and I. W. Burgess, herdsman, phone 5286. (Continued on page 22)

If its BEEF you want

Better Buy Angus!

- SEE US BEFORE YOU BUY because we are building a herd of registered Angus that includes some of the best bloodlines in the country.
- You're always welcome to visit us and inspect our breed cows and our top herd sire, Globe Hill Eileenmore 3505th (jointly owned with Perido Ranch of Pensacola). Our first few calves out of this bull are now on the ground and we'll modestly admit that they look mighty good! Stop by and look 'em over.

ALSO FOR SALE SOON will be grade Angus cows, heifers and calves. They are all purebred but not registered and should be an offering that many commercial cattlemen are looking for.

Choctaw Ranch
Dr. R. B. Spies, Owner
DeFuniak Springs, Fla.
Keith Miller, Manager
Red Bay, Ala.

DeFuniak Springs, Florida
Ranch located at Red Bay, Fla., on Hwy. 81, 12 miles south of Ponce De Leon on U. S. 90

ABERDEEN-ANGUS IS THE BREED FOR FLORIDA
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Hialeah, Fla.—On U. S. 27

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TURKEY FORD RANCH
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LUTZ	FLORIDA

The TOPS are in Virginia
VIRGINIA Aberdeen-Angus Association, Inc.
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Publicity
Box 196, CHARLOTTESVILLE, VA.

Registered Aberdeen-Angus cattle
Pace Ranch
James H. Pace, Owner
Sarasota, Florida
Box 1442 Phone 2-0551

for November, 1954

Third Section—15
Prince Sunbeam 156th is one of the best-known Angus bulls in America today. He's the senior herd sire for the Sun Lake Ranch herd at Lutz.

This group of Aberdeen-Angus females grazing on the lush pastures at Sun Lake Ranch is typical of the high quality females in this herd.

Pine trees and Spanish moss make natural backgrounds for photographs at Sun Lake Ranch. Pictures above and below show more breeding cows.

Quality Cattle

Produce Big Return for

Sun Lake Ranch

How many Florida ranch operations have produced over $400,000 in income over the past two years?

The answer, of course, would be: “Mighty few.”

Yet Mr. and Mrs. Louis Geraci of Sun Lake Ranch near Lutz have realized just such an income from a ranch containing only 6,000 acres and carrying, in all probability, less than 1,000 head of cattle.

Their “secret” has been in producing cattle of such quality that they command the top prices. Sun Lake Ranch, with its herd of Aberdeen-Angus cattle headed by *Prince Sunbeam 156th*, has held two sales in the past two years which have together grossed better than $250,000. In addition it has sold nearly $110,000 worth of purebreds at private treaty, and more than $50,000 worth of hay, timber and commercial cattle.

The Geracis bought Sun Lake Ranch in 1938, when the acreage was completely undeveloped. Geraci at that time headed the American Fruit and Steamship Company, importers, and N. Geraci and Company, which sold the imports throughout the East. He continued his business, developing the ranch in his spare time, until 1945, when the ranch operation became so large that he decided to sell his other interests, and devote his entire time to the cattle business.

Almost from the time he and his wife, Esther, moved to the ranch in 1939, Geraci was interested in more than just cows.

Sun Lake’s first registered Angus—five heifers and a bull bought from Dixie Stock Farm at Lancaster, Kentucky—were purchased in 1940, and the herd has been enlarged gradually since that time to its present size of 220 brood matrons.

Quality has always been a Sun Lake emphasis, but the herd made its greatest advance in 1951 when the Geracis purchased the entire Spring Haven Farm herd—one of the top herds in the nation—including the $20,000 herd sire *Prince Sunbeam 156th*.

In addition to bringing more of the famed Sunbeam breeding into the herd, the Spring Haven female herd included members of many of the nation’s top Angus “families”—Angusdom’s method of recognizing outstanding females.

The Geracis have continued improving the breeding in their herd since 1951 until today Geraci maintains that “we probably have more of the popular families than any other herd in America.”
Ranch

owners—the Geracis

Florida records were broken only last year when Sun Lake paid a record $13,600 for a 12-month-old heifer of the "Evermore T" family. Barbarossas, Gammers, Blackcap Bessie's and Cherry Blossoms—the very "hottest" Angus families in the nation are strongly represented at Sun Lake.

