The Florida Cattleman Livestock Journal

Annual Feature of Marketing and Loss Prevention

In this issue:
- Cattlemen’s Institute Set For Aug. 20-22
- Hay Prices Could Have Been Lower!
- Rodeo Results Are Given
- Deduction Legislation Introduced

TWO DOLLARS PER YEAR
AUGUST
NINETEEN FIFTY-SIX
Leading dairymen feed Security Dairy Feeds for profitable reasons.

Security Dairy Feeds help make successful dairymen. Security Dairy Feeds are freshly milled, containing only high quality ingredients. Security is bulky and palatable. Move out front! Join the successful group of Security feeders!

1906-1956 a half century of service to southern agriculture.

SECURITY MILLS, Inc.
TAMPA • KNOXVILLE • JACKSONVILLE

SECURITY FEED & SEED CO.
MIAMI • PALATKA • ORLANDO • Ocala, FLA. • THOMASVILLE, GA.
"A BIG SUCCESS" is the unanimous verdict as Florida Beef Council's first major promotional campaign—with 51 West Coast Kwik Chek stores—comes to an end. (For details see the article on page 32.)

BUT THE BILL WAS PAID by cattle owners in a handful of localities, due to failure of auction markets and packers in much of the state to make automatic deduction of the 10 cents per head needed. We can't blame THEM—they'd deduct if the cattlemen wanted them to bad enough. (See editorial on this subject on page 94, and comments on pages 44 and 57.)

PRESIDENT B. J. ALDERMAN has taken official notice of the problem in a letter to all county associations urging appointment of local committees in each county to inquire into the beef council deduction situation in the counties, and report what conditions exist.

THE PRESIDENT and Secretary June Gunn have attended meetings in half a dozen counties recently. Both were present at Hillsborough, Marion and Brevard meetings, and Gunn attended the pasture tour in Pasco. Alderman later conferred with St. Lucie County Cattlemen's Association members on plans for the November 13-15 annual convention.

SLAUGHTER FIGURES remain more encouraging on the national level than on the state level. Florida inspected slaughter numbered 20,303, compared to 23,273 last year, for cattle. Calves were 2284 compared to 3328, while swine were 21,909 compared to 23,437 a year ago in June. USDA figures for federally-inspected slaughter for the week ending June 30 showed about a 15 percent increase in pounds of beef, a slight decrease in veal, and a large increase in pork production.

CATTLE AND CALF PRICES dropped below last year for the first time, in the USDA figures for Florida as of June 15. Beef cattle averaged $11.00 this year, compared to $11.60 a year ago, and $11.80 the previous month. Calf prices were $14.30 on the average, down from the 1955 figure of $14.80 and the May 1956 figure of $16.00. Hogs remain lower than a year ago—$14.40, compared to $18.50 last year, and $13.50 in May. Though Florida cattle have been stronger than at any time the last few years, it's impossible for them to stay up while U. S. Prime brings 21c to 23c.

HIGHER PRICES for fed cattle, lower prices for grass cattle, and a substantial decline in prices paid for feeder calves are predicted for this fall by USDA. Total meat production for 1956 is expected to be 162 pounds per person, up a pound from last year—with beef likely to rise about two pounds per person to around 83 pounds. Consumption of pork may decrease about one pound to 65 pounds, and hog prices rise.

FEDERAL MEAT GRADING REGULATIONS may be changed, and comments on the proposed revised grading regulations may be submitted up to August 7. Comments should be filed with the Chief, Meat Grading Branch, USDA, Washington, D. C. FCA has no information on nature of the changes.

SPORTSMEN AND COWMEN should get together on this screwworm eradication, says Fred W. Jones in the Lakeland Ledger. The Fishing and Hunting columnist points out that the screwworm also menaces game animals.

SOIL BANK program will have little effect in Florida, at least through its "acreage reserve" provisions, applying only to supported crops.
### The Florida Cattlemen and Livestock Journal

#### Calendar

**AUGUST**
- Aug. 2: Circle D Hampshire Sale...Marianna
- Aug 4: Sarasota Market Barbecue. Sarasota
- Aug 6: Holley Cattle Sale. Orlando
- Aug 8: Angus Fatality...St. Louis, Mo.
- Aug 13: Bar-B-Q Cattle Show. Jasper
- Aug 22:22-Carrion's Institute. Lake Placid
- Aug 16: State Jersey Sale...Quincy
- Aug 30: Feeders Calf Sale. Graceville
- Aug 31: Giedar Dairy Display, Orlando

**SEPTEMBER**
- Sept. 3-4 Labor Day Rodeo...Okeechobee
- Sept. 5: Angus Feeder Calf Sale. Gainesville
- Sept. 10: State Ayrshire Society. Ocala
- Sept. 11: Florida Swine Short Course...Gainesville
- Sept. 11: Herford Feeder Calf Sale...Gainesville
- Sept. 11: State Guernsey Sale...LaGrange
- Sept. 13: All-Rem Feeder Calf Sale...Gainesville
- Sept. 15: Leon Feeder Calf Sale. Monticello
- Sept. 18: Swannee Feeder Calf Sale. Live Oak
- Sept. 19: Angus Fatality...Belle Glade

**OCTOBER**
- Oct. 3: Niagara Frontier Sale. East Aurora, N. Y.
- Oct. 3: State Ayrshire Sale. Tampa
- Oct. 10: Int. Registered Cattlemart. Kissimmee
- Oct. 15: Kinlock Farms Sale...Supply, Va.
- Oct. 15-20: State Angora Goat Show...Live Oak
- Oct. 24-26: Kansas Horse Show Kansas City, Mo.
- Oct. 22-24: Shorthorn Sale. Live Oak
- Oct. 23-24: Angus Sale...Olive Branch, Miss.
- Oct. 28-Nov. 3: Jackson County. Cattle Show. Jackville

**NOVEMBER**
- Nov. 7-10: All Florida Breders Show...Webster
- Nov. 8-9: Horel Feeder Sale. Webber
- Nov. 9-10: UF Nutrition Conference. Gainesville
- Nov. 9-10: Fla. Angus Fitted Sale...Webber
- Nov. 10-11: Atlantic Angus Sale...Timonium, Md.
- Nov. 10-13:Suwanee Valley Swine Show. Live Oak
- Nov. 10-13: Conneaut Sale...Timonium, Md.
- Nov 15-16: Georgia Angus Convention. Ft. Pierce
- Nov. 19: Florida Shorthorn Sale...To Be Decided

**DECEMBER**
- Dec. 8: Hereford Sale...Orlando (cont.)
- Dec. 15: Mt. Pleasant Sale...Andrews, S. C.

**JANUARY**
- Jan. 3: Grade Bull Sale...Ocala
- Jan. 24-25: McKenzie Angus Sale...Colbert, Ga.
- Jan. 29-30: Fla. Fat Stock Show and Sales...Ocala

**FEBRUARY**
- Feb. 4-5: Brandy Rock Angus Sale...Bradly, Va.
- Feb. 4-5: Brays Island Activity Day...Yemassee, S. C.
- Feb. 12-13: Brays Island Activity Day...Charleston, S. C.
- Feb. 14-15: Sun Lake Vacation Sale...Lutz
- Feb. 14-15: Kissimmee Field Horse Show...Kissimmee
- Feb. 15-17: Silver Spurs Rodeo...Kissimmee
- Feb. 18-20: Good Feller Sale...Orange City
- Feb. 18-20: Granger-McGregor Angus Sale Delray B.
- Feb. 21-24: Angus Sale...Olive Branch, Miss.

**MARCH**
- March: Fla. Angus Spring Fitted Sale...Ocala
- March 4-7: SE Fat Stock Shows and Sales...Ocala
- March 16: Marydale Farm Sale St. Francisville, La.

**APRIL**
- April 23-25: LeBaron Angus Sale...Warrenton, Va.
- April 26-28: Glonnogick Angus Sale...Haywood, Va.
- April 29: Greer's Angus Sale...Valencia, Penna.

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### The Cover for August, 1956

This aerial shows the Cloverleaf 4-H Camp at Lake Placid where the Cattlemen's Institute will be held August 20-22. Photo was taken by L. E. "Book" Cunningham, Assistant Pinellas County Agent, from 900 feet in a plane piloted by his brother, Gene.
Save on feed costs by supplementing with...

FRESH GREEN FEEDING OR SILAGE

with the new LUNDELL FORAGE HARVESTER!

We Challenge
Any Make of
Forage Harvester
On Operating Cost
And Simplicity

YEAR 'ROUND OPERATION—The new Lundell is shown here at the T. G. Lee dairy farm, near Orlando, operating in the rain—an example of its versatility. Lee, long-time dairyman and president-elect of the Florida Dairy Association, agrees that the Lundell chopper is revolutionizing the forage harvester field and feels that his Lundell is one of the most worthwhile machinery investments that he has made.

YES, THE NEW LUNDELL OFFSET CHOPPER is so easy and inexpensive to operate that it cuts the cost of forage harvesting to the bone. And it cuts clean, with no sand and dirt to mix with the feeds, making it easier for you to feed a higher grade of forage to your cattle.

The NEW Lundell Offset Chopper has these advantages over the older Lundell models you may have seen:

HEAVIER GREASE BOX.

NEW KNIVES THAT REDUCE KNIFE BREAKAGE TO A MINIMUM.

It's built of much heavier material—weight 1840 pounds.

It's completely offset—the tractor does not run over the material being chopped.

No dirt and sand is sucked up into the feed.

The new machine makes a much shorter length cut.

Only six grease fittings are included—a factor which makes for low maintenance cost.

Actually, some of our customers find they prefer the slightly longer cut of the Lundell grass head—due to the higher protein and carotene content of the resulting feed.

The OFFSET CHOPPER IS AVAILABLE WITH PTO OR MOUNTED MOTOR. FOR THE COMING SEASON WE OFFER A ROW CROP ATTACHMENT WHICH CAN BE INSTALLED ON ANY OF THE 1956 MODEL MACHINES.

Also These Other Well-Designed Lundell Products:

WAGON HOISTS • FORAGE BLOWERS
TRUCK HOISTS • AUGER BUNK FEEDERS

IF THERE IS NO DEALER NEAR YOU, CONTACT

GRAVES DISTRIBUTING COMPANY
(serving Florida, Georgia, Alabama)

R. Lee Graves, Owner, P. O. Box 708, Kissimmee, Florida

ENQUIRIES WELCOMED FROM EQUIPMENT DEALERS IN ALL THREE STATES. WE ALSO ARE FACTORY REPRESENTATIVES OF OSWALT INDUSTRIES, MAKERS OF THE ENSILOADER.
"...when I'm elected, there'll be Sterling Blusalt in every barn and pasture!"

"Yes, friends—the livestock of your fair state deserve Sterling Blusalt. That's why I promise Blusalt in every barn, in every field, and in your custom-mixed feed, too. Not one of you—I say—not one should be deprived of the protection Blusalt gives against the hidden danger of trace-mineral deficiencies. Remember, this salt has iodine, cobalt, iron, copper, manganese, and zinc added! And remember, too, when you go to the polls, that I stand behind Blusalt because I'm concerned only with your welfare—and with your family's. Thank you, thank you!"

- To control internal parasites in swine, sheep, goats, beef cattle and calves... feed Sterling GREEN'SALT—one part phenothiazine, nine parts salt plus trace minerals.

STERLING BLUSALT, GREEN'SALT and STERLING TABLE SALT are products of International Salt Co., Inc.
Keep profit insurance
always within reach!

It will pay you to keep SULMET on hand for immediate use when disease strikes—because SULMET is your best profit insurance against disease losses.

SULMET is your dependable, time-proved treatment against any or all of these costly, profit-stealing cattle diseases.

Depend on SULMET—and use it promptly. Consult your veterinarian for most effective herd management practices and disease control procedures.

Get a supply of SULMET today. Available from your veterinarian, druggist or feed dealer.

SULMET
SULFAMETHAZINE
Drinking Water Solution 12.5%
for SHIPPING FEVER, FOOT ROT METRITIS (failure to clean) CALF SCOURS ACUTE MASTITIS BACILLARY ENTERITIS

— it provides effective blood levels of sulfamethazine
— it is powerful—yet easy on the animal
— the cost is less per animal treated
— with SULMET, you give lower dosages at less frequent intervals
— frequently only one dose is needed
PROFIT PROVED on Florida Pastures!

NORWEGIAN VIKING SHIP CALCIUM NITRATE

Here's the nitrogen fertilizer that has proved itself repeatedly as Florida's best for pastures—genuine Norwegian VIKING SHIP BRAND CALCUM NITRATE.

Used as an after-grazing top dressing, it brings quick response and often a remarkable increase in yield. Many cattlemen use it at this time of the year to stimulate a plentiful supply of grass for silage or grazing.

VIKING SHIP BRAND CALCIUM NITRATE provides the water-soluble calcium essential for good root development and grass growth... and nitrate nitrogen for quick response and increase in protein content of pasture grasses.

Write us for more information on this superior nitrogen fertilizer and for the name of your local dealer.

X-CEL FERTILIZERS AND PESTICIDES MEET EVERY FARM NEED
Sure way to keep the sun from drying up profits

A hot sun can "dry up" cattle profits just as easily as it can dry up your ranges. Even if cattle can get enough roughage to eat, chances are the protein content is low . . . the quality poor. And the roughage may be deficient in calcium and Vitamin A.

These are the things Larro nutritionists kept firmly in mind when they developed SureCattle 32. It's a highly palatable supplement — supplies every nutrient that's missing in sun-bleached grasses.

And SureCattle 32 delivers full value from your roughages at low cost. Just 1½ to 2 lbs. per head daily will pack extra pounds on growing stock, keep cows in good condition and stimulate extra milk for nursing calves.

The reason: SureCattle 32 gives you the cost-cutting benefits of extra feeding power. In addition, SureCattle 32 contains special high-energy nutrients and Larromin, a complete mineral blend that guards against mineral deficiencies.

Your Larro dealer invites you to try SureCattle 32 now. See the results in your own herd. For dealer's name and free folder, write to Larro Feed Division:

General Mills
JACKSONVILLE • MIAMI
ORLANDO • TAMPA
Regional Office: CORAL GABLES

For FEEDLOT
Larro SureCattle 32 for fattening cattle contains 10 mg. of Stilbestrol per lb. for faster gains. You feed only 1 lb. of SureCattle 32 per head daily to get the recommended 10 mg. level. This feed combines Larro's top-performance nutrients with Stilbestrol to assure maximum benefits of both.
CHILEAN NITRATE of SODA is the world's only NATURAL NITRATE FERTILIZER

Riches of plant foods, Chilean’s natural values make it one of the most efficient and economical nitrogen fertilizers. Top-dressed with Chilean Soda, pastures give more grazing days — more beef production, more profits per acre.

Chilean is equally effective on new pastures and established sods. Pangola responds exceptionally well because it utilizes a large proportion of the sodium in Chilean Soda. A practical program calls for at least two applications of Chilean Nitrate at the rate of 200 pounds per acre for each application.

A mid-August application of Chilean Nitrate of Soda is the best way to insure abundant, nutritious grazing in late summer and early fall and will also provide adequate grazing for late fall and winter months when, frequently, feed supply is short.

The nitrogen in Chilean Nitrate of Soda is 100 per cent fast-acting nitrate. In addition, every ton contains sodium equivalent to 650 pounds of commercial limestone — an acid-destroying agent. Sodium supplements potash, replaces it when necessary — improves the efficiency of soil phosphate and reduces leaching of calcium, magnesium and potassium.

Chilean is the only natural combination of 100 per cent nitrate nitrogen, sodium and minor plant-food elements — which guard against losses due to “hidden” plant-food deficiencies.

For more productive and more nutritious pastures, it will pay you to use Chilean Nitrate of Soda year after year for your top-dressing needs.
Mounted behind an Allis-Chalmers WD-15 tractor, this big capacity 12½-foot double action disc harrow worked well on muck owned by Ivey Futch near Avon Park.

The harrow which he’s pulling behind a WD-45 tractor equipped with flotation tires.

“The harrow operates on a little different principle from many other harrows, and will stay on top of the muck better,” Futch points out. “I see no reason why the same type of equipment couldn’t be used on any similar small operation.”

Futch operates a cow and calf operation, but expects to try some short fattening after his clover pasture is established. Irrigation from springs supplied by seepage from the nearby hills looks practical, he believes, and will make his clover a more certain source of feed.

A rancher for four years, Futch has 200 acres of his hill land planted to Torpedo and Pangola.

New Farm Representative, Booklet
On Fencing, Announced by Republic

Cleveland, Ohio

... As I discussed with you when I was down in Florida (for the AAEA tour) one of the things we have lacked is a Republic representative to work with people in farming and extension work with the colleges, etc. (The enclosed release tells you about Frank Shy (who) is a very reliable chap and I think can do a lot to help the various state people, farmers and the like. If at any time you get a problem of a full nature which involves steel, don’t hesitate to call on him.

I am also enclosing a copy of our new book “How to Erect Farm Fence” (which your readers can obtain by writing me).

Bob Taylor, Editor
Republic Farm Spokesman

According to the release, Mr. Shy will be headquartered in the Empire Building, Birmingham, Alabama, where Republic’s sales offices are located. Shy joined Republic shortly after his discharge from the army after World War II, and has been assistant manager of Republic’s experimental Steelway Farm at Paris, Kentucky, since that time. Republic Farm Extension workers are directed from Cleveland. Copies of Republic’s 28 page two-color book on farm fence can be obtained by

A sizable part of the cost of fencing is the labor required for erection. For this reason Dixie farmers and ranchers find it profitable to buy top-quality barbed wire and woven fence like Dixistle. It goes up right, stretches tight, and stays that way for years, because it is produced by a company “born and bred” in the South to meet the needs of Southern farms.

THE FEATURE FENCE

1. Rust-resistant copper-bearing steel
2. Crack-proof hot-dip zinc galvanizing
3. Tension curves to allow for expansion
4. Full-size wires, uniformly spaced
5. Four-wrap, non-slip hinge joints

Made only by the ATLANTIC STEEL COMPANY, Atlanta, Georgia
This photograph shows one of our outfits making a custom application of Anhydrous Ammonia at J. Arthur Pancost's Panuleta Farms near Delray Beach, Florida.

Anhydrous Nitrogen costs less per pound than any other nitrogen you can buy.

**LASTS LONGER—LEACHES LESS**

Loosens up sod-bound pastures while being applied.

It's applied under ground—at Root level

Does not require uncertain rain to carry it down.

No need to remove cattle while applying.

FLORIDA-GEORGIA INDUSTRIES

P. O. Box 690

Deerfield Beach

MAIN OFFICE

Phone 1987

Lake City, Florida

BULK PLANTS

Lake City

Alachua

---

This 3000-ton hydraulic press (see story below) is one of the items of equipment in Caterpillar's new plant in Illinois. With 6,000,000 pounds pressure per square inch, the press forms heavy gauge steel in wheel tractor fenders.

writing Taylor at 3100 East 45th Street, Cleveland 27.

**Caterpillar Opens World's Largest Wheel-Type Tractor Plant**

A new Caterpillar Tractor Company plant at Decatur, Illinois—the largest motor grader and wheel-type tractor plant in the world—has been opened to accommodate the company's growing production of this type of equipment, and release facilities at Peoria for added output of crawler tractors and diesel engines. (See photo herewith of manufacturing process in the new plant.)

Plant consists of two main buildings which are similar in appearance to Cat plants at York, Pennsylvania, and Joliet and Peoria, Illinois. It provides more than 89,000 square feet of manufacturing and office space, and is situated on a 185-acre plot.

Formal dedication ceremonies held in late May started a five-day open house attended by some 35,000 visitors.

**Irrigation Advantages Told In Shur-Rane Pamphlet**

THE ADVANTAGES to farmers and livestock men through use of Shur-Rane irrigation systems are discussed in a pamphlet titled "What Registered Shur-Rane Means to You" recently published by John Bean Division, Food Machinery and Chemical Corporation, Lansing, Michigan.

Each Shur-Rane installation is numbered, and all data relevant to the installation—such as plat of the land, water-supply sources, climatic conditions and manpower available—is made part of a permanent record kept on file.

**Latex-Cement New Product For Repairing Concrete**

A new latex-cement repairing material will enable anyone to repair cracks or holes in walls, concrete or co-

---

GREAT SOUTHERN MINERALS

The Water Soluble Supplement

Keep your cattle off the low grade market

IN LIQUID for your molasses troughs

IN POWDER MIX for salt feeders

---

SOUTHERN MINERALS, INC.

Box 256, Station A

St. Petersburg, Florida

MAIL TODAY!

TODAY'S PRICES NECESSITATE EFFICIENT BUYING!

Name

Address

---

The Florida Cattlemen
Adding Molybdenum to Moly-deficient soil gives the farmer higher yields of alfalfa

Scientists* have shown that when proper amounts of Moly are added to acid Moly-deficient soils in New Jersey, marked improvement in yield and protein content of alfalfa results. Both field and laboratory tests were conducted upon the benefits resulting from the proper use of Molybdenum. In many areas of New Jersey centuries of leaching have robbed the soil of much of its available Molybdenum. With this deficiency corrected, alfalfa yields showed improvement of over 12%.

Experience of Mr. Clyde Speck demonstrates this notable improvement

On his farm near Asbury, New Jersey, Mr. Speck has a field of some 14 acres planted to alfalfa. His yields on successive cuttings decreased, and finally Mr. Speck decided to put the field to other use.

"About this time," said Mr. Speck, "I showed this field to a salesman for a fertilizer company. He examined my soil and told me that other farmers in this area had been having trouble with alfalfa. He suggested that we use Moly on this field of mine, and then re-seed.

"We applied Moly, about 2 to 3 ounces per acre. We had the Moly mixed with my regular fertilizer, and then I re-seeded. For the three years since I applied Moly to this field I have had good stands of alfalfa and the yields are fine. Moly made the difference."

All crops need Moly, as shown by widespread tests in U.S. and abroad

During the last 15 years tests made in many parts of the United States and abroad show conclusively that all crops need Moly in a form that can readily be assimilated. When available Moly is not present in the soil Moly should be added, either alone or combined with fertilizers.

"My alfalfa field now has a full stand," says Mr. Speck, "and I feel that with its Moly deficiency corrected it will continue in high production for several years."

It will pay you to find out now whether your own soil can benefit from the use of Moly

If you are getting low yields on crops such as alfalfa, cauliflower, tobacco, lettuce, beets or citrus, get in touch with your County Agent. He will be glad to help you set up test plots.


MOLY CAN BE ADDED TO ANY FERTILIZER BLEND

When ordering fertilizer you can always specify that Molybdenum be included as an additive.
fertilizers make pastures PAY!

To grow good pastures is just like growing any other crop. They require the proper nutrients to thrive. Pastures offer the greatest opportunity for reducing livestock production costs. When pastures are well managed and properly fertilized, milk and beef production costs are reduced.

You should build your pasture land with NACO Fertilizers. NACO will enable you to get better grass per acre, this in turn means more pounds of solid beef and gallons of milk.

Make your pastures pay, use NACO Fertilizers. See your local NACO-DAVCO Dealer or Field Representative and order the best in fertilizer . . . NACO Fertilizer.

DAVISON PLANTS SERVING THIS AREA:
JACKSONVILLE AND FORT PIERCE, FLORIDA

Vertical Farming is Theory Advanced by A. O. Smith Corp.

A new concept of farming, termed "vertical farming," which has as its aim "the more complete utilization of all the crops grown on the farm" is advanced by the A. O. Smith Corporation "as a means for improving the financial position of the nation's farmer in today's high level national economy."

This new approach to "higher profit farming" is detailed in a new booklet, "The Harvestore Farm Profit Plan," recently released by the Harvestore Division of A. O. Smith, located at Kankakee, Illinois.

The Harvestore plan starts with the land and its best use, stresses the importance of a well-balanced fertilizer system combined with adequate crop rotations. It shows how it is possible through efficient cropping systems to secure grain production from an acre of land.

Another Flavoring Agent For Silage Is Announced

A new combination preservative and flavoring agent for grass and forage ensilage has been announced by Flavor Corporation of America in Chicago.

The dual-purpose product will be marketed under the trade name "Silo-Joy" and effectively neutralizes the offensive odors normally present in grass silage, adding a distinctive taste proven pleasing to cattle.

Burgess Develops New-Type Electric Lantern

A hand lantern powered by a new battery yielding up to four times the life of the ordinary lantern battery has been announced by Burgess Battery Company of Freeport, Illinois.

The new "Radar-Lamp" (see photo) features a cottage-type light-head incorporating a compact 2½x2¼ circular unbreakable clear chimney which throws a wide circle of bright light. It was conceived as a new means of supplementary illumination for summer social activities.

The Florida Cattlemans
This modern lantern (see story) is a battery-powered model designed by Burgess to replace the old-fashioned kerosene or gasoline-fueled lantern for outdoor use. The Burgess Battery Company of Freeport, Illinois, manufacturer of the product, says it will give four times the life of the ordinary battery lantern, as well as for a working lantern for farmers and other outdoor workers who have occasional night duties.

Florida Favorite Fertilizer is different. It is specially formulated for YOU the grower. There's no hit or miss with FFF Brand. Florida Favorite Fertilizer is made by men who know Florida crops and soils. This means top yields and quality from each acre you plant.

A fleet of 15 trailer truck units giving complete and on the spot field service is standing ready to serve you. This direct Fertilizer service to the field, grove or pasture will save you time and money. Try FFF Brand Fertilizers. You'll Profit too!

Here's Why FFF Brand Fertilizer gives Growers...

ASSURANCE OF RESULTS

Florida Favorite Fertilizer is different. It is specially formulated for YOU the grower. There's no hit or miss with FFF Brand. Florida Favorite Fertilizer is made by men who know Florida crops and soils. This means top yields and quality from each acre you plant.

A fleet of 15 trailer truck units giving complete and on the spot field service is standing ready to serve you. This direct Fertilizer service to the field, grove or pasture will save you time and money. Try FFF Brand Fertilizers. You'll Profit too!

