In this issue:

Mount. Augustine Ready for Convention

Feeder Sales Results Told

Florida Fall Show Season is Detailed

Horse Show Results Listed

Florida Beef Council Income Tops $30,000

Herefords
CHECK THIS LIST

- **Winter Range Feeding**

  Conserve your investment in summer weight gains by making definite plans for the all important job of winter range feeding and contacting your Nutrena Feed Man. He can save you money with Nutrena Cattle Cubes and Vit-L-Tone. The best way to prevent costly weight losses by your cattle during the winter months and insure good condition for spring calving. You'll find these two Nutrena feeds are priced right and do the job best.

  **Beefcake** self rationing range feeds save time and labor and prevent overfeeding.

- **Dry Lot Feeding**

  Nutrena supplements are formulated for your feed lot operation. **Beefcake** concentrates are heavily fortified with Rumalife to insure maximum efficiency and gains from supplemental feeding. They may be profitably used for a variety of purposes — from fattening cattle in the lot to range feeding of wintering cattle.

- **Prescription Feeding**

  Nutrena prescription service helps you avoid wasteful overfeeding of protein; guard against underfeeding of protein; provide enough nutrients to meet the needs of your cattle; and to properly fortify your cattle's total ration.

- **Creep Feeding**

  Let your Nutrena Feed Man help show you how to realize greater profits from your creep feeding program. He will give you the facts on Vit-L-Tone and Beefcake-12, both proven performers for Florida cattlemen! He can show you how the Nutrena plan has paid off for other ranchers. Why not put his experience and know-how to work in your creep feeding program?

- **Nutrena Know-how Works for You**

  The key to more dollars in your profit columns is your use of the knowledge and experience of your Nutrena Man. He is able to put to work for you the extensive research facilities of Nutrena and his practical experience in Florida. Your Nutrena Man has the training, experience and feeds — to help you realize more profit each year.

  There's a profit proved Nutrena program to fill your needs.

  See your Nutrena Man — or write today.

  Distributors for Albers Calf Manna.
FLORIDA CATTLEMEN'S ASSOCIATION
A Report from the Executive Vice President

DON'T FORGET THE FCA CONVENTION in St. Augustine October 13-15! Everything points to this being a highly successful meeting and you shouldn't miss it. The "Nation's Oldest City," celebrating its 400th anniversary this year, offers a beauty and charm all its own. If you haven't already made your reservations please make them today. Write John W. Yates, Mgr., Hotel Ponce de Leon, Box 1291, St. Augustine.

BUDGET AND FINANCE Committee Chairman Charles Lykes reports that a special audit and inventory of FCA's assets, designed to create greater compatibility between FCA and Internal Revenue Service, is well underway. Bella, Hermida, Gilman, and Browning, Tampa certified public accounting firm, is handling the paper work. The project was started about five months ago and may take several months to complete.

ONE OF THE BIGGEST EVENTS in Florida Beef Council's history has been "topping" $30,000 income for the year. Producers throughout Florida now accept Beef Council for its fine beef promotion accomplishments (see story elsewhere this issue).

ONLY 12 LOCAL ASSOCIATIONS still owe part or all of their 1965 state assessment. FCA has come a long way in recouping since the expense of the import fight. It appears that the Association is in good financial shape and will stay that way if everyone carries their share of the load.

FLORIDA BEEF COUNCIL Chairman Thomas Sloan reports that the new 10 by 30 foot billboards promoting beef have been received. First signs are being erected by Martin Outdoor Advertising Company in Tampa. An illuminated one is being placed at Dale Mabry and Cass, while a regular one is being put at Nebraska Avenue and Martin.

BOTH FCA AND BEEF COUNCIL extend sincere thanks to the ladies who are again helping to promote beef. Mrs. Cedrick Smith, Jr., president of the Florida CowBelles Association, says her group has firmed plans for another series of in-store Beef Round-Ups.

IT IS DISTURBING to note the curtailment of livestock market news reporting due to lack of personnel and also the apparent inability of the University of Florida to find a news reporting due to lack of personnel and also the apparent inability of the University of Florida to find a livestock marketing specialist "slot." This gap in market news coverage and practical market research can be a serious problem to cattlemen who have geared their management program to take advantage of these services that have been available during the past. Market news is most certainly a necessity to the cattle industry.

AMERICAN SOCIETY OF RANGE MANAGEMENT (Southern Section) will utilize FCA's headquarters building for their annual meeting in Kissimmee October 12-13. Included in the agenda are a tour of the Large Animal Diagnostic Laboratory and a visit to Heart Bar Ranch.

SEVEN CATTLEMEN will receive honorary director's plaques during the 1965 FCA Convention in St. Augustine. They include: J. O. Pearce, Sr., Okeechobee; V. E. Whitehurst, Levy; William F. Ward, Highlands; A. B. "Lon" Folks, Marion; G. E. Barkoskie, Indian River; J. A. Barthle, Pasco; and D. E. Cannon, Pasco. If one of these honorary directors is from your county please assist in making sure he's in St. Augustine on October 14.

--Art Highie, Executive Vice President

MAKE YOUR ST. AUGUSTINE RESERVATIONS NOW!
Kills infections that kill cows

Infections of the uterus resulting from retained afterbirth in your cows can be a serious, even deadly, problem. To halt such infections, quickly and effectively, get Pfizer's Globe Uterine Boluses. With Globe Uterine Boluses, uterine infection can be clearing up in as little as 24 hours. Each Globe Uterine Boluse contains sulfanilamide, sulfathiazole, and urea in a special preparation for treatment of uterus infection. Once you've discovered Pfizer's Globe Uterine Boluses, you'll discover that making money can be infectious, too. But, what a way to go!
Cattlemen… Dairymen…

Don’t Miss The
GREATER
JACKSONVILLE FAIR
GATOR BOWL – JACKSONVILLE
October 20-30
$19,815.50 in Premiums — 107 beautiful trophies for ANGUS, BRAHMAN, CHAROLAIS, HEREFORD, SANTA GERTRUDIS, SHORTHORN, AYRSHIRE, BROWN SWISS, GUERNSEY, HOLSTEIN, JERSEY CATTLE and HAMPshire and DUROC HOGS.

FIRST TIME
Youth Steer & Barrow Sale

JUDGING DATES
October 21, all p.m.
Adult beef — Shorthorn, Angus and Hereford

October 22, all p.m.
Adult beef — Brahman, Santa Gertrudis, and Charolais

October 28, all p.m.
Adult dairy — Guernsey, Ayrshire, Brown Swiss, Holstein and Jersey

October 21, 4:30 p.m.
Adult swine

October 23, 7:00 p.m.
Parade of champions — adult beef and swine

October 28, 4:30 p.m.
4-H and FFA Swine and Youth Barrow Show

October 28, 7:00 p.m.
4-H and FFA judging contest

October 29, 7:30 p.m.
4-H and FFA Beef and Youth Steer Show

October 29, 7:30 p.m.
Youth Steer Sale and Barrow Sale

October 30, 9:00 a.m.
4-H and FFA Dairy — Jersey, Guernsey

October 30, 7:00 p.m.
Parade of champions and award of trophies — adult dairy; 4-H and FFA beef, dairy and swine

Deadline for entries — October 12

WRITE FOR CATALOG AND ENTRY FORMS

Greater Jacksonville Fair Association
1245 East Adams Street
Jacksonville, Florida 32202
Area Code 305 353-0535

Editor’s Desk

Cody Publications Awards Noted by Ad Agency Owner

Tampa

Congratulations to you for the awards conferred by the Florida Magazine Association on The Florida Cattlemans and La Hacienda.

This recognition is richly deserved.

Louis Benito
Benito Advertising

Kelly Reports More Info On Manatee Program

Palmetto

In your (August) edition of The Cattlemans you mentioned our forthcoming Cattlemens Day on October 26 and that you would include a complete program in the September issue. We hope to have machinery, equipment, etc., on display at our Cattlemans day ...

We . . . appreciate your help and certainly hope you will be able to attend the meeting.

Earl M. Kelly
Associate County Agent

Range Official Invites Cattlemen to Meeting

Fort Myers

Attached is a copy of the program for the annual meeting of the Southern Section, American Society of Range Management which I promised you during my recent visit in Kissimmee . . . The Florida cattlemen are invited to attend. Those interested should write Art Higbie, who is in charge of local arrangements.

J. B. Hilmon
President, Southern Section

SEPARATE UNLOADING attachments to deliver feed into bunks and self-feeders is featured in the Portable Mixer, truck or trailer mounted, now available from the H. C. David Sons Manufacturing Company, Inc., Bonner Springs, Kansas. The company will send complete details on request with no obligation whatsoever, they point out.

L. M. Kelly

I enjoyed the recent visit with you and the tour of your facilities. I also appreciate your help in making arrangements for our meeting.

J. B. Hilmon
President, Southern Section

Mr. Hilmon’s organization will meet at FCA headquarters in Kissimmee October 12-13 and an interesting program has been arranged with a number of speakers from in and out-of-state.

Angus Auxiliary Prexy Tells of Scholarship Fund

Bushnell

. . . We voted at our meeting the other night in Gainesville to buy, fit, show and sell a 12 to 15 month old Angus heifer at the Florida Angus Association’s Gasparilla Sale at the State Fair in Tampa.

Latest Statistics

Commercial Slaughter and Average Weight (USDA) . . .

<table>
<thead>
<tr>
<th>Year</th>
<th>Fl.</th>
<th>M Head</th>
<th>M Head</th>
<th>M Head</th>
<th>M Head</th>
<th>M Head</th>
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<tbody>
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<td>808</td>
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<td>269</td>
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<tr>
<td>1964</td>
<td>31</td>
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<td>21.1</td>
<td>267</td>
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<tr>
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<td>242</td>
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<td>247</td>
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Slaughter Under State Inspection, Head (AITC) . . .

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<tr>
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<td>7732</td>
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Livestock Prices Per Hundred (USDA) . . .

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<th>Cows</th>
<th>Strs, Hf/strs.</th>
<th>Calves</th>
<th>Swine</th>
<th>C’kens</th>
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</thead>
<tbody>
<tr>
<td>Fl., Aug. 15, 1965</td>
<td>$18.00</td>
<td>$13.90</td>
<td>$19.70</td>
<td>$18.10</td>
<td>$21.30</td>
<td>$14.50</td>
</tr>
<tr>
<td>Fl., July 15, 1965</td>
<td>18.80</td>
<td>14.30</td>
<td>20.80</td>
<td>20.00</td>
<td>15.00</td>
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<td>18.20</td>
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<td>20.60</td>
<td>19.30</td>
<td>15.80</td>
<td>14.70</td>
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Official Florida Brucellosis Vaccinates (AITC) . . .

<table>
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<tr>
<th>Year</th>
<th>Beef Calves</th>
<th>Dairy Calves</th>
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<tbody>
<tr>
<td>1965</td>
<td>12,885</td>
<td>1932</td>
</tr>
<tr>
<td>1964</td>
<td>10,443</td>
<td>2338</td>
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</tbody>
</table>

The Florida Cattlemans
How MoorMan’s Minerals can pay off on grass and roughage

Cattle must have added minerals—the right kinds and in the right amounts—regardless of the kind of grass and roughage you have. They need minerals for good reproduction, milk flow and growth.

More and more cattlemen are finding the answer in MoorMan’s Minerals.

MoorMan’s Minerals are built to help your livestock operation pay off in improved results—because MoorMan Research has developed mineral supplements to fit various areas and to meet the needs of different kinds of livestock.

Here’s what an adequate mineral supply—with MoorMan’s Minerals—can do for your cattle:

1. Builds bones. Skeleton and teeth are mostly calcium and phosphorus. But smaller amounts of other minerals are needed, too. MoorMan’s Minerals supply all the base and trace elements cattle are known to need.

2. Aids reproduction. Minerals are essential for thrifty breeding condition, high conception rate and vigorous calves at birth.

MoorMan’s Minerals provide the complete, balanced mixtures breeding stock requires.

3. Promotes milk production. Milk supply falls off if cows are short-changed on minerals. A constant, free-choice supply of MoorMan’s Minerals helps keep milk flowing to calves.

4. Stimulates growth. Body tissues as well as bones require minerals. MoorMan’s Minerals can help you get strong calves that make fast growth.

Because both quality and quantity of each element are important in a mineral supplement, it takes a lot of scientific knowledge and manufacturing know-how to build products that meet the needs effectively and economically.

MoorMan’s—largest and oldest mineral-feed maker, with 80 years of experience—has that know-how.

That’s why a visit with your MoorMan Man can pay off for you. Next time he stops by, he’ll be glad to help you plan a mineral-feeding program to fit your cattle and your conditions.

want more weight on the scale?

It's up to you—not your herd!

Mate your cows to your choice of top proved sires, 8 breeds
   • All progeny proved!
   • All rated for economic traits!

With ABS, it's easy to pick your seed for progress... the right progeny tested bull to beef up your weaning weights with more built-in—bred-in growth and gain.

Beef men who've tried it report ABS weaning weights up as much as 50 pounds per head... with half-sisters for replacement that are tops on uniformity and mothering ability.

New heat synchronizers now on the market or on the horizon will help take the guesswork out of heat detection, make artificial insemination of beef cows more efficient than ever.

Fill out the coupon below to learn more about how you can put more weight on the scale, more dollars in your pocket, genetically. Better yet, see your ABS man today.

SCHOOL ROOM sessions were held recently at Feed Service Corporation's offices in Crete, Nebraska, for over 20 of the company's representatives during a five day instruction course in testing, animal nutrition, feeding, management, product knowledge and sales effort. Phil Anderson, president, shown on the rostrum, welcomed the group.

this coming year. The purpose will be to establish a scholarship fund for a deserving girl having shown an outstanding interest in Angus cattle.

Our auxiliary is growing some and we would like to see it grow more. We now have 35 paid members. We do appreciate what you have done in the past to help us get going, and hope you will help us continue to keep our image in front.

Marjorie Wells
President.

"Horsin' Around" Authors Need Questions and Topics

Gainesville

... We would definitely appreciate receiving from you suggested topics for future columns and questions sent in by the readers. This would prove quite helpful to us in writing future articles.

D. L. Wakeman
Assistant Professor

Mitchell Elected to Technical Industries Board of Directors

THE BOARD of directors of Technical Industries, Inc., of Fort Lauderdale, recently announced the election of Charles N. Mitchell to the board and his appointment as vice president. It was reported the addition was made to meet the expanding needs of the company and its customers.

It was pointed out that Mitchell has a wealth of experience in the dairy field and most recently was vice president, director and general manager of Jamesway Company, Ltd., of Preston, Ontario, Canada, a division of Rockwood Company of Chicago, Illinois. Prior to that time, he was vice president.

MITCHELL

The Florida Cattlemen
Your veterinarian can now protect you against losses from anaplasmosis with the new vaccine ANAPLAZ.

Effective, safe. Prevents death losses. Prevents reduced beef and milk production. Gives a full year’s protection against clinical anaplasmosis (proven under ranch conditions in widely separated geographic areas). It is important that cattle be vaccinated during a season when they are least exposed to the carrier insects that infect them.

Consult your veterinarian

ANAPLAZ is a prescription biological product. It is restricted by the U. S. Department of Agriculture to use by a licensed veterinarian.
“Our Agrico Program produced excellent clover pastures to carry our herd through winter”

says James W. Mitchell
Mitchell Bros. Ranch, Elfers, Fla.

“We must have top quality White Dutch Clover pastures for heavy Winter and Spring grazing.

“Last Fall, our Agrico Representative took soil tests in our clover pastures. A complete Agrico Fertilizer Program for our ranch was prepared from these tests.

“Following the recommendation, we applied Dolomite in early October and top dressed with the recommended Agrico Fertilizer. In March we top dressed again with Agrico and 18% normal superphosphate.

“We really produced a very heavy stand of fine clover that carried us through the difficult winter months. “Our system of water control, cattle management and our Agrico Fertilizer Program have provided us with pastures we need for efficient ranching,” concluded Mr. Mitchell.

Whatever your growing needs are, make Agrico your fertilizer consultant. Get an Agrico Fertilizer Management Program for your farm or ranch. It’s the profit way to farm. To get started, call your Agrico Dealer today.

GROVE AND PASTURE SPREADERS

CONIBEAR EQUIPMENT CO.
P. O. Box 376 7 Miles North on U. S. 98 Phone MU 6-5326 Lakeland, Florida

The Florida Cattleman
Announcing a New Drug

Bisophene

One Drenching: Removes Essentially 100% of both Liver Fluke and Deer Fluke
- Expels Stomach and Intestinal Worms*
- Does Both Jobs for Less than 30¢ a Head

Most Effective Combination Fluke And Worm Control Made. Bisophene contains a remarkable new drug, 2 2’ methylenebis(3,4,6 trichlorophenol) which kills essentially 100% of both adult liver fluke (Fasciola hepatica) and deer fluke (Fascioloides magna).

Bisophene also contains super-tine phenothiazine which expels up to twice as many roundworms as ordinary phenothiazine. *Expels Haemonchus (large stomach worm), Ostertagia (medium stomach worm), Trychostrongylus spp. (black scour worms, small intestinal worms), Oesophagostomum (nodular worm).

Does BOTH Jobs In One Dosing Operation. Bisophene Drench saves time and labor. Superior control of both fluke and roundworms in one operation produces immediate benefits in treated animals. Saves labor—saves cost.

Look For The Label—Be Sure You Use Bisophene. Don’t be misled; other products such as ordinary phenothiazine have the same green color as Bisophene. But only with Bisophene do you get the NEW flukicide, 2 2’ methylenebis (3,4,6 trichlorophenol).

Free descriptive literature available from your dealer or by writing:

William Cooper & Nephews, Inc.
1909 N. Clifton Ave. • Chicago, Ill. 60614
New purer form, small particle size, phenothiazine used in the exclusive PATENTED formula TENA-BOV kills worms and more kinds of worms. Clinical tests prove TENA-BOV is more efficient than ordinary drenches because proper formulation places more of a concentrated dose in the fourth stomach and intestinal tract. The difference in TENA-BOV and ordinary small particle drenches is the superior worm-killing results micronized PURIFIED phenothiazine accomplishes in cattle. Order Dr. Rogers' TENA-BOV and be sure of getting highest efficiency in worm control.
**USSC'S**

**Fortified Blackstrap Molasses**

**Your Most Economical Pasture Supplement**

In addition to a delivered cost to you significantly below its equivalent feed value when compared to other types of pasture supplements, it can be stored, handled and fed to cattle at considerably less cost than dry supplements when equipped along the following recommended lines.

**RECOMMENDED STORAGE**

A bulk storage tank, located alongside of a hard road, of not less than 4,000 gallon capacity (3/16" gauge x 64" diameter x 24' long, or 7' diameter x 14' long) mounted on pedestals or base seven (7) feet above ground level, and equipped with a six (6) inch diameter bottom outlet, shut-off valve, and discharge pipe, so as to permit good gravity flow into the tank-trailer used for distributing the molasses in the pasture.

**RECOMMENDED PASTURE DISTRIBUTION EQUIPMENT**

Either a 500 gallon tank mounted on a converted four-wheel drive Army surplus Jeep, or a 250 gallon tank mounted on a single axle trailer equipped with large airplane tires, and designed for towing by Jeep, truck or tractor. In either case, the bottom outlet and the discharge pipe should be 6 inches in diameter so as to permit good gravity flow into the field troughs. If a single axle trailer is used, then the tank should be set in an elevated cradle so as to permit gravity flow in the feed troughs.

**RECOMMENDED FIELD TROUGHS**

Second-hand flat-bottom enameled cast iron bath tubs. One 5-foot tub filled twice weekly, will supply approximately 80 adult animals the recommended level of about 4 lbs. per day. In pastures where more than 60 cows are being fed, then up to as many as 3 or 4 tubs can be coupled together by use of a 5/8" flexible cable and cable clamps. A cable loop should be provided at one end to facilitate recommended frequent movement of troughs to different pasture locations, by using a tow-line from the vehicle used to tow the field distribution tank.

If you are interested in additional information, please contact our Sales Department.

**UNITED STATES SUGAR CORPORATION**

Clewiston

Telephone: YUkon 2-1501

Florida
Concrete feed bunks are ideal for automated feeding. Feed bunks of concrete are permanent—can’t rust or rot. Feed more cattle with less space and labor. With ready-mixed concrete, construction is easy and fast.

On farms everywhere, versatile concrete brings new ideas and methods to increase efficiency, save time and money. Count on your local ready-mixed concrete producer to help you with your farm construction needs.

Write for free booklet on concrete feed bunks.

PORTLAND CEMENT ASSOCIATION
1612 East Colonial Drive, Orlando, Florida 32803
An organization to improve and extend the uses of concrete

Importance of Cyanamid Product is Stressed

The importance of Aureomycin Soluble Oblets for uterine use to fight infections in livestock is being emphasized by the manufacturer, American Cyanamid Company, Princeton, New Jersey, with the introduction of two recently developed packaged sizes of the product.

The Oblets are now available in new sizes, it was pointed out, in plastic bottles of 12 and 24 oblong tablets. The 500 mg. Oblets have proved highly effective for control of most of the common bacterial infections in cattle, sheep and swine.

Aureomycin Soluble Oblets can be used for both uterine and oral use. For prevention of infections in the uterus of cows, one Oblet should be inserted deep into the uterus after birth of the calf. Two should be used, if afterbirth mem-

Subscribe Now!

THIBENZOLE®
New, Lower Price!

Buy Direct and Save Even More!

M and M SUPPLY COMPANY of FLORIDA INC. Rt. 1, Box 255 Thonotosassa, Florida PHONE TAMPA 988-3154

BUILT FOR durability and ease of handling is the "Brute Chute" developed by the Bob Unruh Company of Dodge City, Kansas. An important feature of the chute, according to company officials, is its ability to hold animals without choking. It's designed for rugged, long term use in feedlots, veterinary clinics, and sales barns and is available in portable or stationary models.
Read how this totally new, safer wormer is making new profits for Southern cattlemen

New cattle profits are coming directly from the remarkably effective and lasting roundworm control delivered by new Thibenzone. In toe-to-toe comparisons with the wormer you're probably using now—on over a thousand pasture cattle—Thibenzone returned an average of $2.72 per head in extra gains! And, that's just half the story...

FACT: In tests on more than 1400 pasture cattle in states all across the South, cattlemen worming with new THIBENZOLE® realized—on the average—$2.72 more per head in added weight gains compared to old-fashioned wormers. (13.6 lb. extra, 20¢ selling price.)

Completely new effectiveness, safety

THIBENZOLE can deliver this startling extra performance because it's a completely different worming drug, unlike any other wormer ever on the market. For example, it not only controls economically important adult roundworms, but gets many immature worms, too. Result: worms' life cycle is cut, reinfection reduced. So, worm control usually lasts much longer.

And, THIBENZOLE has a previously unheard-of safety margin. No toxic side effects were seen in any of the trials. THIBENZOLE can be given even to heavily parasitized cattle, to young animals, and to pregnant animals. It won't cause “drug stress.”

THIBENZOLE won't set cattle back, won't slow growth or weight gains.

Most economical by far

For what it does, THIBENZOLE is the South's most economical wormer by far. Once you use it, you'll agree you can't afford a “cheaper” wormer.

Free, full-color 8-page brochure gives full details. Write Animal Health Products, Merck Chemical Division, Rahway, New Jersey.
I ONLY FLY THE BEST!!
That is why I go
AEROLINEAS CARRERAS
Transportes Aereos
(Specialists in Livestock)

- Double Size Cargo Doors
- Constellation C-46 Aircraft
- Low Rates
- Attendants

Serving Miami to
LIMA - SANTIAGO - BUENOS AIRES

CHARTER RATES ON REQUEST TO OTHER DESTINATIONS

NOW A Vitamin Mineral Concentrate
That FORTIFIES Horse Rations

EQUI-PEL Aids Health, Vigor, Vitality
Provides Essential Nutrients

Horses of all ages and types need daily supplementation of vitamins and minerals to support stamina, increase vitality, tone up appetite and digestive functions. Equi-Pel helps condition horses for racing, roping, working and pleasure riding.

Equi-Pel mixed into daily feed contains enough essential elements to supplement well-balanced rations. Dietary supplementation varies with horses ... brood mares especially need larger amounts of vitamins and minerals. Be sure your horses get essential nutrients daily. Strong, healthy horses have greater animation, stamina and built-in resistance to disease.

Equi-Pel is a highly palatable, pleasant tasting treat added to the feed or offered as a reward. It is pelleted for easy feeding and formulated to the highest quality standards.

TEXAS PHENOTHIAZINE COMPANY
P. O. BOX 2381 · TALLAHASSEE, FLORIDA

LATEST INNOVATION by International Harvester Company of Chicago, Illinois, is the recently developed McCormick International 200 Pitman Mower, which isolates vibration from the frame and tractor and puts extra liveliness into the cutter bar, spokesmen for the company reports.

branes are retained. For prevention of bacterial scours in calves, one oblet should be given by mouth one to three hours after birth, company officials said.

Feed Service Offers Folder On Feeding Swine

COMPLETE WITH illustrations describing free-choice feeding of trace elements and major mineral nutrients to hogs and pigs through the use of Catalyx® nutrient blocks and Catalyx granular minerals, a folder published by Feed Service Corporation, Crete, Nebraska, is now available from the company.

The brochure explains why swine need mineral nutrients that too often are lacking in grain and forage. It lists nutrient blocks and minerals available for hogs, and describes why separate, free-choice feeding of mineral elements is recommended.

Units for feeding the nutrient blocks and a "Hog Mineteria" for offering granular minerals are also contained in the folder.