In addition to the "156", Sun Lake herd sires include Black Prince of Sun Lake and Jago Prince—a young bull (whose first calves are now on the ground), which is jointly owned by Sun Lake and Stanford Farms in Kentucky. (See photograph elsewhere on this page).

The Geracis first began fitting and showing cattle in 1946, when they won their first grand championship at the Florida State Fair. Since that time the Sun Lake herd has consistently won top honors at Florida shows and Sun Lake cattle have brought top money at sales both in Florida and other states throughout the country.

With years of experience in fitting and showing, it was only natural that the Geracis should decide to hold their own annual sale—the first of which, in 1953, had the eighth highest average—$2892—of the 465 registered Angus sales in the nation that year. The 1954 sale was somewhat lower in average, following the national pattern, but will once again be one of the highest in the country.

Although Sun Lake also owns a sizeable herd of commercial cattle, the Geracis are frank to admit that the purebred herd takes virtually all their effort—effort which is not in any way limited to producing cattle solely for the high-priced market.

Much Sun Lake production over the years has gone to Florida commercial cattlemen and literally hundreds of Florida herds now use Sun Lake bulls to help them produce higher quality beef. Although Sun Lake cattle have been bought by herds in 31 states, the Geracis are still very definitely in the business of selling bulls for Florida commercial herds.

The cattle they have sold have been the result of planning, good management, good cattle, hard work and love for the work they are doing, among other things. From the careful selection of the location of Sun Lake Ranch, which has abundant shade and water and strength in the ever-important pasture, to the selection of all of their cattle, the Geracis have shown a keen understanding for the requisites of producing quality cattle.

The much-used photograph above shows Black Prince of Sun Lake, while the calf below is one of the first by new Sun Lake sire, Jago Prince.
ATTENTION! COMMERCIAL CATTLEMEN

PUREBRED ANGUS BULLS FOR SALE!

When you look for bulls for use on your commercial herd, conformation and breeding should be your major considerations. Both are important!

Circle R Ranch Angus are bred right—sired by bulls like Sun-Blest Black Rebel and Jubilee Blackcap of Modena—and out of our carefully selected female herd.

Circle R Ranch Angus are also built right. They carry the straight backs and bottom lines, good heads, straight legs and other characteristics that mean more beef in any breed.

See our cattle at the ranch eight miles south of Lake City on U. S. Highway 441.

CIRCLE R RANCH
George D. Rogers, Owner • Curtis Finks, Manager
Route 3, Box 118, Phone 837-R-20, LAKE CITY, FLA.

A portion of the Aberdeen-Angus herd at Thomas Ranch near Groveland pose for the photographer as Lake County Agent Bob Norris and owner Lacy Thomas look on from the background.

Angus Herd Rates At Thomas Ranch

Angus are the coming breed because Florida cattlemen are paying more attention to quality, according to a recent statement by Lacy Thomas of Groveland, a Floridian who has been in the Angus business on a small scale for barely a year.

Thomas is primarily a citrus grower, having helped form Florida Citrus Mutual, and on which he has served on the board of directors and also as president for two years. He also has served as president of the Florida Agricultural Council and on the state board of the Farm Bureau.

"I've always liked cattle," Thomas said, "and, although I started out in the commercial cattle business, I'm mighty glad that I've worked my way into a purebred Angus operation even though it is on a small scale."

Thomas now has 10 purebred Angus brood cows and is keenly anticipating having 50 head in the not too distant future but still plans to run about 50 head of crossbred cattle in addition to the purebreds.

He has had commercial cattle for several years but started in the Angus business only last fall. His herd sire is AES Blackmore, who was bred by Alabama Polytechnic Institute at Auburn, Alabama.

Families represented in the herd include Hartley Edella, Rothiemy, Georgia, Forlethen Lucy, Queen Mother, and many others. Many of the brood cows represent purchases from Perdido Ranch of Pensacola, Walter Williams of Lakeland, Gulfstream Farm of Fort Lauderdale, and Dixie Angus Farm of Callahan.
**Gulfstream Sale Set January 31**

January 31 has been selected as the date for the First Annual Gulfstream-McGregor Production Sale, which will be held at Gulfstream Farm near Fort Lauderdale, according to announcement by Owners Jim Farquhar and Bill McGregor.