There's a REASON why Tindel-Williams sells MORE CATTLE THAN ANY OTHER WEST FLORIDA MARKET!

No other Florida market west of the Suwannee River handles as many cattle—or hogs—as the Graceville market. The reason for this preference is the service rendered by Tindel-Williams, the equal treatment rendered all buyers and sellers, and the modern facilities at our market. If you are interested in buying or selling any type of cattle or hogs, we invite you to visit Tindel-Williams Livestock Market. Or phone us—we'll make every effort to fill your order to your satisfaction.

Cattle recently sold into the Glades area of South Florida are doing extremely well. If you are interested in buying feeder or stocker cattle, we'll be glad to buy on your order.

SALES EVERY MONDAY AT

TINDEL-WILLIAMS LIVESTOCK MARKET

GRACEVILLE

Phone 2671

FLORIDA
CATTLEMEN are enthusiastic about DR. ROGERS BIG RED because:

* POSITIVE ACTION
* KILLS WORMS INSTANTLY
* PENETRATES INTO POCKET AND Crevices of WOUND
* FORMS PROTECTIVE FILM
* KEEPS FLIES OFF LONGER
* ONLY SCREW WORM KILLER CONTAINING EFFECTIVE GERMIcIDE
* RED LIQUID—EASY TO APPLY—FAST KILLER

CAIRO LIVESTOCK SUPPLIES (BOX 334) CAIRO, GEORGIA
Southeastern Distributor for Dr. Rogers’ Famous Veterinary Supplies

NOW IT’S HISTORY!

19 Years Ago the State Opened a Market, and Swift Started at Ocala

According to the August, 1937 edition of The Cattleman the first state supervised livestock market opened at Tallahassee on August 10, 1937. It was said to be the largest in the state at that time and one of the largest in the South. Also announced in the same issue was the new stockyards and modern packing plant Swift and Company was to open September 6 in Ocala.

Montgomery Brought the First Santa Gertrudis Bulls to Florida 15 Years Ago

The first pair of Santa Gertrudis bulls to come to Florida were purchased by the Montgomery Brothers of Arcadia, according to an article in the April 1941 edition of The Florida Cattleman. J. H. Montgomery in announcing the arrival of the animals said that the two 18 month old bulls weighed 1800 pounds apiece.

A Shipment of 1000 Florida Cattle Went to Arizona 10 Years Ago

Nearly 1000 Florida grade Brahman cattle were loaded in 30 cattle cars at the Kissimmee Live Stock market on July 25, 1946, to be sent on a special train to Wirt G. Bowman of Arizona. Most of the cattle were purchased in Osceola, Okeechobee and DeSoto counties.

Five Years Ago the Cat and Buck Lake Suit Began; A Steer Topped $500

Suit was filed on July 10, 1951, by Osceola County against Aluminum Irrigation, Inc., to take rights of way to Buck and Cat Lakes for fishermen. (Editor’s Note: The lakes were privately owned, and the suit is still pending.) Report of the first Herdsmen’s Short Course in Gainesville reported attendance of 75. E. O. Friday was named executive secretary of FCA to start September 1. A Brangus steer was sold at Kissimmee Livestock Market for $521.70. It weighed 1410 pounds at 25 months of age. Two Durrance Ranch steers were exhibited on Atlantic City’s boardwalk by Florida Lions interested in calling attention to the Flood Control program.

WAY BACK IN 1941... these Florida Cattlemen’s Association officials were photographed during the now-defunct Florida Fat Stock Show in Jacksonville, left to right, the late Dave Turner of Bradley Junction, Commissioner of Agriculture Nathan Mayo, and Henry O. Partin of Kissimmee. Photo was loaned by Mrs. Turner. The Cattleman will pay $2.00 for old photos suitable for use in this space.
Preventing Sub-clinical Disease

Healthy Cattle
Better Feed Conversion
Better Bloom
Greater Dollar Returns

all yours... when you feed the world's greatest disease-fighter:

AUREOMYCIN

Diseases you can't even see may be cutting into the dollar returns from your beef cattle. These are called "sub-clinical" diseases. Even though animals show no signs of illness and look "normal," sub-clinical diseases can be present. When they are, your cattle can't do as well as they should. Their vigor is sapped. They use up too much feed fighting invisible diseases. Gains are not up to par.

Today, there is a way you can sharply reduce these losses. Give your cattle better health all the way through by preventing sub-clinical disease! Feed—from start to market—good rations containing the world's greatest disease-fighter: AUREOMYCIN.

AUREOMYCIN, fed continuously at the recommended level, helps your cattle fight sub-clinical disease—gives them more vigor to withstand stress—lets them use their feed efficiently to make better gains—and improves their appearance and "bloom." You sell your cattle for greater dollar returns.

Where to get AUREOMYCIN. AUREOMYCIN is supplied to feed manufacturers and feed suppliers in the form of AUROFAC Feed Supplements. Two new AUROFAC products—AUROFAC-A and AUROFAC-A Crumbles—are especially adapted to cattle feeding. Write for free booklet: "AUREOMYCIN for Cattle Feeding."

Costs no more than 2 cents per head per day

for August, 1956
CATTLEMEN'S INSTITUTE to Have Full Two-Day Session

Third annual event at Cloverleaf Camp includes talks and panel discussions on all phases of cattle production

If you're interested in improving your cattle operation and having a little vacation to boot, the Cattlemen's Institute August 20-21 is the place to go.

For Florida's extension men have worked up a two and a half day program of talks, discussions and fellowship, which will cover a great many phases of cattle production. The event will be held at Cloverleaf 4-H Camp at Lake Placid as have the two previous institutes.

The institute itself won't begin until 9:00 a.m. Tuesday, August 21—but extension workers invite cattlemen and their families to come in Monday evening if they wish and enjoy an evening of fellowship in Cattlemen's Hall, the auditorium at the camp which was constructed with funds raised by county cattlemen's associations in central and southern Florida.

The institute program will go on until 4:30 p.m., with a break for lunch (in Citrus Hall, the dining room), with another evening of fellowship planned and a concluding day of speaking which will wind up at 4:30 p.m. in time for those attending to return to their homes. The days are Monday, Tuesday and Wednesday.

The camp is located on a very fine lake, and visitors are urged to bring their fishing tackle and bathing suits. Some boats are available, but bring your own if you wish. Those who don't mind roughing it are invited to use the sleeping facilities at the camp which will be free—but any who want them will be able to find tourist cabins within a few miles. District Extension Agent K. S. McMullen urges all attending to bring their families along, although camp arrangement will make it necessary for the ladies to camp on one side of the camping area and the men on the other.

Program for the camp is in charge of Jim Pace, extension animal husbandman, and Russell Henderson, extension soils specialist, and the program will run the gamut of cattle activity, starting out with pastures and fertilization and ending up with a session on marketing.

Detailed program can be found in the box on this page, but the list of those participating includes the following:

From the Range Cattle Experiment Station, Ocala—D. W. Jones, J. E. McCauley; Dr. R. M. Hodges, W. G. Kirk, F. M. Peacock.

From the Main Experiment Station, Gainesville—Dr. W. G. Blue, Dr. A. T. Wallace, Dr. G. K. Davis, Dr. A. C. Warnick.

From the Extension Service—J. E. Pat, J. R. Henderson, R. L. Reddish, F. S. Perry, K. S. McMullen, all of Gainesville; N. H. McQueen, Punta Gorda.

From the cattle industry—Jim Herberg, Ocala; Norman Herren, Immokalee; J. B. Alderman, president, Florid Cattlemen's Association, Grandin; June Gunn (secretary, FCA and Florida Beef Council), Kissimmee; Louis Gilbreath, Ocala; Harold McLeod, Fort Myers.

From the packers—Fred Goedert, Jacksonville.

From the markets—George Young, Belle Glade.

From USDA's Bureau of Animal Industry, Jacksonville—Dr. T. H. Applewhite.

Meals will be provided at the camp at these rates: $1.25, lunch and supper; 75 cents, breakfast; children half price.

Those wishing to use camp facilities will find bunks for 196 persons, no reservations are being made, according to McMullen. Those planning to sleep at the camp must bring their own linens and toilet articles, of course.

Cooperation from the Florida Cattlemen's Association, the Ridge Lime and Tobacco Growers Association, Dolomite Products Inc., and Southern Dolomite Company is especially acknowledged in the program.

Farm income is currently running about half a billion dollars higher than during the last half of 1955.

Institute Program

Camp Opens Monday evening, August 20

TUESDAY MORNING, AUGUST 21

9:00—Forage and Grain Crop Varieties for Central and Southern Florida, D. W. Jones, Asst. Soil Technologist, and J. E. McCauley, Agronomist, Ona Station

Costs and Returns from Silage, J. E. Pace, Extension Animal Husbandman

Costs and Returns from Pasture at Various Levels of Fertilization, E. W. G. Blue, Asst. Biochemist, Gainesville Station, Dr. A. T. Wallace, Asst. Agronomist, Gainesville Station; Dr. E. M. Hodges, Agronomist, Ona Station, Dr. W. G. Kirk, Vice Director, Ona Station

Questions and Answers, All Morning Speakers

12:00—Lunch

TUESDAY AFTERNOON, AUGUST 21

1:00—Fertilizers for Forage and Grain Crops—Materials, Grades, Rates and Rates of Application, J. R. Henderson, Extension Agronomist

Results of Studies on Feeding Concentrates to Steers in Dry Lot, N. H. McQueen, in charge of Feeding Concentrates, Fort Lauderdale

Improvement of the Commercial Cattle Herd Through Production Testing, J. E. Pace, Extension Animal Husbandman

The Brucellosis Eradication Program as It Concerns Florida Cattlemen, Dr. T. H. Applewhite, USAs, Jacksonville

The Florida Beef Council, J. R. Gunn, Secretary, Kissimmee

Opportunities for Florida Cattlemen As I See Them, B. J. Alderman, President, Florida Cattlemen's Assoc., Grandin

Questions and Answers, All Afternoon Speakers

TUESDAY EVENING, AUGUST 21

6:30—Supper

8:00—Entertainment—Games, Songs, Movies, N. H. McQueen, P. J. Anderson, J. E. Pace, Presiding

WEDNESDAY MORNING, AUGUST 22

9:00—The Relationship of Protein Supplementation to Reproduction in Beef Cattle, Dr. A. C. Warnick, Asst. Physiologist, Gainesville Station

Improvement of the Commercial Cattle Herd Through Production Testing, J. E. Pace, Extension Animal Husbandman

The Brucellosis Eradication Program as It Concerns Florida Cattlemen, Dr. T. H. Applewhite, USDA, Jacksonville

The Florida Beef Council, J. R. Gunn, Secretary, Kissimmee

Opportunities for Florida Cattlemen As I See Them, B. J. Alderman, President, Florida Cattlemen's Assoc., Grandin

Questions and Answers, All Morning Speakers

12:00—Lunch

WEDNESDAY AFTERNOON, AUGUST 22

1:00—The Situation in Federal Grade Standards for Beef, R. L. Reddish, Asst. Extension Animal Husbandman

Changes That Would Benefit the Producer and the Packers, Fred Goodert, Jones-Chambliss Co., Jacksonville

Responsibility of the Auction Market to the Producer and the Developer, George Young, Belle Glade Livestock Market

How I Market My Cattle and Why I Adopted My Current Program, Louis Gilbreath, Marion County, Harold McLeod, Lee County

Questions and Answers, All Afternoon Speakers

4:30—Adjourn

HOW TO GET THERE:

To Frostproof

To Wauchula Avon Park

To Frostproof

To Wauchula

To Sebring

To Moore Haven

To Arcadia

4-H Club Camp

Lake Pl."
STEEL Has Gone UP!—STALNAKER HASN'T!

The steel industry has had a general price increase already—August 15 we must go up, too. So take advantage of this two weeks sale!

LAST TIME TO BUY AT THESE PRICES

FARM FENCING

<table>
<thead>
<tr>
<th>Height</th>
<th>Gauge</th>
<th>Per 20 Rod Roll</th>
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Poultry and Rabbit Fencing

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<tr>
<td>American</td>
<td></td>
</tr>
<tr>
<td>Double-wrap</td>
<td>9.94</td>
</tr>
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</table>

1½" x 9 Ga. Galvanized Staples $13.95

1½" x 9 Ga. Galvanized Staples $13.95

FARM GATES

Steel—48" HIGH

Steel Tubing Frame—Woven Wire Filler $15.42

STUDDED "T" POSTS

<table>
<thead>
<tr>
<th>Height</th>
<th>Per Each</th>
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<td>6'</td>
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<tr>
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<td>1.12</td>
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<tr>
<td>7'</td>
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<tr>
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<td>1.25</td>
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<tr>
<td>8'</td>
<td>1.32</td>
</tr>
</tbody>
</table>

SAVE MONEY BEFORE AUG. 15

PRESSURE-TREATED SOUTHERN YELLOW PINE POSTS

<table>
<thead>
<tr>
<th>Top Diameter</th>
<th>Height</th>
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<tr>
<td>3&quot; to 3½&quot;</td>
<td>7'</td>
<td>.70</td>
</tr>
<tr>
<td>4&quot;</td>
<td>8'</td>
<td>1.10</td>
</tr>
</tbody>
</table>

STALNAKER BROTHERS

33rd STREET AND 6TH AVENUE • P. O. BOX 172
TELEPHONES 4-2728 (After 5:30 p.m. 65-0525)

for August, 1956
PREDICT YOUR PRICES!

Citrus Mutual analyst, studying cattle prices as a hobby, cites four factors which make price predictions possible

by BOB WHITE
Price Analyst, Florida Citrus Mutual

Price is a "stop-and-go" light for any product. It tells the buyer when to buy, and tells the producer when to produce. Cattle production, of course, cannot be turned off and on—adjusted to demand overnight—due to the time involved in production. For this reason, production may increase more rapidly than the demand of consumers during certain periods. The increase in cattle numbers, which has been widely referred to as the "cattle cycle," is a result of producers attempting to match supply with demand. However, it may be that producers could install a "caution light" in their operations by a better understanding of the factors affecting price—and thereby do a better job of matching up supply with demand.

Several factors work simultaneously to determine price in cattle. Segmenting and measuring the effect of these factors is the reason the "why" of cattle price is difficult for many to understand. It isn't impossible, however, to measure and evaluate the various supply and demand factors within fair degrees of accuracy.

As a matter of fact, the method of analysis described in this article would have worked surprisingly well in determining actual prices during the past few years. In checking our work, we have discovered that the difference between prices we would have predicted, if all actual prices, would have been a maximum of nine cents per hundredweight!

The factors which make the predictions possible are shown in Table I. As the table shows, these factors are: (1) Total U. S. cattle (less cows kept for milk); (2) total U. S. slaughter; (3) the number of calves sold to farmers and (4) the consumer buying power. All figures are official USDA numbers, and here's how they work in affecting beef prices:
(1) Total Cattle Supply (including all except cows two years and older kept for milk) is the largest in history. We base our work on the top of the supply cycle. We have found that to reduce number of cattle must increase marketing to make the total supply to a lower point for the next few years. In isolating each supply factor for measurement, it is found that the total U. S. supply of cattle, less cows kept for milk, has had an effect of approximately 40 cents per hundredweight on price. An inverse relationship between this factor and the price of cattle is noted over the same as last year, but the extent of the country has had heavier marketing than in previous years. The total Florida auction price for utilitarian grade steers, for each million pounds sold, is shown in the "Florida Auction Price Chart," for the past six years.
(2) Total Cattle Slaughter in Florida is at about the same as last year, and the extent of the country has had heavier marketing than to this date a year ago, and this has affected Florida auction price. Total national marketing, when measured for the year, has shown an approximate inverse effect of 80 cents per hundredweight on the Florida auction price for both types of cattle for the past six years. The auction price is shown in the "Florida Auction Price Chart," for the past six years. To estimate the average price for any grade of cattle, see the "Florida Auction Price Chart."
(3) Consumer Buying Power—-the dollars spent in the country and the consumer's income has continued upward, and has overcome some of the effects increased cattle numbers and less marketing. This item has shown a approximate effect of 0.5 cents per hundredweight on the average price for hog grades at state auctions for each billion dollars spent.

The last four factors which accompany this article have worked out each year in recent years as soon as government estimated income is available, and can be used to work in approximate price that state auctions should average for the year. It should be remembered that the average price for the year is made up of high and low prices that follow a cycle, which is affected by herd numbers and marketing.

We base our work on the average prices for the past six years of cattle auctions. The average price for six years was $11.93 for cattle auctions. To estimate the average price for beef cattle sold on the auctions for the year, for example, where the Florida cattle market is at the low point of the last six years. The farmer who hopes the slaughtering trend lines will be a better understating of the factors affecting price.
CATTLE PARASITE DANGER IS COMBATTED WITH NEW DRENCH

Tapeworms, wire worms, bankrupt worms and other common stomach worms which have been resistant to regular treatments can now be safely and economically controlled with one dose of an easily administered drench recently developed by Dr. R. L. Rogers, prominent veterinarian. Known as DR. ROGERS’ TENA-BOV, the new drench is proving a boon to cattle owners who realize the vital importance of combating intestinal parasites in cattle.

Dr. Rogers and his staff were inspired to develop the new formula when it became evident in many cases that cattle did not respond to usual treatments. They set about to help stop an alarming increase of worm damage in cattle and calves. After thorough scientific research and actual testing Dr. Rogers’ company was successful in compounding a formula which controls more species of worms than any other treatment available.

Prior to the development of DR. ROGERS’ TENA-BOV, authorities had recognized that only two species of worms were being controlled—while at least six other types were multiplying. DR. ROGERS’ TENA-BOV has proved effective against all of these.

DR. ROGERS’ TENA-BOV comes at a time when there is an increasing need for combating worm infections. Many cattle owners are becoming aware of the importance of recognizing worm infestations and administering early treatment to assure more thrifty animals and better offspring. Numerous reports of outstanding and profitable results have been received from users of DR. ROGERS’ TENA-BOV.

Actual scientific testing has proved that DR. ROGERS’ TENA-BOV is more effective than the best of other worming methods. Comparative egg counts reveal DR. ROGERS’ TENA-BOV kills more worms and more kinds of worms.

DR. ROGERS’ TENA-BOV is sold by substantial dealers who handle animal pharmaceuticals.

CAIRO LIVESTOCK SUPPLIES
(BOX 334)
CAIRO, GEORGIA

be if only the one factor that is listed in the chart had changed. As there are four factors shown, one in each chart, which affect the Florida auction price, then becomes necessary to do some adding and subtracting to arrive at the net result.

For example:
• A total cattle supply for 1956 of 74,000 would bisect the trend line on Figure 1 at $17.25. This is $4.10 less than the six year average.
• Total cattle slaughter (Figure 1) is estimated at 49,500,000 and this would bisect the trend line at $13.55, or $5.85 less than the six year average.
• Total cattle supply estimated at 55,100,000 and this bisects the trend line of Figure 3 at $21.37, or $2.11 more than the six year average.

A new set of charts must, of course, be worked out each year as these supply and demand factors change.

The sixth chart on these pages is the "Florida Utility Price Cycle, by Months", which can be used to advantage in planning marketing.

This chart shows the average price for Utility grade steers, and also the apparent effect of total national sheep. By months, for the years of 1951 through May of this year. Each cattle grade has its own annual cycle, as shown in the "Average Florida Auction Price" chart. The lower the grade the earlier in the year the seasonal decline appears, with prices on lower grades reaching their lowest point in fall months and starting upward in December.

On the other hand, Good grade cattle usually bring highest prices in May or June. Calf prices usually have greater price swings than older cattle, but also follow a pattern by grade, though lowest calf prices are usually in late fall, advancing sharply in winter.

Grazing Report Given

DAIRY CATTLE grazing studies to determine the relative merits of permanent pastures and crop-and-pasture rotation showed little difference between permanent pastures and crop-and-pasture rotation, USDA reports in a new technical bulletin.

Orchard grass and Ladino clover in five-year rotation with corn and wheat out-yielded permanent pastures of Kentucky bluegrass and white clover under below-normal rainfall conditions during the third, fourth, and fifth years of the rotation. However, for the full five-year test period at the Department's Agricultural Research Center, Beltsville, Maryland, the rotation pastures yielded only 5.3 percent more dry matter and 5.8 percent more TDN (total digestible nutrients) than the permanent pasture.

The bulletin on this research, prepared from the findings of cooperative workers, USDA dairy husbandmen and agronomists, reports that labor requirements to produce grazing were low and about the same for both methods.

The Florida Cattlemen
Thanks to a capable organization, you can depend on Wauchula for efficient handling of your cattle; thanks to a corps of loyal buyers ready to purchase any type of cattle offered, you can depend on Wauchula for a high dollar. Prompt payment is a feature of our service that many cattlemen appreciate. Let us help you with your marketing problems.

Headquarters for Charolaise and Charbray cattle!

Hardee LIVESTOCK MARKET

Russell Farmer, owner. Phones: 3-6891-Night 3-5051
Col. Bob Cooper, Auctioneer

WAUCHULA, FLORIDA

Agents for Feeds and Cattlemen’s Supplies, Barbed Wire, Stock Tanks, Alprodeo gates, Lykes and PDQ Minerals.

Use TENA-BOV!

New and old customers are enthusiastic about Ten-Bov. We still guarantee it to outdo any other wormer. Worm half your herd with Ten-Bov and use some other medicine on the other half: if we don’t outweigh our competitor in 60 days our worm medicine will be free. Get on our worming program and make more money from less cows!

* Write for details if you want to accept this challenge.

Sold and guaranteed by the following dealers:

Law Feed and Supply
Vero Beach
Glades Feed and Supply
Belle Glade
Irwin Grain Company
Kendall
Floyd Luckie
La Belle

Collins Farm & Garden Supply
Fort Myers
Smith’s X-Cel Store
Arcadia
Tarcai Feed & Farm Supply
Kissimmee
Farmers Co-op Exchange
Pinecastle
Cow Prices—1955-56

Following are figures prepared by Gifford Rhodes of the Florida State Marketing Bureau on number of cattle, calves, and hog sold at auction in Florida (excluding special sales) during the 12 months ending June 30, including average weights and average price per hundredweight and per head with a comparison of totals with the last five years.

Cattle

<table>
<thead>
<tr>
<th>Month</th>
<th>No.</th>
<th>Av. Wt.</th>
<th>Av.</th>
<th>Price/100</th>
<th>Head</th>
<th>No.</th>
<th>Av. Wt.</th>
<th>Av.</th>
<th>Price/100</th>
<th>Head</th>
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<tr>
<td>July</td>
<td>34,599</td>
<td>596</td>
<td>$11.01</td>
<td>$65.62</td>
<td></td>
<td>Jan.</td>
<td>25,998</td>
<td>664</td>
<td>11.37</td>
<td>75.50</td>
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<tr>
<td>Aug.</td>
<td>40,110</td>
<td>598</td>
<td>10.35</td>
<td>61.69</td>
<td></td>
<td>Feb.</td>
<td>19,229</td>
<td>658</td>
<td>12.41</td>
<td>81.66</td>
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<tr>
<td>Sept.</td>
<td>29,423</td>
<td>597</td>
<td>10.52</td>
<td>61.01</td>
<td></td>
<td>Mar.</td>
<td>22,506</td>
<td>624</td>
<td>11.89</td>
<td>75.84</td>
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<tr>
<td>Oct.</td>
<td>34,878</td>
<td>606</td>
<td>9.72</td>
<td>59.12</td>
<td></td>
<td>Apr.</td>
<td>24,728</td>
<td>644</td>
<td>11.89</td>
<td>78.02</td>
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<tr>
<td>Nov.</td>
<td>25,559</td>
<td>623</td>
<td>10.15</td>
<td>63.23</td>
<td></td>
<td>May</td>
<td>26,621</td>
<td>615</td>
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<td>75.68</td>
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<tr>
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<td>June</td>
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<td>624</td>
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Calves

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<th>Av.</th>
<th>Price/100</th>
<th>Head</th>
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<td>14.02</td>
<td>35.47</td>
<td></td>
<td>Feb.</td>
<td>8,751</td>
<td>268</td>
<td>14.11</td>
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<td>Sept.</td>
<td>13,951</td>
<td>238</td>
<td>13.09</td>
<td>33.77</td>
<td></td>
<td>March</td>
<td>7,583</td>
<td>268</td>
<td>14.55</td>
<td>38.99</td>
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<td>Oct.</td>
<td>20,045</td>
<td>275</td>
<td>12.54</td>
<td>34.48</td>
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<td>Apr.</td>
<td>8,694</td>
<td>251</td>
<td>15.21</td>
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<td>Nov.</td>
<td>14,803</td>
<td>265</td>
<td>11.82</td>
<td>31.32</td>
<td></td>
<td>May</td>
<td>11,888</td>
<td>235</td>
<td>16.22</td>
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Swine

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<th>Month</th>
<th>No.</th>
<th>Av. Wt.</th>
<th>Av.</th>
<th>Price/100</th>
<th>Head</th>
<th>No.</th>
<th>Av. Wt.</th>
<th>Av.</th>
<th>Price/100</th>
<th>Head</th>
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<td>July</td>
<td>21,484</td>
<td>133</td>
<td>$16.58</td>
<td>$22.95</td>
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<td>Jan.</td>
<td>50,282</td>
<td>148</td>
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<td>Aug.</td>
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<td>155</td>
<td>14.77</td>
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<td>Feb.</td>
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<td>Sept.</td>
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<td>163</td>
<td>13.16</td>
<td>21.45</td>
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<td>May</td>
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<td>131</td>
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<tr>
<td>Dec.</td>
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<td>17.81</td>
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<td>June</td>
<td>21,294</td>
<td>134</td>
<td>14.55</td>
<td>20.22</td>
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</table>

In Determining State Price Levels

In 1947, because although only about half of the state's total cattle sales were handled by auctions, it was felt that the bulk of the non-auctioned cattle were about the same type and quality as those sold through auctions.

This remained true until probably 1951-1952, when many Florida cattlemen, probably prompted by false cattle prices, began selling "old boss" cattle, ranging from a farm yard pasture animal to a cattlemen's thanks.