Florida Companies Join Forces to Sell Ag Products

FAIRFIELD of Florida Agricultural Slag Corporation, a Florida cooperative of U. S. Steel, will sell finely pulverized agricultural slag through salesmen of Dixie Lime and Stone Company, Ocala, according to Wilmer G. McCutcheon, president of the Lake Alfred based operation.

He said sales would be confined to Florida at the present and will supplement the soil minerals of the cattle, citrus and farming industries in the state.

W. M. Palmer, Jr., vice president of Dixie Lime and Stone Company, said the sales contract was made to supplement mineral availability in conjunction with the use of agricultural lime now being sold by his company, "by using basic agricultural slag along with the liming products now being sold by Dixie Lime." Palmer added, "Producers of all

The Florida Cattleman
Either way, Terramycin Crumbles is the best shipping fever fighter you can use today.

Topdress one cup per feeder per day.
Or mix one 50-lb. bag with 300 lbs. of ration and feed 2 lbs. per head daily.

Either way, that one bag delivers 200 feeder-days of today's best shipping fever fighter.

Terramycin is quickly absorbed by the blood—delivers today's highest possible levels of broad-spectrum antibiotic right to the respiratory tract where the shipping fever is. And no other drug can fight more different kinds of germs...important in combating complex shipping fever.

And should scours hit, Terramycin Crumbles clears it up fast with broad-range, long-lasting effectiveness in the intestinal tract.

Too, Terramycin Crumbles supplies therapeutic levels of vitamins A and D to help feeders rebound from disease faster. You get 250,000 units of "A" and 25,000 units of "D" in every pound. That's 50% more than other crumbles...at no increase in price!

Lay in a supply now.

Science for the world's well-being®

With your purchase, save on this big toy Bull-oon
$5.00 value...just $2.50

with the "50% Richer" statement off the bag and the coupon at right.

He's 40" long...tough inflatable plastic...a lovable friend for your little cowpokes.
Send for Pfizer's toy Bull-oon now at this money-saving price.

SEND ME PFIZER'S BULL-OWN FOR JUST $2.50!

Send this coupon, along with $2.50* and the "50% richer" statement from the front of a Terramycin A/D Crumbles bag to:
Pfizer Bull-oon, Box 41801, Clinton, Iowa

NAME
ADDRESS
TOWN
STATE

*Make check or money order payable to Pfizer Bull-oon. Offer expires April 30, 1966. Void where prohibited or restricted by law.
From soil test to harvest... FLORIDA'S BEST SOURCE OF SOIL FERTILITY

AND YOUR BEST SOURCE OF SERVICE.
From testing at our soils lab to prompt delivery to your farm, Davison has the quality products you want and service that makes them pay off. With Davco 3-G Granulated Fertilizers, Wonder Gro, Naco and Orange Belt Brand fertilizers... the Davison man can help you grow more and earn more from the same acres.

In addition to quality fertilizers, Davison formulates and packages a complete line of pesticides.

Davison maintains a technical staff to assist you with special farming, growing or ranching problems. Call Ft. Pierce at 461-7020 or Tampa at 248-3101.
agricultural products now depending upon Florida's sandy soil will be able to insure production at low cost and we will be glad to work out a sound and economical program for the state's producers."

He pointed out that the use of agricultural slag and lime will help prevent leaching and that the iron and other mineral content of the slag will be an important factor in making the state's agricultural areas more productive, since iron is lacking in most Florida soils.

McCutcheon said the Florida operation now produces about 1500 tons a month of agricultural slag, and plans are being made to double this production.

Youngsters to Get Large 'Bull-oon' In Pfizer Campaign

YOUNGSTERS IN farm families will receive a "Bull-oon," 40 inches long, from the agricultural division of Chas. Pfizer & Company, Inc., of New York, New York, as a premium in the company's fall campaign for Terramycin A/D Fortified Crumbles.

The premium, an inflatable likeness of a beef bull, may be obtained by sending in $2.50 (half the retail price), a coupon from the Pfizer display or advertisement, and the phrase "50% richer" from the front of a bag of Terramycin Crumbles. The product and "Bull-oon" display with coupons will be in participating dealers' stores this fall.

Fertilizer Pumps Marketed

A FERTILIZER pump equipped with a special seal which is highly resistant to a wide variety of liquid fertilizer and insecticide preparations has recently been introduced by Universal Motor Company Division of J. M. Nash Company, Oshkosh, Wisconsin.

According to spokesmen, the model is highly portable with a capacity of 7200 gallons per hour with either 1½ inch or two inch suction and discharge outlets. Users may choose Briggs & Stratton, Clinton or Lauson power plants equipped with recoil starters. Tests disclosed no measurable seal deterioration.

FARM YOUNGSTERS can get this large inflatable toy "Bull-oon" by sending $2.50 along with additional material from a Terramycin Crumbles bag to Chas. Pfizer & Company, Inc., in New York. (See story herewith.)
EVER THINK ABOUT THE HIGH COST OF HOME-MADE GATES?

in lumber, labor, frequent repairs and replacements, hunting for stray cattle?

FAMOUS GREEN GATES

Eliminate all unnecessary expense, end your gate problems.

Famous Green Gates are made of reconditioned, sturdy 1 1/2" O.D. tubular steel, with welded joints. They are rugged, light, easy to install, almost indestructible.

TRY THEM ONCE BUY THEM ALWAYS

Many of our customers are so pleased with Green Gates - they (and their friends) buy them again - and again - and again.

ORDER NOW—AND SAVE!

Prices FOB Leesburg, Florida

-10'x4'3"  $16.90  -10'x3'3"  $15.40
-12'x4'3"  18.75  -12'x3'3"  17.25
-14'x4'3"  20.10  -14'x3'3"  18.60
-16'x4'3"  21.45  -16'x3'3"  19.95
Also custom gates and dog pens.
5% discount 10 or more one order

SILVER LAKE ESTATES
Rt. 2, Box 153, Ph: 787-4165
Leesburg, Florida

NOW IT'S HISTORY

1940: Meat Ad Campaign Starts

The American Meat Institute, Chicago, Illinois, started a national meat advertising campaign and a full page ad in The Cattlemen gave tribute to the American livestockman as helping to build America with meat as an important part of the daily diet. Editorial comment pointed up winter feeding as an important factor for the range herd in Florida.

1945: Cattleman Marks Tenth Year

The October issue marked the tenth year of publication of The Cattlemen in serving the livestock industry of Florida. Florida farmers were warned that lantana could cause serious illness or death to animals that eat it. The first large-scale test of DDT was completed in Orange County when about 14,000 head of beef and dairy stock were sprayed and an additional 1000 were dipped.

1950: Top Price Seen At Angus Sale

The third Angus calf sale held at Gainesville saw a group of three heifers top the sale at $49.00 per hundredweight with 398 head averaging $31.54. A total of 13 cattle shows were on the slate for the 1950-51 season. George E. Dryden, president of the Florida Swine Breeders' Association, pointed out that swine men must keep informed on management problems.

1955: Prices Up At Feeder Sales

Figures from several feeder calf sales held over the state showed that prices were approximately $1.00 per hundred more than the previous year. Over 350 Florida cattlemen agreed to have 10 cents deducted per head from all their sales in the final organization of the Florida Beef Council, established for the purpose of promoting beef in the state. Lovette Jackson of Gainesville, president of the Florida Hereford Association, pointed out that 50 top purebred Horned and Polled bulls would be featured in the association's annual sale at Webster.

FAR REMOVED from today's mechanized age was this scene taken in the backwoods near Citra in the year 1886. Animals were put to many uses in those days, as can be seen here in this picture sent in by George Henry Turner of Ocala. The farmers and working hands were not identified in the photo. The Cattleman solicits old photos for this space and will pay $2 for each accepted, returning the picture undamaged.

The Florida Cattlemen
Who ever heard of a Florida grower buying anything without asking “How much?”

We did. In fact, over half the stuff we sold last year was shipped that way. The customer didn’t know the price until later.

How come? Are they so rich money bores them? Nope! Actually they know what happens to every cent better than customers who haggle over a few pennies.

In fact, they probably could have bought plant food and pesticides cheaper, elsewhere — and they know it. So how does Swift sell ’em year after year?

Have we got something on ’em?

A man is a Florida graduate — fully qualified to take a whopping load off your back with fertilizer and cultivation recommendations or bug counts or spray recommendations. How he’ll even, if you want, arrange a caretaker service and bulldog it into doing a great job.

All this and much, much more.

When we’re through, you’ll either be impressed or you’ll say, “Uh, huh” — depending on how convincing our man was. Then you’ll try us or you won’t.

Well, if you do, we’ve got it made—and so have you. After you count your profits for the year, we’ll be friends for a long, long time.

Then you’ll be the one that’s saying “I get something from Swift I can’t get anywhere else.” And we’ll be the one saying, “Uh, huh.”

So this year, why don’t we start at the beginning. Call the nearest Swift man below and see.

L. J. Bates
1991-13th St., N. W.
Winter Haven, Florida
Phone 293-3317

H. L. Johnson
P. O. Box 1097
Bartow, Florida
Phone 533-6182

P. M. Schaill
219 N. Pine Street
Fort Meade, Florida
Phone Atwater 4-4151

F. T. Ustler
214-A East Yale
Orlando, Florida
Phone 423-7966

Wayne Jernigan
P. O. Box 1072
Wauchula, Florida
Phone Prospect 3-4814

Ed English
Rte. 4, Alva, Florida
Phone Ft. Myers
Oxford 4-2613

O. E. Norris
P. O. Box 731
Ruskin, Florida
Phone Tampa 645-1293

C. E. Smoak
P. O. Box 333
Clermont, Florida
Phone 394-4277

E. L. Wood
3653 N. W. 13th Avenue
Gainesville, Florida
Phone 372-8959

Henry C. Yates
Route 1, Box 196
Babson Park, Florida
Phone Lake Wales 3-8025

M. J. Kolb
22 W. Lake Ida Road
Delray Beach, Florida
Phone 276-9834

J. A. Condra
514 Heron Drive
Delray Beach, Florida
Phone 278-3970
Sales Figures Given by Breed

FIGURES on the Florida Cattlemen’s Association sponsored third graded feeder calf sale at Gainesville on August 6, 1965, as compiled by G. N. Rhodes of the Florida State Marketing Bureau, Jacksonville, are presented below.

<table>
<thead>
<tr>
<th>Breed</th>
<th>No. Head</th>
<th>Total No. in Sale</th>
<th>Ave. Weight</th>
<th>Cwt. Price</th>
<th>Head Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Angus</td>
<td>293</td>
<td>45.2</td>
<td>434</td>
<td>$23.44</td>
<td>$101.82</td>
</tr>
<tr>
<td>Brahma</td>
<td>117</td>
<td>18.0</td>
<td>452</td>
<td>21.90</td>
<td>99.03</td>
</tr>
<tr>
<td>Black Whiteface</td>
<td>22</td>
<td>2.0</td>
<td>443</td>
<td>22.10</td>
<td>98.83</td>
</tr>
<tr>
<td>Angus x Hereford (Brahma x Angus x Hereford)</td>
<td>82</td>
<td>12.7</td>
<td>435</td>
<td>22.71</td>
<td>98.83</td>
</tr>
<tr>
<td>Hereford</td>
<td>57</td>
<td>8.8</td>
<td>432</td>
<td>23.13</td>
<td>95.34</td>
</tr>
<tr>
<td>Braford</td>
<td>99</td>
<td>15.3</td>
<td>483</td>
<td>22.02</td>
<td>106.28</td>
</tr>
<tr>
<td><strong>Total and average</strong></td>
<td><strong>648</strong></td>
<td><strong>100.0</strong></td>
<td><strong>443</strong></td>
<td><strong>22.00</strong></td>
<td><strong>101.05</strong></td>
</tr>
</tbody>
</table>

**St. Cloud**: Coral Farms, Florahome; Mid-State Packers, Bartow.

Other sale consignors were:

- J. B. McLeod, Jr., Orlando; H. E. Chitwood, Kissimmee; Dallas Dent, Sanford; Kirby Smith Groves, Orlando; Live Oak Ranch, Altona; Wm. Chandler Estate, Orlando; and Hudson & Syms, Maitland.

The third annual tour sale, sponsored by the Highlands County Cattlemen’s Association showed good averages for the heavy steers consigned. There were no calves in the sale and the steers numbering 389 averaged 950 pounds. Group averages ranged around $22.50, with one group of 44 steers bringing $22.70, and another group of 48 also brought $22.70.

Three top volume buyers were Jones-Chambliiss, Jacksonville, with 149 head; Circle Dot Ranch, Tampa, 109; and H. S. Camp, Ocala, 48.

Consignors to the tour sale were: R. J. Hargrove, Venus; Hardy Driggers, Lakeland; Carl McIntyre, Sebring; and Marvin Kahn, Sebring.

**Manatee Ass’n**

The feeder sale sponsored this year by the Manatee County Cattlemen’s Association at the Cattlemen’s Livestock Market, Tampa, on August 26, was up in volume and price over last year’s event. It was reported that quality also was better this year.

Total head in the sale was 522 head weighing 233,290 pounds, bringing a gross of $48,419.90. The average price per hundredweight was $20.76 at an average price per head of $92.76. Last year’s sale saw 481 head averaging 463 pounds and $18.20 per hundredweight with a gross sale figure of $40,433.34.

Brooked down in categories, the average weight of steer calves was 422 pounds bringing an average price per hundredweight of $22.17; heifer calves averaged 438 pounds at $19.57 per hundredweight; and steers averaged 596 pounds and $21.00 per hundredweight. Average price per head for steer calves was $93.48; heifer calves $85.75; and steers $125.68.

Consignor of the top selling steer was Carl Lintner of Palmetto with his animal going to Roberts Wholesale meats, Manatee, for $3.25 per pound for the 365 pound steer. T. J. Carver of Ellenton sold the top heifer going to W. O. Carey, Brandon, in a group of nine at $19.95 per hundredweight.

The largest buyer at the Manatee sale was Southern Livestock, Inc., Lakeland, with an outlay of $9,995.26 for 140 head for an average price per head of $71.11. Next high buyer was Howard F. Hall of Lima, Ohio, with 82 head, followed by Swift & Company, Ocala, with 64 head.

The three top sellers were: Carter with 120 head; Quarter Circle A Ranch, Parrish, 106 head; and Glen Lucas, Tampa, 60 head.

Other buyers at the sale were:

- T. L. Brown, Parrish; Circle Dot Ranch, Tampa; Hickory Hill Packers, Tampa; William J. Hooper, Bradenton; Kuder Citrus, Lake Alfred; G-B Cattle Company, Tampa; T. R. Pitts, Ruskin; Harvey Ryals, Tampa.

Other sellers at Manatee’s sale were:

- Harrie Farms, Palmetto; Clyde Yancey, Myakka City; Archie Powell, Bradenton; M. P. Tindall, Palmetto; Jim Brandon, Palmetto; John Stanaland, Lithia; W. L. Cone Estate, Bradenton; Tom Chairs & Son Bradenton; E. L. Rea, Pinellas Park; Bill Hooper, Bradenton; Forest Waters, Wauchula; and Keystone Ranch, Palmetto.

**Columbia Market**

For the second straight year, hurricane alert weather played a hand in reducing sales action at the feeder calf sale August 27 at the Columbia Livestock Market, Lake City, according to Manager Terry McDavid.

Several buyers from out of Florida were on hand, however, with the majority of the cattle leaving the state. Considering the numbers, the sale was reportedly successful and 101 head of 14 head of feeders consigned by P. A. Browning of Lake City, were purchased by Fairfield Farms, Lake City, for $26.25 per hundredweight.

Largest buyer at the sale was Gordon Young, Laredo, Texas. Other buyers were Swift & Company, Ocala; A. E. Haston, Lake City; V. E. Whitehurst & Son, Williston; Bob Hacker, Valdosta, Georgia; T. J. Cashman, Oswatonna, Minnesota; and Fairfield Farms, Lake City.

**Highlands Mkt. Sale**

The Highlands County Cattlemen’s Association held the third annual tour sale, sponsored by the Highlands County Cattlemen’s Association at Monticello sold 728 out of 866 head to out-of-state purchasers.

Quality was stressed at a number of the sales and price variations were noted at sales where quality was controlled and where it was not. Some sales were held along with regular sales and complete information was not available on all sales held.

Figures presented here were obtained with the help of market and sale managers where sales were conducted and completeness varies.

**Mid-Florida...**

The Mid-Florida Feeder Calf Sale held at the Mid-Florida Livestock Market, Orlando, on August 20, saw 881 head sell.

Average price paid was $21.48 for feeders averaging 488 pounds at a per head average of $104.96.

The top buyer was V. E. Whitehurst & Son, Williston, with purchases of 169 head for $21,272.26. Swift & Company, Ocala was next big buyer with 155 head paying $19,851.61, followed by Terry Cattle Company, Orlando, paying $18,341.24 for 206 head.

Top three sellers were Gilbert Tucker, Cocoa, 114 head; Wight Brothers, Sanford, 70 head; and Norris Cattle Company, 61 head.

Other buyers at Orlando were:

- Southern Livestock Company, Lakeland; H. E. Wolfe, St. Augustine; Jones-Chambliiss, Jacksonville; Bill Barber, Kissimmee; Luther Brackeen, go, for $3.25 per pound for the 365 pound steer. T. J. Carver of Ellenton sold the top heifer going to W. O. Carey, Brandon, in a group of nine at $19.95 per hundredweight.

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INTERESTED spectators at the Florida Angus Association's feeder calf sale in Gainesville were, from left: L. H. Thompson, owner of the Gainesville Livestock Market, sale site; and B. J. Johnson of Atlanta, Georgia, research and promotion manager with the Certified Livestock Markets Association, Kansas City, Missouri.

The Hardee Livestock Market sale was held at the Hardee Livestock Market, August 30, with an offering of 649 head. The cattle had an average weight of 495 pounds with an average of $21.54 per hundredweight. This came to an average price per head of $106.54. The tally in gross dollars was $69,142.84.

Topping the list of buyers at the Highlands sale were: Magnolia Ranch, Orlando, buying 173 head for $15,945.13; Coral Farms, Florahome, $13,463.67 for 117 head; and A. Braddock, Ona, with $8,354.23 for 83 feeders.

Other buyers were: Marvin Kahn, Sebring; Jones-Chambliss, Jacksonville; Mid-State Packers, Bartow; Guy Carlton, Wauchula; J. L. Knight, Wauchula; Southern Livestock, Inc., Lakeland; Leroy Fortner; S. Y. Hartt & Sons, Avon Park; and H. G. Darroh, Sebring.

The three top consignors were: H. Boney, Sebring, 187 head; Long Bay Ranch, Avon Park, 104 head; and Bob Oxer, Venus, 42 head.

There were approximately 30 consignors of cattle to the Highlands sale.

Jefferson Ass'n...

The first feeder calf sale sponsored by the Jefferson County Cattlemen's Association held September 1 at the Monticello Livestock Market, Monticello, had a total of 866 head selling. Of these, 730 sold in groups, not graded, with mixed steers and heifers selling for an average per hundredweight of $20.07.

The average weight on the 730 head was 407 pounds with 457 steers averaging 415 pounds and averaging $21.10 per hundredweight, and 273 heifers averaging 385 pounds and $18.18 per hundredweight.

A total of 136 head sold in singles weighing 55,345 pounds and coming to an average per hundredweight of $18.89. The total gross of the sale was $70,087.42. Significantly, 728 head of the 866 total went to out-of-state buyers.

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The Florida Cattleman

AUCTIONEER Harold McCullers checks with sales clerk before starting the bidding at the feeder calf sale held in Gainesville under the sponsorship of the Florida Angus Association.

"The 18th annual feeder calf sale sponsored by the Florida Angus Association was held at the Gainesville Livestock Market, September 3, with a total of 2079 head selling. At an average weight of 373 pounds, the per head weight average was $22.03 or $82.29 per head.

Of this total, 1203 steers averaged $23.72 per head, and 876 heifers averaged $19.47 per head. The sale gross was $171,083.68.

Topping the list of buyers was Tucker & Sons, Bernie, Louisiana, buying 729 head for $54,982.00, followed by Gordon Young, Laredo, Texas, with 401 head and an overlay of $34,670.00. Third high buyer was V. E. Whitehurst & Son, Williston, with purchases amounting to $17,204.24. The high selling individual was sold by Zetrouer Stock Farm, Micanopy for $33.00 per head.

Other buyers at the sale were:

Luther Brackeen, Montgomery, Alabama; Zetrouer Stock Farm, Micanopy; A. C. Griffin, Callahan; Bob Hacker, Valdosta; A. E. Haston, Lake City; Vassie E. Jones, Jr., Bell; J. L. Kite, Starke; Manuel Lopez, Tampa; Gene Melvin, Brooksville; Ben McLaughlin, Fairfield; S. E. Peterson, Dunnellon; E. M. Provost, Starke; M. Read, Trenton; Mrs. Jesse Rich, Starke; Swift & Company, Ocala; Hubert Van zant, Hilliard; Williston FFA; Williston, Wolfe Ranch, St. Augustine; and C. H. Youngblood, Williston.

Other consignors were:

A. F. Springer of Thomasville, Georgia. Larson Hendley of Monticello had eight Angus x Charolais heifers averaging 574 pounds, bringing $20.00 per head.

Some of the sale highlights included a group of 18 Angus steers consigned by Bailey Brixton of Monticello, which averaged 440 pounds and had a per hundredweight average of $24.10. Also, three Angus steers averaging 402 pounds brought a $25.00 per hundredweight average.

These were consigned by A. F. Springer of Thomasville, Georgia. Larson Hendley of Monticello had eight Angus x Charolais heifers averaging 574 pounds, bringing $20.00 per head, and a group of 16 Hereford steers averaging 476 pounds brought $24.00 per hundredweight to Joe Hughes of Monticello, the consignor. Also, 10 Hereford calves averaging 229 pounds brought a per hundredweight average of $25.20 to A. F. Rich of Tallahassee.

The three top consignors were Rich with 78 head; Weluane Plantation, Tallahassee, 73 head; and W. B. Conerly, Tallahassee, 67 head.

Other buyers at the sale were:

Kenneth Muny & Company, Montgomery, Alabama; J. E. Hylton, Jacksonville, Florida; Marshall, Moultrie, Georgia; T. B. McDowell, Slacum, Alabama; Sam Peterson, Dunnellon; and Swift & Company, Moultrie, Georgia.

Florida Angus

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The three top consignors were:

B. J. Alderman, Grandin; H. E. McNeil, Elkton, West Virginia; and Bill Batey, Archer.

Other buyers at the sale were:

Luther Brackeen, Montgomery, Alabama; Bradford Stockyard, Bradford; J. D. Beach, St. Augustine; E. E. Hasty, Lake City; J. L. Mathews, Alachua; M & M Farms, Trenton; Larry Studstill, Trenton; Swift & Company, Ocala; Dan Tucker, Gainesville; Wolfe Ranch, St. Augustine; and Gordon Young, Laredo, Texas.

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Some of the sale highlights included a group of 18 Angus steers consigned by Bailey Brixton of Monticello, which averaged 440 pounds and had a per hundredweight average of $24.10. Also, three Angus steers averaging 402 pounds brought a $25.00 per hundredweight average.

These were consigned by A. F. Springer of Thomasville, Georgia. Larson Hendley of Monticello had eight Angus x Charolais heifers averaging 574 pounds, bringing $20.00 per head, and a group of 16 Hereford steers averaging 476 pounds brought $24.00 per hundredweight to Joe Hughes of Monticello, the consignor. Also, 10 Hereford calves averaging 229 pounds brought a per hundredweight average of $25.20 to A. F. Rich of Tallahassee.

The three top consignors were Rich with 78 head; Weluane Plantation, Tallahassee, 73 head; and W. B. Conerly, Tallahassee, 67 head.

Other buyers at the sale were:

Kenneth Muny & Company, Montgomery, Alabama; J. E. Hylton, Jacksonville, Florida; Marshall, Moultrie, Georgia; T. B. McDowell, Slacum, Alabama; Sam Peterson, Dunnellon; and Swift & Company, Moultrie, Georgia.

Florida Angus

The 18th annual feeder calf sale sponsored by the Florida Angus Association was held at the Gainesville Livestock Market, September 3, with a total of 2079 head selling. At an average weight of 373 pounds, the per head weight average was $22.03 or $82.29 per head.

Of this total, 1203 steers averaged $23.72 or $92.27 per head with an average weight of 388 pounds. 876 heifers averaged $19.47 or $68.58 per head, with an average weight of 352 pounds. The sale gross was $171,083.68.

Topping the list of buyers was Tucker & Sons, Bernie, Louisiana, buying 729 head for $54,982.00, followed by Gordon Young, Laredo, Texas, with 401 head and an overlay of $34,670.00. Third high buyer was V. E. Whitehurst & Son, Williston, with purchases amounting to $17,204.24. The high selling individual was sold by Zetrouer Stock Farm, Micanopy for $33.00 per head. George A. Martin, Gainesville, had the second high selling steer at $32.50.

The three top consignors were:

B. J. Alderman, Grandin; H. E. McNeil, Elkton, West Virginia; and Bill Batey, Archer.

Other buyers at the sale were:

Luther Brackeen, Montgomery, Alabama; Bradford Stockyard, Bradford; J. D. Beach, St. Augustine; E. E. Hasty, Lake City; J. L. Mathews, Alachua; M & M Farms, Trenton; Larry Studstill, Trenton; Swift & Company, Ocala; Dan Tucker, Gainesville; Wolfe Ranch, St. Augustine; and Gordon Young, Laredo, Texas.