Included in the offering will be 48 females and four bulls, with daughters of the Gulfstream sires—HC Eileenmere 42d, Ankonian 3202d and Ankonian 3209th, and Kinlochmire 12th—to be featured.

Many of the heifers will sell safe in calf to another Gulfstream sire—Mole's Hill Eileenmere 49, first prize winner at the 1953 International, the owners announce.

**Clear Lake Ranch to Have Field Day**

How Clear Lake Ranch carried three steers per acre for a year and produced 1,000 pounds of beef to the acre will be explained when Florida Ranch Lands, Inc., management organization, holds a field day at the Polk City ranch on November 18.

Program will include a tour of the pastures, which have been fertilized every two months. It will start at 5 p.m.

**Lakeland Cash Feed Adds New Mill**

Increased demand for Lakeland Cash Feed products has prompted construction of a new pellet and crumble mill now being installed in the plant on Lake Mirror in downtown Lakeland, according to announcement by W. L. Jackson, president of the concern.

Designed and fabricated by Sprout Waldron Company of Muncy, Pennsylvania, the new mill will cost over $10,000.

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**IT'S A BUYER'S MARKET . . . DO YOU PRODUCE WHAT THE BUYERS WANT?**

When you attend an auction sale of slaughter cattle in our state and a good animal enters the sale ring, the butcher buyers look this animal over carefully. They see it quite differently from the average person and visualize what the carcass would look like hanging in the cooler. They are willing and ready to pay the top price for an animal with meat where the high price cuts come from. They’re looking at the meat up and down the back and at the thickness and depth of the hind quarter.

Our herd sires, Queen's Hill Crest Stamp and Bandolier K. 16th, are siring calves that pass this “packer’s test” with flying colors.

Remember...there is a difference between a black bull and a good beef-type Angus bull. Sons of Queen's Hill Crest Stamp and Bandolier K. 16th are producing quality calves.

Plan now to attend our sale on February 23, 1955

**RAMSEY STOCK FARM**

**MICANOPY, FLORIDA**

---

**LOOKOUT PLANTATION**

**RFD 2, BONIFAY, FLORIDA**

Mr. and Mrs. Leonard J. Balaban, Owners

---

**Hawthwood Bandolier 5th, the Angus herd sire at Benrose Farm, located near Christmas on State Highway 50, is pictured above. Mrs. Benjamin Batwin, wife of the owner, is shown in the background.**
Angus cattle are the key to greater cattle profits according to Leonard Balaban, owner of Lookout Plantation at Bonifay.

Balaban, who started in the Angus business in Florida in July, 1952, says that his education in the cattle business has increased in many ways since moving to this state from New York state but points out that one of the main things he has found out is that he must be able to raise calves that can profitably be kept past weaning time if necessary in order to manage a profitable cattle operation.

"In explaining the management of my bulls," Balaban said, "I'd like to keep them until they get some age on them, about one and one-half years, if at all possible."

The young Angus owner said that he moved to Florida because he thought that the climatic condition was good for farming and felt that a longer growing season and good rainfall would be quite advantageous for a purebred Angus breeder.

Since operating in Florida for over two years, Balaban feels that a year 'round grazing season is theoretically possible but not within his grasp as yet.

When quizzed why he chose Angus cattle to stock his farm, Balaban answered that he liked the breed because they were butt-headed, have smaller calves at birth, were heavier when weaned, cause a more uniform coloring when used on a commercial scale, and have the ingredients for making a better cross on native cows.

Since arriving in Florida, Balaban has gone in for a somewhat diversified farming program with 20 purebred Angus brood cows, 50 commercial cows and a milking herd of 32 which made up mostly for grade Holsteins.

He explains by saying that his farm was set up for both dairy and beef when he arrived and points out that as soon as his Angus herd is large enough he will drop the rest of the livestock operation. It may be of interest to know that he uses registered Angus bulls on both the purebred and commercial Angus operations.

The total size of Balaban's farm is 800 acres which is termed Lookout Plantation because the main house on the farm sits atop a hill with a considerable view being afforded by this situation.