Fed-State Live stock Market News in Service operated on this basis beginning...
HERE'S HOW TO INCREASE CROP PROFITS...

LET "NA-CHURS" LIQUID FERTILIZER

SAVE YOU TIME-LABOR-MONEY

Scientific tests by leading universities have shown that leaf feeding spray can help you get better yields at lower cost. Na-Churs Liquid Fertilizer has been used by thousands of growers in all parts of the U.S. and Canada since 1946. Na-Churs is a solution of plant nutrients including nitrogen, phosphorus, potash, the minor elements—calcium, magnesium, sulphur and the trace elements boron, iron, manganese, copper, cobalt, strontium, zinac and molybdenum in a balanced formula.

Unlike most fertilizers which must first be liquified by rain or irrigation before plants can assimilate the nutrients, Na-Churs goes to work quickly through roots, stems, leaves and even the bark. Your citrus, vegetable, fruit and forage crops can be fed economically and efficiently with versatile Na-Churs. Use for seed treating, transplanting, as a starter solution, in irrigation and as a nutritional foliage spray.

Mail In This Coupon For Free Pamphlet
FREE
NA-CHURS, Winter Garden, Florida
CHECK TITLES DESIRED
( ) Form 560NG ( ) Form 571NG
Tobacco Tomatoes
( ) Form 602 Truck ( ) Form 604
Crops Pastures
( ) Form 603 Corn ( ) Form 622 Citrus
( ) 569 Potatoes

NAME  
ADDRESS  

ADDITIONAL REPRESENTATIVES ARE NEEDED TO HELP US SUPPLY THE INCREASED DEMAND FOR NA-CHURS. WRITE NA-CHURS, WINTER GARDEN, FLORIDA FOR MORE INFORMATION.
How Florida’s only cooperative auction market refused to give up when producers brought in only nine cattle one October day five months after it opened—and how it has grown to be Florida’s largest market from standpoint of tonnage, dollars, and often numbers—is the story to be told in a USDA bulletin slated for release this year.

This story about the Glades Livestock Market will be a thick booklet, perhaps containing 100 pages. It is now being printed by USDA’s Farmer Cooperative Service.

And it will be the first bulletin about a single auction market ever published by the service.

“Naturally we’re highly flattered that the Glades market was chosen of all the cooperative markets in the country,” Manager George Young reports. “We’ll be glad to secure copies of this bulletin for all who are interested in marketing in general, or in cooperative marketing in particular.”

Author C. G. Randall tells about the “seller’s strike,” which almost caused the new market to fold, in this way:

“Late in September there was a drastic drop in volume, and on one sale day in October only nine cattle were offered for sale. The runs continued small in October, November and December.

“Some of the faint-hearted in the community felt that the market was doomed to failure. However, the management, the board of directors, and a number of cattlemen in the area had faith and confidence that the market would eventually be successful and determined to carry on.

“The Glades market is Florida’s only large cooperative livestock market, organized by some 39 producers who each invested $1000 in the belief that Palm Beach County and the other cattle areas nearby were destined to continue in cattle growth.

“After the first year, the Glades market grew steadily.

“In 1951, the association handled 13,693 cattle and calves,” Randall writes.

“Since 1954, the volume of business under 50,594 cattle and calves. The volume of cattle handled by Glades has increased much faster percentage-wise than has the cattle population in the state.”

“Since the beginning, there has also been a steady increase in percentage. During the period from 1951 to 1954, the number of consignors increased from 771 to 909—however, Randall points out that 63 percent of the sellers brought only 10.4 percent of the business, while five percent supplied 37.4 percent of the volume handled.

“Stable packer support has also helped Glades. In fiscal 1955 (the Glades market’s fiscal year ends on June 30, and 1956 reports are not included in the bulletin), nine packer buyers paid

---

**Anaplasmosis Research to Start**

The veterinary department of the University of Florida Agricultural Experiment Station in Gainesville is on the verge of getting a grant of $67,850 from the National Institute of Health for a study of anaplasmosis disease of cattle, according to a report from Dr. D. A. Sanders, head of the department.

He said that he had been informed by Representative D. R. Matthews that the Public Health Service has approved the project for contract research as submitted by Dr. L. E. Griner of the University. Matthews reported that the appropriation containing this grant is now before Congress and he thinks it will pass at this session.

The grant would provide $18,900 for the first year and $18,255 annually for the next four years with the research being conducted by Dr. M. Ristic, Dr. F. H. White and Sanders. The study will concern the nature and means of diagnosis of the widespread and infectious blood disease of cattle, which is of major economic importance to the Southeastern livestock industry.

“Needless to say, we are very proud of this grant since it means a very significant milestone in the veterinary research program of the state and the South,” Sanders said.

“We also have encouraging word that another grant, consisting of approximately the same amount, is being looked on favorably by the National Institute of Health on our studies of vibriosis of cattle. These grants are very difficult to get and must be justified on the basis of a good research staff, worthy project and adequate equipment,” he added.
Sellers of cattle they need with maximum market is the fact that they are able to buy the type and kind of cattle they need with maximum saving in time and effort. Sellers of cattle like to sell where adequate buying power is present to maintain the true market price.

Among the reasons that buyers like to buy cattle at a livestock market is the fact that they are able to buy the type and kind of cattle they need with maximum saving in time and effort. Buyers like to buy cattle at a livestock market to aid in drawing together both cattle and buyers. The result has been to insure both the small and large producer that his cattle will be offered to the maximum number of potential buyers.

“Pen Lot” selling is only one of the practices maintained at your Glades Livestock Market to aid in drawing together both cattle and buyers. The result has been to insure both the small and large producer that his cattle will be offered to the maximum number of potential buyers.

BRING YOUR CATTLE EVERY MONDAY, ONE OR FIVE HUNDRED... WE ARE SURE YOU WILL BE PLEASED.

On U. S. 441 between Pahokee and Belle Glade

 Owned and Operated by These South Florida Cattlemen

<table>
<thead>
<tr>
<th>George</th>
<th>Young</th>
<th>Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>J. N. Allen &amp; Belle G. Allen</td>
<td>Harvey N. Armstrong</td>
<td>Roberto J. Arrieta</td>
</tr>
<tr>
<td>James A. Ball</td>
<td>Carl Barber</td>
<td>Max E. Beverly, Inc.</td>
</tr>
<tr>
<td>H. G. Bouyon &amp; Son</td>
<td>Pat L. Burke</td>
<td>Colusa Farms, Inc.</td>
</tr>
<tr>
<td>J. H. Chamberlinc Estate</td>
<td>R. L. Chastain</td>
<td>Raymond Christian</td>
</tr>
<tr>
<td>John J. Cummings</td>
<td>The Daley Ranch</td>
<td>Curtis De Poyer</td>
</tr>
<tr>
<td>Double K Ranch</td>
<td>J. D. Duncan</td>
<td>Eltroe Farms</td>
</tr>
<tr>
<td>John L. Evans</td>
<td>Florida Commission Co.</td>
<td>(Niblack &amp; Raulerson)</td>
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<tr>
<td>Forum &amp; Woodward</td>
<td>Joe Friedlich</td>
<td>Lewis Friend</td>
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<tr>
<td>Emil J. Graham</td>
<td>Glades Equipment Co.</td>
<td>G. M. C. Ranch, Inc.</td>
</tr>
<tr>
<td>Manuel Gonzalez</td>
<td>Frank Haas</td>
<td>Janius T. Harris</td>
</tr>
<tr>
<td>J. T. Harris, Trustee</td>
<td>J. D. Hawkins</td>
<td>Odis Hayes</td>
</tr>
<tr>
<td>Earl Hendry</td>
<td>Howard E. Hill</td>
<td>W. J. Hill</td>
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<td>H. Q. Realch</td>
<td>W. G. Hull</td>
<td>W. S. Ingram</td>
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<td>J. H. Jones</td>
<td>V. L. Jones</td>
<td>Wm. T. Johnson</td>
</tr>
<tr>
<td>C. H. Johnson &amp;/or</td>
<td>G. H. Johnson, Sr.</td>
<td>John B. Jump</td>
</tr>
<tr>
<td>Mary Jane Jump</td>
<td>J. C. Ranch</td>
<td>T. W. Knight</td>
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<td>R. E. Kuritz</td>
<td>Donald W. &amp; Louis R.</td>
<td>Kirchmann</td>
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<td>W. A. Koerner</td>
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<td>B. Knight</td>
<td>N. Krummberg</td>
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<td>Otto Larsen</td>
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<td>McConnell's Ranch</td>
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<td>Victor E. Mulberg</td>
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<td>Peters Ranch</td>
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<td>Bernie Peters</td>
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<td>Ferguson E. Peters</td>
<td>Mark A. Putnam</td>
<td>O. P. Register</td>
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<td>R. J. &amp;/or Mable Y. Simonson</td>
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<td>C. B. Rawls</td>
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<td>Billy Rogers</td>
<td>South Dade Farms</td>
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<td>Helen &amp; Walter</td>
<td>Fritz Stein</td>
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<td>Weiss</td>
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<td>Walter E. Schlachter</td>
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<td>John T. Tidtke</td>
<td>Myrtle E. Tabit</td>
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<td>Marie F. Thompson</td>
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<td>Roy Vandelstine</td>
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<td>M. M. Weiss</td>
<td>Richard Weil</td>
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<td>W. R. Wilson</td>
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<td>Weiss P. Williams</td>
<td>W. C. Young &amp; V. L. Jones</td>
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</table>
"Why Pay a 'Beef Tax' for Sun and Heat?"

DENNING CATTLE SHADE

One of many installations at Norris Cattle Co., Ocala, Florida

We visited numerous users of Denning Cattle Shades...found them enthusiastic. They say it pays big to give cattle shelter from the sizzling sun. Unique Denning Shades come in rolls, easy to erect and keep erect. Require no stringers, can't stretch. Permit free air movement. Write for details and prices.

DENNING MFG. CO., Box 1396, Joliet, Ill.
Formerly Illinois Wire & Mfg. Co.

STRETCH-PRUF CONSTRUCTION 2" wood slats, spaced 3/4", securely wired to STRAIGHT strands of heavy galvanized wire. Can't stretch or sag. Formerly wood slats, spaced 3/4", sec- movement. Write for details and prices!

Factory Sales Offices:
GULF AREA REPRESENTATIVES, 708 Navy Blvd, Pensacola, Fl.

$500 REWARD...payment shown being made to E. M. Rice of Zelwood by Layne Blanton of Tavares, second from left, president of the Central Florida Cattlemen's Association, serves a warn- ing on cattle rustlers. The FCA reward money is offered for information leading to arrest and conviction of a cattle thief who steals from an FCA member. Others in photo are F. E. Baxtre of Orlando, Orange County agent and secretary, left, and Walter F. Branson, Orlando, right, state director for Central Florida.

Weigh 'em where they are

Here's what you've been waiting for—the Fairbanks-Morse Single Animal Scale.

Now, coupled to your tractor or jeep, you can take the scale to feed lot, barn or anywhere on the ranch. You'll finish weighing faster than driving the animals to a fixed scale.

And remember, the more convenient it is to weigh, the more profitable will be your program of feeding.

It's called the Fairbanks-Morse Single Animal Scale, meaning, of course, a single animal the size of a steer...or four hogs...or seven or eight sheep. Write for literature. Fairbanks, Morse & Co., Dept. SCG-8, 600 South Michigan Avenue, Chicago 5, Ilinois.

FAIRBANKS-MORSE

a name worth remembering when you want the BEST

SCALES - PUMPS - DIESEL LOCOMOTIVES AND ENGINES - ELECTRICAL MACHINERY - RAIL CARS - HOME WATER SERVICE EQUIPMENT - MOWERS - MAGNETOS

Dealer Franchise Available

One of many installations at Norris Cattle Co., Ocala, Florida

The Florida Cattlemen's Association has approved the use of a cattle scale on its grounds.
FUL-O-PEP CATTLE FEED SPECIAL
-NEW SALT-CONCENTRATE MIX-
makes range feeding easy!

SELF-FEED IN BUNKS
You can put out about a week's supply of Ful-O-Pep Cattle Feed Special at one time. The high salt content of this new, efficient cattle concentrate causes the animals to limit the amount they eat to their daily needs ... allows the weaker and more timid ones to get their full share. However, be sure you have ample water supply available.

BUILDS BIG CALF CROPS
Added vitamins and minerals in Ful-O-Pep Cattle Feed Special help give your cows and heifers added strength at calving time ... help you raise big, sturdy calves. You save time, labor and feed, too ... making bigger profits possible.

BE AHEAD! BUY FUL-O-PEP!
Get all the facts about easy-to-feed Ful-O-Pep Cattle Feed Special from your local Ful-O-Pep man. You'll find its cost low ... its results high!

Ranchers say: Ful-O-Pep Cattle Feed Special
SAVES TIME & TROUBLE
... heifers calve easily

Ranchers in Texas, Florida, Colorado, California and several other states have had excellent results with Ful-O-Pep Cattle Feed Special ... report 94% to 98% calf crops, even with first-calf heifers. They also say, "Heifers clean good and breed back without difficulty." And, of course, the feeding time and trouble saved is of great importance.

Why not try this efficient, easy and economical method of wintering range cattle? Self-feed Ful-O-Pep Cattle Feed Special.
CONVENIENCE is a major factor in auction marketing, with pens, loading facilities, rail and truck transport all available.

CASH PAYMENT to producers means the market takes the risk. The expense of running down bad checks is the market’s business.

AUCTION SELL YOUR LIVESTOCK. You have an extra salesman working for you—the auction: just as interested as you are in getting the top dollar.

MORE BUYERS, including other stockmen, see your stock at auction—not just your neighbors, but folks you’ve never seen before.

THESE MEMBERS OF THE FLORIDA ASSOCIATION OF LIVESTOCK MARKETS WANT TO SERVE YOU!

GLADES LIVESTOCK MARKET
BELLE GLADE, FLORIDA

WALTON COUNTY LIVESTOCK MARKET
DE FUNIAK SPRINGS, FLORIDA

GAINESVILLE LIVESTOCK MARKET
GAINESVILLE, FLORIDA

J. D. ODOM'S LIVESTOCK AUCTION MARKET
GAINESVILLE, FLORIDA

TINDEL-WILLIAMS LIVESTOCK MARKET
GRACEVILLE, FLORIDA

KISSIMMEE LIVESTOCK MARKET
KISSIMMEE, FLORIDA

CATTLEMEN'S LIVESTOCK MARKET
LAKELAND & TAMPA, FLORIDA

J. D. ODOM'S LIVESTOCK PALACE
LIVE OAK, FLORIDA

WEST FLORIDA LIVESTOCK MARKET
MARIANNA, FLORIDA

MONTICELLO STOCK YARDS
MONTICELLO, FLORIDA

OKEECHOBEE LIVESTOCK MARKET
OKEECHOBEE, FLORIDA

GADSDEN COUNTY LIVESTOCK MARKET
QUINCY, FLORIDA

SARASOTA CATTLE & COMMISSION SALES, INC.
SARASOTA, FLORIDA

Highest Prices Come from Competitive Bidding!
Everybody gets a fair deal . . .

When Buyers and Sellers Meet at Auction!

[Cartoon of an auction scene with a crowd of people and a cow in the center.]

FLORIDA NESTORIC MARKET ASSOCIATION
AUCTION EACH WEEK
BEEF SALES Boosted 150,000 Pounds by Beef Council's West Coast Promotion

Winn-Dixie says campaign is still going on, with strong interest in free recipe and health literature which Beef Council provided; Hollins outlines need for more deductions

Florida Beef Council's first major promotional effort was a resounding success. That's the verdict from Winn-Dixie stores of Tampa, Inc.—operators of the West Coast 51 Kwik Click stores where the promotional program was made on a trial basis.

Maurice L. Hollins of Crystal River, chairman of Florida Beef Council, concurs.

Winn-Dixie reports that the campaign has resulted in sale of approximately 150,000 pounds more beef during the four weeks the program has been running so far, Hollins announced in early July. "That means (at 500 pounds dressed weight) the use of at least 300 more cattle during the period to provide the beef. "300 cattle is one and a half percent of the total slaughter in the month of April under state inspection. It has been estimated that a nation-wide increase of only five percent in beef consumption would increase beef prices 15 percent."

In direct financial returns to cownmen, Hollins pointed out that 300 heavy cattle at $150 each would bring about $45,000 on the hoof. The total Florida Beef Council investment in the campaign was less than 10 percent of this amount—and that literature and posters were on hand to last two or three more weeks.

M. H. Hollingsworth, Winn-Dixie's general manager at Tampa, was highly enthusiastic about the campaign. "People are actually coming in and asking for the booklets Florida Beef Council furnished us—and our market managers don't want to take down the displays because they've done so much good," he said.

"We've been repaid 10 to one for our efforts in helping with this campaign. "Winn-Dixie's own efforts weren't minor. The campaign was accompanied by a heavy advertising program, financed entirely by Winn-Dixie, in which far more money was spent than the $300 Florida Beef Council invested, Hollingsworth reported.

Beef sales should remain measurable higher for several months as a result of the promotion effort, Hollingsworth pointed out.

"It's been our experience that the benefit from a campaign of this type lasts for some time after the campaign itself ends" he said.

The Winn-Dixie executive was warm in his praise of the cooperation received from Florida Beef Council and its advertising counsel, Louis Benito of Tampa. He added that the heavy demand for the 900,000 pieces of literature provided by the Council was due to the fact that it's "good stuff, and housewives find it helpful and interesting." The literature was brought from National Livestock and Meat Board.

Hollins was indefinite as to when the next promotion would begin.

"We've got to get some more money in before we can try this thing in another area," he pointed out. "Since many markets and packers are not making deductions (see editorial on page 99 and box on page 49), our receipts are only about $1500 a month. We hope, however, to be able to run the next campaign in the Orlando area in early fall, following up in Jacksonville and Miami as funds become available."

New Grade of Beef Labeled U. S. Standard

Homemakers will be interested to know that a new grade of beef labeled U. S. Standard will soon be available to consumers in the Florida area.

Formerly this beef was graded U. S. Commercial, but since the U. S. Commercial grade had a wide range of quality, the new grade, developed by USDA, is more consistent and makes it possible to select the young animals in the grade and call them U. S. Standard.

Because of the youth of the animal in the U. S. Standard grade, bland, mild flavored relatively tender cuts of beef will be produced.

Millet Is Good Crop

Homesteads and Washington County farmers are finding Star millet is an excellent temporary grazing crop. Assistant County Agent C. U. Story says the millet is being used for forage by dairy, beef and swine farmers.
This year, dry spring pastures have made a good mineral program more necessary than ever. VIT-L-TONE brings pasture mineral deficiencies into quick balance . . . enables your cattle to get every bit of good out of the pasture and forage they consume.

VIT-L-TONE’s unique formula includes high phosphorous (10%) and calcium (21%) in correct balance, and Vitamin D to insure proper utilization of the calcium and phosphorus. It also contains essential trace elements and other vitamins necessary for good health and condition.

VIT-L-TONE’s proved palatability enables animals to balance their mineral intake, as they will eat a sufficient amount to meet their requirements. And Florida range experience has proved they will not overeat. Whatever your present feeding program, VIT-L-TONE will help you get the most out of that program . . . help your cattle go into the winter season in top condition.

Please write for full information about VIT-L-TONE Florida’s profit-proved mineral supplement!

- PHOSPHORUS 10%
- CALCIUM 21%
- PALATABLE
- RANGE PROVEN

Jackson Grain Co.
Feeds • Seeds • Fertilizers • Insecticides
Tampa, Florida

Pioneer Feed Manufacturer • Manufacturers and Distributors since 1909.

For August, 1956
Florida Cattlemen Are Making Progress in Marketing

More Should Be Done, but

Cut Fertilizer Distribution Costs With BULK HANDLING CHAIN

24 Ton Transport From Plant to Pasture

Sprad-O-Matic
Another Link In Our New BULK HANDLING CHAIN

The picture above shows Sprad-O-Matic's New Centrifugal Feeding Unit in action.

Cut Fertilizer Distribution Costs With BULK HAULER

24 Ton Transport From Plant to Pasture

Sprad-O-Matic
For Spreading With Less Manpower

Spread more tons per day at lower cost
Standard parts universally available

SAM KILLEBREW, Inc.
Post Office Box 1068, Phone B-8972
Auburndale, Florida

July 7.8 (10.3); August 12.9 (18.1);
September 10.3 (16.1); Quarter 31.6 (45.2).
October 11.6 (9.7); November 8.5 (8.8); December 5.6 (5.7); Quarter 47.7 (44.2).
January 7.6 (7.1); February 5.9 (6.1);
March 6.4 (6.0); Quarter 19.5 (8.5).
April 6.0 (7.9); May 8.2 (8.3); June 8.6 (8.2); Quarter 27.4 (14.4).

Ideal marketing would mean that approximately 8.5 percent of total cattle sold in any 12-month period would be sold in each month of the year. However, it's a fact that beef demand is low around Thanksgiving and Christmas time, and also during February, March, and April. The trends shown in these figures apply generally to grass-fed cattle and calves in Florida. The marketing trend for fed cattle is different. Referring to the figures in "Average Florida Auction Prices" chart on page 21, the cattlemen can determine roughly the time of year when supply is least for the type of cattle he produces, and make an effort to plan his marketing for that period.

A study of day to day and week to week marketing trends is also highly desirable in determining the exact time you should sell within the general period when supply is lowest for your grade of cattle or calves.

The cattlemen can't beat the law of supply and demand—but he can help it along by careful attention to marketing.

Southeastern Names New Directors

At the annual meeting of the Southeastern Fat Stock Show and Sale board of directors held recently at the pavilion, six new men were elected to the board.

B. B. Beck, Claxton DeLozier, John DeWitt, Red Smith, and Tom Peele were named for regular terms, while Lee Brannan was elected for a one year term.

Shows at the pavilion during the past year have surpassed anything held in previous years, President Mark Camp told the group following a barbecue. Over 52,000 people attended various events during the year, and livestock sold for over $262,000 in different sales, he said in his report.

About 200 persons, including members of Ocala's city council and the county commission attended the barbecue. The meeting also marked the beginning of a drive for membership, and the guest speaker, Mr. Mayo, for his help with Ocala events.

The Florida Cattlemen
FLORIDA NEEDS . . .
More Quality Beef

Winn-Dixie Food Stores has always given 100% cooperation to the sale of Florida produced products. The Winn-Dixie policy has helped in the development of the "Florida fed" cattle industry. Packers who supply a substantial part of the beef offered in the Winn-Dixie stores can be justifiably proud of their achievements.

Last year Winn-Dixie purchased 24,800 head finished in Florida and the purchase price was in excess of four million dollars. Despite the fact that Winn-Dixie buys all the beef of our specifications that is available in the South the great majority must be purchased from other sources.

There is no question that Florida's population growth and the present under production of fed cattle, add up to a tremendous future market for Florida cattle grading U. S. Good or better.

FLORIDA CATTLEMEN CAN SUPPLY THE BEEF FLORIDA NEEDS!

WINN-DIXIE STORES, INC.

Jacksonville, Florida
HIS WINNERS PROVE HE'S RIGHT! Howard Miller, herdsman for Ben Smith's Corona Hereford Ranch speaks with authority on putting finish on show cattle... because he has been a consistent winner for over 14 years, and a Calf Manna feeder for every one of those 14 years. Here's what Mr. Miller says:

"I have tried several other commercial feeds... but always come back to Calf Manna to help me put a quality finish on young stock at an early age. It's available anywhere in the Nation on any show circuit."

If you want sturdy, deep-bodied animals with the finish and bloom that show-judges rate tops, do as Howard Miller does... feed Calf Manna right from the start. Mr. Miller goes on to say, "Our champion summer hereford calf, 88 Corona Lady, full sister to 88 Zato Heir the 4th, took first at the San Antonio show and second at the Phoenix show. She has been fed Calf Manna all her life."

Feed economical Calf Manna just as it comes from the bag. A pound a day per head. See your local dealer and get a supply now. When it's results that count, count on Calf Manna.

Look at these rate of gain figures on Calf Manna

"We are currently fitting out a steer calf for the fall show. This steer gained an average of 3.82 pounds a day for a 38-day period and weighed 605 pounds at six months of age. Calf Manna is the basic protein in this steer's ration."

Jackson Grain Company, Tampa, Florida
Traders
Still Sell
Cattle!

Yates tells place of
trader in marketing

Is the Florida cattle industry outgrowing
the cattle trader—that much-dis-
nised, sometimes "cussed," feature of
the Florida marketing scene?

Cecil Yates of Kissimmee one of Flori-
da's oldest and most active traders, doesn't
think so.

But the trading business isn't nearly as
good as it was back in the palmy days of
the early 50's when half or more of the
cattle sold were going into other herds,
rather than to slaughter, he reports.

As a result, many traders have gotten
out, particularly those who lacked holding
capacity for the cattle they bought, and
thus were dependent on a quick turn-
over.

Yates figures, off-hand, that there are
only three or four traders left around
Kissimmee, compared to the 20 or so
who operated there in 1951 and 1952.

Most traders—and Yates is no exception—
will handle cattle in any way the cus-
tomer wants.

They will buy and sell them on a
straight commission basis, or on a flat
"per head" basis of $2.00 or less per
head.

Or they will buy the cattle outright,
relying on their knowledge of cow
prices and potential buyers to make a pro-
lit in reselling.

The traders constitute a safety feature
for commercial cattlemen selling on the
auction markets, because they are always

A familiar figure at cattle auctions and
trades throughout Central Florida is
Cecil Yates, one of the state's best-known
"traders."

For August, 1956

 FOR SALE

SERVICE
INTEGRITY
EXPERIENCE

To Producers, Feeders, and Packers

Our business is founded on our ability to help service the
marketing needs of the cattle industry, whatever they
might be.