Other consignors were:

B. J. Alderman, Grandin; Bobby Bryan, Jacksonville; J. E. Hylton, Jacksonville, Florida; Zetrouer Stock Farm, Micanopy; A. C. Griffin, Callahan; Bob Hacker, Valdosta; A. E. Haston, Lake City; Vassie E. Jones, Jr., Bell; J. L. Kite, Starke; Manuel Lopez, Tampa; Gene Melvin, Brooksville; Ben McLaughlin, Fairfield; S. E. Peterson, Dunnellon; E. M. Provost, Starke; M. Read, Trenton; Mrs. Jesse Rich, Starke; Swift & Company, Ocala; Hubert Van zant, Hilliard; Williston FFA; Williston, Wolfe Ranch, St. Augustine; and C. H. Youngblood, Williston.

Other consignors were:

A. F. Springer of Thomasville, Georgia. Larson Hendley of Monticello had eight Angus x Charolais heifers averaging 574 pounds, bringing $20.00 per head.

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Florida Angus

Florida Angus...
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Including These Breeds:
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Polled Hereford    Brahman
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ALL FLORIDA BREEDERS’ PAVILION
WEBSTER, FLA.
A real sale offering of the right kind of bulls that are in demand by progressive cattlemen!
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Recommended Where Insect Resistance Has Become a Problem

Stop insect pests and external parasites that steal profits from your livestock by spraying with Dr. Rogers’ MAL-PHENE. Contains highly effective Malathion and Toxaphene. Excellent residual effect helps control horn flies, sheep lice, lice and ticks. Use Dr. Rogers’ MAL-PHENE to spray your cattle, sheep, and goats.
CONVENTION!

ST. AUGUSTINE . OCTOBER 13-15
Special Section of The Florida
CATTLEMAN
and Livestock Journal for October, 1965
The Florida Angus Association...

Is Happy To Be Of Service By
Helping In The Sponsorship
Of the Ladies’ Luncheon
On Thursday, October 14
In St. Augustine During The
1965 Annual Convention Of The
Florida Cattlemen’s Association

We’d like to take this opportunity to invite all cattlemen to attend our Annual Florida Angus Bull Sale at Bartow on January 7, 1966, our First Gasparilla Angus Sale at Tampa on February 11, 1966, and our Annual Florida Angus Jubilee Sale at Ocala on April 23, 1966. All of these sales will feature quality Angus cattle consigned by Florida Angus breeders.

WE INVITE YOU TO CALL ON US IF WE CAN BE OF SERVICE

Black Bulls Boost Beef Profits!

FLORIDA ANGUS ASSOCIATION, INC.

B. Edmund David, President, 410 Verona Street, Kissimmee, Florida
St. Johns Group Is 30 Years Old

One of the oldest in the state, the St. Johns County Livestock Association was organized on July 24, 1935, during a meeting held at the Elkton Community Club at Elkton.

Serving as officers of the organization for the first term were: J. W. Beach, president; H. W. Grimes, vice president; and C. W. Kercheval, secretary-treasurer. Initial directors were: Clyde P. Smith, V. O. Brough, Emanuel Carter, S. A. Snyder, Willie Mickler, M. H. Bishop, George Pacetti, C. E. Colee, and E. A. Simmons.

The county group has remained active through the years with a number of projects to its credit. Foremost is the annual Cracker Day celebration with races, clover leaf barrel races, cutting and other events for adults and children alike. Featured also is a complete barbecue prepared by association members, a highlight of the Cracker Day event.

Present officers include: Louis Gilbreath, president; Allen Nease, vice president; Paul L. Dinkins, secretary; S. B. Lockhart, state director, George M. Beach, alternate state director. Local board of director members are: Leo Kight, S. A. Snyder, and R. M. Williams, Jr.

The work accomplished by the St. Johns organization since its inception has been in consonance with the historical background the area is noted for in the nation's cattle industry. It was in 1565 that Spanish sailing vessels brought the first cattle to what is now St. Johns County. Years later, when the descendants of the original herds were hoisted into the holds of trading vessels bound for Cuba, the area became known as the "cradle of the beef industry" in the U.S.

Historical records reveal that these first cattle were used to supply meat and milk for the early settlers in this country and later were turned on the open range as the frontier was pushed westward.

Chief Osceola of the Seminole tribe, possessed large herds of cattle in St. Johns County and made regular trips to the area for round-ups. The pages of cattle history in the county are filled with the names of Sanchez, Rogero, Weedman, Masters, Micklers and others, whose ancestors were among the first cattle owners in the area, with some of the names still recognized in the industry at present.

Purebred bulls were first brought into the county in 1929, the record shows, and over the years, some, sizable purebred and commercial herds have boosted the economy of the county's agriculture enterprises.

Wolfe Ranch

H. E. WOLFE, Owner

Ranch Located Midway Between Green Cove Springs and St. Augustine On Highway 16

ST. AUGUSTINE FLORIDA

Welcome Florida Cattlemen From Shippers Precooling Service

HASTINGS, FLORIDA

Compliments of Miles Potato Corporation

Growers and Shippers of Potatoes and Cabbage

HASTINGS, FLORIDA

For October, 1965

27B
Your hosts, the members of the St. Johns County Livestock Association, will be looking forward to seeing you October 13-15!

Louis Gilbreath, president; Allen Nease, vice president; Paul L. Dinkins, secretary; S. B. Lockhart, state director; George M. Beach, alternate state director; Leo Kight, director; S. A. Snyder, director; R. M. Williams, Jr., director.

We want you to come! This is the time of the Quadricentennial observance in St. Augustine, the oldest city in the United States, and we have a wonderful program arranged for this annual convention of our Florida cattlemen. Will YOU be here?
CONVENTION PROGRAM

Florida Cattlemen's Association
Hotel Ponce de Leon, St. Augustine

WEDNESDAY, OCTOBER 13
8:00 a.m.—Registration ......................... Lobby, Hotel Ponce de Leon
9:00 a.m.—Florida Cattlemen's Ass'n Committee Meetings* .... Ponce de Leon
9:30 a.m.—Animal Industry Technical Committee Meeting .... Ponce de Leon
12:00 noon—Breed Ass'n Pres.-FCA Exec. Comm. Luncheon .......... Ponce de Leon
   (Courtesy of Florida Nitrogen Company)
1:00 p.m.—Florida CowBelles Ass'n Committee Meetings* .... Ponce de Leon
2:00 p.m.—Florida Cattlemen's Ass'n Directors ............. Ponce de Leon
   Invocation: Rev. T. Newton Wise, First Methodist Church.
2:00 p.m.—Florida CowBelles Business Session ............. Ponce de Leon
6:00 p.m.—Reception and Sea Food Cookout ................... DESC'O Boat Yard
   ( Courtesy of John Salvador, Chm. of the Bd., SE Fisheries Ass'n; John Versaggi, Versaggi Shrimp Co. & L. C. Ringhaver, Diesel Sales Co., Inc.)

THURSDAY, OCTOBER 14
7:30 a.m.—Local Presidents' Sec'y's & Directors' Breakfast .......... Ponce de Leon
   (Courtesy Cutler Laboratories)
7:30 a.m.—Florida CowBelles Breakfast ..................... Monson Motor Lodge
   (Courtesy of Jo-Su-Li Farms, Colquitt, Georgia)
8:00 a.m.—Registration ......................... Ponce de Leon
9:00 a.m.—General Business Session ...................... Ponce de Leon
   Call to Order: President W. D. Roberts.
   Invocation: Rev. Paul D. Carmichael, Ancient City Baptist Church.
   Welcome: John Bailey, Mayor, St. Augustine.
   Response: First Vice President Latimer H. Turner.
   Introduction of Guests: Vice President R. D. Bennett.
   Roll Call: Executive Vice President Art Higbie.
9:30 a.m.—Panel: "Buying and Selling Beef Profitably," Dr. T. J. Cunha, Moderator.
   Panel members: William F. Snead, Jr. (Buying for Retail); Erwin Bryan (Selling to Large Retailers); Ed Morgan (Selling to Small Retailers); Ed Isaacs (Buying for Fabrication); Gay H. Welborn (Buying for Institutions); Dr. R. B. Sleeth (Supplying to Hotels, etc.); David K. Hallett (State and Federal Buying)
   Question and Answer Period.
11:35 a.m.—Presentation of Honorary Director Awards.
   Special Awards and Announcements.
11:50 a.m.—Special Committee Reports.
12:30 p.m.—Ladies' Luncheon & Hispanic Costume Festival .... Ponce de Leon Motel
   (Courtesy of Florida Ass'n of Livestock Markets, Florida Angus Ass'n)
2:00 p.m.—Breed Association Directors' Meetings* ............. Ponce de Leon
2:00 p.m.—Enjoyment of Attractions in Nation's Oldest City.
5:30 p.m.—Hospitality Hour ....................... Ponce de Leon
   (Courtesy Dolomite Products Division of Dixie Lime and Stone Co.)
7:30 p.m.—Banquet and Dance ...................... Ponce de Leon
   Invocation: Rev. Stanley Bullock, Trinity Episcopal Church.
   (Courtesy of Florida Power & Light Co.—Southern Bell Telephone & Telegraph Co.)

FRIDAY, OCTOBER 15
9:00 a.m.—General Business Session ...................... Ponce de Leon
   Call to Order: President W. D. Roberts.
   Invocation: Father Anton Dechring, St. Augustine.
   Special Reports.
9:30 a.m.—Presentation of National and Florida CowBelle Officers and Award Winner Barbara Greene.
10:30 a.m.—"Review of Florida's Agricultural Tax Problems," First Vice President Latimer H. Turner.
10:50 a.m.—"History of Fla.'s Cattle Industry," Comm. of Agric. Doyle Conner.
11:30 a.m.—Report of Resolutions Committee.
   Report of Nominating Committee, Election of Officers.
12:00 noon—Adjournment.
12:15 p.m.—Meeting, Board of Directors,
   Free Orange Juice Will Be Served During the Convention.
   *Meeting sites will be posted in Hotel Ponce de Leon lobby.
A full program of association business and active social events will be featured at the 1965 Annual Convention of The Florida Cattlemen's Association October 13-15 at St. Augustine.

General convention chairman Louis Gilbreath, president of the host St. Johns County Livestock Association, urges all cattlemen to attend the event. “We have aimed all of our plans towards making sure that the convention will be a success and will be an enjoyable event for everyone,” he pointed out.

Convention headquarters will be the historic and picturesque Ponce de Leon Hotel, located in downtown St. Augustine. Incidentally, this year has a particular significance to the city of St. Augustine. The “Nation’s Oldest City” has scheduled various events during the year to celebrate its Quadricentennial anniversary. Founded in 1565, the city is 400 years old!

Gilbreath said St. John’s “chief greeter” at the convention will be S. A. Snyder, an honorary FCA director and one of the original organizers of the association.

If you haven’t made your reservations as yet you should do so just as soon as possible. Write John Yates, Manager, Hotel Ponce de Leon, St. Augustine.

Following is a summary of the schedule of events for each day.

**Wednesday...**

Registration for the convention will commence at 8:00 a.m. in the lobby of the Ponce de Leon, while at 9:00 a.m. FCA committee meetings will begin. Committee meeting locations will be posted in the lobby.

The Animal Industry Technical Committee has scheduled a regular meeting at 9:30 a.m. In the only scheduled event at noon, purebred beef breed association presidents and secretaries will dine with the FCA executive committee. The luncheon will be sponsored by Florida Nitrogen Company.

The ladies’ activities will begin after lunch with committee meetings of the Florida CowBelles Association starting at 1:00 p.m.

FCA President W. D. Roberts has called for the board of directors to meet at 2:00 p.m. while the Florida CowBelles general business session will take place at the same time. Both meetings will be held in the Ponce de Leon. Reverend T. Newton Wise of the First Methodist Church of St. Augustine, will give the invitation at the directors’ meeting.

All registrants will get a real treat on Wednesday evening with a reception and sea food cookout scheduled for 6:00 p.m. at the DESCO Boat Yard. This event is being sponsored by John Salvador, Chairman of the Board, Southeastern Fisheries Association; John Versaggi, Versaggi Shrimp Company; and L. C. Ringhaver, Diesel Sales Company, Inc.

**Thursday...**

CUTTER LABORATORIES will host a breakfast for all local presidents, secretaries and directors beginning at 7:30 a.m. at the Ponce de Leon, while the Florida CowBelles will be having breakfast at the same time at the Monson Motor Lodge, courtesy of Mr. and Mrs. Clarence Cross’ Jo-Su-Li Farms of Colquitt, Georgia.

President Roberts will call FCA’s first general business session to order at 9:00 a.m. Mayor John Bailey will be on hand to welcome cattlemen to the city. The invocation will be given by Reverend Paul D. Carmichael of the Ancient City Baptist Church.

First speakers on the agenda will be a panel to present the subject of “Buying and Selling Beef Profitably.” Moderator will be Dr. T. J. Cunha, head of the University of Florida’s Animal Science Department.

Panel members and their subjects are as follows:


Other items on the agenda will include the presentation of honorary director awards and a Beef Booster Award will be given to an individual who has done the best job of helping to promote beef in a given county. The Florida Brahman Association will also present an award to an individual who has done the most to promote the breed during the past year.

The ladies will enjoy a luncheon and Hispanic Costume Festival at 12:30 p.m. at the Ponce de Leon Motel, with their hosts to be the Florida Association of Livestock Markets and the Florida Angus Association.

An afternoon will be available to enjoy the many attractions in the “Nation’s Oldest City.”

Evening festivities will begin at 5:30 p.m. in St. Augustine’s “Old City” has many historic buildings. Here is the Rodriguez-Avero-Sanchez House on St. George Street which was built during the Spanish occupation from 1565-1763, with restoration begun in 1958.

CONVENTION HEADQUARTERS is the historic and picturesque Hotel Ponce de Leon in St. Augustine which contains many treasured works of art within its portals.
OLDEST MASONRY fortress in the U.S. is the Castillo de San Marcos built between 1672-1696, and having a history of its defenders successfully repelling all attempted invasions.

p.m. with a hospitality hour sponsored by Dolomite Products Division of Dixie Lime and Stone Company, while Florida Power and Light Company and Southern Bell Telephone and Telegraph Company will sponsor the banquet and dance beginning at 7:30 p.m. Reverend Stanley Bullock of Trinity Episcopal Church, St. Augustine, will deliver the invocation.

Friday...

Final business session of the convention will be called to order at 9:00 a.m. with the invocation given by Father Anton Dechling of the St. Augustine diocese.

Included on the program will be a report on the U.S. beef industry by C.W. McMillan, ANCA Executive Vice President; while FCA First Vice President Latimer H. Turner will present a "Review of Florida's Agricultural Tax Problems."

Commissioner of Agriculture Doyle Conner will appear to discuss "The History of Florida's Cattle Industry," after which members will hear reports from the resolutions committee and nominating committee and elect officers for the coming year.

Adjournment of the 1965 convention is slated for 12 noon.

THERE WAS an average of 3,554,000 hired workers employed on U.S. farms during 1960-64, compared to 3,454,000 during 1945-49, an increase of three percent, USDA reports.

USDA's Economic Research Service recently reported the market value of U.S. farm real estate reached an estimated $159.4 billion on March 1, an increase of six percent from the previous year.
The principal variety grown is the Se-bago, a pure white potato, having excellent cooking qualities and especially desired by chip manufacturers. About 95 percent of the crop is planted in this variety. Red Lasoda and Pontiac are the two varieties making up the other five percent. With 150 growers in the county, the area is ranked 12th in the nation in potato production. The average yield per acre over a 10 year period is 163 100-pound bags per acre and the average crop cost is $428.88 per acre.

Cabbage is the only other commercial truck crop of importance. In the 1890's cabbage was grown commercially in Alachua County around Micanopy, in Lake County around Winter Garden, in Sumter County near Coleman, and in Polk County around Bartow. In 1941, only a few hundred acres were grown in the Hastings area. In the 30's planters gradually shifted to cabbage as profits from potatoes declined from low yields and depression prices. By growing cabbage a planter could keep himself and his labor busy over a greater number of months of the year. During the 1940's and 50's, cabbage became the second crop in the area. The Hastings area is now the "Cabbage Capital of Florida" with about 3500 acres planted in the county in 1963-64.

Forestry is also an important part of the county's agricultural economy, with seven pulp and paper companies represented. Reforestation began around 1928 and since that time over 28 million seedlings have been planted on over 40,000 acres. The estimated value of forest products is approximated at $2,000,000.

Noted as the original area for cattle in the nation, county cattlemen have about 8000 head on a combination of native and improved pasture. There are about 10,000 acres of improved pasture being utilized in the county.

During the past several years considerable interest has developed in cattle feeding operations with present capacities of around 20,000 head between three large operators. Also, several vegetable farmers have started small feeder operations as a means of diversification. Corn can be planted as a cover crop following cabbage and utilized as feed. Efforts are being made to encourage farmers to plant corn to take advantage of this local market.

A number of goals have been set to

The Florida Cattleman
POTATO PRODUCTION is the largest segment of agriculture in the county and presently is ranked 12th in the nation in total production.

improve the cattle industry in St. Johns County to include increasing the production of fed cattle; establishment of more improved pasture; planting of legumes; placing more emphasis on production records; improvement of winter feeding programs to increase calf crops; along with a number of other points.

Paul Dinkins, county agent, says the agricultural improvements have been many through the years in St. Johns County, and points to the close spirit of cooperation existing among the farmers and ranchers in the industry as a factor in meeting projected estimates in most instances.

He pointed out that the St. Johns Livestock Association, one of the oldest cattle organizations in the state, has been an important instrument in the support of agriculture in general in the county through its coordinated efforts for constant improvement.

FOR THE week ending August 28 beef production of 313.4 million pounds was the largest since January but 28 million pounds below the record due to light slaughter weights, USDA says.

THE 51 MILLION pounds of lamb and mutton produced during July was 12 percent less than a year earlier, but four percent greater than a month earlier, according to USDA.

THE TOTAL value of Florida farm products at the retail level is nearly $4 billion.

WELCOME TO St. Augustine

ASHLEY HALL
AGENT
General Insurance Including LIFE
HASTINGS, FLORIDA

for October, 1965
PIO

PIONEER Cattlemen In Florida Are Honored

FCA recognizes years of dedicated service to the industry given by seven of state’s “old-timers”

SEVEN OF FLORIDA'S cattle industry pioneers will be honored at the annual meeting of the Florida Cattlemen’s Association during the St. Augustine convention by being made honorary directors of the association.

As in the past, the occasion is the continuation of the policy inaugurated by FCA for the purpose of recognizing old-time members while they are still active. Nominees are selected on the basis of support they have rendered the local and state associations without ever having held high office.

The honorary director nominees this year represent six counties in the state—Highlands, Indiana River, Levy, Marion, Okeechobee and Pasco. The seven to be honored are G. E. Barkoskie, Fellsmere; J. A. Barthle, San Antonio; D. E. Cannon, San Antonio; A. B. Folks, Martel; W. F. Ward, Avon Park; V. E. Whitehurst, Williston; and J. O. Pearce, Sr., Okeechobee.

Following are brief comments on these outstanding old-time cattlemen who have given much of their time and energies to the cattle industry in this state.

G. E. Barkoskie ...

G. E. BARKOSKIE was born on a farm in Duval county where he eventually grew into the cattle business. In 1917, while operating a ranch south of Jacksonville, he began using purebred bulls to cross on the native Spanish cattle he had at that time. To his knowledge he was the first cattleman in north Florida to undertake such a breeding program.

After five years in the cattle business in Duval county Barkoskie moved to Fellsmere where he has been living ever since. He currently leases around 10,000 acres of land on which he runs a sizeable herd of crossbred commercial cattle in a vealer type operation. He uses Hereford, Angus and Brahman bulls for breeding.

Through careful, close management of both cattle and pasture Barkoskie has built his Indian River county ranch into a good solid operation. His efforts and knowledge have contributed to the cattle industry in his county and it is for this reason, among others, that he has received recognition through nomination for an honorary directorship in FCA.

J. A. Barthle ...

SHORTLY BEFORE the turn of the century, when he was 11 years old, J. A. Barthle moved with his parents from the Dakotas to Pasco county. After a varied background in agriculture, first with his father and later by himself, he finally went into the cattle business a little over 25 years ago.

Located a few miles west of San Antonio, the community in which Barthle now resides, is the family ranch. It covers over 11,000 acres. For the past six years it has been managed for the most part by the two Barthle sons, Joseph and Albert. The elder Barthle, however, is a frequent figure on the land as he rides his horse among the registered and commercial Brahman herds.

V. E. WHITEHURST finds each day a busy one in his feedlot operation.

G. E. BARKOSKIE spends a part of the day on horseback.

J. A. BARTHLE divides his time between his groves and ranch.

In addition to the ranching operation Barthle also owns 300 acres of orange grove where he spends a great deal of time. He manages to keep active “nearly every day” at one place or the other, and his interest in the cattle business is just as keen now as it ever has been.

D. E. Cannon ...

D. E. CANNON is a man who seems to...
D. E. CANNON pioneered use of purebred bulls in north Florida.

A. B. Folks . . .

A. B. "Lon" Folks was born in Georgia and grew up on a farm in Romeo. In 1916 he received a degree from Old Columbia College in Lake City and, after serving with the army during World War I, he studied for a period of time at the University of Grenoble in France.

Folks returned to Marion county where he became involved in the cattle business. He started out with a herd of native Spanish cattle and by using purebred Hereford, Angus, Shorthorn and Brahman bulls he has built up a herd of high quality animals.

Folks fought the fever ticks in the 30's and helped promote the fever tick and hog cholera eradication programs. He also served in the legislature for eight years where he fought for open range for cattle interests.

J. O. Pearce, Sr. . . .

J. O. Pearce, Sr., was born in Bassinger and later moved to Okeechobee. He represents the third generation of his family in the cattle business.

In addition to being active on the local association level he has also served in various state committee capacities. He was appointed to the Livestock Sanitary Board (Animal Industry Technical Committee) by Governor Caldwell. He also serves on the Commissioner of Agriculture's Committee, Beef Industry Advisory Council and Fertilizer Technical Committee.

Through Pearce's knowledge and support in his home area the beef industry has taken noticeable progressive steps.

W. F. Ward . . .

W. F. Ward was born near Carlisle, Arkansas. He received both his B.S. and M.S. degrees in animal husbandry from Alabama Polytechnic Institute at Auburn.

After a varied background in agriculture which began with his graduation in 1904, and which included serving in the capacity of beef cattle specialist for the state of Georgia as well as superintendent of the experiment station at Brooksville, he resigned from USDA and moved to Avon Park where he has devoted his time to his grove, nursery and cattle interests.

Ward, as have other nominees, has contributed a great deal toward advancing the beef cattle business in his area.

V. E. Whitehurst, Sr. . . .

V. E. Whitehurst, Sr., is a pioneer cattleman in Levy county. He was born in Sparks, Georgia, and moved to Florida at the age of nine. Three years later his family settled in their present home in Williston.

Starting with 125 head of "very rough looking" cattle in 1930 he has built up a feeding operation in which he feeds out more than 6000 head annually. He manages the operation jointly with his son, Elliott.

Whitehurst is an active member of the Levy County Cattlemen's Association and has contributed greatly to its program.

USDA's COMMODITY distribution program aided nearly 900,000 needy persons in eight southeastern states during July.

APPROXIMATELY 18 million children take part in the National School Lunch Program.
Florida Beef Council's Income for 1965

Tops $30,000.00

by THOMAS L. SLOAN
Chairman, Fla. Beef Council

SOMEONE ASKED me the other day, "Tommy, how does the Beef Council spend their money?" And my answer had to be that we don't spend money, we invest it.

That's exactly what we are doing with the money that supports our beef promotions. Every cent is an investment in the future of the cattle industry in Florida. Because every time a roast, a steak or a package of hamburger is sold either by a supermarket or a restaurant, the beef industry profits from the grower through the retailer.

The mission of the Florida Beef Council is to promote the sale of beef in Florida. And our mission must be fairly successful because producers who supply the Beef Council with a dime per head sold, on a voluntary basis, have increased income each year. In 1960 the income, a record then, was just above $15,000. This year, just five years later, we have topped $30,000.

Credit for this acceptance must go to our present and previous Beef Council members and chairmen. Current area chairmen are: John Alexander, Zolfo Springs, southern area; Ralph Celton, Jr., Alachua, central area; and Robert Price, Jr., Graceville, northwest area. Also, much credit is due the cattlemen, their wives and families and our CowBelles, all of whom have worked and participated without thought of remuneration. Allied interests who helped us in planning and assisted our efforts are all due their share of credit for this success.

We must not forget that the livestock auction market managers and owners have aided our cause tremendously as have a number of our packers. They have made collection of these funds possible.

In assuring our growth, Benito Advertising Company of Tampa and Cody Publications of Kissimmee both have been instrumental in helping us. Both firms, and their staffs have contributed far in excess of their charges.

To everyone who has assisted the Beef Council's growth, the current Beef Council wishes to express "thanks" from the cattle industry of Florida.

The tools we use are the many facets of public relations, advertising and promotion. Here are some of them:

One of our most hard-selling tools is the in-store Beef Round-up Sales organized and conducted by the Florida CowBelles in supermarkets throughout the state. The Beef Council furnishes printed materials, window streamers, over-wire banners, beef charts and literature. Each store manager is furnished with headline mats that read "BEEF ROUND-UP SALE" plus smaller "safials" mats reading "ROUND-UP SPECIAL" for use in his newspaper advertising.