Of the total acreage, 300 acres are in pasture which is mostly Pensacola Bahia and Common Bahia plus 20 acres of Argentina Bahia. The other 250 acres of the total 550 acres tillable is cleared and stumped and ready to plant.

Balaban says that he will plant this additional acreage as he needs it. "I like native grasses pretty well," he said, "and I think that they do better in some cases than Pensacola Bahia. I feel that Common Bahia and Carpet and Vasey grass do quite well for me on the lowlands. Crimson clover does well on the high ground and White clover does so well on the low ground that I've got it overseeded on just about everything on the place."

The Bonifay man says that he started out by applying 500 pounds of phosphate and 100 pounds of muriate of potash once a year to his pastures but has since cut the application in half and now applies twice a year instead of once because he thinks the results are better.

He explained that he hopes to have a herd of 100 brood cows in the future but started out with a small herd to be more economical and also find out what sort of bloodlines he wanted.

The herd sire at Lookout Plantation at the present time is Homeplace Eileenmere, who is a double-bred grand-son of the "485th" and a son of Eileenmere 999-35th, who was twice reserve International champion. His present plans are to show in several Florida shows within the next two or three years and consign to the Florida association sales when possible.

As a part of his operation, he made silage last year for the first time which was composed of Hegari and this year of corn and grass. He had put up hay before but feels that silage is a better way of conserving feed without as much work since it is a one-operation job as compared to hay.

Agricultural engineers recommend that, where wooden fence posts are used, an occasional steel upright should be provided for grounding purposes, to protect livestock against lightning.
The Boss...
Prince Sunbeam 156th

We Will Feature Sons and Daughters of These Two Bulls in Our "Vacation Sale"

FEBRUARY 18th, 1955

His Helper...
Jago Prince 1580579

Mr. & Mrs. Louis Geraci
Owners

SUN LAKE RANCH
Lutz, Florida
ZETSMERE, one of our herd sires

We are selling one of Zetsmere's daughters, bred to Zetsmere 28th, in the Fla. A-A Ass'n. Sale at Webster, Nov. 5

Of Special Note is the fact that the University of Florida has made their second purchase of a herd sire from us in Zetsmere 96th (sired by Zetsmere, pictured above), who was their selection of an Angus sire after inspection of other Aberdeen-Angus herds in this section. This isn't the first time they had expressed confidence in our Postelmere breeding because the first University Angus sire bred in Florida was by our Postelmere 6th, sold to them in 1950 and he is still in service in their purebred herd.

We sell good bulls cheap! See us for young bulls next spring.

Zetrouer Stock Farm

Micanopy  R.F.D.  Florida

Featuring

THE SERVICE OF THIS AND OTHER TOP HOPELY SIRES IN OUR CONSIGNMENT TO THE FLORIDA ANGUS SALE, WEBSTER, NOVEMBER 5

Here's an opportunity to buy daughters of an International, Blue Ribbon Winner bred to Prince Sunbeam 690th and Black Grenadier. We are consigning five heifers and a good young bull prospect to the Webster Sale. A Ballindalloch Georgeria is included in our heifer offering.

Hopley ANGUS RANCH

PHONE 90-2612  •  PETE HOPELY, LUTZ, FLORIDA
TURN WEST HALF MILE NORTH OF U.S. 41 APEX.  ABOUT 12 MILES NORTH OF TAMPA. FOLLOW SIGNS.

Peter Micheleni of Groveland is another of Florida's newer purebred Angus breeders. Pictured above is a group of his registered animals.

Angus Directory

(Continued from page 15)
labeled one mile west of Gainesville on Highway 24. Herd was established in 1927 and now con-
sists of 20 females of breeding age. Families repre-
sented include Enchanted Oak, Trojan Erica, Black-
cap, Blackbird and Pride of Aberdeen. Sires are
Black Enchanted Oak (1568221), bred by L. F.
Tomlinson, West Frankfort, Illinois, and Postel-
mere 26th (118168), bred by A. R. Zetrouer,
Micanopy.

VAN CLEAVE, J. H., Star Route, Box 95, Moore
Haven. (*)

WEBB, JOHN N., Timberlake Ranch, Melrose. (*)

WERSHAW, JAMES L., and ORTOLANO, DOROTHY
(see Double J. Ranch).