We are—

COMMISSION SALESemen FOR ProDUCERS
ORDER BUYers FOR MANY STOCKERS AND FEEDERS
ORDER BUYers FOR TWO LARGE PACKERS
(for any number and all classes of cattle and calves)

If you have cattle or calves to sell, or need replacements,
contact us at our expense. We will appreciate the oppor-
tunity to serve you. Bank and business references gladly
furnished on request.

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Livestock Brokerage
P. O. BOX 14, MOORE HAVEN, FLORIDA

Phone Moore Haven: WHitehall 6-2843 or Bartow: 3-5503 or 2-5865

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Don't let pests pocket a big slice of your profits!

Prevent Weight Loss

Pocket these profits yourself! Increase market weight of your livestock as much as 50 lbs. per animal by planned ORTHO pest control.

ORTHO Kleen Stock Spray contains Lindane for fast kill, Toxaphene for residual action. Contains effective emulsifiers that deposit insecticide on the animal with minimum amounts in run-off.

ORTHO 1038 Screw Worm Bomb gives control and preventive action against screw worm infection. Easy to use.

For Better Screwworm Control A Matter of Choice

BARRY'S DERMA SEAL

Guaranteed to Satisfy or Your Money Back!

OR

BARRY'S WITH LINDANE

At All Dealers, or Write

BARRY'S

Newberry, Fla.

on hand to pick up bargains at the sale. This provides a floor of sorts under the auction prices, making a cushion when packer demand slackens off as it does on all grades from time to time.

Yates keeps up with the Chicago market, but finds that the Florida market is almost always different—sometimes higher, sometimes lower, but generally a little better, he believes, due to the large number of small packers and the fact that Florida consumes more beef than it produces.

In addition to buying and selling commercial cattle on his own and on a commission or fee basis, Yates handles purebred bulls, mostly Angus, and used to handle a good many horses before the horse market broke in the late 50's.

Although some of the traders buy for packers, most of the sales they handle are breeding cattle or stocker steers. Since most of today's production is going to slaughter, the traders are today handling perhaps 20 percent of the cattle sales in the state, Yates believes, where a few years ago they handled 50 percent or more.

The trader who lacks the financial backing to carry on his business is the biggest cause of concern to those like Yates who are better financed, because a trader who fails to pay promptly hurts all traders.

He believes that, although state law requires that all traders be licensed and bonded, the cattleman is poorly protected in this way since the bonds are quite low, seldom covering more than a small sale.

"The best way for the cattleman to protect himself in dealing with traders—or any other kind of buyers—is to know the value of his cattle, and deal with someone you know something about," Yates emphasizes.

Yates doesn't believe there will be a return to the speculative days of the early 50's anytime soon—and he thinks that will be better for the cow business in the long run.

"It just stands to reason that with less new people coming into the cattle business there will be less demand for breeding cattle to supply them," Yates points out. "I do believe that the trader will always fill a place in the cattle marketing picture, however."

Yates started buying and selling cattle back in the mid-30's when he was joint manager of the then new Kissimmee Livestock Market. The foot and mouth outbreak in Mexico after the war stimulated his business greatly, with the demand in Texas for stocker cattle, and it has become one of the larger traders in the state. His present operation is conducted from a well-marked barn at the south city limits of Kissimmee.

More Fertilizers Used

The use of commercial fertilizers by farmers throughout the world has more than doubled since before World War II, according to the Food and Agricultural Organization.
SELLING TRUCKLOADS?

WE INVITE YOU TO SELL DIRECT!

MARKETING is a major problem for cattle producers in this day of low cattle prices. You must get the full market price on just as many pounds of beef as you can.

We're happy to buy direct whenever truckload lots are concerned. You'll profit because—

1. The buyer pays all trucking except when you sell on the dressed and delivered plant basis.
2. You have no commission for selling—a saving of approximately 2 cents per pound live weight.
3. We can buy your cattle at time the market is high, giving you a maximum price.
4. You can save extra shrinking and bruises due to added handling.

We will buy on any basis you wish—but if you are doing a good feeding job, you gain by selling on the grade and yield basis.

When the packer buys on a live weight basis, he judges your cattle on the conservative side, both as to grade and yield. He must protect himself so as to not be hurt. When you sell on grade and yield, you gain on any additional yield or higher grade.

Let Us Advise You on Your Marketing Problems. Contact

Jones-Chambliss Company

2135 FOREST STREET PHONE Elgin 5-5534

(Nights or Sundays, phone A. H. (Fred) Goedert, Jr., Flanders 9-7001

JACKSONVILLE, FLORIDA

SOUTH AND CENTRAL FLORIDA: Phone Dick Howell, Bartow 2-6551
Sales Are Scheduled

Sales to be held in all sections of state

Upwards of 500 well-bred feeder and stocker calves will be offered to Florida’s cattle feeders at eight separate auctions scheduled during September.

That’s the word from the sponsoring breed associations, cattlemen’s associations, and markets, who have set sales for August 30 and September 5, 7, 11, 12, 13, 18 and 19.

The pioneer sale of them all, as far as Florida is concerned, will be the Eighth Annual Angus Feeder Call Sale, which will be held on September 5 and 7 at the Gainesville Livestock Market.

Sale plans call for a 350-pound minimum weight and strict restrictions on amount of Angus breeding in the calves, with the first 1000 entries to be sold on September 5 and a follow-up sale slated September 7. Based on last year’s experience, some 1500 head are expected at the two productions which are sponsored by the Florida Aberdeen-Angus Association with help from the County Cattlemen’s Association as sales management.

All sales, Gainesville included, will allow only steers and heifers under two years old to sell, according to preliminary plans, with no animals allowed to sell with registration papers.

Earliest sale on the schedule will be the sale at the Tindel-Williams Livestock Market in Graceville, slated for 1:00 p.m. on Thursday, August 30. Last year’s Tindel-Williams steers weighed more than the average than those in any other sale in the state. Information can be obtained from Claud Tindel, manager.

The Florida Hereford Association will hold its annual calf sale on Tuesday, September 11—with the location changed this year to the Farmers Produce and Livestock Market, operated by J. D. Odum, two miles north of Gainesville, Lovette Jackson, association president, is in charge of the event, and rules will require that calves show only Hereford breeding, and weigh at least 300 pounds. Last year 1000 head sold in this auction.

Gainesville Livestock Market holds its own sale every year for cattle which don’t fit into other sales at the market, and this year Hereford, Brangus, Brahman and Shorthorn steers will be admitted to the sale, scheduled September 12—a Wednesday. L. H. Thompson, market manager, is the man to see for details, 600 or more are expected.

Sixth sale of the series will be the following day—Thursday, September 13, at the Monticello Stockyards, under sponsorship of the Leon County Cattlemens’ Association. Information may be obtained from W. J. Boynton, Jr., Tallahassee, who is entry chairman for the event. More than 500 are expected at all breeds.

The Suwannee Cattlemens’ Association will sponsor the sale at J. D. Odum’s Palm Beach Packing Land, Okeechobee, Tuesday, September 18, which Odum will manage. An estimated 400 or more head will sell.

The Florida Aberdeen-Angus Association series of feeder sales will be the first ever held at the Glades Livestock Market in Belle Glade. Many of the entries are expected to be Brangus crosses, according to Robert Gooden of Cleveland, sale manager. Sale is scheduled on Wednesday, September 19 and 199 or more should sell.

In past years, the feeder calf sales have brought producers above minimum prices for their stockers and feeders, and this year’s sales should be no exception.

Cattle Boost County Incomes

USD A’s preliminary 1954 Census of Agriculture reveals that Florida’s income from livestock and livestock products (other than poultry and dairy products) was $9,155,880 in 1954 from the figure reported in 1949.

Florida received $37,108,813 from livestock and livestock products in 1954 and the new report estimates an income of $36,462,257 from livestock and dairy products was $8,728,523 in 1949, while the report shows a jump to $6,656,000 in 1954.

Other dollar income data in the 1954 preliminary for individual counties in the state are shown below.
BUY and SELL your Feeder Calves at the ODOM LIVESTOCK MARKETS in Live Oak and Gainesville

I THESE DATES

AT LIVE OAK, the Feeder Calf Sale will be held on September 18 and will include feeder type cattle of all breeds. Only good quality feeders will be sold in the feeder sale—low quality cattle may be sold, but will sell after the main sale. The Suwannee County Cattlemen’s Association is sponsoring the sale.

AT GAINESVILLE, September 11, the Florida Hereford Association will sponsor the sale at the Farmers Produce and Livestock Market two miles north of Gainesville operated by us. Rules and regulations will be set by that association, and entries may come to us or the association.

MAKE YOUR ENTRIES EARLY. THERE IS NO DEADLINE BUT BUYERS WILL WANT TO KNOW HOW MANY CATTLE TO EXPECT.

J. D. ODOM’S LIVESTOCK PALACE in Live Oak, and the FARMERS PRODUCE AND LIVESTOCK MARKET, operated by J. D. Odom in Gainesville, are proud of their record of service to cattle and swine producers of North Central and Northeast Florida. Check with your neighbor for details. We are happy to have been able to contribute to many local cattle associations in our area during the past year.

J. D. ODOM’S LIVESTOCK PALACE

SALE EVERY WEDNESDAY
Phones 210 or 209
LIVE OAK, FLORIDA

SALE EVERY FRIDAY
Phone FRanklin 6-7211
GAINESVILLE, FLORIDA

for August, 1956
A T T E N T I O N!
HEREFORD BREEDERS and FEEDERS

HEREFORD FEEDER CALF SALE
September 11 at Gainesville
(Farmers Produce and Livestock Market)

This is your opportunity to buy some top Hereford steers and steer calves. Also, some heifers are being consigned to this sale by members of the Florida Hereford Association. Anyone interested in good feeders and some top commercial heifers—DON'T MISS THIS SALE.

Anyone may sell animals which meet the following requirements:
They must be under two years of age and weigh more than 300 pounds;
They can show no breeding other than Hereford;
No bulls will be allowed, and no animals may be sold with registration papers.

The sale will be held this year at the Farmers Livestock and Produce Market two miles north of Gainesville, managed by J. D. Odom. YOU BRING THE CATTLE. WE'LL HAVE THE BUYERS.

Send your entries in as early as possible to Lovette Jackson, President, Florida Hereford Association.

Plan Now to attend the
WEBSTER BULL SALE, Thursday, Nov. 8th
during the Sumter All-Florida Breeders Show

Florida
HEREFORD ASSOCIATION
Lovette Jackson, President
Kincaid Road, GAINESVILLE, FLORIDA

Advertise Consistently!

SUPERIOR
FERTILIZER AND CHEMICAL COMPANY
FERTILIZERS AND INSECTICIDES THAT ARE SUPERIOR
Factories and Offices: TAMPA and FORT PIERCE, FLORIDA

Supervisors Of SCS to Hold Meet
Orlando will host 1956 convention

TWO FULL days of meetings are scheduled for the Florida Association of Soil Conservation District superintendents at Orlando's San Juan Hotel August 21-22, according to C. E. Snow of Orlando, general chairman for the host Orange Soil Conservation District.

In fact, the convention starts so early on the morning of August 21 (8:30 a.m.) that delegates are urged to register Tuesday night, when the registration table will open at 8:00 p.m., and entertainment will be provided.

Adjoining soil conservation districts in Lake, Osceola and Seminole Counties are joining in with the program, Snow reports.

Dave Maxwell of Lake City, president, will call the Wednesday session in order, and Snow will welcome the group, reports will follow, and a technical report by an unnamed scientist will conclude the morning program. Committee meetings are scheduled during the afternoon, starting at 2:30 p.m.

A barbecue will be provided by the Osceola district, probably at the Tupperware pavilion two miles north of Kissimmee on Highway 17-92, with transportation to be provided by the Lake district. J. Carlisle Rogers, president of Leesburg's First National Bank, will speak during the barbecue, and awards will be presented.

Thursday morning's session will start at 9:00 a.m., with committee reports and a speaking contest slated, and the afternoon program, starting at 2:00 p.m., will include an address by Nolan J. Fuqua, president of the National Association of Soil Conservation Districts.

Program for the ladies auxiliary of the association is being handled by the Seminole district, with business sessions Wednesday and Thursday mornings.

Employment Down
Farm employment from the late-April period a year ago has dropped four percent, according to the May 10 Farm Labor Report of the Agricultural Marketing Service. The decrease from last April is attributed partly to weather conditions and partly to continuation of the long-time downward trend in farm employment.

The American Meat Institute points out that the housewife at the meat counter, by whatever choice of meat, determines the fashion in meats as well as the prices.

The Florida Cattlemen
More Money For Your Cattle At Gainesville? Yes!

BECAUSE AT GAINESVILLE, more than at any other Florida market, more buyers and more sellers come together, with more cattle, than anywhere else in Florida. And hogs are no exception. Gainesville is also one of the state's leading hog markets.

SEE THE FIGURES for yourself at our market. They are posted in plain view.

WE BELIEVE higher prices are the natural result of bringing large numbers of cattle together. Packer and stocker buyers, buyers seeking replacement heifers, little buyers and big buyers all come to Gainesville because they know they will be able to buy what they need more than at any other market. They can AFFORD to pay more because their buying expenses are less!

WE THANK Florida's livestock producers for their past patronage and solicit your continued use of our services, wherever you live in Florida.

Make Us Your Headquarters for Feeder Calves

Angus Feeder Calf Sales are scheduled September 5 and 7. All-breed Sale, for Hereford, Brangus, Braford, Shorthorn, etc., will be held September 12. Only steers and heifers weighing 300 pounds or more are acceptable. BUY AT GAINESVILLE MARKET WITH CONFIDENCE.

GAINESVILLE LIVESTOCK AUCTION MARKET • Sale Every Monday

L.H. Thompson, Owner

Phone FR 6-3211

Harold McCullers, Auctioneer

GAINESVILLE, FLORIDA
SECOND ANNUAL
FEEDER
CALF SALE
SPONSORED BY THE LEON COUNTY
CATTLEMEN'S ASSOCIATION

Thursday
Sept. 13
at the
Monticello Stockyard
MONTICELLO
FLORIDA

WE ARE HAPPY TO ANNOUNCE this sale of good feeder calves and invite you to be at the sale if you'd like to bid on a top offering. The animals will be graded into uniform groups before the sale.

WE PLAN TO SELL OVER 500 HEAD. The sale will be restricted to steers and heifers only and no animal can sell with registration papers. All breeds will be accepted but animals must show a predominance of beef breeding with a minimum weight of 300 pounds at sale time.

AT THE FIRST SALE over 600 head were sold to over 40 buyers. Prices well above average market were paid at the sale. If you'd like any information about consigning cattle to this sale, please contact W. J. BOYNTON, JR., Tallahassee.

Leon County Cattlemen's Ass'n.
TALLAHASSEE, FLORIDA

A complete line of fresh and processed meats is being produced in the new Suber-Edwards plant at Quincy, which replaced the old Florida Packing Company. At left, Spin Suber poses with processed meats, while the cooler picture shows Morris Suber and Cortell "Stoney" Edwards inspecting high-quality carcasses.

Complete Line of Meats Handled in New Plant

Suber and Edwards open new federally-inspected plant at Quincy location

A new name and three times as much slaughtering and cooling capacity feature the expansion program of the old Florida Packing Company, now operating as Suber-Edwards and Company, at Quincy.

While the plant is not yet in full production, Manager Spin Suber reports the improvements will give Suber-Edwards "about as complete an operation as there is in Florida."

Suber also believes the plant is the only complete plant which both kills and manufactures under federal inspection.

Construction on the new plant was begun in the fall of 1954, but it took until early this year to get it completely equipped and in operation. It will have capacity to kill 500 cattle, or equivalent in swine, each week.

As in the past, fresh meat sales will feature primarily U. S. Good and U. S. Choice beef, purchased from the many cattle feeders in the Quincy area. The new sausage kitchen utilizes both beef and pork in making what are believed to be Florida's only federally-inspected weiners, plus a variety of other processed meats.

Federal inspection will widen the potential market for Suber-Edwards products, Suber (and his associates Cortell "Stoney" Edwards and Morris Suber) believe. Already they've developed a market for bone-out beef and calves in the East, similar to that supplied by packers in the southern part of the state. Federal inspection will enable higher grades of beef to be shipped into nearby Georgia and Alabama as well.

A rendering plant is also in operation at Suber-Edwards, with the tankage and dried blood going to fertilizer manufacturers and tallow to soap manufacturers.

Meat Business Has Modern Packaging

In the meat business you never know what to expect next. Take hamburgers, for example. This popular meat delicacy is now coming out precooked and frozen. All one must do is pop them into the toaster for reheating.

Hot dogs are now available in some areas in three-pound packages. Another hot dog innovation is a clean-fingered paper jacket which also helps keep the bun-and-meat goody warm while being eaten.

Then there is the package of frozen steaks with a built-in charcoal grill and fuel, or one can get bacon packaged in its own disposable skillet. For the youngsters there is a package of frankfurters with a row of eight marbles included, and for Mother there is the boilable tin packaging for beef stew, sausage, and franks which permits cooking right in the package.

Dairy farmers in all sections of the country were feeding record amounts of grain and concentrate to their milk cows as of June 1 this year.
Enter Your Aberdeen-Angus Calves Now to Sell at these

ABERDEEN-ANGUS FEEDER CALF SALES

GAINESVILLE
SEPTEMBER 5 & 7

This will be the eighth annual sale at Gainesville Livestock Market, and rules and regulations are similar to previous sales except that the minimum weight has been increased to 350 pounds. All calves must show a predominance of Angus characteristics and type. First 1000 entries will be sold in the first sale, remainder in the second, except that black, white-faced calves will be sold only in the second sale. Entry deadline is August 10 and must be made on Official Entry Blank. Blanks can be obtained by writing Henry Chitty, Chairman, Gainesville Angus Feeder Calf Sale, RFD, Micanopy, Florida.

BELLE GLADE
SEPTEMBER 19

Regulations for the Belle Glade sale, at the Glades Livestock Market, are similar to the Gainesville regulations, except that calves must be black and show a predominance of Angus breeding (crossbreds will be accepted if they meet this requirement). Entry deadline is September 1, and official entry blanks can be obtained by writing Bill Stitt, Chairman, Belle Glade Angus Feeder Calf Sale, Route 2, Box 500, Clewiston, Florida.

Sponsored by the FLORIDA ABERDEEN-ANGUS ASSOCIATION

DON'T FORGET THESE DEADLINES!

For Gainesville, Enter Before August 10th
For Belle Glade, Enter Before September 1st

for August, 1956
SELLING CATTLE
Is a Specialized
Job—And One We’re
Experienced in.

LET US HELP YOU
Sell ALL Your Livestock

If you’re an average cowman, you have a specialized job of producing. Likewise, it’s our job to sell. It’s mighty difficult to be an expert in both these fields—yet both are equally important in profitable livestock production.

For EFFECTIVE, ECONOMICAL AND EFFICIENT sales assistance, we invite you to contact us.

And please consider this a personal invitation to attend our annual barbecue on Saturday, August 4.

SALES EVERY TUESDAY AT 2:00 P. M.

SARASOTA CATTLE and
COMMISSION SALES, Inc.
Phone Ringling 6-9271

JERRY COLEMAN, MANAGER
SARASOTA, FLORIDA

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Rely on The Cattlemen
Press for all your
printing needs.
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BE ON TOP WITH
Profit-Making Spots
LEAN MEAT TYPE
WEANED PIGS AND BOARS

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SOUTHERN DOLOMITE
PALMETTO, FLORIDA
PHONE: BRADENTON 2-14-11

Cude Wins Better Bulls Contest
Ocalan sends in best answer

Bob L. Cude of Ocala is $25 richer for having entered the “Better Bull Selection” contest in the July issue of The Florida Cattlemen.

Cude’s account tells of his experience with slow-breeding bulls and his thoughts on an article on breeding ability by Dr. A. C. Warnick, Department of Animal Husbandry, University of Florida, published in the July issue of The Cattlemen.

In his letter of entry in the contest, Cude said that any prize won by the entry would be applied to subscriptions to The Florida Cattlemen, to be sent to seniors in the School of Animal Husbandry, Oklahoma A & M College, Stillwater, Oklahoma.

Since these will be gift subscriptions, Cude will be eligible for the special rate—$2.00 for the first subscription and $1.00 for the others, enabling him to send 24 Cattlemen subscriptions to seniors at Oklahoma A & M for only $25.00—the amount of his contest prize.

In writing of Warnick’s article on the selection of better bulls, Cude said, “Excellent article, well written, easy to read, it delivers a message, and has meaning for all progressive cattlemen.”

Cude went on to say, “After tripping up on the true-false test accompanying the above article, I was interested in knowing just what I could learn by reading Mr. Warnick’s article, so with this natural curiosity, I began to read.

“As many other readers have found, actual experience seems to replace each and every case suggested. For instance, the lack of what Mr. Warnick called ‘libido’ we call no interest or no drive in a bull. This brought to my mind the idea of checking on the percentage of calves dropped. Bulls in our herd...”

“According to Warnick, the percentage of calves dropped is very important. But one must consider that a bull is only as good as the other cows in the herd. Cows that are not fertile can make a bull look bad.”

“For instance, the lack of what Mr. Warnick called ‘libido’ we call no interest or no drive in a bull. This brought to my mind the idea of checking on the percentage of calves dropped. Bulls in our herd...”

“After replacing bulls which showed lack of interest and drive, we were able to get a greater percentage of calves in our herds.”

“However, in selecting bulls with more drive or ‘libido’ it is very important not to forget the other points that combine to...”
Lamb Sale Out!

Cancellation of the special lamb sale which was slated for Ocala on Monday, July 30, was recently announced by Roy Oswald, farm representative of the Commercial Bank and Trust Company of Ocala, one of the sale boosters. The sale was to have featured 1200 head of sheep but Oswald said that most of the lambs are not yet ready for market and that two of the companies have sold their lambs elsewhere, which leaves the sale officials with too few lambs to have a good sale.

Dairy Shows Combine

Mina or the West Coast Dairy Show with the Youth Dairy Show of the State Fair Association was voted unanimously recently by members of the Greater Tampa Chamber of Commerce Agricultural Committee. The increase in growth of both shows in the last two years was said to be so great that the interests of participants and others would be served best by combining them. New name for the dual show will be Combined Florida State Fair Youth and West Coast Dairy Shows. It will be a week long and will be co-sponsored by the Tampa chamber and the Florida State Fair Association.

Beef Producers Lagging

Bull producers are way behind fish and poultry producers in advertising and promotion. James B. Nance, president of the Tennessee Livestock Association, told the Florida Cattlemen's Association recently: Nance told the FCA men if they spent one percent of their yearly gross—eight billion dollars last year—instead of the current 1/80 of one percent, meat consumption would be boosted by 10 pounds per person in the nation.

A Dairy Herd Improvement Association program was initiated recently by Dade County farmers, according to Assistant County Agent Harry F. Roberts. Plans are underway to include 800 cows on the test with a full time DHIA tester to supervise the program.

Pasturgro is helping build Florida's great livestock program, and it will help you build some of the finest pastures in the state. This special pasture plant food makes two dollars grow where one grew before... more grass... more nutritious feed... more days of good grazing.

Pasturgro is different... made by Swift's new FLO-FUSION process which packs each particle of plant food with fertility. Tiny "cores" of phosphate are surrounded by nitrogen, potash and other plant food elements. They are fused together into free-flowing particles. The ingredients do not separate—they are welded together—assuring balanced feeding.

Your investment in plant food is so important it pays to get the latest and best—that's Pasturgro—Florida made for Florida pastures.

BULK DELIVERY—Self-unloading bulk transports bring your plant food right to the field and unload into your distributing equipment. You save on bags and handling. Swift's Growers Advisory Service will help analyze your soils and work out your problems—without charge. Contact us.

Swift & Company
Plant Food Division
Winter Haven, Florida

To Serve Your Farm and Family Better

for August, 1956
Maybe You Can’t Afford Not to Sell, But You Should Be Careful on Real Estate Deals on Florida's Present High Land Market

FLORIDA'S CURRENT real estate boom represents a potential bonanza of huge proportions for cattlemen with substantial acreages.

But the land owner shouldn't let his desire to cash in on the high land prices outweigh his good judgement. He may end up selling his "birthright" for the Biblical "mess of pottage".

Take the Brevard County landowner, for example, who sold an option on his property to a Miami Beach operator.

He accepted $5000 for an option, and something happened. The option took a nose dive.

He had the misfortune of talking only to people who were against it at the start.

Naturally the landowner wanted to sell to the second buyer. He worked out all arrangements—the suddenly found a court order blocking the way to completion of the deal.

He had failed to read the fine print in his option agreement. He had committed himself to do certain things which he had failed to do. The option might still be in effect. To complete the sale to buyer number two (who meanwhile had found a third buyer), the landowner and buyer two had to quiet the option holder's interest.

Of course, they might have successfully fought the case in court. But that would have delayed indefinitely the sale to buyer three. The original landowner and buyer two split the $15,000.

The CATTLEMAN discussed the land deals with a prominent Orlando lending agency and a firm of attorneys who have handled many such deals.

Both emphasized the speculative nature of the present deals, and both recommended that landowners be cautious in selling.

"It's naturally impossible for a cowman to raise cattle on land which will bring him $150 or more per acre," the attorney pointed out. "If he can really get this price for his land, he'd be foolish not to sell.”

However, most of the deals involve small down payments, and are apparently based on the buyer's feeling that he will be able to move the land at a profit before he has to pay out a substantial amount of money.

(Continued on page 56)

What Markets, Packers Say About Beef Council!

DURING THE PAST MONTH The CATTLEMAN has personally contacted most auction market managers and several packers. Some are making deductions for Florida Beef Council on the automatic basis which is the only practical way to handle the program—but most are not.

Most managers believe beef should be advertised. They like the program Florida Beef Council has developed. They believe—if they are not deducting—that making deductions automatically on all sales will cost them business and that their customers are not much interested in Beef Council anyway, or they would be urging more strongly to make the deductions. A couple of markets believe the extra bookkeeping is too much of a burden. Those who are deducting don't believe it has cost them any business, however.