Another tool we employ is a steady flow of releases to food editors throughout the state. Feature-type releases go out at regular intervals as do recipe releases and other releases about the industry. This year, features were released on "Fiquant Patio Burgers," "Ground Beef Around America," "Ann's Curried Beef" and "Marinated Chuck Steak." Others are now being prepared on "Roast Beef for the Holidays," "Beef Stew" and "Cook-out Time." Special sample releases on Beef Round-up sales were prepared and sent out. Also, special releases on Governor Burns proclamation of Florida Beef Week were sent out statewide. A series of nine releases on the Beef Recipe Contest went to editors in the state, plus a final statewide release featuring the first prize winning recipe.

Acceptance of releases by food editors has been good. For instance, beef dishes have been featured twice in full color on the front page of the food section of the Tampa Tribune.

The Beef Recipe Contest was featured by eight daily newspapers in the state. They were: Tampa Tribune; Miami Herald; Ocala Star-Banner; Pensacola News-Journal; Tallahassee Democrat; Gainesville Sun; Fort Pierce News-Tribune; and the Jackson County Floridan.

The combined circulation of these eight, in excess of 654,800 paid subscribers Beef Council Recipe Contest messages ran five times in each paper prior to the local judging. All papers noted an increase in entries, to a total of approximately 1250. More space was devoted to the contest after the statewide cook-off including a full page in the Tampa Tribune.

The winning recipe was served to Florida's Governor Haydon Burns and his family on Father's Day. Pictures and stories of this event were released statewide. Recipe releases on the winning entries go out regularly. All in all, it is estimated the Recipe Contest generated some 1750 inches of free newspaper space.

Florida's chief executive has expressed his interest in the state's cattle industry, by not only offering wonderful cooperation during the contest, but by also declaring the week of June 14, "Beef Week" in the state of Florida by official proclamation. Tied in with the Governor's proclamation were a number of other events for the Beef Week promotion. One was the Recipe Contest cook-off; another, the mid-year convention of the Florida Cattlemen's Association; the choice of the "Sweetheart of Florida's Cattlemen" and a special steak lunch for Florida's cabinet officials. All of these events received statewide publicity.

Of great value was the fact that Winn-Dixie Stores and Colonial Stores conducted special week-long promotions of beef during Beef Week in all their stores in Florida. These promotions were in response to a special plea made to all retail chains by the Beef Council.

Distribution of literature is a continuing promotion. During the past few years, the Florida Beef Council has distributed more than 3,000,000 pieces of literature designed to sell more beef. New recipe folders have been created this year. Restaurant place mats are distributed, and the now famous Beef Council "brand" napkins get wide circulation and use. Additionally, beef calorie charts, beef broiling charts and other brochures are all sent out regularly.

There were three special promotions during the year. Beef Cook-out Time is featured on store banners and in releases in the spring; Beef Stew is promoted in TV Guide and with recipe releases in the fall; and Beef for the Holidays is a De-
Thanks from Florida Beef Council, a committee of the Florida Cattlemen’s Association, go to all producers who contributed their dimes to make this record possible. Thanks also to the livestock auction market operators, packers, CowBelles, and the many other good folks who have helped promote beef!

Florida Beef Council

A Committee of the Florida Cattlemen's Association

P. O. Box 656, Kissimmee, Florida

(Published as a service to the industry by The Florida Cattleman magazine)
cember promotion to tie in with Christmas and New Year's Day.

This year, five new promotions have been inaugurated and will be carried over into the 1966 program. They are:

1) Coordination with the Florida Restaurant Association. The Beef Council has been working very closely with the FRA to get beef dishes featured on menus all over the state. Special Beef Council "Good Host" awards have been given to 18 restaurants in Florida on FRA recommendations. Others will follow. Special meetings have been held to discuss mutual problems. As a result, many restaurant owners have indicated a willingness to drop the term "Western" when referring to beef in their menus.

2) In a second new promotion, the Beef Council plans to institute a series of 15 minute radio programs over an Orlando station. The programs will cover various facets of the industry, and will be taped for public service broadcasting by other stations in the state.

3) The Beef Council will be meeting with the Florida Retail Federation to enlist their cooperation in pushing beef.

4) The Beef Council plans to work closely with the Florida CowBelles to establish an area library for films on beef, books and other printed materials for distribution as needed to the school systems.

5) Increased participation by the Florida Beef Council in the Master Chefs on Stage contest and promotion held by the Pan American Hotel and Restaurant Association, Miami.

The Beef Council furnished the beef for the contest in 1965 and will do so again in 1966. The 1966 contest will be international in scope, featuring Master Chefs from Europe as well as the U. S. It is expected that world-wide publicity will result.

Among continuing promotional projects of the Beef Council are:

1) Continue distribution of monthly newsletter to the beef industry and allied interests;

2) Prepare copy for and publish a series of 12 full page free advertisements in The Florida Cattlemen.

3) Continue the program of awarding "Good Host" and "Outstanding Service" awards to restaurants and others in related industries;

4) Continue working closely with the National Meat and Livestock Board to obtain their prepared materials at reduced costs and to tie in with their special promotions;

5) Continue regular issue of news and recipe releases about beef and the beef industry to the press, radio and TV media throughout the state;

6) Continue to work closely with the faculty at the University of Florida and other institutions on research and development phases of the beef cattle industry.

7) Continue the program to obtain cooperation of Florida's outdoor advertising companies to furnish the Beef Council with free billboard space throughout the state.

Each year the Florida Beef Council increases its promotional effort to meet the challenges of the future. Each year, new and more widespread promotions are planned and carried out.

The Beef Council pledges to continue to make this promotional investment in the future of the beef industry in Florida to help our industry grow and prosper in the years ahead.

**Beef Council Finances Listed**

**BEEF COUNCIL income and general finances for the period August 15 to September 15 reflect an income of $3046.80 with expense for the period coming to $2333.51. Check book balance at the opening of the period was $2352.94 with a closing balance of $3066.23.**

Expenses during the month reported on were: Dore Photograph Studio $12.49, Fort Myers Photo Shop $17.03, Benito Advertising $35.70, Holiday Inn (Fort Myers Restaurant Association) $250; Mrs. Dearybeary for Hormel Advertising $66.79, Guase & Son $5.60, George Stuart $73.91, Diplomat Hotel (Restaurant Association meal) $25.33, Postage charges $20, FCA September allowance $1236, Bank charges for August $66.

Income for the period was as follows:

- Glades L/S Market $245.00, R. W. Dean $7.80, Interstate L/S Market $901.80, D. M. Byn $10, Tindell L/S Auction $129.20, Gainesville L/S Market $250, West Florida L/S Market $25, Oakchoo-bee L/S Market $111.70,

**Hal Chaires Dies**

A well known cattleman and leader of rural forces in the state legislature, Representative Hal Chaires of Dixie County, died recently of a heart attack.

Chaires represented Dixie County in the house since 1954, during which time he rose to become one of a handful of leaders who held rural county forces together in the 10 year reapportionment fight which began in 1955.

He served on a number of special committees in the legislature and was noted as a specialist in traffic safety legislation, heading several study committees.

Survivors include his widow, Eva; a daughter and two sons.

The Florida Cattlemen
Official members of the Florida CowBelles have again prepared an interesting program for the ladies portion of the annual convention of the Florida Cattlemen's Association in St. Augustine, October 13-15, according to Mrs. Cedrick Smith, Jr., of Micanopy, president.

Headquarters hotel will be the Ponce de Leon and the CowBelles will hold a number of meetings there including the regular business session slated for 2:00 p.m. on Wednesday, October 13. The various committee meetings will precede the business meeting, and are timed to begin at 1:00 p.m.

Mrs. Smith said that among the many activities planned, a breakfast is being offered at 7:30 a.m. on Thursday, October 14 at the Monson Motor Lodge with the compliments of Jo-Su-Li Farms of Colquitt, Georgia. At 12:30 p.m. there will be a ladies business luncheon at the Ponce de Leon Motel through the courtesy of the Florida Association of Livestock Markets and the Florida Angus Association. In conjunction with the luncheon there will be a Hispanic Costume Festival as part of the planned entertainment.

At 9:30 a.m. the newly elected Florida CowBelle officers and representatives of the national organization will be presented to the FCA members. Additionally, Miss Barbara Greene, 1965 winner of the Mary Louise Lyman graduate fellowship of the American National CowBelles will be presented. Miss Greene is a doctoral candidate at Florida State University, Tallahassee, and is the daughter of Mr. and Mrs. H. L. Greene, Evanston, Illinois.

The award will be presented by Mrs. J. B. Wines of Elko, Nevada, president of the national group, and Mrs. William Gouldin, Klamath Falls, Oregon, chairman of the committee to select a winner in the annual program to encourage advanced study in foods and nutrition.

Miss Greene, a native of Joliet, Illinois, is conducting research into radiation preservation of beef. She received a master of science degree at FSU in 1962 and a bachelor's degree from Florida Southern College in 1957. Before enrolling at Florida State for graduate studies, she had been employed in Miami.

Mrs. Smith pointed out that Mrs. Wines, the national president, would address the Florida CowBelles at the breakfast on Thursday morning.

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Livestock Shows Are In Offing

Livestock shows including those slated as separate events and those held in conjunction with various area and county fairs, will have the usual spirited competition in both youth and adult classes in beef cattle, dairy cattle and swine showing over the next several months.

Some of the first shows on the schedule as passed on to The Cattleman are listed here with dates shown:

October 2—Lafayette County Youth Show, Mayo; October 6-7—Suwannee River Youth Fair, Fannin Springs; October 12-16—Columbia County Fair, Lake City; October 18-23—Suwannee County Fair and Livestock Show, Live Oak; October 18-24—Pensacola Interstate Fair, Pensacola; October 20-26—Greater Jacksonville Agricultural and Industrial Fair, Jacksonville; October 26-30—North Florida Fair, Tallahassee; November 2-6—Sumter All-Florida Breeders’ Show, Webster.

Based on past years the annual Suwannee River Youth Fair at Fannin Springs should have another strong turnout of youth from Dixie, Gilchrist, and Levy Counties exhibiting beef cattle, swine and dairy cattle. This season’s event marks the 12th year for the 4-H and FFA exhibitors from the three-county area showing their entries in stiff competition.

At the Columbia County Fair, Lake City, beef cattle, swine and dairy cattle will show along with steers and 4-H dairy cattle entries.

The 31st annual show at the Suwannee County Fair in Live Oak will get underway on Monday, October 18 at 5:00 p.m. with the barrow youth judging contest, followed at 8:15 p.m. with the FFA barrow show, 4-H barrow show and adult barrow show.

Next on the Suwannee program will be the second annual showing of heifers by youth in the area. The fat steer shows held through the years was changed last season to showing of heifers. The event will get underway at 7:30 p.m. Tuesday, October 19.

On Wednesday, October 20 at 8:00 p.m. the sale of champion barrows and heifers will be held. The Florida Angus Association will award $25 to the exhibitor of the grand champion heifer of the show, provided the winner is an Angus.

The Suwannee County 4-H Dairy Show will go on at 7:00 p.m. Thursday, October 21, followed by the District IV 4-H Dairy Show at 9:15 a.m. on Friday, October 22. At 4:00 p.m. that date, the beef cattle will be judged, while at 7:00 p.m. swine breeders of-Duroc, Hampshire, Berkshire, Tamworth and Landrace, both youth and adult will compete.

(Continued on page 72)
General Information and Modern Control Methods of Vibriosis Problem

by C. S. McCAIN, D.V.M.
and WM. L. SIPPEL, V.M.D.
Florida Dept. of Agriculture

VIBRIOISIS is a venereal disease of cattle caused by a bacterium known as Vibrio fetus that has become widespread in the United States and is being diagnosed in Florida cattle with increasing frequency at the Kissimmee Laboratory.

It is not the purpose of this article to create the impression that an epidemic is sweeping through the state, but rather to acquaint the industry with a condition that is present and to provide information on the disease and methods of its prevention.

Vibriosis spreads from one animal to another primarily at breeding time. An infected bull usually infects a high percentage of the cows he serves. Conversely, an infected cow can contaminate a bull who will then become a spreader of the disease.

Frequently, if cows in a certain pasture appear not to be settling, a new set of bulls are put in with them. The first set of bulls are rested and then turned in with the herd. The first cows inseminated will then become spotters of the disease.

The bull will usually not exhibit any symptoms as the result of infection. Occasionally, a bull will develop an inflammation of the testicles at the time he is originally infected, but this is ordinarily not noticed. The bull does not invade the bull's genital tract, but rather lives in the sheath, thus making a diagnosis on an individual basis in bulls rather difficult.

It is not unusual for cows to develop sufficient resistance to this germ to become pregnant and deliver a normal full-term calf. This resistance may develop in as little as three months or may require longer. In one experiment, infected heifers required 5.2 services per pregnancy as compared with 1.9 for uninfected heifers. Both cows and bulls can carry the infection over from one breeding season to the next, thus making the disease persistent in a herd.

Attempts to isolate the organism are usually successful, and a definite diagnosis can be made upon recovery and identification of the germ.

The semen quality of the bull is not affected and if properly treated with antibiotics, will be suitable for artificial insemination.

Vibriosis spreads rapidly in a herd, particularly if there is a high percentage of heifers. This results in a great economic loss. It is not unusual for cows to develop resistance to the effects of the germ and may abort after carrying a calf long enough for the fetus to become large enough to be found. Abortion losses during the fourth to seventh months of pregnancy have been noted. However, apparent infertility is the primary manifestation of this disease in cows.

The losses the first year or two after infection are the most serious. Due to the efficiency of the disease to appear from year to year in the younger livestock, the potential fertility rate for a herd is never attained, thus resulting in a serious economic loss.

OFFICERS ELECTED at the recent annual meeting of the Southeastern Red Angus Association in Montgomery, Alabama, include two Floridians. From left to right (standing) they are: J. D. Keisling, Crossville, Tennessee, director; R. T. Duncan, Huntville, Alabama, director; J. H. Holben, Lake Wales, director; and George Gibson, Rome, Georgia, director. From left to right (seated) are: W. G. Oliver, Senatobia, Mississippi, director; Ray Barnett, Jackson, Mississippi, vice president; Mrs. J. H. Holben, Lake Wales, secretary-treasurer; and J. P. Givhan, Mobile, Alabama, president.

The Florida Cattlemman
In the case of the bull, the blood test is not reliable as much as the organism does not establish itself within its body and the reactive substances usually do not appear in its blood stream. The most reliable test for bulls is a direct culture for the organism in its sheath. This is accomplished by obtaining a specimen from the outside, they should be tested successfully, test bred to susceptible virgin heifers and declared free of the disease if the heifers do not become infected.

In herds where it is practical, artificial insemination with antibiotic-treated semen is the easiest method of controlling the disease. While this is readily accomplished in dairy herds, it is more difficult with beef cattle. In the latter, the recent development of a vaccine has been a significant advance in control of vibriosis. All cattle are vaccinated 60 days prior to the onset of the breeding season. In experimentally infected herds where vaccination has been followed, the fertility rate has been increased from 10 percent in non-vaccinated to 85 percent in vaccinated cattle.

Herds with good fertility records and that do not introduce outside bulls or cows, will have no need to fear this disease. However, if animals are brought in from the outside, they should be tested either by culturing the sheath of bulls or by obtaining a blood test and culture of the cows when they come in heat. When buying cattle, if reliable information of a good fertility record in the herd of origin can be obtained, it is a good (but not infallible) indication that the condition does not exist in that herd.

For additional information on this disease consult your veterinarian or call the Kissimmee laboratory.

**Roscoe Bass Dies**

ROSCEO JENNINGS BASS, a native of Kissimmee, and long-time resident of Avon Park, died recently.

He was an active member of the Florida Cattlemen's Association and had served for a number of years on the University of Florida at Gainesville, prior to his death. Bass attended the University of Florida at Gainesville where he was a member of Pi Kappa Alpha fraternity. He also was a director of the Avon Citrus Bank in Avon Park.

Survivors include his widow, Mrs. Mildred Raulerson Bass, two sons, Dr. Thomas L. Bass and Roscoe J. Bass, Jr., and a sister, Mrs. C. Parke Anderson.

As a dollar earner, soybeans and soybean products ranked first among U.S. agricultural exports in both 1963 and 1964.

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Certified TB & Bangs Tested Herd
Angus Sale Dates Are Scheduled

Dates for three sales to be sponsored by the Florida Angus Association during the coming year were set by that group’s directors during their meeting held at Gainesville September 2.

The three sales include: Florida Angus Annual Bull Sale, Friday, January 7, at Bartow; Gasparilla Angus Sale, Friday, February 11, at Tampa; and Annual Florida Angus Jubilee Sale, Saturday, April 23, at Ocala.

President Ed David appointed a bull sale committee consisting of Charles Moore of Lutz, chairman, L. D. Skinner of Bushnell, and himself, while Leroy Baldwin of Ocala was named chairman of the Jubilee Sale, with committee members to be appointed at a later date.

Chairman of the Gasparilla Sale committee is Robert F. Deriso of Tampa. Other committee members include Moore, Fred Martin of Tampa, and David. The Gasparilla Angus Sale is to be a night event at the Nathan Mayo Arena during beef week at the 1966 Florida State Fair.

Directors also discussed the possibility of association-owned portable livestock scales to be used by participating members in an effort to aid breeders in keeping production records. David was asked to explore details of the plan for further discussion by directors at their next meeting, to be held during the 1965 convention of the Florida Cattlemen’s Association in St. Augustine on October 14.

Maurice Crum Dies

Long recognized in Florida’s cattle industry, Maurice G. Crum of Brighton, passed away recently in Avon Park’s Walker Memorial Hospital.

A native of Brooksville, Crum had been general manager for the ranch division of Lykes Brothers for many years, and a resident of Highlands and Glades counties for 30 years. He had worked actively in the promotion of Glades County youth livestock rodeos and assisted in forming the Glades County Youth Livestock Show organization.

Crum represented the Glades County area serving the Florida Cattlemen’s Association as a state director from the local organization.

He is survived by his widow, Mrs. Mary J. Crum, four sons, two daughters, and two brothers. Also, his mother, Mrs. Neala Mae Crum of Brooksville.

Total meat production under federal inspection for the week ended September 4 was estimated at 514 million pounds, which was four percent above the prior week and eight percent above a year ago, according to USDA.

The Florida Cattleman
Testing Is Boosted by Angus Men

A CAMPAIGN to enroll every registered herd in Florida in production testing and classification was discussed at the recent annual meeting of the North Central Florida Angus Association in Ocala. The meeting also included election of officers for 1966.

William A. Terry, representative for the American Angus Association, told of the growing demand for more information on herd bulls by progressive commercial breeders and recommended that every member of the association be enrolled in the Angus Herd Improvement Registry.

B. Edmund David of Winter Haven, president of the Florida Angus Association, advised the group that the state association is currently working on a plan to promote production testing on a statewide basis.

Open discussion in the meeting covered, for the most part, the promotion of coming Angus Association sales throughout the state.

Reelected president of the group was Marlin Nicely of Lake City. New vice president is Leroy Baldwin of Ocala, and Robert Crane, Ocala, was reelected secretary-treasurer.

Three year directors are Henry Chitty, Gainesville; Arthur Schulz, Starke; and Bill Wing, Wildwood. Two year directors are Victor Puig, Citra; Louie Wells, Bushnell; and Maurice Edwards, Starke. One year directors are Dr. Scott Hagood, Ocala; Charles Groves, Ocala; and John Hawkins, Monticello.

Thad Carlton Dies

THAD CARLTON, member of one of Florida's leading pioneer families, well known cattleman, former circuit judge and state representative, died recently at his home in Fort Pierce. At the time of his death he was serving as attorney for the City of Fort Pierce.

He was a member of the Florida Cattlemen's Association and a past president of the St. Lucie County Cattlemen's Association.

He is survived by his widow, Mrs. June Pinson Carlton, his son Charles, three brothers, two sisters, and three grandchildren.

There were 77 million pounds of veal produced during July, five percent less than in July 1964, but four percent more than June 1965, according to USDA.

Pork production during July totaled 754 million pounds, 12 percent less than July 1964 and six percent below June 1965, USDA reported.

for October, 1965
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Cowman’s Sale Set
THE FIFTH annual Cowman’s Special Bull Sale is slated for Friday, Novem-
ber 5, in the All Florida Breed-
ers’ Pavilion at Webster with sale
nber set for 1:00 p.m.
Gary N. Brown of Leesburg, sale
manager, reported there will be 75
bulls of Angus, Hereford, Charolais,
Polled Hereford and Brahman breed-
ing, and all will be rugged service-
age animals ready to go to work with
the cow herd.
Brown added that the offerings
are the right kind of bulls that are in
demand by progressive cattlemen.
Sale headquarters will be the Holi-
day Inn in Leesburg.

Vitamin A Is Vital Additive
ANIMAL science research has oftentimes disproved what was previously thought
to be true.
Take for example vitamin A in animal feeds. According to Dr. T. J. Cunha,
chairman of the animal science depart-
ment at the University of Florida
Gainesville, and animal nutritionist with the state’s Agricultural Experiment Sta-
tions, research studies “continue to show”
that vitamin A will benefit many cattle
rations which in the past had been thought
to contain all of this vitamin needed.
Cunha said, “Evidently, previously
recommended levels of vitamin A are
not adequate for optimum nutrition with
beef cattle fed modern up-to-date rations.
It’s apparent that borderline and even
severe vitamin A deficiencies with beef
cattle are widespread.”
He said it’s not entirely clear why
there are vitamin A deficiencies with ra-
tions thought to have been adequate in
the past. He added that more than one
reason is involved, and future studies
will clear up all the factors involved.
The use of vitamin A with steers in-
creases rate of gain and feed efficiency.
It also give cattle brighter hair coats,
cleaner faces, and less condemned livers
at slaughter. Cunha says a good guide
on the level of vitamin A to use is
3000 I.U. per 100 pounds of body weight,
or 1000 I.U. for each pound of feed in
the ration.
He pointed out there is a “water sol-
uble” form of vitamin A now available
which can be given by intramuscular in-
jection to cattle. Cunha said there is a good way for
cattlemen to inject half of their cattle and
determine whether the vitamin will be of
any benefit under their particular condi-
tions.
USDA points out that cow-calf men
probably will compete more vigorously
with feedlot operators for the available
supply of heifers this year, since breeding
herds likely will be expanded this fall.

48 The Florida Cattleman
JoAnn Sloan
Is Active
CowBelle

by MRS. R. ELMO GRIFFIN

JoAnn Sloan calls herself a "sleepy head," but her actions belie her words, for no one who accomplishes so much could possibly spend very much time sleeping. She is the wife of Thomas L. Sloan, who has done an excellent job as chairman of the Beef Council.

Born JoAnn Raulerson, she is the granddaughter of Senator and Mrs. C. F. Raulerson, with whom she made her home after the death of her father when she was quite young. She was born and brought up in Fort Pierce and even today, she and Tommy and their two daughters live in the Raulerson home. The original Raulerson property included over twenty thousand acres of ranchland between Okeechobee and Fort Pierce, and has been in the family since 1907. Under the management of Tommy Sloan, the ranch has blossomed and prospered with improved pastures and purebred herd sires. The Sloans raise a commercial herd, consisting mostly of Brafords, a Hereford and Brahman cross.

We know JoAnn best through the Florida CowBelles. She has served as president of the St. Lucie CowBelles and for two years was state secretary-treasurer. Presently she is third vice president of the Poinciana Circle of the Fort Pierce Garden Club, and she was staging chairman for two years for their Garden Show. In the last show, she won the sweepstakes in horticulture, which included 27 blue ribbons, mostly for potted plants. JoAnn sang in the choir of the First Presbyterian Church for many years and is a chairman for the Presbyterian Women's Association.

JoAnn's relationship with Tommy's mother, whom she endearingly calls "Honey" is ideal. They frequently sew together and the expertness of their endeavors is evident in the smart clothes worn by JoAnn's two daughters, Kathryn and Debra—eleven and ten years of age, respectively.

Another facet of this fascinating girl is her marksmanship. She frequently hunts with her husband, both turkey and birds, but she particularly likes to hunt squirrels, using an automatic .22 caliber.

On her mother's side of the family she is related to the large Pearce family. She and Tommy are both vice presidents of the Florida CowBelles. JoAnn is also president of the St. Lucie CowBelles and for two years was state secretary-treasurer. Presently she is third vice president of the Poinciana Circle of the Fort Pierce Garden Club, and she was staging chairman for two years for their Garden Show. In the last show, she won the sweepstakes in horticulture, which included 27 blue ribbons, mostly for potted plants. JoAnn sang in the choir of the First Presbyterian Church for many years and is a chairman for the Presbyterian Women's Association.

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Caught in the cost-price squeeze? BRAHMAN HYBRIDS may be your answer!

Fifteen years of research at leading agricultural universities in the southern United States has proven the Brahman hybrid cow a superior producer to cows of the established beef breeds.

You'll be dollars ahead with vigorous, fast growing calves produced by first cross Brahman x European cows...calves that WEAN FULLY 18-25% HEAVIER THAN COMPARABLE STRAIGHTBREEDS. You'll also like the hybrid cow's reproductive performance and longer productive life.

Feeders will like your hybrid calves because of their ability to make rapid, efficient gains...especially on low concentrate rations. Large western feeders report that Brahman hybrids out-gain straightbred European steers by one-half pound per day during the hot summer months—important in year-round feedlot operation.

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Range Men
Set Meet
For October

THE SOUTHERN section of the American Society of Range Management has selected Kissimmee as the site for the organization's annual meeting, according to J. B. Hilmon, Fort Myers, president of the southern section. The two day meeting is set for October 12-13 with the program being conducted at the Florida Cattlemen's Association headquarters.