WESLEY, ARDEN J., (see Arden Angus Farm) (*)

WHITFIELD, F. E. REED, (see Emerald Acres Ranch).

WHITE'S RANCH, Route 2, Box 78, Starkie, F.
B. White, owner. Ranch was established in 1921
and is four and a half miles northeast of Starkie
on Highway 16. The number of registered fe-
male of breeding age is 30. Families repre-
sented are Eulene Trojan Erica, fourth branch
Blackbird. The sire is Prince PP 138 (1596-
) 560, bred by Perry Phillips, Columbia, Mo., and
is a grandson of Prince Sunbeam 249th, Inter-
national grand champion. A half interest in
249th was sold for $100,000. (*)

WIGGINS, B. H. J., Live Oak. (*)

WILKERSO'S RANCH, 818 Orange Ave., Eastis,
Col. L. Hood Willerson, owner. J. B. McCall,
Mgr. Ranch was established in 1935 and is lo-
cated on Syp. Garden Rd, DeLand. Herd con-
tains 88 registered females of breeding age and families repre-
sented are Mayflower, Blackcap, Eulene Trojan Erica, Queen Mother Erica, Heather Bloom and
Dutchess. The herd sires are K. B. Black Mosaic (14975), R. B. Elliott, and Blackbird (1472283), both bred by Kelauea Bros., and Magdalen Trojan
Bonder (1472283), bred by Charlie Correll, Eileen
mer (1580523), bred by Perry Phillips, Columbia, Mo., and
is a grandson of Prince Sunbeam 249th, Inter-
national grand champion. A half interest in
249th was sold for $100,000. (*)

WILKIERSONS RANCH, 818 Orange Ave., Eustis,
Col. L. Hood Willerson, owner. J. B. McCall,
Mgr. Ranch was established in 1935 and is lo-
cated on Syp. Garden Rd, DeLand. Herd con-
tains 88 registered females of breeding age and families repre-
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Dutchess. The herd sires are K. B. Black Mosaic (14975), R. B. Elliott, and Blackbird (1472283), both bred by Kelauea Bros., and Magdalen Trojan
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mer (1580523), bred by Perry Phillips, Columbia, Mo., and
is a grandson of Prince Sunbeam 249th, Inter-
national grand champion. A half interest in
249th was sold for $100,000. (*)

WILLIAMS, DR. JOHN L., P. O. Box 466, Tal-
hatchee. (*)

WILLIAMS, WALTER (see Lakesview Farm) (*)

WILLIAMS, M. L. Inverness Plumbing Com-
pay, Inverness. (*)

WILLIAMSON CATTLE RANCH, Box 72, Ind-
tiowntown, H. C. Williamson, owner, ranch lo-
cated eight miles north of Indiantown on State
Road 710. The herd was established in 1952 and con-
tains 15 females of breeding age and includes Blackbird and Erica families. Herd
sires are Blackbird, Enchanted Oak and Blackbird.

WILLIS, R. A. JR., (see Mill Pond Plantation).

WOLF, H. E., Box 489, St. Augustine. (*)

WOLF, NATHAN, P. O. Box 1655, Lakeland. (*)

WOLF, D. P. Green Acres Ranch.

ZETRER STOCK FARM, RFD, Micanopy, A.
R. Zetrouer, owner, phone 2715, ranch located
four miles west of Micanopy. Herd established
in August, 1945, and contains 58 females of
breeding age. Blackcap, Eulene Trojan Erica,
Jazna Erica, Pinelair Elba and Blackbird families
are represented in the herd. Herd sires are
Zetmeme (1548811) a son of Black Woodlawn
11th, bred by Westlawn Farms at Creston, Ill.
Zetmeme 1021th, son of Postelmeire 5th and Postel-
mere Junior, also a son of Postelmere 5th. Zetrower
sires head the purebred Angus herds at the
University of Florida and at Ernest R. Gra-
ham and Sons of Hialeah. This herd had reserve
grand champion female, reserve junior champion
title and took ribbons in the open class at the 1950
Florida State Fair. (*)

ZILLMAN, MR. AND MRS. (see C & L Ranch)