For the information of those who favor Beef Council, those opposed, and those who are indifferent, we print the following quotations:

Harry McCallum, Cattlemen's Livestock Markets, Lakeland and Tampa—"We deducted on all sales at Lakeland for a period of six weeks, but had to discontinue it due to a large number of complaints...The local (Polk) association has apparently failed to sell it to a substantial number of cattlemen, and we cannot do this selling job ourselves."

J. B. Hawkins, Lykes Brothers, Tampa—"We're deducting on everything, and so far have had only one complaint and refunded 10 cents. We have found that Florida cattlemen are glad to make the contribution, but feel all packers should be deducting...We're making deductions at the livestock market, Watervliet, but have sold 100 percent on the idea myself, and devoted my market card to asking folks to authorize deductions a few weeks ago. I had only one answer, and several folks have told me they don't want the deductions made."

"George Young, Gladis Market, Belle Glade—"We are deducting automatically and having only a very few complaints. My list of those who have asked that deductions not be made numbers only 16 out of over 1000 sellers."

Jerry Coleman, Sarasota Cattle and Commission Sales—"We've had practically no objections to automatic deductions. We didn't start, however, till the Sarasota Cattlemen's Association asked us to (even though we were for it from the beginning) because I had the misfortune of talking only to people who were against it at the start."

Pat Kelly, State Livestock Market, Arcadia—"Only one man had asked us to deduct the 10 cents. We don't want to deduct due to the bookkeeping involved, but we will if the cattleman wants it."

Van Giebigh, Columbia Livestock Market, Lake City—"Nobody around here has signed deduction cards, and I don't believe there's much interest. I'm willing, however, if the people want it."

Clyde Tindel, Tindel-Williams Livestock Market, Graceville—"We never could get any interest up, even though we like the idea. We can't anyway until Chipley and Marianna do it."

L. H. Thompson, Gainesville Livestock Market—"We're getting a few more objections to automatic deductions than we did, but collections are still pretty good. We believe all the packers and markets should be deducting, however."

E. B. "Buddy" Neal, Chipley Livestock Company—"We've considered it, but have done nothing as yet. It could do the cattle business a lot of good, but the producers aren't too favorable around here. I'd deduct if the other markets in the area were."

Kenneth Caldwell, Kissimmee Livestock Market—"We've been making automatic deductions from the beginning, and have had very few objections. Where the idea is properly presented, we don't believe anyone will have any trouble."

Bill Fite, West Florida Livestock Market, Marianna—I hate to go on my commissions, and that's what another deduction will look like to my customers. First, I need more information about what Beef Council is about and what it's doing. Even then, I think I'd want each individual to authorize the deduction."

John Hawkins, Monticello Stockyards—"No one has contacted us except by mail. We'd be willing to make the deductions if our customers are willing."

J. D. Odom, Odom's Livestock Palace, Live Oak, and Farmers Produce and Livestock Market, Gainesville—"I'm for advertising beef, but no one has been to my markets to explain it to my customers. I'm inclined to favor it and will go along— but I think Beef Council should send someone to all the markets in the state."

Fred Goldert, Jones-Chambless Company, Jacksonville—"We've had no kicks from the producers when we buy direct and make the automatic deduction—but the middlemen don't like it."

Carl Baree, Mid-Florida Livestock Market, Orlando—"We've had about 40 cents worth of objections so far to the automatic deductions, and we've been making them from the beginning."

(Continued on page 56)
GROWTH . . .
is the best evidence of
Service rendered!

Look at
these
services
Okeechobee
gives
its
Sellers

If you’re a producer, you can count on good service at the Okeechobee Livestock Auction Market. First, all sellers get treated alike—cattle are sold in the order in which they come to the auction, and you can sell one or a hundred at a time if you wish. Second, we’ll gladly advise you whether or not we think the market will be favorable when you sell any particular type of stock. Third, we guarantee you prompt payment immediately following the sale—just as soon as our office force can make out your check. Fourth, we’ll help you at any time to weigh your cattle or otherwise make use of our facilities.

THE BUYERS ALSO APPRECIATE OUR SERVICE!

OKEECHOBEE
LIVESTOCK AUCTION MARKET

Alto Adams, Owner
Kelley Hays, Auctioneer

Phone 2-5521

Tom Kirby, Manager
Miss Sylvia Bass, Office

OKEECHOBEE, FLORIDA
If you haven’t tried Okeechobee—buying or selling—we invite you!
Why Does Some Meat Cut Dark?

Losses due to color are explained

by A. Z. PALMER

Department of Animal Husbandry and Nutrition. Florida Agricultural Experiment Station.

A great deal of time and effort is now being placed in studies over the nation of the factors which motivate consumer purchases of meat. These studies to date have revealed that the housewife purchases meat according to grade, according to the relative proportion of lean to fat and bone, according to the convenience in preparation of the particular meat item, according to the price per pound and according to the general appearance of the meat.

Appearance necessarily involves the neatness of the package in our modern day self-service counters, but it involves also a more important factor, that of the color of the lean.

Consumers prefer beef that is bright cherry red in color. Any darker deviation from this most desirable color is associated with meat that is not fresh as it should be or with meat that comes from older animals. The over-aged meat might be off in flavor. The meat from older animals is usually darker in color and at the same time it is usually less tender than meat from younger animals. Thus the housewife associates dark colored beef with less tender, lower quality meats.

In what is known as “dark cutting beef” to the packer, however, there exists a special situation in which a dark color is neither indicative of over-aged meat or meat from older animals. Dark cutting beef is dark in color not because it lacks freshness, not because it came from an older animal. It is dark because for some reason or another the muscles of dark cutting animals do not contain normal amounts of muscle glycogen at the time of slaughter. While dark cutting beef can be experimentally produced, the exact reason as to why it occurs in the carcasses of animals that appear entirely normal is not clearly understood. Studies have shown that it is not due to excessive exercise or excitement just prior to slaughter. It is not due to improper bleeding.

Dark cutting beef simply lacks the ability to take on a bright cherry red color within 20 or 30 minutes after it is cut. It remains more of a purplish color. A report on studies of the factors affecting the color of beef is published by the National Livestock and Meat

The Florida Cattlemen
SELL AT KISSIMMEE

We work for both producers and buyers

✓ CHECK THESE FEATURES!

For the Producer

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

For the Buyer

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

KISSIMMEE LIVESTOCK MARKET, INC.

Phone (day) TI Iden 6-2521 or 6-9334 and (night) TI Iden 6-3158, 6-6243 or 6-6345, Kissimmee, Florida

MEMBER FLORIDA ASSOCIATION OF LIVESTOCK MARKETS

AUGUST, 1956
You can profit from this man's experience—

WORMS NEVER GET A CHANCE IN HIS HERD!

The Greene Pastures Farm has found that worm control really pays off.

Mr. Lawrence says, "We haven't had any 'knotty,' unthrifty calves since controlling worms with phenothiazine." The young stock get off to a better start, and the advantage shows up all the way through.

Worms are controlled in the entire herd, all calves are fed low-level phenothiazine in pelleted feed according to the manufacturer's recommendation. The older cattle in this herd, which averages about 700 head, are treated for worms each spring and fall. This spring a therapeutic dose was given in feed pellets, fed over several days. This method was found to be both easy and economical for Greene Pastures Farm.

It can be just as profitable for you to control worms in your beef or dairy herd as it is for the Greene Pastures Farm. Many manufacturers of feed and minerals now offer products containing phenothiazine for worm control. Ask your supplier for these products. For free booklet on worm control, write Du Pont, Room 2533-N, Wilmington 98, Del.

This Angus heifer was photographed in the Stardust Ranch herd of Mr. and Mrs. Henry Chitty, Micanopy, Florida. Board. According to this report, dark cutting beef is completely normal with respect to color, tenderness, keeping qualities, etc. The nutritive value is comparable to bright cherry red beef. After the meat is cooked one cannot easily distinguish between a bright or a dark cutting piece of beef.

Since the housewife does not readily buy dark cutting beef, such meat must be discounted to be sold in many instances. This economic loss for a completely nutritious meat must be absorbed by the packer. At the present time there is no way of determining which animal or animals of a group will produce dark cutting beef. Available figures indicate that in some instances as high as two or three percent of the total number of animals slaughtered cut dark and thereby must be discounted in grade.

The incidence of dark cutting beef is not any greater in any one breed than it is in another. It seems to occur with equal frequency in steer, heifer and cow beef. It occurs in most all parts of the nation and during the various seasons of the year. There are some indications of a lower incidence in the summer and a higher incidence of dark cutters in some packing plants.

Although no single factor can be given the entire responsibility of causing dark cutting beef, some recommendations can be made to producers and handlers of the livestock which will minimize the incidence of dark cutters.

First, the feeding of balanced rations seems to produce carcasses that are more desirable in color.

Second, the complete withholding of feed at a time when an animal needs increased energy such as during extreme cold weather tends to lower the glycogen content of the muscles thereby causing a higher incidence of dark cutters.

Third, animals should be housed prior to slaughter with adequate feed and water and in such manner that they will not become chilled by extreme cold.

SPREAD OF NATURAL DISEASES ARE ENCOURAGED BY CONCENTRATING FARM ANIMALS, AND A VETERAN WORKER WITH THE FLORIDA AGRICULTURAL EXPERIMENT STATIONS. BE THE BEST PRACTICE IS TO CONTROL DISEASES BEFORE THEY SPREAD.
170 ABERDEEN-ANGUS

OFF-THE-GRASS SALE

MID-FLORIDA LIVESTOCK MARKET

ORLANDO, FLA.

BEGINNING 12 NOON, SATURDAY

AUGUST 3, 1956
Make your plans now to attend the largest consignment sale of registered cattle ever held in Florida . . . in the Mid-Florida Livestock Market, South of Orlando on State Road 527 (3600 Kuhl Avenue) . . . starting at noon, Friday, August 3.

There will be cattle for everybody! 170 registered Aberdeen-Angus including many cows with calves at side, some rebred, some bred heifers and cows, open heifers . . . and

5 REGISTERED BULLS

ANNOUNCEMENT

THE FLORIDA ABERDEEN-ANGUS ASSOCIATION, in this fifth "OFF-THE-GRASS" Sale, presents the largest consignment sale ever held under the auspices of this association in which the cattle are consigned strictly by Florida breeders.

Bill Terry of the American Aberdeen-Angus Association has personally inspected the majority of the cattle catalogued, and reports they are desirable cattle in excellent condition.

"Off-the-grass" pretty well describes the fleshing condition of the cattle and assures the buyer of cattle ready to go right out on pasture.

Included in this offering are a number of females with calf at side, some rebred, featuring the service of some outstanding Florida sires.

Also there are a number of selected bulls which will deserve your attention.

In addition to the cattle being offered for sale there are two registered calves which will be given away to 4-H or FFA club members who sign the register prior to the beginning of the sale at noon, Friday, August 3.

Mark the date on your calendar, and plan to be with us.

LAWSON P. KISER, Sale Manager

AUCTIONEERS

COL. GEORGE KURTZ
Cturgis, Ky.

COL. BOB COOPER
Sarasota, Fla.

For Catalog, Write

SALE MANAGER

LAWSON P. KISER
Valrico, Fla.

2 CLUB CALVES FREE

Attention 4-H and FFA Members! Consult your county agent or vocational agriculture teacher for details on how you can win one of these free Aberdeen-Angus calves.
Cattle will be consigned by the following Florida Aberdeen-Angus Breeders:

A. A. GOOLSBY
Summerfield

CIRCLE R RANCH
Lake City

C. R. CROOM
Bartow

DUNDEE RANCH
Lutz

EMERALD ACRES RANCH
Orlando

GROVELANE FARMS
Lake Wales

GULFSTREAM FARM
Fort Lauderdale

LUSAMAR FARMS
Valrico

RBK FARMS
Fort Myers

GEORGE SANDERS FARMS
Fort Myers

SELBY RANCH
Sarasota

C. D. STINNETT
Sarasota

E. REED WHITTLE
Orlando
28 Opportunities
To purchase
the breeding of
our outstanding
herd sires at
ORLANDO
During the
Florida Aberdeen-Angus
Association's
"Off-the-Grass"
SALE
AUGUST 3, 1956

We have consigned 28 good females, all safe in calf to
our top herd sires—

15 carry the service of 
Erica Bandolier 2 SR
6 carry the service of 
Prince Eric SR
6 carry the service of 
Prince Bando RJW
1 carries the service of
A. P. Prince Envious 3

170 ANGUS to Sell in
Orlando ‘Off-Grass’ Sale

Cattle will be unfitted, but generally in
good condition in sale; All are consigned
by Florida herds

THE FLORIDA Aberdeen-Angus Association,
in its fifth “Off-the-Grass” Sale in
Orlando’s Mid-Florida Livestock Auction
Market Friday, August 3, presents the
largest consignment sale ever held under its
auspices in which cattle are consigned
strictly by Florida breeders.

165 head of registered Aberdeen-Angus
females and five bulls are scheduled to
go through the auction ring under the
guidance of two auctioneers—George
Kurtz of Sturgis, Kentucky, and Bob
Cooper of Sarasota.

Included in the offering are 46 cows
with calves at side some rebred, 116 bred
females and some open heifers as well as
five selected registered bulls.

Of special interest to 4-H and FFA
club members are the two heifers which
will be given to club members registered
at the sale.

Catalogs will be available upon request
to Lawson P. Kiser, Sale Manager, Valrico,
Florida.

Cattle for the sale will be consigned by
16 Florida association members, including:
Lacy G. Thomas, Grooveland; A. A.
Goolsby, Summerfield; Arden Angus
Farms; Winter Park; Circle R Ranch,
Lake City; R. D. Croom, Bartow; Dundee
Ranch, Lutz; Emerald Acres Ranch,
Orlando; Grovelane Farms, Lake Wales;
Gulfstream Farm, Fort Lauderdale;
Lusamar Farm, Valrico; R B K Farms,
Fort Myers; Sanders Farms, Fort Myers;
Selby Ranch, Sarasota; C. D. Stinnett,
Sarasota; University of Florida, Gaines
ville; and E. Reed Whittle, Orlando.

Selby Ranch is the largest consigning to
the sale, sending 35 females through the
auction ring. Grovelane Farms will sell
30 females, and Dundee Ranch will sell
22.

The sale site is located south of Orlando
on State Road 527 (3600 Kuhl Avenue).

In speaking of the sale, Lawson P.
Kiser, sale manager, said, “Bill Terry of
the American Aberdeen-Angus Associa-
tion has personally inspected a majority
of the cattle catalogued, and reports they
are desirable cattle in excellent condition
“Off-the-Grass’ pretty well describes
the fleshing condition of the cattle and
assures the buyer of cattle ready to go
right out on the pasture.

“Included in this offering are a number
of females with calf at side, some rebred
offering the services of some outstanding
Florida sires.”

PLANS are underway to import around
5000 head of Poland-China, Duroc
and Berkshire hogs from the United States
for breed improvement in Colombia, say
a recent report from Colombia, South
America. The report suggests that in-
terest U. S. hog exporters get in touch
with Dr. Hernandez Lora Martinez, De-
partment of Extension, Bogota, Colom-
bia, South America.

Numbers Down, Weight Up

CATTLE SLAUGHTERED by Florida packers are running nearly 100 pounds heavier than
they did in 1955.

This increase in average weight has completely offset a decline in Florida cattle
numbers slaughtered, so that there has been a net increase in live weight of cattle
slaughtered.

These figures, and similar information about calf and swine slaughter, are reported
in USDA’s Livestock Slaughter and Meat Production report for June 29, and includes
January-May slaughter figures for both 1955 and 1956.

For cattle, the report shows 172,000 head slaughtered last year from January through
May, compared to only 165,000 head this year—for a decline of four percent.

But the total liveweight of cattle slaughtered in the same periods was 194,285,000
last year and 196,924,000 this year—or two percent higher. The difference was
the higher average weight—834 pounds this year compared to only 719 last year.

Average weight of calves slaughtered increased from 269 to 272 pounds (up one
percent), and number slaughtered also increased—from 47,300 to 51,300 (up nearly nine
percent). Total live weight of calves slaughtered was 14,550,000 pounds this year,
for an increase of about 11 percent.

For swine, slaughter of 224,000 from January through May in 1955 increased 6,000
to 288,000 in 1956 (up nearly 29 percent), with average weight 108 pounds this year,
compared to 183 pounds last year (up eight percent), and total live weight 57,900,000
compared to 1955’s 43,041,000, or an increase of about 31 percent.
Producer Owned and Operated

AT FLORIDA'S MOST CENTRALLY LOCATED CITY—
MOST CONVENIENT TO THE COW COUNTRY!

Modern facilities mean a lot in present-day market operation.
The front view of the Mid-Florida Market is shown at right.
Pen arrangement makes for rapid and efficient handling of your livestock.
Our ring scales are state-inspected.

LOCATION means a lot to the cow-man. Long hauls can eat up your profit in a hurry. Orlando is served by fine highways from every direction, and you can reach Mid-Florida market without getting "bogged down" in traffic!

WE BELIEVE both producers and buyers profit most when everyone is treated fairly. At Orlando you'll get your money immediately after the sale, and your cattle will be handled in the order in which they arrive. We will do everything in our power to see that you get top money—after all, our commission depends on the price your livestock bring.

PRODUCER CONTROL at Mid-Florida market means that the operators appreciate your problems as a livestock man. They have the same problems. You can be sure that special problems will be given every consideration by the management at Orlando.

EVERYBODY BENEFITS when selling at auction. The seller knows he's getting the top dollar because several buyers have an opportunity to bid on his stock. The buyer saves the expense of traveling to hundreds and thousands of farms and ranches. If you're not yet selling at Orlando, we invite you to give us a try.

We provide 24-hour service...

Take advantage of our convenient one-stop service at Orlando. We have a restaurant for your eating needs, and you can get your stockmen's supplies at the adjoining Mid-Florida Stockmen's Supply Store. Don't miss the special Angus "Off-the-Grass" Sale here Friday, August 3.

MID-FLORIDA LIVESTOCK MARKET, INC.

Carl E. Barber, General Manager  •  Kelly Hays, Auctioneer

Auctions Every Monday
Having sold my farm near Leesburg, Virginia, I will dispose of my entire herd of

ABERDEEN ANGUS CATTLE

48 Bred—many with calves at side
24 Bred Heifers
1 Registered Bull

These are young cattle (second and third calves.) All are pure bred with some registered. They can be left on my pasture until September 1st.

For More Details Contact
R. M. Averill
3511 Idaho Ave., N. W. Ph. WO 6-1135
Washington, D. C.

Registered Aberdeen-Angus

FT. HAMER RANCH
Now showing young Registered Aberdeen-Angus Bulls and Heifers. You will do well with these youngs. Older stock also available.

Bradenton, Fla.
Phone 34962

Registered Aberdeen-Angus Cattle

Lusamar Farms
MR. and MRS. LAWSON P. KISER
Phone Tampa 49-4161
VALRICO FLORIDA

"HEADQUARTERS FOR HINDQUARTERS"
VISITORS ALWAYS WELCOME

HOLLY HILL ANGUS RANCH
B. C. Cook & Sons, Holmes City, Florida

Costly Experience with Abortions Forced Stitt Into Plan D Bang’s Eradication Program

Stitt took drastic action, sending the 40 to the butcher, and adult vaccinating all other cows in the herd. Since that time, he has lost only two or three calves a year due to abortions, and this number could be expected under any conditions Stitt believes.

Stitt is operating under the USDA’s Plan D for Bang’s control, which calls for adult vaccination of older animals and continued calfhood vaccination thereafter.

While vaccination of bulls could be done after the bulls arrive at the ranch, Stitt buys only calfhood vaccinated bulls so that there will be no “titer” (or positive reaction) remaining at such time as he needs to sell the bull for a breeder to some other cattleman.

Bang’s in Stitt’s experience generally causes loss of calves only in the younger cows, generally those calving for the first or second time. Later these cows generally develop an immunity which allows them to produce calves normally, although they are still carriers.

It may take a good many years, but eventually Stitt will have no Bang’s worries at all. The adult-vaccinated cows while no longer carriers, will show a “titer.” As long as calves are vaccinated prior to becoming eight months old, they will lose the “titer” by the time they’re two. To get a fully accredited herd, he will have to wait until the adult-vaccinated cows have all gone to the butcher, and his entire herd can be tested without a reactor showing up.

When that happens, he’ll no longer have to vaccinate—provided he bring only clean animals into his herd.

THE USDA designated Wisconsin as “Modified Certified Brucellosis free.” Only four other States—Maine, New Hampshire, North Carolina, and Washington—have attained this status so far.

Gulfstream Farm
“ABERDEEN ANGUS in the Deepest South”
FT. LAUDERDALE, FLORIDA
Dairy Association
Essay Contest
Winners Told

First-hand knowledge of pasture establishment coupled with ability to write, won cash awards recently for three Florida members in a contest sponsored by the Florida Dairy Association.
Virginia Bell of Palm Beach County won $5 for first prize in the event, Olili Fischer of Orange County won $15 for second, and Homer Braxton Powell, Jr. of Brevard County won $10 for third place.

Honorable mention was won by Martin Schack of Jackson County and Randy Kincaid of Polk County.

Clarence Reaves, extension dairyman with the University of Florida Agricultural Extension Service, said that these youngsters surpassed all others in a 600 word essay on "How A Better Dairy Pasture Was Developed on Our Farm." He also explained that the subject necessitated careful study and experience with pastures. Seven counties submitted county winning essays.

The awards were provided by the Florida Dairy Association as part of their state-wide dairy pasture contest and was directed by county and state Agricultural Extension Service representatives, with winners being recognized at the annual meeting of the state association in Clearwater June 26 to 28, according to the extension worker.

Okeechobee Holds Its Annual Barbecue

The Okeechobee Livestock Market served recently for some 300 guests from Okeechobee and several adjoining counties during the market's annual "appreciation" barbecue.

The event was held at the American Legion grounds in Okeechobee and market owners Judge and Mrs. Alto Adams greeted the crowd which was made up of customers and friends of the market.

The food was prepared and served by the market personnel with Manager Tom Kirby serving as chief cook.

The meat served at the livestock market's annual dinners for the past two years has been U.S. Choice loins. This year, however, Judge Adams served his guests a 16-month old grass-fed yearling.

Red Angus Bought By Florida Breeder

J. H. Hotass of Lake Wales recently acquired to Red Angus heifers and a bull purchased in Texas, and the little herd is certain to attract considerable attention, being the first red herd of Angus in Florida. He is not a big rancher with only 70 acres; but he wanted some cattle, heard about the Red Angus, and went to Texas to buy a portion of a large herd of the red cattle.
Real Estate Deals
(Continued from page 44)

under such circumstances, it appears quite likely that many deals will never be completed.

The attorney recommends the following steps be taken by any cattleman who has one of these buyers interested in his property:

"First, get yourself a competent attorney, so you won't slip into a trap like the Brevard County man did;"

"Second, get a substantial cash down payment amounting to 25 percent at least of the total cost;"

"Third, make sure the payment for land you release under the mortgage is large enough, to make it desirable for the buyer to complete the entire transaction and that the land you may end up retaining is still suitable for raising cattle and is good security for the unpaid purchase price."

This last point is mighty important, because some of the deals involve dropping up ranches in such a way that this would be costly to reconvert to ranching should the deals fall through.

Real estate commissions are another big factor in these land sales, and the cowman can protect himself here, too, if he is careful.

For example, suppose you sell a tract for $100,000, getting $25,000 down payment. The real estate man is entitled to 10 percent (or a lesser figure in larger deals). But he's not necessarily entitled to 10 percent on the whole $100,000 when only 25 percent had been paid in. Obviously, he's got to get enough to make the work he's done worthwhile. But many of the more recent deals have provided for payment of the commission in installments based in some manner on the way payment is received by the original landowner.

With cash short in the cow business, it's no surprise that the cowman is willing to take deals he would never have considered if he didn't need the money.

But, even so, if your land is valuable to the buyer, it's valuable enough to warrant caution in making deals which may leave you hamstringed for the future, and put little money in your pocket for the present.

Auctions Show Increase

A tremenous increase has taken place in the auction market business over the past decade, says Gerald Engelman who heads up the Livestock Section in Agricultural Marketing Service. In 1941, he says, 2,000,000 cattle and calves were sold through the auction ring and in 1949, such sales had increased 950 percent to over 7,000,000, and in 1955 to about 8,000,000 head.

Commercial products containing terramycin and polymyxin B are the most effective sold for the treatment of mastitis in dairy cows, said the American Dairy Science Association recently.
TWIN ABERDEEN-ANGUS . . . heifer calves are shown getting a bit of "loving" from Suzanne and Betty Lou Bullis, daughters of Mr. and Mrs. A. L. Bullis of St. Cloud. The four-day-old animals are the first twins ever born on Bullis' Live Oak Ranch. The mother—a Miss Burgess cow—is shown in background.

Ass'ns Tell Beef Council Reaction

Why is it that the Florida Beef Council's deduction program is going strong in some areas, and is weak elsewhere?

To find the answer, President B. J. Aldurman of the Florida Cattlemen's Association has asked each president of a local cattlemen's association to report to him on the attitude in his county.

Response from five associations—Citrus, Polk, Putnam, St. Johns and Sarasota—had been received by Alderman in time for this issue.

Resolutions addressed to the Sumter County Farmers Market at Webster and the Mills Livestock Market at Ocala urging that deductions be made were the immediate result in Citrus County, and Alderman was so advised by President Lee R. Sheffield of Floral City.

In St. Johns County, the letter precipitated a drive to secure signatures from cattlemen who hadn't previously authorized that the deductions be made. Putnam County reported that cattlemen generally favor the Beef Council.

"There seems to be a lack of faith and interest in this program," in Polk County, P. M. Fussell of Lakeland, president of the association, reported.

On the other hand, Sarasota County reported that "we here in the Sarasota group feel very strongly that these funds are of the utmost importance to the cattle industry (and would like to report that) all of the cattle moving through the Sarasota market are now having the 10 cents per head deducted." Letter was from J. H. Turner, association vice president.

Sheffield noted that "the writer personally knows how easy it is for the individual to overlook mailing the 10 cents in direct"—and included a $1.20 check!