The American Society of Range Management was created in 1947 to advance the science and art of grazing land management, to promote progress in conservation and sustained use of forage, soil and water resources, to stimulate discussion and understanding of range and pasture problems, to provide a medium for the exchange of ideas and facts among members and with allied scientists, and to encourage professional improvement of members.

Membership is open to those who are interested in or engaged in practicing range or pasture management or animal husbandry; administering grazing lands; or teaching or conducting research, or engaged in related extension activities.

Program chairman for the Kissimmee meeting is Clifford Lewis of the Southeastern Forest and Range Experiment Station, Fort Myers.

The program will get underway at 8:30 a.m., Tuesday, October 12, with a welcome address by Art Higbie, executive vice president, FCA. A discussion of past accomplishments and the development of the range management profession will be given.

Throughout the first day a number of speakers will cover topics of interest concerning pastures and range program, range nutrition research techniques, forage resources, wildlife management opportunities and developments in pine management affecting range and wildlife. Also, Dr. J. F. Hentges of the University of Florida will speak on the future of livestock in Florida.

A banquet is slated for 7:00 p.m., October 12 at the Paddlewheel Steak House in Kissimmee with the evening's speaker, Elver Hodges of the Ona Range Cattle Station, giving a report on the Ninth International Grassland Congress.

Two tours are on the agenda for Wednesday, October 13. The first stop will be the Large Animal Disease Diagnostic Laboratory in Kissimmee, with the second being Henry O. Partin's Heart Bar Ranch. The program will conclude at 12:00 noon.

Hilmon pointed out the affair should be of interest to ranchers and others concerned with range, pasture and livestock management in Florida, and all Florida cattlemen are invited to attend.
The Arthur S. Garber and Son ranch is the owner of these registered Hereford brood cows. Garber bought the first brood cows for his purebred Hereford herd, located just south of Ocala, in 1956.
Those Whitefaces Add Up To More Dollars Profit!

University of Florida experiments on the effect of breed of sire on growth and production performance of progeny from Brahman-Native cows prove the ability of Hereford bulls to make more money for cattlemen.

At weaning, calves from Hereford bulls outweighed those from the next popular breed by 21 pounds per head.

That portion of the experiment dealing with the production performance of females sired by bulls of the Hereford, Angus, Shorthorn and Brahman breeds revealed Herefords with the calving percentage of 94% at 3 years of age. This is 17% greater than the next most popular breed.

Calf crop percentage is the greatest single factor affecting profits in the beef cattle business, based on 400-pound calves selling at 20 cents and a $60 annual cost of keeping a cow, the following chart shows how Hereford bulls can build your profits.

<table>
<thead>
<tr>
<th>Calf Crop Weaned</th>
<th>Profit or Loss Per Calf</th>
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<tbody>
<tr>
<td>50%</td>
<td>-$40.00</td>
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<tr>
<td>60%</td>
<td>-$20.00</td>
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<tr>
<td>70%</td>
<td>-$5.71</td>
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<tr>
<td>80%</td>
<td>+$ 5.00</td>
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<tr>
<td>90%</td>
<td>+$13.33</td>
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<tr>
<td>100%</td>
<td>+$20.00</td>
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More Calves... More Pounds... More Profits

THE AMERICAN HEREFO RD ASSOCIATION
HEREFORD DRIVE KANSAS CITY 5, MO.
Boost in Hereford Tally Noted

Recordation of nearly 500,000 calves were made by registered Hereford breeders during the fiscal year 1964-65, according to Paul Swaffar, secretary of the American Hereford Association, Kansas City, Missouri. The total number of calves entered on the American Hereford Record for the year was 462,784, Swaffar pointed out.

He said, "Since the registered Hereford business is so closely tied to the commercial beef cattle industry, which is about three-fourths Herefords, we are greatly encouraged by the increased rate of transfers pouring into the association offices this fall. It appears that the increase in the commercial market earlier this year is beginning to show its effect in our registered cattle numbers. For instance, during August 1965, we transferred ownership of 11,913 Herefords which is an increase of 2015 or 20 percent over August of 1964."

In additional comments, AHA President Marshall Sellman of Watrous, New Mexico, said, "We know that many commercial cattlemen had to make their old bulls last another year during the price squeeze last year, and it is indeed encouraging to see the active market for Herefords that exists today."

Swaffar added that transfers for the year were 276,695 and 1649 new memberships were issued by the association, a total of 40,000 breeders recorded calves.

York Is Named to Assist Nicaragua With Ag Problems

The NICARAGUAN government has asked Dr. E. T. York, Jr., provost of the University of Florida Institute of Food and Agricultural Sciences, to head a comprehensive study of the country's agricultural programs. Nicaraguan officials have requested York's assistance in evaluating resources and recommending a more effective organization of the country's agricultural ministry because of a decline of agriculture services and the urgent need for trained technicians.

Dr. Hugh Popenoe, director of the University of Florida Center for Tropical Agriculture, will accompany York in conferences with ministry of agriculture and other Nicaraguan government officials.

York and Popenoe will make recommendations for the organization and development of agricultural research, extension and education for Nicaragua under the sponsorship of the United Agency for International Development (AID).
The Aim of State Plantation:

"To provide the cattleman with the type of Herefords that will increase performance and production within his herd."

This is what we have done, are doing and will continue to do. We feel we produce the type of cattle in our own herd that will permit the commercial breeder to attain increased performance, production and profit! And this is what today's cattleman is after.

Increased Performance: Our Herefords are raised on pasture and under perfectly natural conditions. They are already acclimated to range life and have a history of performing well on southern pastures. They are good breeders with gentle dispositions.

Increased Production: Our Hereford bulls produce calves that wean off well, are healthy and are top gainers. They produce good females that reproduce heavy calf crops.

IF YOU'RE IN THE MARKET FOR A REPLACEMENT BULL OR FEMALE SEE US — YOU WON'T BE SORRY YOU DID!

HEREFORD BULLS Produce Results for Pete Rich

North Florida cattleman uses Hereford sires in commercial cow herd, with steer calves going into feedlot

A COMMERCIAL COWMAN and cattle feeder in the Tallahassee area, A. F. "Pete" Rich, is a firm believer in the merits of using Hereford bulls in a commercial herd sire battery. He feels their performance and production rank extremely high and they do a very good job within the herd for the producer.

Rich is a third generation cattleman. His grandfather, who was originally from South Carolina, entered the cattle business after the Civil War as did his father later. His early experiences date back to rounding up cattle for the government tick eradication program.

Rich now owns and operates Richwood Farms which is located about six miles east of Tallahassee on U. S. 90. The well kept farm covers some 1200 acres, 350 of which is in crops (mostly corn) with the balance in pasture. He feeds out about 1000 steers each year at Richwood and he has a brood cow herd numbering around 300 head. The cow herd is predominately of Hereford breeding.

In discussing bulls, Rich commented that his preference is a long, rangy bull that stands fairly tall. "Also," he added, "it pleases me to see a bull that stands alert. My experience has been that an alert looking bull seems, in most cases, to be a better and more aggressive breeder. And the long tall bull is the one that is better prepared to do the job for us under the kind of topographical conditions we have up here."

The calf crop at Richwood consistently runs around 85 percent. Bulls are kept in the pastures with the females at all times. Pastures on the farm have adequate shade and water and the fenced areas are large enough so that the animals are able to roam freely and they have no difficulty keeping to themselves when they want. Rich feels that a program wherein the bulls monitor their own separation from the herd is a highly workable one, therefore he relies on this plan quite heavily.

Steers fattened at Richwood Farms have successfully been shown to grand championships and reserve grand championships at the Quincy Fat Stock Show and Sale. They have also garnered champion carload of 10 and champion pen of three honors. Rich's interest in 4-H and FFA youth work runs high and groups in the area look to him for project steers each year.

Steers which are fed out in the Rich operation are marketed at around 1000 pounds and a grade of low Choice or high Good. For the past several years they have gone to Swift & Company, Moultrie, Georgia, on grade and yield basis. In-lot gains on 100-day feeds, according to Rich, have at times ranged as high as two and one-half to three pounds per

STATE PLANTATION
(Formerly The Creek Farm)
The Minor S. Jones Family
Phone: 432-5114
Route 3, Box 588
Albany, Georgia

BROOD COWS of predominantly Hereford breeding make up the herd at Richwood Farms. Proper culling has been a big factor in producing an 85 percent calf crop for the Richwood operation.

51C
A. F. RICH is a third generation cattleman.

HEREFORD bulls are preferred sires in the Richwood herd.

day. In addition to the steered calves he feeds from within his own herd—he also buys yearlings. His feeding program consists of snap corn, molasses and a manufactured fattening supplement with the later addition of shelled corn as the cattle come along.

In treatment of his cow herd Rich feeds about two pounds per head daily of range supplement along with Coastal Bermuda hay for 100 days before calving. For grazing he provides coastal Bermuda and a combination of Pensacola Bahia and Crimson clover.

The culling program at Richwood is becoming more strict and the role played by a good records system is increasing in importance. Rich has recently began branding each brood cow with the number assigned her along with a code he has devised to determine the age of the animal. He feels this will make for better and more accurate all around control.

The feedlot at Richwood Farms was the first operation in the county, and Rich is considered a leader in the field. He spoke at length on what he feels is the future of the cattle industry in the south. “Especially in Florida,” he said, “climate is ideal and growth of the industry is limited only by our ability to grow grain and by increased feeding efficiency. Cattle nutrition still has a long way to go to compete with broilers, for example, in converting feed into meat. The time when we’ll be able to get a pound of gain for every pound of feed we put into our cattle is still a long way around the corner.”

One other facet of Richwood Farms which is worthy of mention, but which

ATTENTION COMMERCIAL BREEDERS:

WE ARE BREEDING PLATO DOMINO AND HUSKER MISCHIEF POLLED HEREFORDS WITH ONE THING IN MIND — YOU!

The small, short bodied, fat type Polled Herefords with the tucked-in hips, short legs and small bones will soon be as extinct as high buttoned shoes and coats with belts in the back. The show type animals of the past decade have no place in today’s red meat era. The long bodied animal with the wide loins, big lean ribeyes and good feed conversions are being bred by us in a practical manner.

Our clean pedigreed Plato Domino and Husker Mischief Polled Hereford Bulls are raised on pasture with a minimum of feed. They are definitely not pampered hot-house bulls.

ADD LENGTH, WIDE STRAIGHT BACKS AND HEAVY BONED STRAIGHT LEGS TO YOUR HERD WITH GOOD BIG RUGGED POLLED HEREFORD BULLS FROM WILSON CATTLE CO.

P.S.—Sorry, we have sold out of our breeding age bulls for this season, but come by any time and see our yearling bulls and heifers—you certainly will be welcome.

WILSON CATTLE COMPANY

PAT WILSON, Owner

FROSTPROOF, FLORIDA

Managing the Farm Business

By Raymond R. Beneke, Iowa State College. Here is a book that shows you how to get the most out of your investment of time and money on the farm. It deals with the basic principles of management, describing in detail the sound approaches to the long-range and daily decisions that have to be made in farming operations. It offers no cut-and-dried answers or potentially misleading formulas, and the examples it offers are drawn from the experience of practical farmers, representing a wide range of crops and localities.

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The Cattleman Press

Box 891, Kissimmee, Florida
We do not like to cancel our sale, especially after the great interest shown in our outstanding Performance and Progeny Tested herd, but—

WE HAVE SOLD 130 COWS AND 3 YOUNG HERD SIRE PROSPECTS TO MR. JACK A. OLESON OF AVON, COLORADO.

We wish to express our thanks and appreciation to Mr. Oleson for his confidence in RWJ Cattle and his history making purchase. We believe he has acquired some great producing animals.

We also wish to thank Mr. Carl Cooling, secretary of the Georgia Hereford Association, who represented us and Mr. William Wright of Fort Worth, Texas, who represented Mr. Oleson.

It is gratifying to know that these high producing animals will go together, and be kept as a unit, with the idea of further improvement.

We believe this is the first time in Hereford history such a large group of cows have moved from the East to the cattle country in the far West, reversing the usual procedure. This sale, along with others in 14 states, including Georgia, proves that there is a wide demand for RWJ Cattle. They are cattle backed by outstanding records of performance and production which eliminate guesswork.

WE WILL CONTINUE IN BUSINESS—

We have retained enough of our best producing bloodlines out of our Performance and Production Tested females and herd sires to permit us to continue to produce better and more profitable Polled Herefords.

MR. & MRS. R. W. JONES, JR.
Box 157, Rt. 1, Leslie, Georgia 31764
Phone: (912) 874-6105

Herd TB and Bangs accredited. A recent check by the AHA of 74 extended pedigrees involving many animals shows the herd is free from known dwarf carries. No nurse cows—all cattle are pasture raised.

is not related to the cattle business, is the wild goose management program. Every fall certain areas of the land there play host to huge numbers of the big Canadian honkers and the method Rich employs to force the geese to feed in a methodical pattern is quite unique within itself. Although the number of birds which come in has dwindled some during the past few years there were still more than 3500 of them which flew in last winter.

Rich talked for quite a while about the advantages of using Herefords in his commercial operation and then he paused, smiled and concluded by saying: "I guess the reason we like them is because they just seem to do a good job for us."

Ag College Has Top Enrollment

Higher paying jobs and greater opportunities in Florida agriculture have pushed enrollment in the College of Agriculture of the University of Florida past the 500 mark, the highest in the University’s history.

Now numbering 532, agricultural students have increased at a faster rate than the entire University of Florida enrollment, according to Agriculture Dean Marvin A. Brooker.

With agricultural enrollment up 11 percent over last year and 60 percent over 1959, the increase is attributed by Brooker to an influx of junior college transfers and greater demand for graduate level training in agricultural sciences.

A “farm background” is no longer essential to training for careers in agriculture. Agriculture’s scientific and business orientation have brought high school and junior college graduates from urban areas in the picture, Brooker added.

According to Director John L. Gray, enrollment in the School of Forestry also hit an all-time high with an increase of almost 50 percent over last year.

“We’ve been very concerned about developing enough well-trained manpower to serve the needs of Florida’s dynamic and growing agriculture,” commented Dr. E. T. York, Jr., provost of the Institute of Food and Agricultural Sciences.

He added, “With the progress we've made in these past few years, we are well on our way toward more adequately meeting those needs.”

Meat Label Needed

USDA has proposed to amend federal meat inspection regulations to require identification of the foreign processing plant from which imported meats originate.

The proposal would require that a plant identification number be included on the markings and labels of all meat products imported into the United States.
Record Set For Polled Transfers

BREEDERS of Polled Herefords in the U.S. during the fiscal year 1964-65 had their greatest sales record in history with more than 101,000 transfers of ownership recorded during the period, according to Orville K. Sweet, executive secretary of the American Polled Hereford Association, Kansas City, Missouri.

Sweet announced that a new annual record total of 101,015 Polled Herefords were sold during the fiscal year that ended August 31, and a total of 160,317 Polled Hereford calves were registered in the 12 month span.

The sales record is an 18 percent increase over the previous record total which occurred last year with 89,292 transfers of ownership were reported.

"In spite of drought and price conditions which exerted pressures on our commercial cattle market this past year, the demand for Polled Hereford bulls has continued to climb," said George Kemnitz of Perry, Oklahoma, president of the association. "The improvements in these conditions has resulted in even stronger demand for Polled Hereford bulls by both commercial and purebred breeders across America."

Sweet said the Polled Hereford sales record is further emphasized by the fact the number of animals sold is 63 percent of the total number of animals registered in the year, and this is expected to be the highest percentage of animals sold of any of the major breeds in comparison with their number of new registrations in the year.

"We consider this an unprecedented achievement, the fact our total of transfers of ownership, which means sales of cattle, is greater than 50 to 60 percent of the registration total," Sweet said.

"This is three years in a row that America's Polled Hereford breeders have sold nearly one-fifth more cattle than they did the year before," he said, "and there's no better indication of the soaring demand for Polled Herefords through the years. We see unmistakable evidence of interest and demand. The strong increase in demand for Polled Herefords in the range areas is indicative of the breed's ability to perform in a practical way for the nation's cowmen."

Sweet pointed out the first 11 Polled Herefords were registered in 1901, and the 65 years following a grand total of more than two million have been registered, nearly two thirds of the total in the past 10 years.

USDA reported the number of sheep and lambs slaughtered during July was 1,078,600 head, 15 percent fewer than July 1964, but one percent more than in June 1965.

for October, 1965 53
From Outstanding Herd Sires—
An Outstanding Sale Offering!

WILL SELL – THE GET AND SERVICE OF SIRES LIKE THESE

PRODUCED FROM FEMALES LIKE THIS

GOOD DAMS—AS IMPORTANT AS GOOD SIRES

SALE WILL BE

WEDNESDAY, NOVEMBER 10, 1965
SALE BEGINS AT 12:30 P.M. (EST)

AT THE FARM
Selling

85 BULLS—70 HEIFERS

At The Farm

THIS CALF WILL SELL. SHE IS A FULL SISTER TO A SEMINOLE STEER THAT GAINED 3.30 POUNDS PER DAY ON TEST.

OUR BULL OFFERING

Selling: 24 sons of Battle Onward; 19 sons of Silver Mischief 138; 13 sons of Silver Mischief 183; 11 sons of HDR Real Onward 740; 8 sons of HDR True Onward 738; 6 sons of HND Tone Lad 378; 4 Husker Mischief bred bulls. The bulls will be divided into age groups as follows: 30, age 24 to 30 months; 25, age 20 to 24 months; 30, age 16 to 20 months.

OUR HEIFER OFFERING

There will be 45 open heifers and 25 heifers bred to Silver Fashion 58. BCIA records go with 24 of the young open heifers and they have been graded as follows: 8—fancy; 12—high choice; 4—medium choice. Nothing grades below choice.

AVERAGE GRADE ON THE ENTIRE SALE OFFERING ON BCIA WAS 14.1 AND AVERAGE INDEX WAS 130.5. AVERAGE 205 DAY ADJUSTED WEANING WEIGHT WAS 470 POUNDS. SALE HERD WILL BE ACCREDITED FOR BANGS AND TB BEFORE THE SALE AND BULLS WILL BE SEMEN TESTED.

AUCTIONEER: W. A. HAMILTON
LUNCH SERVED ON THE GROUNDS

Seminole Farms

Mr. and Mrs. John J. Cummings • Mr. and Mrs. Paul Stout • John Ray Stout

DONALSONVILLE, GA.
For fences that last

USE POSTS THAT LAST!

Creosoted
Fence Posts

(Pressure and Non-Pressure Creosoted Posts)

- Solid to the core
- Double trimmed
- Uniform size
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- Complete penetration
- Field tested for long life

ALSO AVAILABLE: Barn Poles; Piling; Lumber; Structural Timbers; Lowest Prices on Foreign and American Wire.

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WAUCHULA, FLORIDA 33873

HSF SILVER VICTOR 6

is doing a top job for us. He's helping the Circle Z program in our efforts to produce beefy Herefords for the cattlemen of Florida. Bulls of his breeding have proven to be fast gainers, with plenty of size, muscle and bone. Visitors are always welcome.

We are consigning several of our fine bulls to the Florida Hereford Association Sale in Ocala on December 15. Selected, clear pedigree and ready for work! Be sure and see them!

George A. Zellner
Owner

CIRCLE Z RANCH
BREEDERS OF POLLED HEREFORDS
FLORAL CITY - FLORIDA

The Florida Cattleman
HEREFORDS THAT GIVE THE SERVICE

Here's the proof that backs up our herd sire roster:

UPSTREAM REAL ONWARD 31

<table>
<thead>
<tr>
<th>Sire</th>
<th>Birth Date</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>HDH Real Onward 484</td>
<td>September 1, 1963</td>
<td>1800 pounds</td>
</tr>
<tr>
<td>Miss Crusty M688</td>
<td>February 15, 1960</td>
<td>2000 pounds</td>
</tr>
</tbody>
</table>

HDR BEAU RETURN F202

<table>
<thead>
<tr>
<th>Sire</th>
<th>Birth Date</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>OC Pride 1</td>
<td>February 15, 1960</td>
<td>1800 pounds</td>
</tr>
<tr>
<td>HDR Miss Onward 212</td>
<td>January 7, 1962</td>
<td>2000 pounds</td>
</tr>
</tbody>
</table>

CF LEGEND TONE 215

<table>
<thead>
<tr>
<th>Sire</th>
<th>Birth Date</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flat Top Legend 46</td>
<td>January 7, 1962</td>
<td>1800 pounds</td>
</tr>
<tr>
<td>Flat Top Vanity 63</td>
<td></td>
<td>2000 pounds</td>
</tr>
</tbody>
</table>

FOR SALE – TWO PROVEN HERD SIRES

HDR SILVER ZATO 368: 7 years old, weighs 1800 pounds, sired by TR Royal Zato 27 out of HDR Real Princess 3.

FO BATTLE INTENSE 116: 5 years old, weighs 2000 pounds, sired by Battle Intense 140 out of FO Lady Intense 8.

We also have 15 bulls of breeding age available for sale along with 20 open heifers ranging 15 to 20 months of age.

Our cow herd numbers approximately 100 head. They are of Hazlett, Prince Domino, Real Onward and Zato Heir bloodlines. We can fill your Hereford needs.

CANNAFAX HEREFORD FARM

DUDLEY CANNAFAX
OWNER

OSCAR CRAFT
MANAGER

ED SAMUELS
CATTLE MANAGER

BARNESVILLE, GEORGIA

Farm located 3 miles West of Barnesville on State Highway 18
SELLING 160 HEAD
ALL CLEAN PEDIGREE

80 BULLS
Herd Bulls and Selected Commercial Bulls
— All Service Age (60 over 2 years old)
— All Semen Tested!

80 FEMALES
60 BRED HEIFERS. Bred to HV Colorado Knight 371, Valley Doctor, and RF Husker 203
20 OPEN HEIFERS
... plus 10 head with bidding only by junior 4-H and FFA breeders.

An outside committee of competent cattlemen have selected the entire offering from our production and our newly acquired Dixie Hills Hereford Farm herd. Nothing will be in the offering that they do not think is very acceptable to the future of the Breed.

THESE BIG, RUGGED BULLS SELL NOV. 11TH
CONYERS, GA.

TIME TO LOOK AT YOUR FUTURE!
ME TO BUY FROM OUR VERY BEST!

NOV. 11
Armistice Day
10 A. M. at the Ranch 7 miles Southwest of Conyers on Highway 212

FREE DELIVERY!!
100 miles for each animal purchased!
1 lot—100 miles
2 lots—200 miles
3 lots—300 miles
4 lots—400 miles
5 lots—500 miles, etc.

FREE Delivery—100 miles
FREE Delivery—200 miles
FREE Delivery—300 miles
FREE Delivery—400 miles
FREE Delivery—500 miles, etc.

Sale Headquarters: DIAMOND MOTEL, Conyers, Ga.
Located 20 miles east of Atlanta on Interstate 20

Auctioneers:
A. W. HAMILTON
B. L. SWILLEY

Herd Certified Brucellosis #304
Accredited Tuberculosis #287

WRITE FOR CATALOGUE
Double T Ranch
Route 1, Conyers, Ga.

Horace Perry, General Mgr., Phone: (404) 483-8091
Bob Nash, Cattle Mgr., Dixie Hills Unit, Newnan, Ga.
Sam Templeton, Herdsman
Wayne Templeton—Ray Bradshaw—Tom Fitzgerald

BREED BUILDERS THAT SELL NOV. 11TH

WH RUPERT HEIR 5—He Sells!

DH ZATO SILVER 217—He Sells!
thickens per hundredweight carcass; 12) Calculated carcass cutability; 13) USDA grade; 14) Marbling score; 15) Percent trimmed round; 16) Percent kidney fat; 17) Steer average; Heifer average; Individual performance of each bull and feedlot average.

This program is now in its third year and some important results have been found. The differences between individual animals and between sires are startling. There are no significant differences between results from various parts of the country. There are fast gainers with desirable carcasses everywhere and there are poor gainers with undesirable carcasses everywhere.

After two years of operation, some of the more important differences noted in about 600 steers are: 1) Conformation score, two full grades; 2) Weight per day of age 1.7 to 2.5; 3) Ribeye area 9.0 to 15.0 inches; 4) Ribeye area per hundredweight of carcass 1.5 to 2.25; 5) Fat cover at 12th rib .3 to 1.25; 6) Calculated retail yield 45 percent to 55 percent; 7) USDA grade Good to Prime; 8) The feedlot gain which is of prime importance to a feeder was found to vary from 2.85 for the top 25 percent fed, to 1.90 for the lower 25 percent. This difference of almost a pound a day represented a difference of 92 days on feed. There was no important difference in any of the other traits, but a tremendous difference in the feedlot profit.

This would seem to be bred-in ability to gain with the other important traits as a bonus. This is what we’re hunting for—a desirable animal for everybody connected with the meat business and this top 25 percent in feedlot gain was just that.

When a breeder enrolls eight calves in such a program he has a record of the sire and dam of all calves. From this record he finds the dams of all superior performing animals and from this program selects his future breeding stock. From such programs, a commercial breeder would be able to buy breeding stock from which much of the gamble has been removed.

The whole program is designed for within herd improvement, but like on-farm performance testing, the participation is still limited to the more forward looking breeders.

Within the Hereford breed there are still better cattle than the top 25 percent of the 600 already processed because the more desirable feedlot and carcass animal is also a desirable sale animal. Those participating have not yet supplied their best cattle and that is unfair to the herd bull. In some cases economic necessity is the reason, in others its importance is just not recognized.

Whatever we do—don’t change the taste of beef. That’s why people eat over 100 pounds per person. Because it’s just plain good!

The number of cattle available for feedlot replacements is much the same as it was this time last year, USDA recently announced.