A THREE IN ONE OPPORTUNITY!

Attend the Angus "Off-the-Grass" Sale at Orlando August 3, 1956. We have consigned 22 good, big, strong young cows with calves at side and rebred. You will want these—they are carrying Bandolier and Bardolier bloodlines.

If you need a bull, a bred heifer or a truck or carload of them, stop by to see us. We can supply your need.

YOU ARE ALWAYS WELCOME AT

Dundee Ranch

Marlin Nicely, Manager
Lake Fern Road
Lutz, Florida

Advertise

Angus cows raise Larger Calf Crops

LESS CALVING TROUBLE

Naturally hornless Angus cows and heifers have less calving trouble than other beef breeds, for Angus calves have smaller polled-shaped heads. Gives you more calves to sell.

WEAN BIGGER CALVES

Angus cows are superior milkers . . . wean calves weighing up to 65 lbs. heavier. Crossbred Angus calves usually weigh more at weaning, too. This added weight means added profit for you. Build for the future! Buy Blacks!

American Angus Ass'n
St. Joseph, Mo.

Florida Aberdeen-Angus Association
Harry Friedlander, President, Lake Wales, Florida.
Suwannee Farmers
Hold Tour

See pastures, other agricultural work

CATTLE, PASTURE and tobacco were the main features of the Suwannee County Cattlemen's Association field tour which was held in the Live Oak area on Thursday, June 7.

The group left the Suwannee County Court House at 2:00 p.m. and proceeded to the Leon Sandlin farm in Hamilton County where purchased and grade Herefords were seen, and they toured the Suwannee Valley Experiment Station near Live Oak.

At the experiment station, Dick Lundy, agriculturist-in-charge, showed the group many of the pasture studies that were in process and also explained the tobacco experiment plots.

A tour of the Joe Ferguson farm in Columbia County was next on the agenda with the feeding of cattle on silage being the main feature here. Following this stop, the group proceeded to the Lamar Hancock home, located just east of Live Oak, to enjoy a barbecue provided by Hancock and C. L. Johns.

Frank Goodwin of the University of Florida at Gainesville was the featured speaker after the barbecue to wind up Florida at Gainesville was the featured speaker after the barbecue to wind up the day's activities.

Jersey Cow Wins Silver Medal Award

Observer Sultan Magnolia, a registered Jersey cow, owned by Walter Welkener, Jacksonville, has earned the Silver Medal award of The American Jersey Cattle Club. She recently completed a production record of 9,388 lbs. milk and 494 lbs. butterfat in 305 days at the age of two years, three months.

Big Litters, Less Fat 'Meat Type' Features

According to Swine Specialist Richard Hollenback at Purdue University, a meat-type hog is one that will consistently produce itself in litters of eight or more pigs.

"At market weights of 200 to 250 pounds," he says, "they will have a minimum of carcass fat and adequate muscling so as to provide choice, readily acceptable cuts of pork, and they will retain these two goals in from five to ten more than six months of age while on a full feed of a common, practical ration consisting largely of corn.
READERSHIP? AD RESPONSE?

Consistency Pays!

Here are two of the letters received at the Florida Cattlemen's office from advertisers, who through consistent advertising, have achieved gratifying results.

The Florida Cattleman office from advertisers, who through consistent advertising, have achieved gratifying results.

This proves that Florida Cattlemen have excellent readership, we are highly pleased with returns on our ads.

Sincerely,

Robert C. Proctor
Manager, Florida Area

The Florida Cattlemen's Journal

Mr. Bob Cody
Cody Publications
Kissimmee, Florida

Dear Bob:

The very good response which we have had to our advertisements in the Florida Cattlemen may interest you.

Many letters have come in asking about managing ranches, operating programs, appraisals, special promotion on Sunday programs and cost. This proves that Florida Cattlemen have excellent readership, we are highly pleased with returns on our ads.

Sincerely,

L. E. Hagen

Hagen Ranch

Mr. Bob Cody
Cody Publications
Kissimmee, Florida

Dear Bob:

A good demand for good cattle, if they are right, and if you have done your work, the people know you have done your work. You should have done the one you did when you wrote it down in your own handwriting. The results were here again within a week of the day the Ad came out. We sold out all the Santa Gertrudis. We had offered for sale at $3,500 per head for the other 100 per head we never heard another offer of that amount. They were all sold, and the cattle were known as being the best in the country. We were quoted at about $1,100 per head, and the people bought them. We are doing business now, and the response is very, very good. We are pleased that the response is very good. We are pleased that the people are buying the cattle, and we are happy to see the results of our work. In the Florida Cattlemen, there is a place to advertise. We will continue to advertise in the Florida Cattlemen, and will stimulate the production of better cattle.

In the Florida Cattlemen, and sell them more advertising.

Sincerely,

L. E. Hagen

Write for information on rates and coverage.

For August, 1956
Brahms To Sell at Kissimmee

Second show and sale slated October 3-4

The traditional chant of the livestock auctioneer will be missing when some 40 head of registered Brahms are offered for sale at the Kissimmee International Registered Cattlemart in the Kissimmee Valley Pavilion on the morning of Thursday, October 4.

The cattle will be sold through private negotiations between the buyer and seller. Seller will pay no commission, only a fixed fee to cover costs of promotion.

"Never before has an opportunity been given for buyers to inspect such a broad selection of native Brahms, a central location," states G. A. Furgeson, president of the Eastern Brahman Association which sponsors the event.

"Buyers would have to travel hundreds of miles to see these cattle otherwise: they can do it all in a single morning at Kissimmee."

The sale plans were revealed by Gilbert Tucker, Cocoa, chairman of the association's sale committee, following a meeting of directors in Kissimmee on July 12.

Cattle of both sexes, all halterbroken, and all yearlings or older may be nominated for the sale. In addition to registered Brahms, registered cattle of derivative breeds (Santa Gertrudis, Brahman hybrids for feeding operations. The Florida Quarter Horse Association has also been invited to participate.

The sale animals will be displayed in the pavilion with pedigree and other vital statistics available for each animal. Buyers will deal directly with sellers.

Dates were set to coincide with a visit of a party of 50 Brazilian cattlemen who will be in Central Florida enroute to the Pan American Livestock Exposition in Dallas. But promotion of the sale will be broad enough to reach midwestern Corn Belt farmers who are becoming increasingly interested in Brahms and Brahman hybrids for feeding operations.

Directors at Kissimmee also agreed to invite Louis Gilbreath to judge the Brahman classes, discussed potential sale of cattle to Venezuela, and decided to meet in Gainesville September 6 to inspect the University of Florida Brahman herd. Dr. C. C. Tindall, Brahman breeder who is president of the Kissimmee chamber of commerce, told of plans to erect a giant concrete Brahman bull as a memorial to the late Dr. C. W. Bressler-Petit, extraordinary member of the Lions club who publicized the community and the Brahman breed throughout the world.
ABBA Elects Eight
To Life Memberships

The American Brahman Breeders Association board of directors recently approved life memberships for eight new breeders in the United States and two in Cuba. They are:

From Florida: O. W. Conner & Son, Lake Jem.
From Kentucky: Mr. and Mrs. J. Willis Field, Lexington.
From Texas: W. W. Paschal, Cleburne; A. Baine & Son, Houston; M. L. Hall, Lufkin; Herman C. Bate, Lufkin; Harold Anderson, Onalaska.
From Cuba: Cia. Ganadera de Cienaguero S. A., Habana; Compania Ganadera El Capricho S. A., Almendares, Marianao.

Hybrids Prove Better On Grass Gains

Brahman Hybrid yearlings are showing an advantage in weight gains on Canadian grass, it has been revealed.

At the Range Experiment Station, Maysville, Alberta, Brahman hybrids sired by bulls of three different breed crosses made impressive gains on grass. Here at the station, the Brahman hybrids were wintered on the open range.

Feed Efficiency High

Efficiency of both feeds and animals is higher now than 40 years ago. Feed required for production is less by the following percentages: milk 22 percent, eggs 23, chickens meat 29, and pork 32 percent.
Registered Brahms

G. W. MANN
RANCH
Phone 3-5091 Bartow, Fla. Ranch West of Dundee

N O B H I L L
REGISTERED BRAHMS
ALSO THOROUGHBRED HORSES
NOB HILL RANCH, Fort Lauderdale, Fla. Ranch located 10 miles west on State Road 84.

Registered Brahman Cattle
and
Pure Blooded Hybrid Beef
By using
Registered Polled Hereford Bulls
KENMORE RANCH
P. Gardner, owner, Vero Beach, Fla.

BEEFY BRAHMANS . . .
We're proud that our registered Brahms represent some of America's best bloodlines and we invite you to come by to see our herd. Offering purebred animals for sale at all times.

Registered Brahms

G. W. MANN
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Phone 3-5091 Bartow, Fla. Ranch West of Dundee

N O B H I L L
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BEEFY BRAHMANS . . .
We're proud that our registered Brahms represent some of America's best bloodlines and we invite you to come by to see our herd. Offering purebred animals for sale at all times.

This Norris Cattle Company bull is straight of back and deep of flank. But will he or she have good records, the chances are he'll do pretty well.

Norris Production Records
Open to Bull Purchasers

A record system originally designed to aid Norris Cattle Company in checking on its herd sires is now helping Brahman buyers at the Ocala ranching establishment make their selections.

Suppose, for example, you select a bull in the "lot" which you think would make a good addition to your own herd. The Norris system helps take a lot of the guess-work out. You can look at the bull's record and see: (1) how Norris rated the bull for conformation, based on a 1-5 scale; (2) the width of the animal, because bulls generally grow out proportionally; (3) the weight at weaning, which tells a lot about the dam as well as the animal itself; and (4) the rate of gain since weaning.

In addition to the records of each individual, each bull and each cow has included in its permanent record the performance record of its calves.

This means that you can check up on the sire and dam of the bull you are buying, and see how good the other calves he or she has produced were.

Of course the value of the record system in helping select bulls for use is Norris' own registered herds, or cows to retain as breeders, has not been impaired by opening these records to the public.

"Selection is still a tough job," G. A. Furgason, general manager, points out. "But we can do a much more intelligent job with these records."

For example, it would be easy to select between two bulls if the calves by Bull One gained only 1.54 pounds daily from birth to weaning, and the calves from Bull Two gained 2.27 pounds per day in a similar test.

But it's more likely that the progeny of most bulls will gain between these extremes, and conformation of the calves will be the decisive factor.

Calves are rated from one to five on conformation, and special note is made of weak points, if any. By this method, it can be determined whether a particular bull or cow is consistently producing good cattle with sloping rumps, or light bone, or extremely long legs, or some other undesirable feature. Cows producing calves with such characteristics may be bred to other bulls, and the defect eliminated, of course.

In its own program, Norris is seeking to use only bulls which will produce calves which will gain an average of two pounds per day from birth to weaning, and will rate one or two on the conformation scale.

"We'll be very happy to explain our system to any Florida cattleman who is interested," Furgason emphasized. "We feel that as breeders it is our duty to help improve the commercial cattle of this state. Our record system is one effort in that direction."

The Florida Cattlemen
SUGARLAND RANCH

Five Star Quality

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

Our Chief Herd Sire, Albaracita, Jr.

U. S. Sugar Corporation
Located one mile west of Clewiston on U. S. 27.

CLEWISTON FLORIDA

99 BRAHMANS

Emperor & Manso Bloodlines

We're proud of our registered Brahmans and cordially invite you to drop by and visit us at any time. We have a small, quality herd of highly-select registered Brahma cattle that are strong in time-tested Emperor and Manso bloodlines.

DUN WANDERIN RANCH

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

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

Registered BRAHMAN CATTLE

W. H. STUART

Phone 2-1541

BARTOW • FLORIDA

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

Phone T1I den 6-5603 • Visitors Always Welcome • KISSEMMEE, FLORIDA

63
SANITA

GERTRUDIS

and

REGISTERED

BRAHMAHS

Visitors Always Welcome

Palmer Ranch

Box 1480

Phones

Ringling 2-5851

6-1842

SARASOTA, FLORIDA

Protect Yourself!

Buy

SANTA GERTRUDIS

cattle ONLY from members of the

Florida

Santa Gertrudis Association

or

Santa Gertrudis Breeders’ International

For information, write

Z. H. Patterson, Secretary

FLORIDA SANTA GERTRUDIS ASSOCIATION

Box 447, Bradenton, Florida

TOP GAINER . . . TOP SELLER AT API!

Top selling bull at the recent API Performance Test Bull Sale in Auburndale, Fla., was a Santa Gertrudis bred by Day’s Bend and sold to John Shartle of Smithville, Ga., for $800. The same bull ranked fourth in the performance test with a score of 84.33.

Also, we were happy to see for the second successive year one of our Santa Gertrudis bulls score the highest in the API test with a daily gain of 3.22 pounds, a weight per day of age of 2.84 pounds, and a conformation score of 100. He ended the test with a total score of 94.43. Presently this bull is being mated to a top group of individuals in our cow herd.

We are conducting one of the most extensive programs of the area on the farm. We invite you to visit Day’s Bend to see our breeding operation. Day’s Bend is located 10 miles south of Highway 14, at the Santa Gertrudis sign.

JOHN B. ARMSTRONG

DAY’S BEND

Route 3

SELMIA, ALA.
SG Breeders Get Nat’l Appointment

Three Florida breeders of Santa Gertrudis cattle have been appointed to serve on Santa Gertrudis Breeders International committees, according to a report from R. P. Marshall, executive secretary of the breed organization with headquarters in Kingsville, Texas.

Marshall said that Richard McPherson, associated with the R. D. Keene Ranch near Orlando, is a member of the performance testing committee, while Howell C. Hopson of Leesburg will serve on the subcommittee for east of the Mississippi and foreign countries. Hopson is also president of the Florida Santa Gertrudis Association.

The other Floridian is Charles Dempsey, manager of Palmer Ranch of Sarasota, who is a member of the SGBI shows and exhibitions committee.

The SGBI secretary also reported that 20 members of the breed association who have had cattle classified since April 1958, when the new SGBI numbering requirement went into effect, have favorably commented on the system which provides a positive means of identifying individual animals.

He pointed out that the cooperation of members in having animals numbered and loss of individual animals to be presented prepared prior to the arrival of the association classifier has greatly expedited classification and materially aided in keeping and recording reports of classification in the SGBI office.

Production Tip Given

They can be more than doubled by hauling the pasture clippings of bromegrass to cattle in dry lot, according to results of pasture management studies over the past eight years.

Seed Crop Estimated

Southern states may produce 12,100,000 pounds of crimson clover seed this year, a 6% percent increase over last year’s small crop, but one-third below the 10-year average.

for August, 1956

Top Gainer at Brooksville

Picnic Boy—No. 252

This is the yearling Santa Gertrudis bull you have been reading and hearing about. "Picnic Boy"—No. 252—Entered the Government Feeding Trials at Brooksville in November grading "low common" weighing 650 pounds at nine months of age. After 140 days feeding came out grading "high good" weighing 1137 pounds—a gain of 487 pounds—an average daily weight gain of 33 pounds. Naturally we are proud of the youngster since he made the best overall improvement and gain of 75 individuals representing many breeds that underwent identical treatment.

We are sorry we do not have a better picture than this snapshot but performance is a truer appraisal than pretty pictures—and the bull is not for sale anyway. We will have some mighty good Santa Gertrudis bull calves to sell this fall—better reserve yours now.

Picnic Groves & Ranch, Inc.
18 Miles South Plant City on Road 39
3002 N. E. 1st. Court
Boynton Beach 4082

Santa Gertrudis Cattle
Since 1941

Santa Gertrudis Breeders of
R. D. Keene
Write P. O. Box 338, Winter Garden, or phone Orlando 2-6656 for appointment. Ranch located 17 miles South of Christmas.

DELRAY BEACH, FLORIDA

CERTIFIED ACCREDITED
SANTA GERTRUDIS
COWS - HEIFERS
ALTON BRADDOCK
Fred S. Robbins, Miami, Fla.
PERSEVERANCE RANCH
11 Miles East of Canal Point, Fla.

for August, 1956
SANTA GERTRUDIS

HEAT TOLERANT
This breed was developed to withstand semi-tropical and rugged range conditions. It is capable of producing quality beef under a variety of environments economically.

PEST RESISTANT
Because of its hereditary characteristics, this breed easily withstands pests, and although not immune, is seldom bothered with diseases such as pinkeye and cancer eye.

WRITE US FOR INFORMATION

Certified and Accredited

SANTA GERTRUDIS

Sababo Ranch
P. O. Box 1599; Ph. Ringling 2-1451
(Day) and Ringling 2-0271 (Nite)
SARASOTA, FLORIDA

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

Montgomery Ranch
Arcadia Florida

Santa Gertrudis
CERTIFIED AND ACCREDITED
Visit us anytime!

MAXWELL BROTHERS
LAKE CITY FLORIDA
P. O. Box 227
14 miles south and just off U. S. 441

Charolaise & Charbray

D S RANCH
D. A. Sails—W. A. Sails—W. C. Sails
Phone 34-8684 or 31-8483
CLEARWATER, FLORIDA

Member International Charolais and American Charbray Breeders Associations.

Subscribe Now!

SANTA GERTRUDIS
Good Red Florida raised BULLS

Visitors Always Welcome

Panuleta Farms
MEMBER—Santa Gertrudis Breeders' International and Florida Santa Gertrudis Association

Arthur Pancost, Owner
10 miles north of Miami at Uelta, Fla.,
2 miles west of U. S.
No. 1 on 167th St. at NE 7th Ave.
Phone North Dade 6-4662

Shown eating barbecue at the Brevard County Cattlemen's Association's annual "Barbecue Meeting" on Sunday, July 7 at Turtle Mound, located on the A. Duda Ranch near Cocoa.

Brevard Cowmen
Hold Barbecue

A GOODLY CROWD was on hand for the Brevard County Cattlemen's Association's annual "Barbecue Meeting" on Sunday, July 7 at Turtle Mound, located on the A. Duda Ranch near Cocoa.

The association didn't include its usual pasture tour in the itinerary of the event this year but visitors got an eyeful of good pastures and quality cattle as they made the long trek through the Duda ranch to reach the scene of the barbecue.

B. J. Alderman of Grandin, president of the Florida Cattlemen's Association spoke to the group regarding the state association's activities, while June Gunn of Kissimmee, FCA secretary, brought the group up-to-date on the activities of Florida Beef Council.

Preceding the speakers, the accent was on eating as those present were served both beef and pork barbecue with swamp cabbage as one of the side dishes. And the last thing on the program was square and round dancing.

Officers of the Brevard association include: Frank L. Platt, Melbourne president; James T. Oxford, Cocoa, secretary; Frank Darden, Titusville, alternate state director; and Roy Platt, Melbourne, alternate state director.

Today 80 percent of all meat produced in this country carries the purple stamp of government approval. The remaining meat sold commercially is produced under state or local supervision.

Local and state officials attending the Brevard meet are, left to right: Jesse Gunn, Kissimmee, secretary of FCA; B. J. Alderman, Grandin, FCA president; James T. Oxford, Cocoa, Brevard secretary; H. M. Solano, Cocoa, Brevard vice president; F. L. Platt, Melbourne, Brevard president; R. Elmo Griffin, Kissimmee, FCA treasurer; and W. F. Darden, Titusville, Brevard state director.

The Florida Cattlemen
Charolaise Are On Increase

Registrations of Charolaise cattle in the American Charolaise Breeders Association have shown a 35 percent increase during the first six months of 1956 as compared to the same period of last year, association officials recently revealed.

The organization, with headquarters in Houston, Texas, is a breed registry association for Charolaise cattle in this country.

The association office also handled a 31 percent increase in transfer of ownership of Charolaise animals, as compared to the first six months of 1955. An 88 percent increase in the number of Charolais cattle registered in the American Charolais Breeders Association also was noted for the first six months of this year, as compared to the same period of 1955. Half-breeds recorded this year showed a 47 percent increase over 1955.

USDA Buys Meat For Refugees

The USDA recently offered to buy about 500,000 pounds of canned pork, luncheon meat and 1,500,000 pounds of lard for feeding refugees from Iron Curtain countries in Western Germany. The transaction is being made under Public Law 480 through the International Cooperation Administration.

Swine Production Drops

A decrease of eight percent from last year for both the number of sows farrowed and pigs farrowed has occurred according to the June 21 Pig Crop Report. The Crop Reporting Board shows that a total of 7,650,000 sows farrowed 53,685,000 pigs this spring.

Milk treated by radioactivity will not lose its flavor and can be kept in good condition for 10 days according to a report by the British Atomic Research Establishment.
WANT TO GET STARTED WITH CHARBRAYS?

Here is a package deal containing one Charolais bull ready to breed next February.

32 Registered Brahman cows pasture exposed to Jojo III., with 23 calves at foot by our No. 270 Turner bull.

$10,000

For heavy calves shift to Charbray Bulls. Small at birth but big at weaning time.

JACK PONS, Manager
AYAVALLA PLANTATION
P. O. Box 3166
Tallahassee, Fla.
Phone: 3-4535
BREED
BIGGER and BETTER
BEEF!

Registered Charolaise bull

CHAROLAISE AND CHARBRAY cattle have brought big improvements in quality and profits to every ranch that uses them. The demand for each breed is growing fast—they top sales and the scales!

WE INVITE NEW MEMBERS!
For information and free literature, write Secretary, Eastern Charolaise and Charbray Association, Dept. FC-3, Wauchula, Florida.

Contact us for
CHAROLAISEbred CATTLE
T. M. BRITT
Box 302 • Phones: 56 (office); 98 (home)
WINTER GARDEN, FLORIDA

Elephants for Sale

We wish to thank the Hereford Association for taking notice that our cattle are large and fast growing . . . . We believe Charolais and Charbray animals have definite advantages for cattlemen in Florida . . . . otherwise, we would not use them on our own commercial herd.

Charolais have:
quality plus rapid gains . . .
calves, small at birth
but large at weaning . . .

Our bulls pass on their qualities or your money back!

JACK PONS, Manager
AYAVALLA PLANTATION
P. O. Box 3166
Tallahassee, Fla.
Phone: 3-4535

Advertisement

Breeders of Charolaise and Charbray Cattle

We have for sale offspring of the two bulls and their sire that won the 1953 Gain-in-Weight test at Auburn, Ala. This is a national record. Average gain of bulls 3.33 lbs. per day 154 days.

"Buy the Best"

SHUPTRINE CATTLE COMPANY
Phone TRinity 4-6281, Selma, Ala., Ranch located at Safford, Ala., C. F. Shuptrine, Owner.
Member: American Charbray Ass'n
Also Eastern Charolaise, Charbray Ass'n.

Milk Consumption Low In School Children

A beverage survey recently completed in schools in 12 Florida counties revealed that failure of school children to drink the recommended amounts of milk and orange juice daily was not always due to lack of funds.

The survey showed that while only one-fourth of the children drank milk, 55-4 percent spent from five to twenty-five cents on soft drinks.
Establisthes new and better root systems by aerating the soil, spreading grass roots, cultivating the soil, and spreading manure and controlling parasites. Reconditions your wet and sour pastures economically.

You can't beat this flexible harrow for breaking up pasture manure...shattering and scattering it around evenly so to avoid those bitter clumps of grass that cattle won't touch. This harrow is newly improved...better for any job because it's flexible. It adjusts itself right down into the hollows and hugs the ridges, giving perfect cultivation on all types of surfaces.

For complete information about Brangus

Contact

American Brangus Breeders Ass'n.
P. O. Box F81, Phone 1200
Vinita, Oklahoma

Don't Miss An Issue!

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

The Florida Cattleman

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

Resume of New UF Heads Given

Many UF agencies are headed by new men

by J. Francis Cooper

Editor, Florida Agricultural Experiment Stations

New hands are at the helms of all 126 cultural agencies at the University of Florida in Gainesville. In the past 15 months promotions and retirements have brought about a complete change.

Dr. J. Wayne Rehn moved up from provost for agriculture to president of the University May 1, 1955; Willard M. Bland then moved up from director of the Agricultural Experiment Station to provost June 1, 1955; Dr. J. R. Beekenbach, associate director, was made Experiment Station director and Dr. R. W. Bleedoe, assistant director, became associate director July 1, 1955; Dr. John W. Sites became associate director October 1, 1955; H. C. Claxon retired as director of the Agricultural Extension Service May 31, 1956, and was succeeded the next day by Dr. Marion A. Beckenbach, assistant director.

Joe Bushby became assistant director of Extension July 1 succeeding Dr. Watkins; and Dr. Marvin A. Brooker was named dean of the College of Agriculture July 1, succeeding Dr. C. V. Noble, who retired last August.

In addition, Dr. D. A. Sanders has asked to be relieved as head of the Experiment Station's department of veterinary science, which he has headed since its creation in 1950.

The department of horticulture on July 1 was divided into four departments and the department of home economics was discontinued. In place of the departments of horticulture and home economics, there are now the departments of food processing and nutrition, headed by Dr. R. A. Denison; vegetable crops, led by Dr. F. S. Jamison; fruit crops, of which Dr. Sites is acting head; and ornamental and floricultural crops, headed by Dr. W. McLeevee, Dr. Ouida D. Abbott, who headed the department of home economics during its existence, retires soon.
All of the new departments will do research and teaching and all except food processing and nutrition will do Extension work as well.

In addition to the four new departments, the Experiment station has 13 departments of long standing. Most of them do work also in teaching and extension. Following is a list of the old departments in the Experiment Station, with the names of those who head them. Where the same departments do teaching and Extension work, this is indicated by C and E, respectively.

Agricultural economics, Dr. H. G. Hamilton, CE; agricultural engineering, Frizer Rogers, CE; agronomy, Dr. F. H. Hall; animal husbandry and nutrition, Dr. Tony J. Gunha, CE; botany, Dr. N. J. Sully; C; dairy science, Dr. E. L. Fouts, C; editorial, J. Francis Cooper, E; entomology, Dr. A. N. Tissot; library, Mrs. Ida K. Cresap; plant pathology, Dr. Phare Decker, C; poultry, N. R. Mehrhof, CE; soils, Dr. F. B. Smith, C; and veterinary science, Dr. D. A. Sanders, C.

Both the College of Agriculture and the Extension Service carry on work in agronomy, entomology and plant pathology, and the Extension Service has two dairymen. The Florida agricultural research setup includes nine branch stations at strategic locations and one owned by the U. S. Department of Agriculture with which the state cooperates.

These and the men who head them (vice-directors in charge, unless otherwise stated) are:

Central Florida Station, Sanford, Dr. R. W. Ruprecht; Citrus Station, Lake Alfred, Dr. A. F. Camp; Everglades Station, Belle Glade, Dr. W. T. Forsee, chemist in charge; Gulf Coast Station, Bradenton, Dr. F. L. Spencer, soils chemist in charge; North Florida Station, Quincy, W. C. Rhoades, entomologist in charge; Range Cattle Station, Okeechobee, Dr. W. G. Kirk; Sub tropical Station, Homestead, Dr. Geo. D. Rutledge; Suwannee Valley Station, Live Oak, Dr. W. Lundy, associate agronomist in charge; West Central Florida Station (USDA), Brooksville, W. W. Hazen, animal husbandman in charge; and West Florida Station, Jay, Dr. C. E. Hutton.

To further augment the research program in all areas of the state the Station operates field laboratories at Leesburg, Plant City, Hastings, Monticello, Fort Pierce and Fort Lauderdale. A new one is being established now at Immokalee. The Weather Forecasting Service, in cooperation with the U. S. Weather Bureau, is at Lake Wales. Mobile units under the North Florida Station have headquarters at Pensacola, Chipley, Marianna and Monticello.

Cattlemen know that figuring feed is more than balancing the square; choosing a carbohydrate concentrate is more than checking the protein count. Florida Citrus Pulp is a good energy food and feeding tests have shown that as a feed ingredient it produces a glossy hair coat and increases weight. When you feed Florida Citrus Pulp you'll see the difference. Anytime you're figuredin' feed — figure on Florida Citrus Pulp. For information on feeding Florida Citrus Pulp write to:

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SERVICE AND EFFICIENCY—which have resulted from our 20 years of experience—mean that you can buy or sell with confidence that you will be treated right.

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Wynn Buys Herefords For Herd

Purchase of 90 registered Hereford females and one bull at Harlinsdale Farm's dispersal at Franklin, Tennessee, recently has been reported by J. J. Wynn of Clewiston.

The purchases—together with the 75 head already in the Wynn herd—make the herd the largest in southern Florida, Wynn believes.

In addition, Wynn has purchased another sire, CL Lento Rupert 36th from Cecil Langford of Zolfo Springs, and is still using the bull he bought from W. J. Newman of Holopaw, WJR Baca Triumph 9th.

Bull bought at the Harlinsdale sale is HF Royal Duke 21st at $500, a top grandson of Baca Duke 24, out of an SF Royal Mixer dam who was bred by San Luis Valley Land and Cattle Company, with breeding going back to OJR Royal Domino 10 and Jayhawk Domino, according to Wynn.

A report on the Harlinsdale sale had this to say about Wynn's purchases: "Biggest buyer of the sale was J. J. Wynn Clewiston, Fla., whose buying price ranged around $400 each, as he skimmed the cream from this outstanding Tennessee herd." Overall sale average was $292.

Among the cows bought by Wynn were the dam of the bull mentioned above, and she bred back the same way. He bought heavily in Baca B Domino 33, breeding—eight grand-daughters, plus eight great-grand-daughters. Another purchase was TT Miss Glory 7th, a full sister of Zato's Aristocrat, leading sire in the CawCaw Plantation herd in Orangeburg, South Carolina.

"Of the 90 females we purchased, 29 of them have Register of Merit in their three generation pedigrees," Wynn points out.

Oats-Clover Liked With Cotton by USDA

The economic value of such soil conserving practices as terracing, contouring, fertilization, and use of legumes in rotation are conclusively shown in USDA experiments at Waco, Texas.

Gains in cotton production under conservation practices ranged from 297.7 to 358.4 pounds of cotton per acre produced, depending on the types of rotation. On comparable land, but without the benefit of conservation practices, the yields averaged 154.5 pounds per acre.

The highest yield was obtained from a two-year rotation of cotton and oats-clover, with phosphate fertilizer—0-45-0—applied at the rate of 100 pounds per acre at the time of seeding the oats-clover combination. The rotation used on the non-conservation fields was cotton, oats, corn.
Osceola Gets First Screwworm Flies

Distribution of three quarters of a million sterilized male screwworm flies in Osceola County may give ranchers some immediate relief from the severe screwworm infestation which has kept them busy doctoring for months.

An alert county agent gained for Osceola the distinction of being the first county where sterilized flies were re-used. County Agent Jim Smith read in the July issue of The Cattlemen that flies would be distributed through agents in counties close to the screwworm line in eastern Orange County—and called him for information.

The result was that he secured the first 75,000 flies given away. According to Smith, hundreds of paper sacks each containing screwworm rape (the insect stage prior to the hatching of the fly) were involved. He distributed them to a score of ranchers, including many of the sacks to trees himself, on two routes through the county—Kissimmee to Kenansville, and Kissimmee to Southport. As the flies hatch, they will escape easily from the sacks.

Nobody knows yet how much good the flies will do—but Smith said he'd been advised that any effect should be observed before July 20, and continue for three or four weeks. Should a second distribution be possible, the results should be even more lasting.

The laboratory—operated by USDA with state financial assistance is producing the flies in working toward eventual production of 50,000,000 male flies which will be needed weekly to eradicate the screwworm.

Although the cattle population of Canada is higher than it has been for a decade, the country is becoming a net importer of beef, according to a recent report of the Foreign Agricultural Service. The main reason, apparently, is the increased per capita consumption of meat—75 pounds per person in 1955 compared with an average of 48 pounds in 1950-52.

For Sale...

Seventeen Registered Hereford Heifers (Horned Type) Domino, Hazlett and Zato Heir Breeding. Most of them are bred to Larry Domino 37th, son of the 24th, which sold a short time ago for $41,500.00. A few of these heifers will be dropping calves soon. One fifteen months old Zato Heir Bull. Five cows with calves at side.

H. B. Harrell, Owner

HI-LO HEREFORD RANCH

Leesburg, Florida

Phones 398 and 392
FLORIDA HEREFORD RANCH
W. P. Murphy
Box 217, Brooksville, Fla.
Phone 3453 or office phone 3410
Located 1 mile north on U. S. 41, gate on Croom Road

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HOLOPAW FLORIDA MEMBER: Florida Hereford Association

QUALITY POLLED HEREFORDS
"One or a Carload"
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Registered Polled Herefords
W. M. INMAN
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CIRCLE LP RANCH
(Lomaca Phosphate Co.)
SAM KELLY, President
One of the South's best herds of purebred HEREFORDS
Clark, Florida
4 miles south of High Springs on U. S. 41

Washington Holds Annual Barbecue

MORE THAN 250 people attended the midyear meeting of the Washington County Cattlemen's Association on Thursday, June 21, despite the handicap of a rainy day, according to J. E. Davis, Washington County Agent.

The meeting was held at the farm owned by Mr. and Mrs. R. L. Gainer near Cottondale with a barbecue being served at noon and John B. Haynie, extension apiculturist with the University of Florida at Gainesville, talking to the group on the matter of honey bees and the pollination of pasture and vegetable and fruit crops.

Several exhibits of purebred cattle were on hand for inspection by the group with A. B. Gilbert of Chipley exhibiting Polled Herefords, Bill Henley of Cottondale showing Devons, Leonard Balaban of Bonifay exhibiting Aberdeen-Angus, R. L. Price of Graceville showing his Shorthorns, and C. C. Land of Carrabelle exhibiting his Charbray and Charolaise.

Davis said that the association had pushed a program of promoting beef for Father's Day and that a steak dinner was promised to the family of the first boy that was born at the Washington County Hospital on or after that day. But at the time of his report (June 28) the first baby boy had yet to be born at that particular hospital. All of the new entrants into the world had been girls!

When a boy is born, if his parents are Holmes County residents, the beef for the dinner will be furnished by Andrews Super Market at Bonifay and prepared by Davis' Cafe. If the parents are Washington county residents, the meal will be furnished by Piggly Wiggly in Chipley and prepared by the Hotel Grill. If the first male is a colored baby, the food will be prepared by the Silver Moon Cafe.

CATTLEMEN'S INSTITUTE is scheduled at Lake Placid August 20-22. Learn and vacation at the same time!
Shorthorn
Field Day
Is Slated

Winter Haven site of
August 25 activity

SHORTHORN ENTHUSIASTS from throughout the Southeast are slated to be on hand when the Southeastern Shorthorn Breeders Association, in cooperation with the Florida association, holds its annual field day at Winter Haven on Saturday, August 25.

A full program starting at 10:00 a.m. and including a noon-day lunch provided by Winston F. Lawless of Myrtle Lake Farm will feature talks by American Shorthorn Breeders Association officials and University of Florida scientists, as well as tours of the Lang-Lawless Shorthorn herd and the nearby herds of other breeders.

Event will be held at Myrtle Lake Farm, which is nine miles southeast of Winter Haven. Visitors can reach the farm by turning east at the traffic light in Eagle Lake (on U. S. 17 two miles south of Winter Haven), then following the signs for approximately seven miles.

Program will start with a welcome by Lawless, followed by introduction of guests which is to be handled by Lester Norton, president of the Southeastern, and Myrtle Lake’s manager.

Talks by Dr. T. J. Cunha and Dr. A. C. Warnick of the University’s Department of Animal Husbandry and Nutrition will follow, with Cunha discussing the “Cattle Industry in the South” and Warnick’s topic “Breeding Troubles in Our Herds.”

Allan C. Atson, executive of the American association, will conduct a type demonstration to conclude the morning program.

Following the lunch, three classes of Shorthorn breeding animals will be judged and prizes awarded in ladies’ and Men’s divisions.

Tour of Myrtle Lake’s pastures and herd will follow, and the neighboring Shorthorn herds of H. N. and L. P. Smith, and Earl Haskins, will also be inspected if time permits.

Of special interest to the ladies, according to Norton, will be presentation of information on organizing a “Lassie’s Chapter” for the ladies of the Southeastern.

Those attending need not be members of either association.

“We’ll be very happy to have anyone who is interested in Shorthorn cattle attend this field day,” Norton declared. “If you want to learn more about the breed, please consider this your invitation to come. Good Shorthorns mean more pounds and quality in Florida beef cattle.”

for August, 1956

MARK YOUR CALENDAR!

Florida and Southeastern
Shorthorn Breeders
Associations’
FIELD DAY
AT LANG-LAWLESS FRUIT
COMPANY'S MYRTLE LAKE
FARMS NEAR
WINTER HAVEN
SATURDAY
AUGUST 25th

Also visits to herds of Earl Haskins, Lake Alfred, and H. N. and L. P. Smith, Winter Haven.

Stock Judging
Type Demonstration
Weight Guessing
Short Talks on
Shorthorns

For Details Contact

FLORIDA
Shorthorn Breeders Ass’n.
MRS. R. G. HEINE, SECRETARY
1730 Sharon Road
TALLAHASSEE, FLORIDA
SHORTHORMS
We believe you'll find the type of quality Shorthorns you want in our purebred herd headed by PEACH GROVE GOLDFINDER, our herd sire who has been a champion in three states. Stop by to see us soon and inspect our herd.

REGISTERED BREEDING CATTLE FOR SALE AT ALL TIMES

DR. H. D. YOUNG
Phone 638 or 24, LEESBURG, FLORIDA
Farm located 3 miles so. of Webster off Hwy 50

Carefully Selected—Solidly Founded
Registered Shorthorns
COL. E. H. WILKERSON
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EUSTIS FLORIDA

Quality Purebred . . .
MEAT-TYPE HAMPSHIRE
Breeding stock of all ages for sale. Sired by Golden Style, grand champion boar at the 1956 Florida State Fair.

A. E. BRUNER
Ph. 6009-W, Box 115, LIVE OAK, FLA.
Flo. Accredited Brusceliosis Free Herd No. 3

Dryden Schedules Sale

THURSDAY, AUGUST 2 is the date selected by George E. Dryden of Marianna for his private sale of Circle D Ranch Hampshires with the offering to include 40 head of open gilts and boars of all ages.

The sale will be held at the ranch, located five miles west of Marianna on U. S. 90 with R. W. Henry of Dothan, Alabama slated to start activities from the auctioneer's stand at 1:00 p.m. (CST). Dryden reports that a barbecue will be served at 11:15 a.m. (CST), and that the sale animals will be an exhibit at the ranch for two days prior to the sale.

The swine raiser also reported the loss of one of Florida's many-time champion Hampshire boars. The boar, Circle D Bouncer PR 142, died at six and one-half years of age from heart failure. The Hampshire breeder also reported that he is now sponsoring two television programs over station WTVY in Dothan, Alabama. Included in the schedule is 15 minutes of the Wiregrass and Florida news at 6:15 p.m., Monday through Friday, and the Boston Blackie show. The latter is a one-half hour program each Thursday at 8:00 p.m.

Under construction is USDA's new hog cholera laboratory at Live Oak, being inspected by Dr. M. R. Zinober, left, who is in charge, and J. D. Odom who is constructing the building for lease to the government.

Eradicate Hog Cholera?
New Lab Seeks Answers

USDA begins check of effectiveness of present hog cholera vaccinations

How good is so-called hog cholera "rabbit" vaccine? USDA knows that it's highly effective under laboratory conditions, when administration of the vaccine is done just right, and the vaccine is specially prepared. It has been used in farm pigs throughout the nation since 1953. More pigs are being vaccinated with "rabbit" vaccine than all other products combined. (For the month ending April 1956, 16,994,641 pigs were vaccinated with "rabbit" vaccine as against 9,104,881 pigs vaccinated with all other products)

The scientists also know that wherever hog cholera vaccine has been widely used in any area, the result has been a very sharp decrease in the number of hog cholera cases (1/14 as many in Suwannee County as before vaccination began).

What USDA doesn't know is whether the vaccine used under ordinary rural conditions can be effectively used in a proposed nation-wide campaign to eliminate hog cholera from the nation. (The disease is non-existent in Canada, where outbreaks are treated as the U. S. treats foot and mouth outbreaks.)

To find out, "...to devise and evaluate methods suitable for nationwide eradication of hog cholera," a new laboratory is being built at Live Oak by USDA's Agricultural Research Service.

Called the Hog Cholera Research Station, it will be manned by Dr. M. R. Zinober and a staff of four. It will be in operation within a few months, and will

MEAT-TYPE Durocs . . .
WEANED PIGS AND BRED GILTS
GATRELL Duroc Farm
Fairfield Florida

Quality Durocs
• Now offering weaned pigs, bred gilts and boars for sale.
• Breeding stock of all ages available. We are experienced handlers of export orders with prompt service.

C. and L. Ranch
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MEAT-TYPE DUROCS . . .
Sired by Golden Style, grand champion boar at the 1956 Florida State Fair.

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FLORIDA
Meat-Type Hampshires
proved by two years competition with the University of Florida at the Florida State Fair in Tampa...

- 1955 . . . University of Florida won both first and second places in the all-breed carcass contest with Hampshires that were purchased from Circle D Ranch. Circle D took third, fourth and fifth places.*

- 1956 . . . University of Florida took first place in the all-breed carcass contest with a crossbred barrow that had one-third Circle D Hampshire bloodlines, while Circle D took second place in the contest over all other breeds, including entries from Mississippi, North Carolina and Georgia.*

*All carcasses were judged through the courtesy of Lykes Brothers, Tampa and Dr. H. D. Wallace of the University of Florida, Gainesville.

Hampshires from these carcass winning bloodlines will be offered in our

PRIVATE SALE
Thursday, August 2
40 Head • Open Gilts & Boars • All Ages

Barbecue at 11:15 a.m. CST. Sale will start at 1:00 p.m. CST at the ranch located 5 miles west of Marianna on US Highway 90, with Col. R. W. Henry of Dothan, Alabama as auctioneer. All animals will be USDA-certified Bang’s free and certified by local veterinarian as to other health factors. They will be on exhibit at the ranch two days prior to the sale. Make your plans now to attend!

CIRCLE D RANCH

Phone Cottondale, Fla. 2461 for information or reservation at local motels.
Route 1, Box 194-B, Marianna, Florida
THE TERMS OF ALL THREE CONSUMER MEMBERS of the Milk Commission will expire by July 27th. The Administrator's and the Distributor's terms expire by May 31, 1957. The producer member has just been appointed and has a full four year term to go. The Health and Agriculture members are "automatic members" and not appointed by the Governor.

FMPA SUBMITTED A REPORT to Governor Collins on June 2nd and made four definite recommendations, which briefly follow:

POINT I. Under Chapter 501.13 of the Milk Commission Law it states that "orders may classify milk by forms, classes, grades or uses as the Commission may deem advisable and may specify the price therefor." Thus the Milk Commission can and should classify Grade A pasteurized, homogenized, buttermilk, skim, chocolate, and cream sold for fluid consumption as Class I milk.

POINT II. Under Chapter 501.04 Powers of the Milk Commission, Paragraph No. 9, the Commission is empowered to "establish health and sanitary requirements." Under this provision the Milk Commission can and should establish by official order that all milk sold in controlled areas shall be produced from Grade A raw milk carrying not over 100,000 bacteria count per CC.

POINT III. Every effort should be made to get the full cooperation of all parties in amending chapter 502.2 of the Florida statutes along the line of the amendment submitted at the 1955 session of the Legislature and known as House Bill No. 1159, to further reinforce the Law and prevent the importation of substandard milk into Florida.

POINT IV. None of the first three points can be carried out without the full understanding of their need by the appointive members of the Commission and the Administrator, therefore we believe that the present Administrator and the appointive members of the Commission should be replaced with individuals who know and who understand the need for a definite program and who have sufficient knowledge of the industry to see that it is carried out. In February of 1955 FMPA reported to the Governor's Citizens Committee investigating the milk industry at Miami that the Administrator should be removed. In view of the disclosures and the subsequent indictment of nine of the largest distributors in the Miami area and the State of Florida by the Federal Trade Commission, we feel that the Governor would be justified in removing all members of the Milk Commission. The practices disclosed by this investigation were carried on during the term of office of the present members of the Milk Commissions and they had full powers under the Law to disclose these conditions and findings if they had determined to do so.

THIS IS THE FMPA FOUR POINT PROGRAM. We hope to get an analysis out to you in a special bulletin very shortly. The main point is Point IV. As we have said before no law is any better or stronger than the will and intent of its enforcing officers. The establishment by the members of the Commission of a definite program and policy of enforcement, for the Administrator to carry out, would let the industry, the public and the dairy farmers know where they stand. This is vital.

IF THE NEW MEMBERS OF THE MILK COMMISSION and the Administrator continue with the same policy, or rather lack of policy, that the Commission has had for the last six years, there is only one course for the dairy farmers of Florida. That one course is a Federal marketing order at the earliest possible moment.
Did You Know That—

For Clean Replacement Heifers and Cows,

Tampa is Headquarters?

Tampa has been known as Florida’s market for dairy cattle for years. But in the year that we have owned this market, we have spared no effort to make it a place where daarmen can buy good quality herd replacements with no worries as to health.

Every dairy animal selling at Tampa is Bang’s tested prior to sale, and the samples checked at the USDA’s lab in Jacksonville. Reactors are vaccinated. All are plainly announced during the sale. We guarantee these cattle to be as represented.

To further serve you, we have instituted special sales of replacement cattle at frequent intervals, generally twice a month, selling dairy stock from northern and midwestern states. We’ll gladly notify you as dates on request.

Tampa is also the leading market for dairy beef, with buyers on hand at every sale who particularly want this type of beef.

ATTENTION, FLORIDA CATTLEMEN!

Did You Know That—

For Marketing Beef

Lakeland’s A Leader?

We feel that we have built a reputation for honesty and square dealing in our operation of the Lakeland market since its establishment. Our market is one of the larger beef markets in Florida, enjoying strong support from buyers and sellers. If you haven’t sold at Lakeland recently, we invite your patronage any week and every week.

Cattlemen’s LIVESTOCK AUCTION MARKET, INC.

Harry McCollum, Jr., President and Manager; Directors: Carlton Palmore, H C. McCollum, Sr.
U. S. Highway 92 East—Phone MU 5-1411
Lakeland, Florida
6811 East Broadway—Phone 4-1145
Tampa, Florida

ATTENTION, FLORIDA DAIRYMEN!

For Clean Replacement Heifers and Cows,

Tampa is Headquarters?

Tampa has been known as Florida’s market for dairy cattle for years. But in the year that we have owned this market, we have spared no effort to make it a place where daarmen can buy good quality herd replacements with no worries as to health.

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University To Sponsor

Swine Short Course

All Florida swine breeders are invited to attend the swine short course which will be sponsored by the University of Florida on Tuesday, September 11, according to a report from K. L. Durrance, assistant animal husbandman with the University extension service.

Durrance said that the program for the day is still in the tentative stage but will include a movie on the judging and selection of meat-type animals, judging of six to eight live barrows with pen descriptions estimating the value of each (with the carcasses to be examined later in the week) and a discussion of swine feeding and management problems. The group will also tour the University swine unit.

Announcing . . .

FLORIDA JERSEY CATTLE

CLUB STATE SALE

Featuring 46 fresh and heavy springing cows and heifers and two outstanding bulls from Florida’s Top Registered Jersey Herds at

STATE LIVESTOCK PAVILION

QUINCY, FLORIDA • 1:00 p.m. • AUGUST 16
ZIEGLER DAIRY DISPERAL

ORLANDO—FRIDAY, AUGUST 31

500 HI-GRADE DAIRY CATTLE TO SELL!

THERE’S THE PLACE TO BE FOR "BUYS OF A LIFETIME!"

DON’T MISS IT!

HOLSTEINS
JERSEYS
GUERNSEYS

AN UNUSUAL OPPORTUNITY!

Sale at Farm 7 Miles South of Orlando on Highway 17-92-441
An Unusual Opportunity
In Florida

THE COMPLETE DISPERSAL
at Auction

500 HI-GRADE DAIRY CATTLE
Belonging to

THE ESTATE OF

GEORGE CLARENCE ZIEGLER
Orlando, Florida

Farm is located 7 miles south of Orlando on Highways U. S. 17-92-441, The South Orange Blossom Trail.

FRIDAY, AUGUST 31
Beginning at 10:00 A.M., E.S.T.

(Saturday, September 1

(If possible, all of the herd will be sold first day.)

For many years Clarence Ziegler has maintained, through good breeding and the purchase of top dairy cows, one of the best dairy herds in Florida. When you see the herd you will feel, as I did, that it is in splendid condition—mostly young cattle, good size and dairy quality and unusually sound for so large a herd. Now because of Mr. Ziegler’s death the entire herd must be sold to settle his estate.

HOLSTEINS
JERSEYS
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EVERYTHING SELLS

Your Chance to Select from a Herd of 500 Head with Almost 400 Milking Cows

Borden Company, the buyer of Ziegler Dairy’s milk, reports that they have the largest base of any of their producers.

TIME BRINGS PROGRESS—GROWTH—THIS CHANCE FOR YOU.

For further information contact

LAURENCE GARDINER, Sale Manager
1863 Cowden Avenue
Memphis 4, Tennessee

TOM McCORD, Auctioneer
Montgomery, Alabama

ESTATE OF G. C. ZIEGLER, Owners
Orlando, Florida

for August, 1956
BIG Growth Feature of Lee Dairy

Fresh feeding, silage emphasized

A jump of from six to eight quarts per day to an area in excess of 4000 gallons per day should be termed as a substantial distribution increase in the dairy business in any section of the nation.

These figures represent the record of T. G. Lee of Orlando, operator of T. G. Lee Dairy in that city and his own dairy farm located just south of Orlando. He is also president-elect of the Florida Dairy Association along with his many other duties.

Lee was the proud distributor of six to eight quarts per day back in 1925 when he started in the dairy business. His farm was located in the area between Robinson Street and Colonial Drive which is now the scene of one of Orlando's busiest shopping districts and the site of Orlando Air Force Base. The newly-constructed T. G. Lee Dairy office and dairy bar is located on the corner of Robinson and Bumby, which is part of the old dairy farm.

His present dairy farm, containing 800 acres of pasture, was purchased in the early 1940's when the business boom and airport construction in the area of his old farm forced him to sell.

The farm boasts 500 acres of Pangola and White Dutch clover, about 50 acres of Argentine and Pensacola Bahia and 150 acres are reserved for planting temporary crops each year, such as corn, oats and millet.

Lee operates his farm and its 400-head Jersey-Guernsey herd on the “soilage” system of feeding with freshly-cut grass being hauled to the animals every day. They consume about 50 pounds per day. The program does provide for the controlled grazing of the clover for about one hour in the forenoon and one hour in the afternoon during the proper season which is usually November to June. This extended clover season is possible because of the farm's combination overhead and seepage irrigation system which was installed during the past year, and is close to paying for itself right now, according to Lee.

Hunter Kelley, farm manager, points out that silage plays an important part in the farm program with the dairy animals receiving 30 to 40 pounds per day as part of their ration. To provide the silage, Lee has five upright silos and one trench with immediate plans to build another trench silo. The present storage system enables him to have 2000 tons of corn silage and about 800 tons of grass silage.

“We’re sold on silage as an aid to the dairy business,” Lee said, “and are quite proud of our corn yield for silage. We had 125 acres in corn this past season which had an average yield of 20 tons per acre for silage and one 20-acre field had a yield of 50 tons!”

A booster for progress, Lee was the first president of the Orange County Dairy Herd Improvement Association which was the original DHIA group in Orlando.