REGISTERED HEREFORDS
REGISTERED ANGUS
FOR SALE
AT ALL TIMES

Available at the farm now—bulls and females of both breeds. Bulls range in age from six months to four years and females are all ages. These are fast growing, fine type animals that would make an excellent addition to any registered or commercial herd. We invite your inquiry and inspection.
Hereford Haven

"WHERE THE ENGLISH BLEND IS BRED"

Herd Sires:
Morlunda Matador 39th
HHR Bocalotta Tone
HHR Silver Mischief 253

TPR Records Available

G. C. Culverhouse & Sons
Fort Pierce, Fla.
Phone 461-8193

POLLED HEREFORDS

Chief Herd Sire
SV BEAU PERFECT 65

W. H. McBride
Registered and Commercial Cattle

W. C. Kehle Seville
General Manager

Polled Herefords

S & G HEREFORD FARM
Earl Gilbert, Owner
P.O. BOX 345, PARKER, FLORIDA

Featuring Top Polled Herefords
HERD SIRES: Windsweep Legend, Windsweep Silver 1, Windsweep Silver 3, Windsweep Silver 101, Windsweep Legend 4, Windsweep Pawnee, FS Winston Mixer 57
Ben and Jane Smith Owners
WINDSWEEP FARM
THOMASTON, GEORGIA

Herefords to Sell

THE 19TH annual Florida Hereford Association sponsored bull sale is set for December 15 at the Southeastern Livestock Pavilion in Ocala, according to D. H. Oswald, Ocala, president.

Oswald pointed out that the consignments will all come from herds belonging to members of the state association of Hereford breeders, and will represent many of the top pedigree backgrounds.

He said the selection of the bulls has been made with the commercial cattleman in mind, and the animals will easily adapt to any environment and breeding program. Oswald anticipates one of the best bull sales for the association in several years.

Double T Slaters

Production Sale

HORACE PERRY, manager of Double T Ranch at Conyers, Georgia, has announced the ranch's first annual production sale to be held there Thursday, November 11. The starting time for the sale is 10:00 a.m.

The offering will consist of 80 bulls and 80 females along with 10 head that will be restricted to bidding from 4-H and FFA breeders only. Of the heifers, 60 will be bred and 20 will be open. The bull offering will consist of herd bulls and selected commercial bulls and all will be service age.

According to Perry, an outside committee of competent cattlemen have selected the entire offering from the production at Double T and their newly acquired Dixie Hills Hereford Farm in Newnan, Georgia. Nothing will be in the sale that they do not consider acceptable for the future of the breed.

Sale headquarters will be at the Diamond Motel located 20 miles east of Atlanta on Interstate Highway 20.

Two Bull Sales

Set by Hull-Dobbs

HULL-DOBB'S RANCHES, with headquarters in Walls, Mississippi, have announced the schedule for their coming annual Hereford bull sales.

According to Elmer Pelton, general manager of Hull-Dobbs, 50 bulls will sell November 8 at Demopolis, Alabama, and 70 bulls will sell November 22 at Fort Worth, Texas. Pelton commented he feels the offering this year to be equal to if not better than any in the past.

The National Society of Live Stock Record Associations has adopted a resolution requesting the Federal health authorities to return to their rigid regulations governing the importation of live stock and livestock products from countries where foot and mouth disease and Rinderpest are known to exist.

for October, 1965
OUR NEW ARRIVAL

FLR Beau Modest Lamp, our recently acquired herd sire.

Malloy Hereford Ranch in Marianna, the Florida home of the Victor Domino 126’s, feels fortunate to have acquired FLR Beau Modest Lamp as a new herd sire. He will be used as an outcross on the herd of 125 brood matrons, serving with our senior herd sires MHR Rollo Victor 29, Gay Hills Victor L58 and Advance Victor 159. All of these females are line-bred Victor Domino 126th and are especially outstanding. We are expecting great things with this cross.

Available at the Ranch — 20 Bulls of Service Age

MALLOY HEREFORD RANCH
MR. & MRS. DALLAS MALLOY, Owners
ROGER HARDIN, Manager

P. O. Box 487
Marianna, Florida

Phone: 482-3662
or 482-4388

Palmetto Hereford Ranch

HEADQUARTERS FOR BREEDING OF

Plato Domino 1 2350712-97347

PLATO DOMINO 1, our Polled Hereford Foundation Sire, was used on top daughters of Prince Domino, Real Prince Domino, Real Prince Domino 33, Seminole Woodford 57, Hazford Seminole, Hartland Mischief 7 and Battle Mischief 7. These had a strong background of Advance Mischief, Beau Blanchard, Hazlett, Woodford, Repeater, Beau Donald, Victor Domino, Polled Don Carlos, Prince Charming and Domestic Mischief blood.

We maintain a large herd of concentrated Plato Domino 1st Polled Herefords and we invite your inspection at any time.

PALMETTO HEREFORD RANCH
CALHOUN FALLS, S. C.

N. W. TRASK, Owner
J. A. FISHER, Manager
Phone: Iva, S. C.
(803) 348-4155

Ranch Located 7 Miles North of Calhoun Falls on Route 81.

Seminole Sale Set

SEMINOLE FARMS of Donalsonville, Georgia, well known breeders of registered Herefords, have scheduled their annual production sale for Wednesday, November 10. The sale will be held at the farm.

According to John J. Cummings, owner of Seminole, this year’s offering will consist of 155 head, 85 bulls and 70 females. The bulls will be divided into three groups as follows: 30, age 24-30 months; 25, age 20-24 months; 30, age 18-20 months. There will be 25 bred heifers and 46 open heifers.

Cummings stated that the sale this year represents 52 consecutive years of breeding Herefords at Seminole Farms and promises there will be something available for every buyer.

Jones Sells Herd-Sale Off

AN ENTIRE herd of registered Polled Herefords has been sold by R. W. Jones, Jr., of Leslie, Georgia, with the private treaty sale cancelling the Jones plans for a dispersion sale at his farm which was slated for October 20.

The registered herd was purchased by Jack A. Oleson of Avon, Colorado, who operates a 1000 cow herd of registered and commercial Herefords. He bought 130 cows of breeding age, 54 calves and two herd sires.

Jones’ production and performance records on all his cattle dates back 10 years when he became active in the Georgia Beef Cattle Improvement Association, and he also has Guide Lines records on all his cattle from the American Polled Hereford Association. The buyer said these records reflected the quality, size and beefiness of the herd.

“The size of the Polled Hereford cows did impress me,” Oleson said, “and complete production records throughout the herd with evidence of good milking characteristics were important items that made me want these cattle.”

Most of the cows purchased by Oleson are from one of Jones’ top foundation herd sires, MRF Vic Domino A14, a son of HSF Prince Victor 11 that came from Holly Springs Farm in Covington, Georgia. Other cattle in the group were daughters and granddaughters of two sons of this sire, RWJ Vic Domino F74 and RWJ Vic Domino 18, who have gained much recognition as sires of high-performing cattle.

ARGENTINE BEEF exports during January-May of this year were about 30 percent less than in the same period of 1964, USDA reports. Greater domestic demand for beef has reduced buying for export. It is reported that steer prices in Argentina reached the equivalent of 20 U.S. cents per pound in mid-July.

62 The Florida Cattleman
NATIONALLY KNOWN
Registered Horned Herefords

OVER 200
SERVICEABLE
AGE

Selling Annually:
50 Bulls—November 8 at Demopolis, Ala.
70 Bulls—November 22 at Ft. Worth, Texas
Over half our bulls sell at private treaty

FERTILITY TESTED
AND
GUARANTEED

LOTS OF SIZE
AND
RUGGEDNESS

OVER 200
SERVICEABLE
AGE

WITH
TOTAL
PERFORMANCE

We can fill your needs of 1 or 50 long aged bulls at any time.

WALLS, MISSISSIPPI
15 miles South of Memphis, Tennessee
on U. S. 61.

FORT WORTH, TEXAS
15 miles north on U. S. 81.
Polled Herefords Have The Money Making Gene Package

THEY HAVE
- POLLED FACTOR: Economy and efficiency
- GROWTH FACTOR: Faster gain and less feed
- CONFORMATION FACTOR: Ability to win in shows
- MOTHERING FACTOR: Produce heavier calves
- CARCASS FACTOR: More edible meat

FASTEST GROWING BEEF BREED

We have for sale at the farm 2 and 3 year olds that are clean, rugged, good doing bulls for the commercial breeder. FIT, not FAT — range ready — ready for service for your herd improvement. These bulls are guaranteed breeders, healthy, clean, TB and Bangs free with gentle dispositions.

WHITE-FACE ACRES

Performance Tested — TB and Bangs Accredited
Mr. and Mrs. D. Kromhout, Owners — Phone 567-2927
VERO BEACH, FLORIDA
RANCH LOCATED EIGHT MILES WEST ON CROSS-STATE ROAD 60

GREENVIEW
Polled Herefords
Winton C. Harris, Owner
Phone 584-2312 (Odom, Ga.)
SCREVEN, GEORGIA

LEANDJIHERE
POLLED HEREFORDS OF DISTINCTION
Registered—Clean Pedigrees—BCIA Records
Certified Brucellosis Free Herd No. 551
Accredited TB Free Herd No. 117-64
BRED COWS AND HEIFERS FOR SALE
Lee and Anne Everett
Route 1, Box 980
Phone 563-2373
8 miles North of Dade City on US 301

JO-SU-LI FARMS
Clarence Cross, Owner
Ralph Thompson, Cattle Mgr.
Phone Plaza 8-3537
Colquitt, Georgia

HERD SIRES
CMR Bollomatic 53rd "Mighty Mouse"
CMR Super Domino 101st "Yogi"
CMR Lamprend
Cowherd—predominantly CMR breeding
C. C. CRIER, Owner
Clintis Pool, Manager
O P. O. Box 590
Phone (404) 258-3551
ZIER HEREFORD FARM
BOWDON, GEORGIA
ONE M. W. OF BOWDON ON HWY. 166

This is our herd sire, MHR Advance Victor 12th. We got him in January and he will be our main herd sire. He is linebred Victor Domino and we feel he is going to do us an outstanding job. We will also continue to use CTR Silver Victor 4th, the bull that has worked so well for us in the past.

BREEDING AGE POLLED BULLS AND FEMALES FOR SALE AT ALL TIMES
ARTHUR S. GARBER & SON
BELLEVIEV, FLORIDA
Rt. 2, Box 142, Ocala • Ph. 245-3582
RANCH 1½ MILES W. OF BELLEVIEV

Nat'l Polled Show Set For Illinois

The 1965 National Polled Hereford Show and Sale is scheduled December 9-11 at the Illinois State Fairgrounds in Springfield, Illinois, according to an announcement from Orville K. Sweet, executive secretary of the American Polled Hereford Association, Kansas City, Missouri.

Noted as the world’s oldest annual “traveling” national beef cattle show and sale, this year’s event marks the 43rd annual showing of the breed. It is a traditional event that is internationally recognized as the most significant and influential show of Polled Herefords in the world every year. The event is unique among other breed shows and sales in that it is held in a different city each year, Sweet said.

While this is the first time for the annual classic to be staged in Springfield, this will, however, be the third time for the event to be held in the state of Illinois. In 1955 and 1960 the show and sales were held in connection with the International Livestock Exposition in Chicago as special added attractions. A total of $10,000 in premiums will be offered at the 1965 National with the money being provided by the Illinois Polled Hereford Association, co-sponsor of the event with the national breed group. Sweet said it is expected more than 350 of America’s finest Polled Hereford show cattle will be exhibited.

The 1964 event was held last December in Portland Oregon.

Double T Buys Dixie Hills Hereford Herd

THE COMPLETE herd of registered Herefords owned by Dixie Hills Hereford Farm, Newman, Georgia, has been sold to Double T Ranch, owned by Joe Katz of Atlanta and located at Conyers, Georgia. Bob Nash and Ralph F. Harris, Dixie Hills co-owners, announced that 259 head were involved in the transaction.

Double T Ranch is managed by Horace Perry with Sam Templeton as herdsman. The concern has also leased the Dixie Hills land and facilities and retained the services of Nash as resident manager of the farm where a cow and calf unit will be maintained. Nash will also assist with the management of the purebred operation of Double T.

The Dixie Hills herd, in existence for more than 10 years, has been noted for producing champions and top sellers in consignment offerings as well as maintaining a notable show record at state and regional fairs in the southeast.

With the addition of the Dixie Hills herd, the brood cow numbers at Double T will move to over 400 head.
The bull offerings in this 19th annual sale are all being consigned by members of the Florida Hereford Association. Their herds are recognized as the best in the Southeast and the bulls, both Horned and Polled, will be representative of some of the finest pedigree backgrounds.

The selection of these consignments has been made with the commercial cattleman in mind. All of the bulls will be the type that will readily adapt to your program of breeding up the cow herd. A good thing to keep in mind — when you know what's behind your bull, you can be sure of what's ahead. Be sure and come to this annual sale!

Raised in the South and adapted to our climate!

For Information
D. H. Oswald, Pres., Box 310, Ocala, Fla.

Practical Herefords — Horned and Polled

Cross S Ckato 61

His sire, CK Ckato 166, has made an outstanding record at Coddington in Oklahoma, and is currently owned by Coddington and the University of Georgia.

Other Herd Sires:

POPPED: JHF Beau Husker 17 by JHF Beau Husker and out of a Beau Perfection 231 grandaughter.
GDQ VICTOR LAMP by Beau Lamp S and out of an EER Victor Tone 26 daugther.
RCM GOLD VICTOR 3D by RCM Gold Victor and out of a Polled Advance Domino dam.
HORNED: TEX REAL ONWARD 13 by HDR Real Oeward 166 and out of a TR Royal Zato 35 daughter.

We have been production testing for 7 years in cooperation with the Georgia Beef Cattle Improvement Assn. We had our own program of grading and weighing our calves from 1953 to 1958. Our cows are being culled on their performance.

Donagh Austin
This English-bred bull topped the Geo. D. Queener dispersal sale. The great interest shown in this bull was due to the increased weaning weight and conformation of this calves.

Cow Families—Horned: Real Owards, Zato Heirs, Anxiety, Real Prince Dominos and Real Seths.
Polled: Choice Dominos, CMR Rollo Dominos and Polled Presidents.

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Residence, 723-3196

Herdsman
RUSSEL NASH
Phone: 723-4841

Hereford Breeders Listed

(*) marks Florida Ass'n members

A.B.C. HEREFORD RANCH: 5749 Bahia Vista St., Sarasota. Carl Bixler, owner. (-----)
AGNEW, DR. & MRS. H. S., 902 Magnolia St., Apopka. (-----)
ALLEN, J. R., JR., Wauchula. (-----)
ASHLAND RANCH, P.O. Box 2, Melrose, Harold Ashley, owner, Raymond Willis, manager. Phone 994-3901. Herd was established in 1963 and now consists of 120 brood cows. Herd sire is SPF Silver Victor Domino 17. (-----)
B & C HEREFORD FARM, Route 1, Box 112, Starke. Joe Bass and J. E. Conner, owners. (-----)
BASS, JOE. (See B & C Hereford Farm)
BILBROAD, HERBERT A. See Fine Acres Ranch.
BEECHWOOD HEREFORD FARM, 4637 Sawyer Road, Sarasota. Mr. and Mrs. George W. Wood, owners. Phone 924-5249. Herd was established in 1970 and now consists of 12 NCH. (-----)
BILL H RANCH, P.O. Box 798, 409 Laurel Avenue, 5th. Floyd St., Goffton, owner and manager. Phone 622-2145 or 622-2163. Ranch located on Route 1 five miles south. (-----)
BINKLEY, J. See A.B.C. Hereford Ranch
BOWEN, DOYLE D., Okeechobee. (-----)
BRIDGEND, M. D., & MRS. H. Langford, 501 Keystone Boulevard, North Miami. (-----)
C.G.Q. HEREFORD RANCH, Callahan. Curtis Quantrell, owner and manager. Phone 879-3688. Ranch located 31/2 miles south of Callahan. Herd was established in 1917 and now consists of 1100 brood cows. Herd sires are SPF Silver Rojo 77 and CQ Rojo Mischief 6. (-----)
CASSADY, H. H., P.O. Box 2, Suiterville. (-----)
CAYSON, A. E. & SONS, P.O. Box 235, Blountstown. Mrs. A. E. Gerald and Wayman A. Cayson, owners. Gerald Cayson and Wayman A. Cayson, managers. Phone 738-3244 or 738-8260. Located on East Highway 20, Blountstown. (-----)
CHAMBERS, H. L., P.O. Box 8, Wauchula. (-----)
CIVIT, P. O. Box 166, Apopka. W. T. Champney and Sons, Inc., owners. Walter L. Champney, manager. Phone 886-2281.
CHARACTER, E. O. (See Polk Pump Farm)
CHOCTAW HEREFORD RANCH, P.O. Box 518, Nicetown. (-----)
CIRCLE T RANCH, Route 4, Box 370, DeFuniak Springs. Kenneth M. Thomas, owner. Phone TW 4-2526. Ranch located two miles SE of DeFuniak Springs. Herd was established in 1952 and now consists of 21 brood cows. Herd sire is DeFuniak Zato Perfect 558. (-----)
CIRCLE T RANCH, Lake Shore Drive, Clermont. Mr. and Mrs. T. F. Thompson, owners. Raymond Dean, manager. Phone 395-3012. Ranch located five miles south of Groveland off Highway 315. Registered herd was established in 1964 and now consists of 36 brood cows. Herd sires are Crlk Victor Stanway, SPF Silver Victor Domino, and DeFuniak Silver Victor Domino 8. (-----)
CIRCLE Z RANCH, Route 1, Box 60, Floral City. George A. Zeller, owner. Ranch located three miles east of Floral City on Highway 48. Herd was established in 1945 and now consists of 30 brood cows. Main herd sire is IHF Silver Victor 6. (-----)
COLSON, C. R., & SONS, Bell. Ranch located six miles northwest of Trenton on State Road 544. (-----)
CONGER, J. E. (See B & C Hereford Farm)
CONNELL STOCK FARM, P.O. Box 97, Inverness. (-----)

HARD WORKING herd bull shown here has proven himself productive on the range. He is from the Thomas Hereford Ranch herd owned by H. D. Thomas near Morriston.

The Florida Cattlemen
FLYING Z RANCH, P.O. Box 817, Palatka Dr. G. M. Zeiger, owner. (*)
FORT MEADE FFA CHAPTER, P.O. Box 126, Fort Meade, Phone AT 6724. Herd was established in 1952 and contains 10 brood cows. Herd sire is CCL Royal Heir. (*)
GABRIEL, ARTHUR S., & SON, Route 2, Box 142, Ocala, Arthur Garber manager, Phone 245-5652. Herd was established in 1941 and now consists of 10 brood cows. Herd sire is MHR Advance Victor 12. (*)
GEARY, R. J., Gearney Ranch, P.O. Box 2118, Vero Beach. (*)
GEORGE, J. L., J.R., P.O. Box 2, 1001 NW 4th Street Gainesville. (*)
GIBSON, HARRY H., Route 2, Box 251-E, Brooksville. (*)
GILBERT, EARL, (See S & G Hereford Farm) (*)
GILBERT'S FARM, P.O. Box 127, Chieflay, A. B. Gilbert, owner. (*)
GOMILLON, V. H., Route 2, Jay. (*)
GREGORY, E. D. (See E & M Ranch) (*)
HARDEE, HASKELL E., Chunky Pond Ranch, Bronson. (*)
HARRIS, B. J. & SON, Route 1, Box 16-E, Lake Placid. (*)
HEREFORD HAVEN RANCH, P.O. Box 1383, Fort Pierce. G. H. Culverhouse & Sons, owners. (*)
HIGGINBOTHAM, EARL, (See Billy H Ranch) (*)
HUGHES, L. E., JR., P.O. Box 206, Lady Lake. (*)
IGOU, D. R., Exista. (*)
INMAN, W. M., Quincy. (*)
INNALL Acres, Route 2, Box 30, Williston. B. L. Laurens, owner and manager. Located four miles south of Williston on U.S. 41. (*)
JACKSON HEREFORD FARM, Route 2, Box 225, Gainesville. Lovette Jackson, owner. Phone F5412-2525. (*)
JERETZ, FRANK, Route 4, Box 831, Tampa. (*)
JOSEPHINE RANCH (See C. M. Payne) (*)
KELLY, A. M. JR., Bell. (*)
KING EDWARD RANCH, 2252 Rivers Road, Jacksonville, Mr. and Mrs. Carl S. Swisher, owners. Ranch located at Melrose. (*)
KING, A. G., 1904 Collins Lane, Lakeland. (*)
KING, LOGAN, P.O. Box 515, Lutz. (*)
KIRKLAND HEREFORD RANCH, Route 4, Box 1109, Lakeland, Mr. and Mrs. B. N. Kirkland, owners. Phone MUNU 5-0406. Herd sire is SFR Victor 5. (*)
KNOLLWOOD HEREFORD FARM, Route 2, Box 801, Orlando. Bess C. and Fred S. Knowles, 104155. (*)
KROMHOUT, MR. & MRS. D. (See White-Face Acres) ()
LAKE MARIE RANCH, 3841 Notter Avenue, Jacksonville, George H. Brown, Jr., owner. (*)
L & L RANCH, 447 Suduth Avenue, Panama City. J. W. Lowrey, owner. (*)
LANGFORD, L. T. (See Double I Ranch) (*)
LANIER, HENRY, 215 West Oak Street, Arcadia. (*)
LAUREL HILL FARM, DeFuniak Springs. (*)
LAUENSBER, B. L. (See Innall Acres) (*)
LAZY BAR D SPREAD, 211 South 15th Street, Leesburg. Crawford A. Deems, owner and manager. (*)
LAZY BAR W RANCH, Middleburg. L. B. Wilson, owner and manager. Phone 292-5055. Ranch located 25 miles southeast of Jacksonville on Highway 21. Herd was established in 1953 and now consists of 20 brood cows. Herd sire is MHR Victor Tone 5th. (*)
LAZY S RANCH, Route 3, Box 171, Dade City. (*)
LEFANDIMERE, Route 1, Box 380, Dade City. Lee and Anna Everette, owners. Phone 565-2753. Located eight miles north of Dade City on U.S. 301. Hard was established in 1952 and now consists of approximately 35 brood cows. Herd sire is SFR Mischief Domino 89. (*)
LOWERY, J. W. (See L & L Ranch) (*)
LYLE HEREFORD FARM, 295 South Carpenter Avenue, Bartow. Grantham Lyle, owner. (*)
MALLOY HEREFORD RANCH, P.O. Box 149, Marianna. Mr. and Mrs. Dallas N. Malloy, owners. Roger Hardin, manager. Phone 452-5662. Ranch located five miles southeast on State Highway 75. (*)
MAPP, ELMER C., P.O. Box 15, Belle Glade. (*)
MARSHALL, JOHN, P.O. Box 2950, Jacksonville. (*)
MESSINGER'S S & B RANCH, Route 2, Box 410, Clearwater. Mr. and Mrs. J. B. Messinger and Sons, owners. (*)
MERRTIDE, W. H., Seville, W. C. Keebler, manager. Chief herd sire is SFR Beau Perfect 65. (*)
McALLISTER FARM, 141 N.W. 1st Avenue, Danis. (*)
MIDYETTE HEREFORD FARM, P.O. Box 740, Tallahassee. (*)
MILTON PLANTATION, 400 West Lafayette Street, Marianna. Robert H. Milton, owner and manager. Located 21/2 miles south of Marianna on State Highway 75. Herd was established in 1951. (*)
MIRACLE, C. ARTHUR, JR., 5966 Moncrief Road, Jacksonville. (*)
NAN-LYN FARM, 3230 Edison Avenue, Jacksonville. Robert Mears, owner. (*)

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ALACHUA, FLORIDA
Beef Cattle Statistics Are Listed

Statistics on the number of beef cattle on farms in Florida by county groups along with figures on the number of head by geographic areas, size groups and number of farms by size group, on January 1, has recently been published by the Florida Crop and Livestock Reporting Service, Orlando.

The figures show there are 17,000 cattle farms in the state. In comparing two size groups, the smallest and largest, it is noted that those with between 1-99 head reflected the following: northwest area, 115,000 head; north area, 122,000 head; central area, 106,000 head; south area, 30,000 head; and a total of 373,000 head on 15,000 farms.

In the largest groups, those with 1000 and over, the following figures are given: northwest, 12,000; north, 54,000; central, 336,000; south, 256,000; for a total of 658,000 head on 205 cattle farms.

Other size groups listed by areas were those with 100-499 head and 500-999 head. The 100 plus size groups by areas showed the following: Northwest, 12,000; north, 54,000; central, 336,000; south, 256,000; for a total of 658,000 head on 205 cattle farms.

Broken down by county groups, the compilation revealed the following data on numbers of beef cattle on the farms:

- Escambia, Santa Rosa, Okaloosa, Walton, 45,000; Holmes, Gadsden, Jackson, Washington, 79,000; Bay, Calhoun, Gulf, Liberty, Franklin, 17,000; Leon, Wakulla, Jefferson, Madison, Taylor, Lafayette, Dixie, 60,000; Hamilton, Columbia, Baker, Union, Bradford, Suwannee, 74,000; Gilchrist, Levy, Alachua, Marion, 141,000; Nassau, Duval, Clay, Putnam, St. Johns, Flagler, Volusia, 85,000; Seminole, Orange, Osceola, Brevard, Indian River, 187,000; Hillsborough, Pinellas, Manatee, Sarasota, 106,000; Polk, Hardee, DeSoto, 181,000; Highlands, Glades, 160,000; Okeechobee, St. Lucie, Martin, 148,000; Charlotte, Lee, Collier, Monroe, 56,000; Hendry, Palm Beach, Broward, Dade, 162,000.

The total number of beef cattle on farms in the state came to 1,607,000 head as reflected by the report.

Florida agriculture represents 16.5 percent of the state's income, but has received only 3.7 percent of the state's general appropriations.

U. S. farmers have a record $580 million in Federal Crop Insurance for the 1965 crop, USDA recently disclosed.

for October, 1965

FLORIDA AGRICULTURE represents 16.5 percent of the state's income, but has received only 3.7 percent of the state's general appropriations.

U. S. farmers have a record $580 million in Federal Crop Insurance for the 1965 crop, USDA recently disclosed.

for October, 1965

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**ANCA Keeps Check on Washington Activities**

by BROOKS J. KEOGH  
Pres., Amer. Nat'l Cattlemen's Ass'n

A FIVE day international technical meeting on the polar bear was held at the University of Alaska in September with five nations represented. Although obviously the polar bear is of great concern to the world since five days were spent talking about it, ANCA did not feel the animal was a real threat to the meat industry and did not send a delegate.

However, ANCA will be interested in the next hearing this month by the National Commission on Food Marketing in Washington, because it takes up studies on retailing, grading and inspection, consumer economics, food stamps, sanitation, food marketing systems and other highly important points that influence profitable marketing by the cattle producer.

Rumor is going out that the administration in Washington may do an about-face now that the U. S. has millions of acres diverted from crop production, and the new Cropland Adjustment Program of the 1965 Farm Act seeks to divert 40 million more acres to conservation use. Instead of cutting production, bonuses may be given for increasing production.

Imports and exports have been very much in ANCA’s sights in the past and present. Cattlemen have been much concerned about “bunching” of imported beef at our seaports which affects local prices in those states; support has been given to states where labeling laws are being questioned in the courts by importers; ANCA contends that the consumer has the right to know what she buying.

In this connection, an extension service Colorado State University report is apropos at this time. It stated, “The Australian consumer is utilizing most of the younger beef while boneless beef for the U. S. market is from cull cows, old bulls and 4-5 year old steers. In some areas old cows and bulls were previously allowed to perish on the range. Today, these animals are salvaged because of improved truck transportation and higher prices.” And, all our states ask under labeling laws is to inform the housewife that the meat being offered her was imported.

ANCA is supporting proposed changes in federal meat inspection, tightening regulations on imported meats. The proposal would require stamping of country of origin and plant identification on cartons of meat arriving at U. S. ports. Such requirements apply to almost every other import to this country, and therefore, logically and in all fairness to consumers, ought to apply to perishable foods.

Thus, ANCA is also asking that the Federal Meat Inspection Division go one step farther—to provide specific labeling of fresh or frozen imported meats and meat products to such a degree that...
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REGISTERED SHORTHORNS
Shorthorns, whether pure or half-breed, are now coming into prominence here. Throughout the nation in this month of October, 10,000 Shorthorn feeders will be sold publicly at advertised auctions. In Florida the number is limited but is increasing.

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such meats be fully recognizable as meeting U. S. standards of handling, sanitation and quality at the ultimate retail meatcase level.

New beef grading changes appear to be working out well all over the country, with commendations coming from sources which had been previously lukewarm or opposed to the idea. ANCA strongly supported amendment of carcass beef grade standards. This may be just a start in better beef marketing procedures all along the line. ANCA hopes to enter a more concentrated research in this direction. Old concepts cannot stand in modern economic structure if our individual catlemen are to exist under rapid changes in every other field of endeavor.

Local initiative on beef promotion continues. Every now and then new programs or improvements on old ones are noted. While one in Oregon is not new, the fact that 98 banking offices of a statewide banking chain will sell Beef Gift Certificates is definitely newsworthy. This idea might be picked up by select business groups in every state. It would certainly help promote beef.

Scholarship Is Initiated
A COMBINED agricultural scholarship and herdsmanship training program has been announced by the American Shorthorn Association, Omaha, Nebraska.

The $300 scholarship will be awarded at the International Livestock Exposition in Chicago to a deserving high school senior boy and junior member of the association to any agricultural school of his choice for the purpose of studying animal science. In connection with the scholarship, there will be a summer program consisting of on-the-job herdsmanship training at one of the larger Shorthorn herds.

One-half of the salary paid to the trainee during the summer will be withheld to be used for the next school year. The scholarship recipient will be on location working with the Shorthorn herd between his freshman and sophomore year, and the sophomore and junior year in college. The third summer, between the junior and senior year in college and at the entire option of the association, would be spent as a trainee fieldman for the organization.

The scholarship training program will be awarded on scholastic achievement, civic activities and a 500 word essay written on "Why I Would Like to Receive the American Shorthorn Association Scholarship." Also, 4-H or FFA Shorthorn project accomplishments will be taken into consideration by the selection committee.

It was pointed out that all applications must be filed in the American Shorthorn Association office by October 10. Additional information can be obtained by writing the association headquarters in Omaha.
Inspection Change Is Proposed

A proposal to amend federal meat inspection regulations to further guard consumers against misrepresentation of uninspected or unwholesome meat products and animal fats was recently announced by USDA.

The proposal was made by the consumer and marketing service division of USDA to clarify for shippers its requirements for adequate denaturing of such products intended for shipment in interstate or foreign commerce. Division meat inspection officials noted that these products can be used for industrial purposes, such as the manufacture of soap, paints, and animal feeds.

Officials explained that current regulations generally require that no uninspected or unwholesome meat products or animal fats can be shipped across state lines unless they are first denatured in such a way as to make it obvious that they are unfit for human food.

The proposal would clarify the regulations by spelling out exactly what USDA considers adequate for this purpose. Token denaturing would not be permitted under the proposal, it was said.

It was pointed out that the proposal provides that uninspected or unwholesome meat, meat byproducts, meat food products, and rendered animal fats would be considered adequately denatured only if they are thoroughly mixed with one of several specified denaturing agents so as to give the products so distinctive a color, odor, or taste that they cannot be confused with human foods.

In the case of such meat, meat byproducts, and meat food products, this would be accomplished under the proposal by freely slashing the products and liberally applying to all surfaces crude carbolic acid, cresylic disinfectant, finely powdered charcoal, green dye, or malodorous fish oil.

However, slashing would not be necessary if such products are in pieces smaller than four inches in diameter. For products which are ground, granular charcoal or coarsely ground hard bone could be uniformly mixed with the products in lieu of these denaturing agents.

Under the proposal, application of any of the denaturing agents only to the outer surface of molds or blocks of such frozen boneless meat or meat products would not be adequate.

In the case of uninspected or unwholesome rendered animal fats possessing edible characteristics, the amendments propose that they must be thoroughly mixed with denaturing oil, number two fuel oil, brucine dissolved in a mixture of alcohol and pine oil or oil of rosemary, or finely powdered charcoal.

for October, 1965
Livestock Shows

(Continued from page 43)

Jim Pace, extension animal husbandman at the University of Florida, Gainesville, will judge the swine, beef cattle and heifer show, while Ken Durrance, assistant extension animal husbandman at the University, will serve as grooming and showing judge at the heifer show.

Noting the 31st year, the annual Interstate Fair at Pensacola will get underway with official judging of beef cattle and steers at 3:00 p.m. Tuesday, October 19, and judging of breeding swine and barrows slated for 3:00 p.m. the following day, Wednesday, October 20. At 7:30 p.m. there will be an auction sale of steers. Thursday, October 21, will see judging of dairy cattle.

The FFA judging contest will be held on Friday, October 22 at 3:00 p.m., and the 4-H judging competition will get underway at 10:00 a.m. Saturday, October 24.

Judging of beef cattle and swine will be accomplished by Kenneth L. Durrance of the University of Florida, with dairy cattle judging chores handled by Wilson Sparks of Tampa.

Judging of the stock events at the Greater Jacksonville Fair will begin on Thursday, October 21 at 3:00 p.m. with Shorthorns first on the program, to be followed by Angus in the ring at 4:00 p.m. Adult swine will be judged at 4:30 p.m. the same date. At 7:30 p.m. Hereford cattle will be viewed to close out the first day’s competition.

On Friday, October 22 at 2:00 p.m., Brahman cattle will enter the ring, with Santa Gertrudis ready for judging at 4:00 p.m. Charolais will be judged at 7:30 p.m. the same night.

Highlight of the Saturday evening activities will be the parade of champions and awarding of trophies to the adult beef cattle and swine winners.

The following week on Thursday, October 28 at 1:00 p.m. the dairy show at the Jacksonville Fair will start with judging of Jersey and Guernsey breeds, followed at 4:00 p.m. by Ayrshire, Brown Swiss and Holstein animals. At 4:30 on October 28, the 4-H and FFA swine and youth barrow show will be held, with the 4-H and FFA beef and youth steer show slated for 7:00 p.m.

4-H and FFA judging contests in livestock and dairy competition will be held at 1:00 p.m. on Friday, October 29. Marking a first at the Greater Jacksonville event will be the youth steer sale and youth barrow sale slated to be held on Friday, October 29 at 7:30 p.m.

Judges for the livestock events are as follows: Adult beef, Don L. Wakeman, assistant professor, department of animal science, University of Florida; 4-H and FFA beef and swine, J. E. Pace, animal husbandman with the Extension Service, University of Florida; adult dairy, C. W. Reaves, extension dairyman, University of Florida; 4-H and FFA dairy, Barney Harris, assistant extension dairyman, University of Florida.

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THIRD SALE
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of our
SANTA GERTRUDIS
CATTLEMEN'S LIVESTOCK MARKET
Tampa, Fla., Fri., Oct. 15th, 1 p.m.
SELLING 80 FEMALES—10 BULLS

We have planned a third sale to offer some more of our purebred Santa Gertrudis ... all highly suitable for use in either purebred or commercial herds. This is the third sale in less than two months and our decision to sell is due to being overstocked at present ... also, we want to reduce the herd prior to the first frosts.

We've been in the business of raising Santa Gertrudis for about five years, and our herd includes a large number of brood cows purchased from several of the famous Florida and Texas herds you've read about. In this third sale we will offer 80 Santa Gertrudis heifers that are pasture exposed to purebred Angus and Santa Gertrudis bulls. Also, we will sell 10 Santa Gertrudis bulls from 20-22 months of age, all of quality breeding background.

A number of the Santa Gertrudis bulls we use in our breeding program are KING RANCH SIRES with some of them weighing 1880 and 1865 pounds when they were purchased at two years of age from King Ranch in Texas. Further, some of our females have received the service of our $5000 King Ranch sire.

If you want some more information, contact us; the cattle will be arriving at the Cattlemen's Livestock Market, located at 6811 E. Broadway, Tampa, prior to the sale date and can be inspected there. Contact Harry McCollum or Bill Hamilton, phone Lakeland 682-0117, for information as to arrival times if you want to look at them in advance of the auction.

If you need good females, you won't find any better ones ... anywhere ... with size for age and the best bloodlines.

BOB BARTON, AUCTIONEER

RANCHO PONCE DE LEON
DOTHAN, ALABAMA (RANCH AT WESTVILLE, FLORIDA)

For further information about the cattle, or catalog, contact

Charles Woods, Owner
1914 Montgomery Highway
Dothan, Alabama

J. Robert Hall, Manager
Phone Dothan, Ala. (205) 792-8274
or Westville, Fla. (904) 548-3313
Tallahassee report another strong list of entries in the livestock classes with activities beginning with the open barrow show at 8:00 a.m. Tuesday, October 26, followed by the youth swine evaluation contest at 10:00 a.m. On the same day, the state FFA swine show is scheduled for 1:00 p.m.

Other competition in the state swine show is set to start at 9:00 a.m. Wednesday, October 27, and the beef cattle competition will get underway also at 9:00 a.m. with showing of Charolais. Short-horns will go in the ring at 10:30 a.m. the same morning. At 1:00 p.m. all barrows will be sold, with the placing of Angus cattle set for the same hour. The open swine show will be held at 2:00 p.m. on October 27.

Brahmans will be shown at 9:00 a.m. Thursday, October 28, followed by Herefords in the ring at 1:00 p.m. The carcass show and youth evaluation contest awards will be held at 8:00 p.m. October 28.

The state 4-H and FFA swine show and open state swine show will both be judged by Dr. E. R. Lidvall of the animal science department, University of Tennessee, Knoxville, Tennessee.

Harvels Sell Chuleto 70/1

H. L. Harvell, Ranch, owned by Mr. and Mrs. H. L. Harvell of Brooksville, recently announced the sale of Chuleto 70/1, premier Santa Gertrudis bull in Florida for 1963-64, to the Instituto de Fomento Nacional, Managua, Nicaragua.

In addition to this recognized herd sire, the concern also sold two yearling sons of El Torazo Jr., 419, and four Santa Gertrudis purebred heifers to the South American organization. Officials of the government of Nicaragua selected the animals with the sale being handled by G. T. Stack of Tampa.

The Harvels pointed out that several of the animals were to be shown at the National Livestock Show in Nicaragua which was held during the latter part of September.

Cattle Slaughter Reaches New High

CATTLE SLAUGHTER under federal inspection, according to USDA, reached an all-time record high during the third week of September.

Slaughter for the week ending September 18 was estimated at 585,000 head as compared with the previous one week record of 570,000 head. The earlier record was set during the week ending January 16 of this year. Calf and veal production totaled 13.5 million pounds and pork production was estimated at 198.8 million pounds.

As a result of the increased slaughter total meat production under federal inspection was the highest it has been since the month of January.
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Want faster gains? . . . In both pounds and profits?
YOU GET THEM WITH SANTA GERTRUDIS!

This Santa Gertrudis bull gained 640 pounds in an official 140-day test, an average of 4.57 pounds per day. More proof that Santa Gertrudis gain fast—and gainability has been proven heritable.

Crossbred Santa Gertrudis steers in this herd weaned 574 pounds at 8 months, went straight to the feedlot and gained 3,115 pounds per day, averaged 1,014 pounds at less than 13 months, graded high Good and dressed 62%.

As long as beef sells by the pound, extra pounds will earn extra profits—and you get more of both with Santa Gertrudis. Crossbreeding with a Santa Gertrudis bull can add 75 to 100 pounds to weight of your calves, whatever your base herd.

Santa Gertrudis thriftiness also pays off in the feedlot with fast gain at low cost, as proven in official rate-of-gain tests. Of all cattle tested in Texas, only 69 have gained as much as 500 pounds in official 140-days tests—and 64 of them were Santa Gertrudis.

You also will benefit from other Santa Gertrudis advantages, such as hardness and hustling ability—greater pest resistance—fewer production problems—greater milking ability and longer productive life. And they deliver top performance in a wide range of climates, hot or cold, damp or dry.

TO SELL MORE BEEF, FASTER, CROSSBREED WITH SANTA GERTRUDIS

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THE FIRST annual 1965 Halter Futurity for colts and fillies was held in conjunction with the Gainesville Quarter Horse Show at Gainesville September 4-5 with a total of $1500 split among the winners.

Joe Crockett, Gainesville, said that 38 horses were nominated, but due to a number of reasons, 15 animals showed. He added that plans are being laid for the 1966 futurity and pointed out that December 15 will be the next date for payments to be made for entries.

In the colt competition, first place was awarded to Hickory San Man, sired by Leo San, out of Canela Bay, owned and bred by Hickory Hill Farm, Gainesville. Second spot went to Chigger Daniel, sired by Freckles Turner, out of Black Lou, owned and bred by D.R. Daniel & Sons, Oakland Park. Other colt placings were: third—Hickory Glo King, Hickory Hill Farm; fourth—Derby Adams, L&L Farms; Dothan, Alabama; fifth—Wilda Boy 2, William H. Kemp, Jacksonville; sixth—Zell Daniel, Daniel & Sons.

Filly showings saw first place go to Lady Bird Miller, sired by Red Miller, out of Horniga Chica, owned by Phoenix Farms; and bred by Lee Berwick of St. Joseph, Louisiana. Placing second was Lady Duson, sired by General Pat, out of Miss Happy, owned and bred by A. Duda & Sons of Cocoa. Other filly winners were: third—Dellah Adams, L&L Farms; fourth—Flying Sassy, Rock Hollow Farm, Ocala; fifth—Daylight Adams, L&L Farms; and sixth—Florida Miss, owned by Zellner Brothers of Oakland Park.

The Breeder's Trophy was awarded to Berwick, breeder of the top filly in the competition.

Hugh Posey Is Top Winner During Okeechobee Rodeo

Hugh Posey was top money winner at the Okeechobee Rodeo held over the Labor Day weekend with Barney Faircloth of Ocala taking second spot in overall winnings.

Although hampered by gusty winds due to Hurricane Betsy, all events were held with most of the entrants staying through the two day affair. It was reported that attendance was high even though there were hurricane alerts with approximately 6000 people in attendance according to ticket sales. There were a total of 105 entries with close to $3400 in prize money. The Okeechobee rodeo is an RCA approved contest.

Named senior queen of the event was Marion Little, daughter of Mr. and Mrs. Burl Little of Okeechobee. Junior queen selected by the judges was Becky Padgett, daughter of Mr. and Mrs. R.E. Padgett, Jr. of Lake Wales.

Two rodeo events are on the slate for October and November leading off with the 14th Annual Mid-Florida Rodeo at Pionson October 15-16. Performances will be held at 8:00 p.m. both dates, with no daytime showing. Spectators will be treated to competition in bareback bronc riding, calf roping, ribbon roping, bull dogging and bull riding. Serving as clown will be Jimmy Carter of Siler City, North Carolina. Claude Yelvington and Sons of Seville, will produce the rodeo.

Next rodeo dates will be November 4-6 with the Beville's Corner Annual Rodeo held in conjunction with the Sumter County Fair at Webster. The same events as the Pionson rodeo will be programmed and Carter will also work as clown for the three day show. Yelvington and Sons are producing the Beville's Corner rodeo, also. It was reported that money will be added in both of the rodeos.

Winners at the Okeechobee rodeo, listed in order by events, with times in parentheses, were as follows:

- Calf Roping—First go-round: Hugh Posey, Okeechobee (11.8 seconds); Jack Hennig, Indiantown; Gene Tomlinson, Lorida; tie for fourth between Pete Clemmons, Okeechobee and Randy Brannon, Tampa; Second go-round: Don Brown (13.0 seconds) Clovis; Third—Orlando; Posey; Barney Faircloth, Ocala; Average: Posey, Hennig, Tomlinson; Albert Barthel, Dade City; Bulldogging—First go-round: Faircloth (8.5 seconds); tie for second between Jim Knowles, Miami, and Tomlinson; Clemmons; Second go-round: Norman Stokes, Lorida (5.0 seconds); Faircloth; Freddie McLurrg, Plant City; Robert Sanders; Average: Faircloth, Knowles, Clemmons, L. I. Whielden.
- Bull riding—Ronnie Brown; Jim Ebberson; Cary Carter, Mariana; Bill Crum, Brighton; Bareback bronc riding—Stokes; Carter; tie for third between Ronnie Brown and Joe Johns, Okeechobee; Saddle bronc riding—First go-round: Tomlinson; Clemmons, Jackie Hammete, Johns; Second go-round: Hammette; Clemmons, Tomlinson; Johns; Average: Clemmons, Hammette, Tomlinson, Johns.
- Cloverleaf race—First go-round: Shirley Reaves, Deltona City (19 seconds); Sheila Frank, Ocala; Linda Byrd, Miami; tie for fourth between: Carol Edwards, Fort Myers, and Lynn Harman, South Bay; Second go-round: Shirley Reaves (19.7 seconds); Joyce Faircloth, Ocala; Sheila Frank; Nancy Platt, Melbourne; Average: Reaves, Frank, Faircloth, Edwards.

According to USDA there were 17,554 million pounds of red meat produced during the first seven months of 1965, a decrease of four percent from the 18,200 million pounds produced during the corresponding period of 1964.

According to the American Meat Institute total sales of the nation's meat packing industry reached a record high of $14,600 million in 1964, a two percent increase over the $14,250 million record of 1963.

The Florida Cattlemen
Horsin' Around:

Horse Choice
Is Yours

by D. L. WAKEMAN
U. of F. Animal Science Dept.

ONE of the major factors to consider in selecting a pleasure horse is the personal preference of the buyer. Pleasure horses are used in many distinct but varied uses by their owners.

A prospective buyer of a pleasure horse should determine the intended use for his horse before he starts the search to find the correct horse. Help should be solicited from an experienced horseman to locate the availability of potential purchases especially if a trained horse is desired. Facilities available, anticipated care, as well as money available for purchase and upkeep should be studied before the original decision to buy a pleasure horse is made. A cheap horse often turns out to be an expensive horse, especially to a novice horseman.

Purchasing a pleasure horse from an established firm or breeding farm that will stand behind their sales, offers many advantages to an inexperienced buyer. These establishments know that a repeat customer is a satisfied customer and will offer informative and dependable information about their horses. Reputable horsemen will call to the attention of their prospective buyers, blemishes, unsoundnesses, vices, etc.

The prospective buyer should make sure that the sale horses have sound underpinning and stand squarely on their feet and legs. The horses should have acceptable conformation that is characteristic of their respective breed. These body conformation standards have been established by their respective associations as a result of their relationships to performance traits and can serve as a useful guide to the novice buyer.

Most beginners have a limited knowledge of pedigrees, therefore, caution should be exercised when evaluating pedigrees. Pedigree information may be distorted and often misleading when applying the information to one horse. Performance information of the animal in question or from the parents should supercede any pedigree information.

Eye appeal is also an important consideration when buying a pleasure horse. Unless you are satisfied or enthused about the appearance of your purchase, you probably will not derive the maximum joy and personal satisfaction that could be obtained from your horse. Pride in ownership is essential for lasting satisfaction. A pleasure horse is correct for you if you are excited over his potential and the joy you will derive from him.

for October, 1965
OUR QUARTER STABLES
HAVE MOVED
TO BELLEVIEW

We have moved our entire Quarter Horse operation to Belleview, where we feel we can do a better job of serving our old and new customers.

You all know our trainer, Salty Langford, who has spent the last 3½ years in Florida, and who has ridden some of the top horses in the state since he's been here. Before that, of course, he has worked with some of the top stables and best horses in the country.

He will continue to show for us as well as taking outside horses for training and showing. Come see our new place!
Dan’s Tomboy, H. L. Hobbs, Belleview 77

Mares
My Revere, Phoenix Farms, Orange Springs 303
Mac’s Tammy, Carol and Buck Harris, Redick 292
Princess O’King, D. R. Daniel & Sons, Oakland Park 246
King’s Dilly, Beverly Griffith, Lake Wales 258
Francette Daniel, D. R. Daniel & Sons, Oakland Park 232

Geldings
Bay Buck Daniel, D. R. Daniel & Sons, Oakland Park 147
Poco Paul Dee, Charles and Sharon Petty, Jacksonville 129
Caesar Adams, L&L Farms, Dothan Alabama 58
Rusty J Jom, Nanette Maupai, Miami 47
Tee Texas Star, Jim R. Tillman, Sarasota 37

JUNIOR WESTERN PLEASURE
Francette Daniel, D. R. Daniel & Sons, Oakland Park 499
Devera, L. A. Fredericks, Pompano Beach 182
Anthony West, Westenhook, West Palm Beach 88
Cherokee Pine, M. H. Scott, For Pierce 80
Lassie Norris, Don and Wilda Stalvey, Ocala 64

SENIOR WESTERN PLEASURE
Captain’s Crest, D. R. Daniel & Sons, Oakland Park 231
Sonora Maria, H. L. Hobbs, Belleview 118
King’s Dilly, Beverly Griffith, Lake Wales 117
Rusty J Jom, Nanette Maupai, Miami 103
Juan Echols, Frank M. Warren, Perry 99

JUNIOR REINED
Francette Daniel, D. R. Daniel & Sons, Oakland Park 182
Miss Bachus Jo, H. L. Hobbs, Belleview 77
Sugar Girl, Phoenix Farms, Orange Springs 54
Lassie Norris, Don and Wilda Stalvey, Ocala 26
Tee Texas Star, Jim R. Tillman, Sarasota 10

SENIOR REINED
Little Switchy, D. R. Daniel & Sons, Oakland Park 153
Sonora Maria, H. L. Hobbs, Belleview 70½
Caesar Adams, L&L Farms, Dothan Alabama 53
Juan Echols, Frank M. Warren, Perry 27
King’s Kewpie, June M. Pappy, Miami 21½

JUNIOR CUTTING
I’ll Dance, Spencer Harden, Sanford 149
Miss Annie Cody, Phoenix Farms, Orange Springs 148½
Hollywood Capers, Carol and Buck Harris, Redick 46½
Miss Bay Back, C. R. Taylor, Pensacola 36
Pretty Jo Reed, J. H. Alderman, Brandon 30½

SENIOR CUTTING
Sear Hug, D. R. Daniel & Sons, Oakland Park 245
Red Miller James, Jack Booream, Bartow 202
Snappy Don Brown & Davis, Fort Pierce and Waxahiche, Texas 143
Rey’s Dixie, Spencer Harden, Sanford 54
Duchess Ann, A. F. McDavid, Brooker 58

REGISTERED ROPING
Maybe So John, D. R. Daniel & Sons, Oakland Park 24
Bolo Wolf, D. R. Daniel & Sons, Oakland Park 14
Buster Bottom, Phoenix Farms, Orange Springs 5
Yankee Star, Gerald Sutton 5

REGISTERED BARREL RACE
Jenny’s Jasper, Shirley Reaves, Dade City (no others)

USDA has proposed to amend the tariff regulations issued under the Packers and Stockyards Act to eliminate the need for filing certain tariff supplements and amendments relating to livestock feed charges.