For further information write

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Two Dairy Sales Slated for August
Two dairy sales, with Jerseys being a feature in one and comprising the entire offering in the other, will be held in Florida during August.
The annual Florida Jersey Cattle Club Sale will be held at the State Livestock Pavilion in Quincy on Thursday, August 16th, while Sale Manager Lawrence Gardiner of Memphis, Tennessee, announced the complete dispersal sale of the George Ziegler herd made up of 500 head of high grade Holstein, Jersey and Guernsey cattle.
The latter sale is to be held at the Ziegler farm, seven miles south of Orlando on U.S. Highway 17-92-441. The sale will be held on Friday, August 31 with Tom McCord of Montgomery, Alabama as the auctioneer.
Gardiner said the sale will start at 10:00 a.m. and all of the herd will be sold the first day if possible but the remainder will be auctioned on Saturday, September 1 if necessary. The herd is being sold to settle the Ziegler estate.
The Quincy Jersey sale will get underway at 1:00 p.m. and will feature 46 fresh and heavy springing cows and heifers and two bulls. The annual meeting of the state breed group will be held at 2:00 p.m. on Wednesday, August 15 at the sale site.
Further sale information and catalogs for the Ziegler sale may be obtained by writing Gardiner at 1863 Cowden Avenue, Memphis 4, Tennessee, while F. E. Baetzman, 122 Wall Street, Orlando, will handle requests concerning the Quincy sale.
West Germany Imports More U. S. Meat Goods
Ten percent more U. S. meat products last year were taken by West Germany than in 1954, while they sent seven percent less in return, according to an analysis by American Meat Institute. This is in contrast to trade with communist Poland, for example, which showed a 13 percent jump in canned pork—mostly ham—sent to the United States and only minor quantities of imported American agricultural products.
Florida Cattlemen's Association awards for FFA feeders were presented by M. E. Twedell, assistant manager of the Florida State Fair, to Robert Maxwell of Quincy ($100) and, left to right: Bradley Munn, Jr., Quincy; Wendell Hogan, Lake City; Jimmy Henry Slappey, Havana; Floyd Rogers, Trenton; and Wayne Mallarianna ($15 each). At extreme right is Richard Kelly, Inverness, state vice president.

FCA Awards Given To FFA Winners

Don Deadwyler of Cornwell and Robert Maxwell of Quincy have been announced as the top winners in this year's FFA beef breeding and feeder steer contests, sponsored annually by the Florida Cattlemen's Association.

Deadwyler, a member of the Sebring FFA Chapter, won the breeding award which consisted of $100 to be used on the purchase of a purebred beef bull or heifer of the breed desired.

He is a Brahman breeder and has shown 83 grand champions and 82 reserve champions or first place animals since he started showing when he was 11 years old.

Other breeder winners who received $15 each to help defray their expenses in attending the state FFA convention, included Charles Benton of Tallahassee, Hugh Chance of Winter Haven, Craig Griffin of Tavares, Milton McMillan of DeLand, and Tommy Hudspeth of St.

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Adult August, 1956
It's a Busy Schedule for 4-H Members At the Cloverleaf Camp at Lake Placid

University students and extension workers combine in putting on camp program; Camp is site of Cattlemen's Institute

It's only a short while after dawn. A whistle blows. A dozen boys (or girls) flock from their cabins to wash up. Half a score of counselors—county agents or home demonstration agents—arise to supervise the activities of 4-H Camp Cloverleaf at Lake Placid.

The camp, like four others scattered across Florida, was constructed to take care of the thousands of youngsters who want to learn a little more about agriculture and have a good time, too, at camp. The cost: each boy or girl pays $5.50 for six days, or, in some counties, a little more to cover transportation, too.

The Cattlemen recently sent one of its staff to the camp, which is indebted to cattlemen for its fine auditorium. It will also be the site of the Cattlemen's Institute in mid-August. (See program on page 19.)

He found a well-organized group of boys under the supervision of W. L. Woods, DeSoto County Agent, who was camp director that week, and Dave Knight, a University of Florida sophomore from Zolfo Springs, who serves as camp manager for the entire summer.

Primary purpose of the visit was to find out just how comfortable accommodations will be for the cattlemen who will attend the institute—and have been urged to bring their families.

The result was a whole-hearted vote of confidence in the facilities.

The only objection might be that the ladies will be on one side of the camp, the men on the other. Early reservations will get the "plush" cabins usually occupied by county agents or home demonstration ladies. In these, five to 10 persons occupy a bay, the bunks aren't double decked, and the mattresses are mighty comfortable. There are some 65 such bunks.

In the cabins, things aren't quite so nice. But for a night or two, cattlemen and their families won't mind roughing it. The A-1 waterfront and other facilities will make up for whatever else might be lacking.

The food is mighty good, and served cafeteria style. There's plenty and it's well prepared.

4-H boys from DeSoto, Collier, Hardee, Indian River and Bradford counties were camping at Lake Placid.

A fine beach and adequate overnight facilities both will help make Cattlemen's Institute enjoyable to cattlemen who bring their families along. Photo at left shows youngsters from Broward, Collier, Hardee and DeSoto Counties taking an early morning dip under the watchful eye of the lifeguard, while right hand panel shows a group of extension service personnel standing in front of one of the control cabins.
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for August, 1956

Francis when your CATTLEMAN reporter visited.

Besides Knight, the permanent staff consists of Jimmy Cummings of West Palm Beach, in charge of the waterfront, and Jack Sellards of Apopka, who takes care of recreation. Both are University of Florida students as is Knight. Woodrow Brown, state Boys 4-H Club Agent, is Knight's immediate boss.

During a typical day, 4-H youngsters stand inspection, police the camp area, swim, have a devotional and class period, eat lunch, and spend the afternoon in rest and recreational activity, including lots of sports. An evening program is also provided. The county agents plan each week's program.

Don't hesitate to take the 4-H authorities up on their invitation to spend the two nights of Cattlemen's Institute at the camp. The kids like it—and you will, too!

Pasco Cattlemen Have Annual Tour

The 1956 Cattlemen's Day was featured in the Dade City area on Wednesday, June 20 as members of the Pasco County Cattlemen's Association and their friends gathered to enjoy the program that had been planned for the event.

The program got underway at 2:00 p.m. when the group left the county fairgrounds and began their visit of four ranches that were included on the tour.

Ranches owned by W. M. Larkin, P. S. Feagle, W. R. Gould and W. E. Lee were all on the itinerary. At the Gould ranch the group was treated to a "watermelon cutting", with the melons being furnished by Feagle and O. L. Ansley.

More than 500 persons enjoyed a barbecue dinner consisting of pork, kid and beef at 6:30 p.m., and, at 7:30 p.m., two young colts were auctioned with the money received from the sale to be used as a revolving fund to assist 4-H and FFA members in their livestock projects. The animals were donated by Larkin and purchased by Dr. W. E. Stanfield of Dade City.

The day's festivities were rounded off with a square dance in the fair grounds auditorium that began at 9:00 p.m. and lasted until midnight.

Bronze Saddle Club To Sponsor Race

COWPONY RACING will be the feature of the day on Sunday, July 29 when the Bronze Saddle Club of Highlands County will sponsor racing events for all comers.

The racing will take place during the afternoon at the arena near Hendricks Field at Sebring.

The club officials pointed out that cowpony racing is becoming more popular over the state and invited all Florida horse owners to enter into the festivities during the event.

Further information can be obtained by writing Bob Stokes at Sebring.
In halter and racing competition, these horses were best at the Florida Quarter Horse Jamboree held at Kissimmee during the July 4 rodeo. Panel at left shows Jack Mitchell with the champion mare, while center panel shows the racing winners, including Johnny Sixma with his champion in the Quarter Horse racing and Jockey Sonny Bedravies and Woody Tilton, Jr., with S. J. Tilton's champion Cowpony racer. Right hand panel shows the grand champion of the show, also champion stallion, with E. L. "Geech" Partin and Raymon Tucker, president of the Florida Quarter Horse Association.

Florida Quarter Horse Jamboree
Kicks Off Association Activity

Racing, cutting and halter show are features of first event held by group since reactivation; More are projected

Dozens of horses and thousands of spectators saw Florida's first Quarter Horse Jamboree—featuring cutting, racing and a halter show—held at Kissimmee during the Silver Spurs Rodeo July 2-4.

And President Raymon Tucker of Bunnell who heads the sponsoring Florida Quarter Horse Association expressed himself as well pleased with the interest shown, both by Quarter Horse people and by the general public.

Winners in the halter show were:
- Misty Yoe, shown by E. L. "Geech" Partin of Kissimmee, which was grand champion in the halter show, as well as champion stallion;
- Steve Nita, shown by The Mitchell Ranches of Elfers, which was champion mare and second best entry in the show; Misty Red, shown by Tucker, which was best two-year-old stallion and the third ranking show entry;
- Pistol Perkins, entered by Paul J. Kennon of Atlanta, Georgia, which won the trophy as best gelding;
- Squeeky Sox, shown by Sonya Howard of Orlando to best filly two to three;
- Misty Balm, shown by Partin and winner of the best yearling award; and Rusty B. shown by A. L. Bullis of St. Cloud to top spot for colts under one.

In the racing, these horses won championships:
- Duke, entered and ridden by Johnny Sixma of Lake Helen, and champion in the Quarter Horse racing section, when racing saddles and a 400-yard race were required;
- Billy the Kid, entered for S. J. Tilton of San Mateo by Woody Tilton, Jr., of East Palatka, and ridden by Sonny Bedravies of Kissimmee, which won championship in the Cowpony division, racing on yards and using western saddles.

The cutting championship (only no. 12 entered) went to Floyd Lingle of Kissimmee. The top three contestants were selected in an elimination and competed in two go rounds during the Tuesday night and Wednesday afternoon rodeo performances for the top honors. Runner-up was Bill Lester of St. Petersburg, riding Dutchess, and third place winner was Amigo, ridden by Milton John of Winter Garden.

Admission was free to all the Quarter Horse events, and good crowds were on hand for both the halter show and the cutting eliminations, as well as the regular rodeo crowds numbering some 6000 persons who witnessed the cutting finals.

Turn-out for the racing was surprising even to FQHA officials, however. With little advance promotion, an estimated crowd of nearly 1500 was on hand to watch the seven races held.

Prize money was augmented by the State Department of Agriculture through Commissioner of Agriculture Nathan Mayo.

Further events of a similar nature, with emphasis on halter competition, cutting, racing and pleasure classes, have been discussed by FQHA officials, and tentatively planned to tie in with future events like the Kissimmee rodeo.

"We'd appreciate hearing from any Quarter Horse owners, whether their horses are registered or not, so that they..."
can be put on our mailing list," Tucker announced. "Membership is open to all owners of horses containing a preponderance of Quarter Horse blood (the fee is $10, and associate membership is open to anyone interested for $5 yearly.)"

Memberships may be sent to Florida Quarter Horse Association, Livestock Exchange Building, Kissimmee, Florida.

Racing winners to three places were as follows:

- Quarter Horse Race (400 yards)—Duke, Sixma Bob, M. C. Strickland, Bunnell; Baccal, Fred, Bunnell, McComb.
- First Place Cowpony Race (winners in elimination; races 200 yards): the Kid, S. J. Tilton; F. T. L. Partin; Star Cucy, Strickland; Second Place Cowpony Race (second place races 200 yards): Goldadance, Frank Thielrun, Sebring; Billy B., Clyde Ricketson, Gander; Cricket, Harold Wolfeck, Princeton.
- Third Place Cowpony Race (third place horses in elimination races 200 yards)—Red, Buddy, Deac, Radium Beach, Gypsy, Clint Stokes, Lake Wales; no other entries.

Winners to three places in the halter show with number of entries in parentheses were as follows:

- Halter Race: Misty Red, Tucker; Misty Joe (grand champion stallion), Partin; Misty B. (champion gelding), Kennon; Winchester.
- Judging the halter show, Miss Fred Austin, Kissimmee; Steve's Pistol, Austron; Steve Nita (champion), Kennon; Winchester.
- Judges for the jamboree events were selected from among the Quarter Horse people present, with Albert Barthle of South Port, Mitchell; Jesse Hart, Wavehouse; Georgia; Steve's Pistol, Austron; Steve Nita (champion), Kennon; Winchester.

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Rain on
July 4th

Arcadia, Kissimmee,
Plant City celebrate

A heavy down-pour of rain failed to dampen the holiday mood of Florida rodeo fans and all three major July Fourth rodeos reported large crowds at all performances.

At Plant City a large crowd jammed the new William Schneider Memorial stadium to witness the Hillsborough County Cattlemen’s Association rodeo on Independence Day afternoon and evening, while at Kissimmee and Arcadia they trooped to the rodeo arenas in those two cities.

At Kissimmee, where the Silver Spurs Riding Club sponsored a four-day event, it rained every day, but the sponsors reported gate receipts were “average” with over 8000 in attendance. The All-Florida Championship Rodeo at Arcadia reported the reserved seats, all under cover, were all sold out, and the bleachers filled for the two-day event.

Rodeo fans were treated to the usual round of dances, barbecues and parades as added highlights to the thrills and excitement of the rodeo performances. Citizens, as well as performers and visitors displayed a “go Western” atmosphere in all three rodeo cities, and Kissimmee marked its annual “Homecoming” with special treats and treatment for former citizens who attended the festivities.

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

Arcadia

- Bulldogging—First go-round: Jimmy Johnson; Jack Duncan; Billy Wright; Don McLeod; Second go-round: Jake Hansell; Don McLeod; Bobby Fender; Billy Wright; Average: Hansell and Don McLeod (tied for first and second); Wright; Bronc Riding—First go-round: Wright; Hansell; Buddy Browning; Gene Croll; Second go-round: Buddy Browning; Joe Durante; Howard Crouch;
- Bull Riding—First go-round: Don McLeod; Second go-round: Jake Hansell; John Bedenbaugh; Third go-round: Fred Ford; Fourth go-round: Buddy Browning; Average: John Bedenbaugh and Fred Ford (tied for first); Buddy Browning (second);
- Bareback Bronc Riding—First go-round: Gene Croll; Second go-round: Bill Beard; Average: Gene Croll (first); Bill Beard (second);
- Barrel Racing—First go-round: Burma Croft; Second go-round: Mary White; Average: Mary White (first); Burma Croft (second);
- Tie Down Roping—First go-round: Harold Mills; Second go-round: Don McLeod; Average: Harold Mills (first); Don McLeod (second);
- Calf Roping—First go-round: Jack Duncan; Second go-round: Bobby Fender; Average: Bobby Fender (first); Jack Duncan (second);
- Team Roping—First go-round: John Bedenbaugh and Wayne Smith; Second go-round: Jack Duncan and Gene Croll (tied for first); Bob Ford and John Bedenbaugh (second);
- Saddle Bronc—First go-round: Bob Ford; Second go-round: John Bedenbaugh; Average: John Bedenbaugh (first); Bob Ford (second).

Due to a drizzle, the Silver Spurs Quadrille went on as usual during the annual Independence Day rodeo at Kissimmee.
FFA Winners

(Continued from page 81)

Clard: The top feeder winner in the contest was Maxwell, who received $100 which is to be applied to the expense of himself and his chapter in attending the National FFA Convention in Kansas City, Missouri.

Maxwell is a first-year student in vocational agriculture at Quincy and fed out a pen of three steers consisting of Angus-Holstein crosses that were purchased in August 1955. He fed and halterbroke the animals and won the pen of three grand championship at the 1956 West Florida Fat Cattle Show in Quincy.

Other feeder winners, who received $5 each to help defray their expenses to the state FFA convention, included Bradley Monroe of Quincy, Wendell Hogg of Lake City, Jim Henry Slappey of Havana, Floyd Rogers of Trenton, and Wayne Malloy of Marianna.

Judge Adams Has Thoroughbred Stud

As Argentine Thoroughbred, secured by Judge Alto Adams of Miami from Carl Rosen’s Rosenrever Farms at Ocala, is at and at Adams’ Okeechobee Livestock Market, according to Tom Kirby, market manager. The stallion is named Laico, a 12-year-old with a good record of winnings in both the United States and Argentina.

The horse can be inspected at any time at the market, which is a mile northwest of Okeechobee on U. S. 98.

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There is plenty of work to do on all farms and on the Simmons' it is shared by all—the Missus (Hazel) and the Mester; Patsy, a sophomore at the University of Florida, studying animal husbandry; Judy, seventh grader and Tommy, fifth grader. Daughter Betty, married and Mrs. Kent Doke, is a math teacher, residing in Live Oak.

All of the Simmons children star in 4-H achievements. Betty and Patsy both have won trips to Chicago—Patsy won three! The girls' specialty has been the producing of top beef animals and the judging of them.

Young Judy, following in her sisters' footsteps, has already displayed some champion animals—Herefords and Shorthorns, and has two of the latter started for next year.

Tommy has a Hereford started for next year, but his first love is hogs, he has a Poland China and Duroc mixed sow with a fine litter of eight pigs which he is using as a 4-H project.

The Simmons have a flock of nearly 1200 Midwestern Broadbreasted Bronze turkeys from which they sell eggs to the Florida State Hatchery in Gainesville. They raise about 2500 turkeys a year from which they pick the choice ones to

For the Cowbelles

Fig preserves, how we love them! Last night I made about six quarts of them. When making preserves my mother always put in a cup of sugar to a cup of fruit. This makes the preserves much thicker than recipes in books and I think much better. I add to the fruit plump in the sirup after cooking before packing in jars or other containers. Instead of packing into sterile jars and sealing and processing for a short time in a simmering water bath this year I am packing them into containers and freezing them.

HALE SAW A COWBOY with a fancy leather whip he had plaited, and straightways wanted to make one. Our library did not have a book which told how but Hale figured how to plait six and what is more how to decrease the plait from eight to one. His qi1rt is handsome and now he is ready to go on to making his whip.

Each year our neighbor has an old-fashioned Melon Cutting, to which all of the community and friends in town as well are invited. The affair is gala and everyone loves Tiny Tim to grandma has a good time, visiting with everybody else.

When I was a child we had a neighbor who gave a Neighborhood Easter Egg Hunt every year. The grownups got as much pleasure as the children from mixing and fun from hunting eggs.

Have you a big yard? Maybe you would like to help revive some of the old-time festivities at your place. 'Tis a wonderful way to come to know your neighbors better, to develop community spirit.

To RESTORE dry peanuts to their almost-natural freshness, shell them and soak in water overnight in the refrigerator. Delicious with ice cream. Our family makes more queer food-combination discoveries.

GEORGIANNE is busy sewing. In one week she made four blouses for herself and Renn, a shirt for Harold. I pushed to buy more material to have on hand for her new "sewing streak." With school out, she has been working on her afghan too, which is nearly one-half done...she's making it bedsize, which I think is sensible. Renn, as you'll probably guessed, is the out-of-doors type of girl. Give her a horse to ride, her father and brother to follow, any day to tedious household tasks.

The OTHER NIGHT at our Home Demonstration Club supper just as the blessing was being said, Harold—he's 6—noticed crying under his breath. A moment later, grace over, he broke into a long heart-tearing cry. We could not find out the trouble but he wanted to go to the car, which he did and soon fell asleep.

I worried about him all night, occasionally going to his bedroom and feeling of him to see if he appeared all right. He did; no fever, regular breathing. The next morning he said something had hurt him where he sat down. We looked and surely enough there was a red spot. One of the big red ants he had been stomping outside before supper had crawled up his breeches and... We were relieved to learn what had happened. Were you ever bit by a big red ant?
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<table>
<thead>
<tr>
<th>Length</th>
<th>Height</th>
<th>Weight</th>
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<td>10'</td>
<td>4' 3&quot;</td>
<td>46 lbs.</td>
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<td>91 lbs.</td>
<td>$19.55</td>
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American Rabbit Magazine
The Nat'l. Rabbit Raiser
Calif. Rabbit Magazine
Rabbit News, Calif., m.

PIGEONS
American Pigeon Journal
squab-fancy-racing

LIVESTOCK
Florida Cattlemans
Coastal Cattlemans, m.
American Cattle Producer
Southern Livestock Journal
The Sheepman
Pacific Stockman
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POULTRY
Florida Poultry & Farm Journal
Cackle and Crow, the Poultry paper

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Our Your Vet Says: 

**Liver Abscesses Danger**

One of our cattleman friends recently checked over his pastured stock and found a heifer that was so thin that she resembled a walking skeleton. All of the other animals with her were in good condition, so he concluded that they were eating something like stomatoma worms or a trace element deficiency but didn’t appear sick, moving around and eating like the others, but she was visibly weak.

An examination led us to suspect an abscised liver, and opening up the animal revealed an infection like that we were afraid of. This is a fairly common ailment, especially in beef animals, with most of the abscised livers being caused by the same germ responsible for foot-rot anditis in cattle, although other types of bacteria are also to blame in some cases.

Regardless of the type, the germs reach the liver after getting through the bloodstream following infection in various body parts. Many cases are started by “hardware trouble” when metal objects pierce the stomach wall.

Others follow attacks of mastitis or lumpjaw or wooden tongue or navell-ill or they develop from poor feeding practices.

The ailment is important even if the cattleman friends recently were checked over his pastured stock and found some animals showing signs of soreness high in the right flank.

However, your vet may be able to help if they produce typical symptoms that may be caused by tuberculosis, acetonemia, and impaction of various parts of the stomach, or foot-rot or infection of the uterus at parturition.

The poor condition is sometimes caused by inflammation of the rumen or by a trace element deficiency. She didn’t appear sick, moving around and eating like the others, but she was visibly weak.

The condition is sometimes puzzling, for affected animals will “eat their heads off” at the same time they are steadily losing weight. This trouble may be confused with others like Johne’s disease, hardwork trouble, tuberculosis, acetonemia, and impaction of the fourth stomach.

There may be a single large abscess or a number of small ones on a diseased liver. The ailment is important even if the cattleman friends recently were checked over his pastured stock and found some animals showing signs of soreness high in the right flank.

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Owners of Needles Expand

Ocala thoroughbred breeders add mares, seek top stud

D & H Stable, the home of the well-known Needles, is planning a rapid expansion of its breeding holdings, according to Bonnie Heath of Fort Lauderdale, co-owner of the Ocala Thoroughbred breeding establishment.

As a first step toward expansion, Heath has purchased five additional mares for the farm. The new animals are offspring of such noted sires as Ambiorix, Noor, Sun Again, and Jet Pilot.

He also reported that he is interested in buying a top stallion for D & H Stable but did not think that it would be fair to discuss his negotiations for a sire since no deal has been made.

“We plan to expand our Thoroughbred breeding operations at Ocala as rapidly as good sense will permit,” Heath said, “and continue to do our part in showing breeders throughout the country that top thoroughbreds can be raised in Florida.”

The Fort Lauderdale man explained that he is in favor of the five-pound weight allowance accorded all Florida-bred horses in races in this state being revoked in stakes and handicaps but retained in all other events. He indicated that this subject will be brought up at a meeting of the Florida Thoroughbred association.

Also of interest was Heath’s mention of the possibility of requesting the Florida State Racing Commission to ask the state horse tracks to run one race a week exclusively for Florida-breds. He thinks that this action would be a big help in getting more and more people to come to Florida with their breeding stock.

“We have been visiting the farm regularly,” the breeder said, “and plan to make it our home soon. Both my wife and I like horses and think living on the farm will be ideal.”

Milk in clear glass bottles on a sunlit doorstep, says Mrs. Pearl Haak, extension specialist in foods at the University of Kentucky, will lose its riboflavin content in a very short time. The vitamin helps give your skin, hair and eyes a healthy look. Milk left in the sunlight for half an hour can develop off-flavors, she said.

Pigs fed in dry-lot need slightly less feed per 100 pounds of gain when fed free-choice.
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EDITORIALS

It's Your Responsibility
If Beef Council Fails!

How Florida Beef Council’s first major promotional campaign resulted in sale of many tons of extra beef is told in the article on page 32.

But despite this evidence of solid accomplishment the Council’s very existence is threatened by an old enemy—indifference on the part of thousands of cattlemen who have failed to see that their local auction markets and the packers they sell to direct make the 10 cent per head deductions.

During the past few weeks, your CATTLEMAN editors have visited virtually every auction market in Florida.

Those who were making the deductions reported no difficulty. At the Belle Glade, Sarasota, Kissimmee, Orlando and Gainesville markets where deductions are being made automatically, and refunded upon request, few requests have been made for refunds. None of these markets believe the deductions have hurt their sales.

Some Active Opposition, Little Support Reported by Markets

At the markets we visited where deductions aren’t being made automatically—Graceville, Chipley, Marianna, Monticello, Live Oak, Lake City, Gainesville (Farmers Produce), Lakeland, Tampa, Wauchula, Arcadia and Okeechobee—the markets agreed that they would be making the deductions if they thought the cattle industry wanted them made.

Of course, local conditions vary from place to place. (See page 44.)

At Lakeland, Manager Harry McCollum tried automatic deductions for six weeks, then discontinued them because he received anonymous threats and grapevine word that customers were quitting him.

He reports also, however, that members of the cattlemen’s association weren’t on hand when needed to help him sell the deductions to persons who objected due to ignorance or misunderstanding.

At Okeechobee, where deductions are still being made on a voluntary basis, the automatic deductions were discontinued because of opposition.

In all cases, the number of those opposed to deductions was small—but it wasn’t counter-balanced by enough producers who were strongly in favor of the deductions being made.

Local Associations Being Asked To Appoint Committees To Push Deductions

What is being done?

President B. J. Alderman has asked each local cattlemen’s association to appoint a committee to inquire into the local situation and report on the interest among cattlemen. Some of the early reactions are reported on page 57. This information will likely be referred to FCA’s directors.

One thing is plain as the nose on your face, however. If automatic deductions are not extended to include more markets and packers within the next few months, the cattlemen, markets and packers who are footing the bill now will get tired of it.

Where we now have an effective beef-selling program, hampered only by scanty finances, we will have no beef-selling program at all.

Florida’s lime and avocado growers spend $200,000 to promote an industry a tenth the size of the beef cattle industry. It’s ridiculous to suppose that Florida’s beef industry can’t afford $50,000 yearly.

We might add that it’s also ridiculous to expect the public to continue to eat beef without such promotion in the face of well-financed advertising campaigns by poultry and other food growers.
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