USDA’s Consumer and Marketing Service, which administers the Packers and Stockyards Act, said the proposed amendment would relieve stockyards and other livestock market agencies of the responsibility for filing a tariff supplement or amendment each time they make changes in charges for feed.

Pastures in Florida are generally providing an abundance of grazing, is the word from the Florida Crop and Livestock Reporting Service.

for October, 1965 79
QUARTER HORSE Shows
Attract Many Exhibitors

Keen competition is featured in recent events held at Whitehouse, Gainesville and Brooker arenas

QUARTER HORSE exhibitors and spectators turned out in force for three shows held in Florida at the end of August and over the Labor Day holiday weekend.

Leading off the series of events was the Cheyenne Ranch Quarter Horse Show at Whitehouse August 28-29, followed by the show at Gainesville September 4-5 held for the benefit of the Florida Sheriffs' Boys' Ranch. The McDavid Arena at Brooker was the site for the third show which was held on Labor Day, September 6, under the sponsorship of the Columbia County Cattlemen's Association.

Pine's Holly, shown by Charles and Sharon Petty of Jacksonville, was the grand champion stallion at the Whitehouse show, over reserve champion Dan's Tomboy, owned by Flying H Ranch, Belleview.

The grand champion mare was Princess O'King, owned by D. R. Daniel & Sons of Oakland Park, and Judge Doug Gray of Wharton, Texas, placed Red Lady O'Nesa, owned by Pheenix Farms, Orange Springs, reserve champion mare. Poco Paul Dee, another entry from the Petty stables, was the top gelding, and Daniel's Bay Buck Daniel was reserve.

In performance classes at Whitehouse, Marcia Shaw of Pheenix Farms took first place with Sugar Bau Girl in junior western pleasure competition. Senior pleasure winner was Red Lady O'Nesa, another Pheenix Farms entry, also ridden by Marcia Shaw. Shirley Reaves of Dade City, rode Phil's Simon to the fastest time in the registered barrel race.

The junior reining competition was also won by Sugar Bau Girl, with Lee Young up. Doug Carter of Bryceville won the senior reining with his Poco Ike. In junior cutting Richard Egers of Ocala won with Star Leo McCue, while Holly Miss 57, ridden by Buck Harris and owned by Carol and Buck Harris of Reddick, took first place in the senior division.

In novice cutting Howard Osteen of Oxford rode his Leo White Lip to first place, and Poco Jessie owned by Rex and Paula Holley of Miami with Paula Holly up, tied for first in open cutting with Kibbee, an entry of D. O. Baker, Leland, Mississippi, ridden by Roy Hufaker.

Evelyn McNeil of Miami, riding Moor ella, won the youth western pleasure, and Terry Jo Langford of Bellevue, took first place in youth reining with Miss Bacchus Jo. Top youth barrel racer was Deacon Pete, ridden by Russell Griffith of Lake Wales. Karl Frederick of Pompano Beach was judged winner of the youth showmanship at halter. Terry Jo Langford was awarded the all around youth trophy.

At the Gainesville show, Judge Hugh Bennett of Colorado Springs, Colorado, named Sol Bailar grand champion stallion, an entry of Ray Renfroe of Jacksonville. Reserve stallion honors were awarded to Osmets' Sanfour, exhibited by Doyle Lightsey, Tampa.

The grand champion mare was Mac's Tammy, owned by Carol and Buck Harris, with reserve to Red Lady O'Nesa, a repeat of the Whitehouse show for the Pheenix Farms entry. Top gelding was Thor-Joe, owned by Gilbert Carson, Chiefland, while the Daniel entry Bay

SOL BAILAR, an entry by Ray Renfroe of Jacksonville, was grand champion stallion at Gainesville.
PINE'S HOLLY, owned by Charles and Sharon Petty, was grand champion stallion at Brooker and Whitehouse.

THOR JOE, grand champion gelding at Gainesville, was entered by Gilbert Carson of Chiefland.

PRINCESS O'KING, grand champion mare at Brooker and Whitehouse, was entered by D. R. Daniel, Oakland Park.

Buck Daniel, duplicated the Whitehouse win by going to reserve.

L&L Farms, Dothan, Alabama, won the get of sire class with the get of Leotam Adams, and W. H. Kemp of Jacksonville, won the produce of dam class with the produce of Sue Buckless. Pheenix Farms won the exhibitor's group class with Red Lady O'Nesa.

Junior western pleasure was won by the Daniel entry, Francette Daniel, with another Daniel horse, Captain's Crest, taking first honors in senior pleasure. Shirley Reaves rode her Jenny's Jasper to top the barrel race entries, and registered roping was won by Terry Calderon of Kissimmee.

Carter's Poco Ike, took another first place in senior reining, with Pheenix Farms' Sugar Bau Girl winning again in junior reining. Junior cutting event saw Miss Annie Cody, also from Pheenix Farms, taking first, and Snappy Dun, owned by Brown & Davis of Fort Pierce and Waxahachie, Texas, was named winner in senior cutting.

In youth events Power Ann, owned by W. E. Stanfield of Dade City, took first place, and A. G. Lewis of Cocoa saw his Chalk Lewis take first place in western pleasure. King Scharbauer, owned by E. H. Campbell of Titusville, won in the reining class, and Beverly Griffith of Lake Wales exhibited her King's Dilly to win the youth showmanship at halter.

The Florida Cattlemen
The E. J. Annis Challenge Trophy was presented to Francette Daniel for winning the all-round horse competition based on points earned in each class entered. She was an entry of D. R. Daniel & Sons and was ridden by Dick Gill. This was the second year the trophy has been awarded and it must be won three times by the same horse to retire it.

A highlight of the Gainesville show was the first annual halter futurity for colts and fillies with $1500 split among the winners. See page 76 of this issue for complete results.

At the Brooker show, Judge Doc Speence of Burnett, Texas, named Pine's Holly grand champion stallion, to mark another win for the Petty entry. Reserve honors went to Essig's King Leo, owned by J. W. Hughes of Atlanta, Georgia.

A Daniel mare, Princess O’King, went to the grand championship, with Pheenix Farms My Reserve, taking reserve. Top gelding was Chubby Hornet, exhibited by Don Stalvey of Ocala, while Daniel & Sons' Bay Buck Daniel took his third reserve award in a row for the shows reported on.

Junior pleasure winner was Francette Daniel, from the Daniel stables, while Sonora Maria, owned by H. L. Hobbs of Belview, was named first in senior western pleasure. Carter's Poco Ike came in first in senior reining for a third win, with Francette Daniel taking another first in junior reining.

B. R. Walker of Whitewright, Texas, had his Scooter March placed first in registered roping, and Power Ann, owned by Stanfield, had the fastest time in the registered barrel race. Daniel's Scar Hug and Rex Holley's Poco Jessie tied for first in senior cutting. Junior cutting winner was Poco Chubette from Dick 'N Buck Ranch of Georgia. Topping the open cutting competition was Holly Miss 57 owned by Carol and Buck Harris. Reita Hank, owned by Virginia Osteen of Oxford, placed first in novice cutting.

Youth events at Brooker saw Stanfield's Power Ann, taking first place in the barrel race, and King Scharbauer, owned by E. H. Campbell won in the youth reining division. Youth western pleasure winner also was King Scharbauer, the Campbell entry.

I. A. Frederick's Devilena was exhibited to first place in the youth showmanship at halter class.

Other winners to three places with number of entries in parentheses were as follows:

**Whitehouse**
- 1964 stallions (2) - Hickory Glo King, Hickory Hill Farm, Gainesville; Willa Boy II, William H. Kemp, Jacksonville.
- 1965 stallions (3) - Surbside, John A. Snively, Jr., Winter Haven; Sol Ballar, Ray L. Renfroe, Jacksonville; Mr. Golden Bars, William P. Ball, Sanford.
- 1962 stallions (2) - Pine's Holly (grand champion), Charles and Sharon Petty, Jacksonville; Coy Peter Pan, Jim Vinson, Orange Park;
- 1963 stallions (2) - Don's Tomboy (reserve grand champion), Flying H Ranch, Belview; Bantam Buck, D. R. Daniel & Sons, Oakland Park;
- 1966 fillies (1) - Unnamed, A. F. McDavid, Brooker, Flying Sassy, Rock Hollow Farm, Ocala.

**Chubby Hornet**, a gelding belonging to Don and Wilda Stalvey from Ocala, was judged grand champion at Brooker.

**Hickory Spring, Hickory Hill**:

- 1963 mares (9) - Mac's Tammy, Carol and Buck Harris, Reddick; Little Miss Leo, I. A. Fredericks, Pompano Beach; Sporty Cash, K. D. Kast, Pompano Beach;
- 1964 mares (2) - Francette Daniel, Daniel; My Revere, Pheenix Farms, Orange Springs; Stampede Pretty, W. E. Stanfield, Dade City;
- 1965 mares (7) - Princess O'King (grand champion), Daniel; Red Lady O'Nesa (reserve grand champion), Pheenix Farms; Devilena, Fredericks, 16-62 geldings (3) - Bay Buck Daniel (reserve grand champion), Daniel; Baldy Allen, Guy Shiver, owned by Texier Harden, Sarasota;
- Aged geldings (3) - Poco Paul Dee (grand champion), Charles and Sharon Petty; Rusty J. Som, Nanette Maupai, Miami; Colonel Zain, J. R.富, Abbeville, South Carolina;
- Senior western pleasure (9) - Red Lady O'Nesa, ridden by Maria Shaw, owned by Pheenix Farms; Sporty Cash, ridden by Carone Smith, owned by Stanfield; Francette Daniel, ridden by Di Gill, owned by Daniel;
- Junior western pleasure (9) - Sugar Bud Girl, ridden by Maria Shaw, owned by Pheenix Farms; Sporty Cash, ridden by Carone Smith, owned by Stanfield; Francette Daniel, ridden by Di Gill, owned by Daniel;
- Reserve western pleasure (9) - Red Lady O'Nesa, ridden by Maria Shaw, owned by Pheenix Farms; Sporty Cash, ridden by Carone Smith, owned by Stanfield; Francette Daniel, ridden by Di Gill, owned by Daniel;
- Junior reining (6) - Sugar Bud Girl, ridden by Lee Young, owned by Pheenix Farms; Francette Daniel, ridden by Di Gill, owned by Daniel; Miss Baehus Jr., ridden by Salty Langford, owned by Flying H Ranch;
- Senior reining (7) - Poco Ike, ridden and owned by Doug Carter, Bryevelle; Little Switchy, ridden by Buck Daniel, owned by Daniel; tie for third between: King's Rework, ridden by Dale Range, owned by Rusty Daniel; Papp Jr., ridden by June M. Papy, Miami, and Dusty's Jack, ridden by Charles Sanderlin, owned by R. B. Hill, Ellaville, Georgia;
- Senior reining (7) - Poco Ike, ridden and owned by Doug Carter, Bryevelle; Little Switchy, ridden by Buck Daniel, owned by Daniel; tie for third between: King's Rework, ridden by Dale Range, owned by Rusty Daniel; Papp Jr., ridden by June M. Papy, Miami, and Dusty's Jack, ridden by Charles Sanderlin, owned by R. B. Hill, Ellaville, Georgia;
- Registered barrel race (3) - Phil's Simon (13.2 seconds), ridden and owned by Shelly Reaves, Dade City; Peggy, ridden by Tommy Wall, owned by Peele Construction Company, Fort Pierce; Sorrel Pine, ridden and owned by Jeanette Allen, Silver Springs;
- Junior cutting (7) - Star Leo McCoy, ridden and owned by Richard Egoers, OCtla; Pretty Jo Reed, ridden and owned by Hoesa Alderman, Brandon; tie for third between: Miss Annie Cody, ridden by Young, owned by Pheenix Farms; Francette Daniel, ridden by Di Gill, owned by Daniel; Miss Baehus Jr., ridden by Salty Langford, owned by Flying H Ranch;
- Novel cutting (18) - Leo White Lip, ridden and owned by Howard Osteen, Oxford; I'll Dance, ridden and owned by Jake Allen, Sanford; tie for third between: Miss Annie Cody, ridden by Young, owned by Pheenix Farms; Francette Daniel, ridden by Di Gill, owned by Daniel; Miss Baehus Jr., ridden by Salty Langford, owned by Flying H Ranch, and Jay Boy, ridden by Joe Lott, owned by W. F. Cone, Ocala;
- Open cutting (22) - Tie for first between: Poco Jessie, ridden by Paula Holley, owned by Rex and Paula Holley, Miami, and Kibbee, ridden by Ray Huffaker, owned by D. O. Baker, Leland, Mississippi; Miss Kibbee, ridden by Dusty Owens, owned by Mr. and Mrs. H. E. Moser, Amarillo;
- NFCHA novice cutting (4) - Golde, ridden by Elinor Carter, owned by John Carter, Bryevelle; Dusty Tom, ridden and owned by Charles Papy III, Miami;
- NFCHA novice-novice cutting (2) - Gun Toter, ridden and owned by John King; Carter; Little Joe, ridden and owned by Ike Pearson, Whitehouse;

**Advertisement**

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OKEECHOBEE, FLORIDA

For October, 1965
First race—yearlings, 220 yards (4)—Lisa Cameo (13 seconds), ridden by Brent Knight, owned by Mildred Murphy, Avon Park; Zecco, Grubby Fitter, Perry, Georgia; Second race—two year olds, non-winners, 350 yards (4)—Miss Bay Van Bar (19.4 seconds), ridden by David Pate, owned by H. L. Hobbs, Belleview; Dunce, ridden by Knight, owned by Jack Frazier, Williston; Third race—two year olds, open, 350 yards (3)—Mildred (19.5 seconds), ridden by Terry Glessner, owned by Red Gibson, Jacksonville; Louisiana Li, ridden by Allen Leonard, owned by Phil Whitehead, Jacksonville; Fourth race—three year olds, non-winners, 350 yards (5)—Misty Kin (19.6 seconds), ridden by Mike Ray, owned by Jim Paulk, Adel, Georgia; Jay Gracey, ridden by Brent Knight, owned by Johnny Dean, Jacksonville; Fifth race—three and over, non-winners, 350 yards (4)—Street One (18.8 seconds), ridden and owned by Z. T. Wilkins, Hahira, Georgia; Walter C. Borrow, owned by Red Wilkins, Mildred Murphy; Sixth race—open, 400 yards (3)—Doby (21.2 seconds), ridden by Glessner, owned by Gibson; Clyde Camfer, Pitzer; Seventh race open, 300 yards (4)—Voinog's War Bomb (16.5 seconds), Pete Knowles; Liscasa, ridden by Wilkins, owned by Paulk; Youth showmanship at halter (8)—Karl Fredrick, Pompano Beach; Kurt Miller, Fort Mc coy; Terry Langford, Belleview; Youth western pleasure (6)—Moorella, ridden and owned by Eyoen McNeil, Miami; Sonora Maria, ridden by Eddie Langford, owned by Flying H Ranch; Devil's Tom, ridden by Steve Pavy, owned by June Jarry Pary; Youth reining (4)—Miss Bacteris Jo, ridden by Terry Langford, owned by King Scharbauer, ridden by Eddie Campbell, owned by R. H. Campbell, Silver Springs; All around youth trophy won by Terry Langford, Belleview.

Gainesville
1965 stallions (4)—Unnamed, Hickory Hill Farm; Gainesville; Unnamed, T. M. Deal, Orlando; Tom B. Fancey, Bryan & Son Farms, Alachua; 1964 stallions (4)—Daniel & Sons, R. Daniel & Sons, Oakland Park; Hickory Glo King; 1963 stallions—Ray Reynolds, Oak Hill Farm; 1962 stallions—Sol Bialar (grand champion), Ray Reynolds, Oak Hill Farm; 1961 stallions—Snively, Winter Haven; Super Bar Chief, Llangollen Farm, Ocala; 1960 stallions (1)—Pine's Holly, Charles and Sharon Petty, Jacksonville; 1959 stallions (1)—Mollie Owen's Sanfur (reserve grand champion), Doyle Lightsey, Tampa; Cherokee Cash, Richard & James McCoy, Ocala; 1958 stallions (5)—Dr. W. C. Burns, Brooks ville; Unnamed, J. M. Wellman, Folk City; Hickory Hill Farms, John; 1957 stallions (12)—Lady Bird Miller, Phineas Farnsworth, Oviedo; Ocala, owned by J. W. Lackey & Mrs. Michael Welch, Jr.; Delilah Adams, L & L Farms, Dothan, Alabama; 1956 mares (15)—Mc's Tammy (grand champion), Carol and Buck Harris, Reddick; Sporty Girl, E. O. Eaton, Pompano Beach; Little Miss Leo, I. A. Freederick, Pompano Beach; 1956 mares (10)—Pamela Pretty, W. E. Stanfield, Ocala; 1955 mares (7)—Red Lady O'Ness (reserve grand champion), Phineas Farms; Princess O'King, King's Dilly, Beverly Griffith, Lake Wales; 1954 mares (3)—Power Ann, W. E. Stanfield; Miss Kimbery, Bryan & Sons; Bar Fly Wimpy, Bufordor Florence Fisher, Hay Springs, Nebraska; 1951-52 geldings (3)—Bo Be De Oro, Mildred Murphy, Avon Park; Cherokee Adams, L & L Farms, Dothan, Alabama; Unbuckle, Llangollen Farm, Ocala; 1951-50 geldings (3)—Imprint's Iron Clad, Virginia Dobbs, Atlanta, Georgia; Texas Star, Jim K. Tillman, Sarasota; 1951-50 geldings (3)—Tee Texas Star, Jim Tillman, Sarasota; 1951-50 geldings (3)—Imprint's Iron Clad, Virginia Dobbs, Atlanta, Georgia; 1950 geldings (11)—Devil's Joe (grand champion), Gilbert Carlson, Chiefstand; Chubby Hornet, Don Staley, Ocala; 1950 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1949 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1948 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1947 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1946 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1945 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1944 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1943 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1942 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1941 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1940 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1939 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1938 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1937 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1936 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1935 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1934 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1933 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1932 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1931 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1930 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1929 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1928 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1927 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1926 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1925 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1924 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1923 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1922 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1921 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1920 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1919 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1918 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1917 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1916 geldings (2)—Squaw Echoes, Lackey & Lutringer; 1915 geldings (2)—Squaw Echoes, Lackey & Lutringer.

MAC'S TAMMY, owned by Carol and Buck Harris of Reddick, was named grand champion mare at Gainesville.

The Florida Cattleman
Cattlemen throughout Florida have depended on The Cattleman Press for waterproof cardboard posted signs—which last several times as long as regular cardboard used by many printers. By special arrangement with the manufacturer, we can secure long-lasting metal posted signs if you want them. Generally, special copy can be provided at little or no additional cost if desired. (All prices include sales tax.)

**Posted Signs**

As illustrated (cardboard, top; metal, center), with your own ranch name imprinted. Waterproof cardboard signs are approximately 9”x11” in size. The metal signs are 9”x16”. In ordering, give exact wording of name you want on your signs. PLEASE ORDER BY NUMBER.

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In Ordering, Use These Order Numbers (see designs at left):

- "POSTED, No Trespassing, Hunting or Fishing.” Waterproof Cardboard, Order No. 100; Rust-Resistant Heavy Metal, Order No. 200.
- "$500 Reward for Information Leading to Arrest, etc.” Available only to members of Florida Cattlemen’s Association; your local membership qualifies you. Waterproof Cardboard, Order No. 300, Rust-Resistant Heavy Metal, Order No. 400.

Waterproof Cardboard Signs can be shipped to you through the mails at reasonable cost. Due to the weight of metal signs, they should be picked up from the manufacturer at 2735 New Tampa Hwy., Lakeland, and they will be held for you there unless you make specific arrangements for delivery.

**FCA Reward Signs**

Official FCA reward posters, larger than the Posted signs, are available on Waterproof Cardboard, approximately 11”x14” in size. They are sold only to FCA members (your membership in a local qualifies you). Quantities up to 50 at 35c each.

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In Ordering, Use Order No. 500.

Some associations prefer to make up their own reward offers, and individual ranch name may be inserted if desired, or complete new designs can be made to order. When groups pool their order, separate shipments will be made without penalty and quantity price applies. (When individual ranch name is changed in such cases, add $1.75 for each change.)

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In Ordering, Use Order No. 600.

Transportation Charges Additional

THE CATTLEMAN PRESS
Box 1030 Phone 847-2801 KISSIMMEE, FLORIDA
Quarter Horse Sale

Please watch for further information in the November issue of The Florida Cattleman regarding the upcoming registered Quarter Horse Sale to be held at the Agricultural Center in Madison, Florida. Consignments for this sale are being carefully selected and only horses with top breeding backgrounds will be offered to the buyer.

Florida's Crop Value Increases

Products raised by Florida farmers were valued over one billion dollars for the first time in history last year, according to Dr. E. T. York, provost of the University of Florida's Institute of Food and Agricultural Sciences.

Heading Operation DARE (Developing Agricultural Resources Effectively), York said cash receipts from farm marketing climbed to $1,015,000,089 in 1964, exceeding 1963 Florida farm income by some $130 million.

“We are almost a year ahead of projected farm income goals,” York added. DARE figures indicate an average yearly increase of $50 million in Florida farm income from 1960 to 1975.

The DARE program began its second year of operation in August with the naming of 26 statewide committees which will begin reviewing county reports this month.

York and his team of specialists seem well aware that the action phase of implementing DARE will have to be initiated by people at the county level. The action program, as seen by York, would involve 66 Florida counties “Knowing what their resources are and doing something about planning for the most effective use of these resources.”

The machinery of DARE lies in its continuous revision and feed-back of information between county and statewide committees. York said, “In about two or three years we will take a fresh look at Florida’s over-all economic growth, including population and income changes.” DARE’s target date will then be set up five years to cover a new 15 year period, he added. The current DARE period projects to 1975.

Hobbs; Rusty J. Som, Nanette Maupai; Captain’s Crest, Daniel; Junior reining (6) – Francette Daniel, Daniel; Reed Hornet, Mitchell Ranches, Ellers; Wheels Aplexy, A. G. Hagler, York, South Carolina; Registered barrel race (4) – Scooter March, B. R. Walker, Whitehall, Texas; Maybe So John, Daniel; Bolo Wolf, Daniel; Registered barrel race (4) – Power Ann, W. E. Stanfield; Reese’s Star, R. H. Fortner, Odessa; Mason, Dan Taylor, Chiefland; Junior cutting (10) – Poco Chubbette, Dick ‘N Dale; tie for second between: Harvey’s Jug, Bill Cones, Ocala; Misty Gene, H. M. Igou, Eustis; Miss Annie Cody, Phoenix; Francette Daniel, Daniel; Senior cutting (3) – Tie for first between: Scar Hug, Daniel; and Poco Jessie, Rex Holmes, Fort Pierce; Fort Pierce; tie for second between: Poco Dias, Jackie Miller, Fort McCoy; Holly Miss 57, Harris; and Rooster Clegg, Mann Bailey, Ontario;

Open cutting (25) – Holly Miss 57, Harris; tie for second between: Snappy Don, Brown & Davis, Waxahachie, Texas; Ray’s Dixie, Spencer Harden, Sanford; Plain Slats, M. Q. Ranch; Satsama; Baby Ruth Spence, John Carter, Bryceville;

Novice cutting (14) – tie for first between: Reita Hank, Virginia Osteen, Oxford; and Hollywood Caper, Harris; Chubby Hornet, Don Staley;

Youth showmanship at halter (7) – Dewolina, I. A. Fredericks, Pompano Beach; Mac’s Tammy, Harris; Poco Dias, Jackie Miller;

Youth barrel race (5) – Power Ann, W. E. Stanfield; Reese’s Star, Fortner; King Scharbauer, E. H. Campbell, Titusville;

Youth reining (2) – King Scharbauer, Campbell; Stampede Pretty, W. E. Stanfield;

Youth western pleasure (6) – King Scharbauer, Campbell; Miss Sikeston IX, Kathleen Stanfield, Dade City; Dewolina, I. A. Fredericks.

For Information Contact

James T. Sullivan
Madison, Florida
Phone 973-6822
or
Mike Platt
Quitman, Georgia
Phone 263-5558
Horsemen Meet
RAYMON TUCKER of Bunnell was named to check the possibility of leasing Seminole Raceway facilities for FQHA-sponsored races to be held the first and second weekends of February and March, during an FQHA membership meeting held at Kissimmee on September 16.

If satisfactory arrangements can be made, the facilities would be used for the time trials and running of FQHA's Rebel Futurity, Florida-Bred Futurity and Dixie Maturity next year.

President Fred McDavid, Brooker, also appointed a committee composed of Tucker, Carol Harris of Reddick and Mel Wheeler of Winter Garden to explore other avenues of promoting Quarter Horse racing at Seminole in the future.

In other action, Edgar Brown of Fort Pierce, chairman of FQHA's cutting committee, was requested to examine the possibility of staging a cutting futurity in Florida.

SE Red Angus Officers Named

THE ANNUAL meeting of the Southeastern Red Angus Association was held on September 4 at the Whitley Hotel in Montgomery, Alabama, with five states represented.

Election of officers was held during the business session with J. P. Givhan, Mobile, Alabama, reelected as president, and Ray Barnett, Jackson, Mississippi, being reelected vice president.

Directors were also elected as follows: one year term: Robert Duncan, Huntsville, Alabama, and W. G. Oliver, Senatobia, Mississippi; two year term: J. H. Holben, Lake Wales, and George Gibson, Rome, Georgia; three year term: Barnett, and J. D. Keisling, Crossville, Tennessee.

Mrs. Gladys Holben, Lake Wales, was reappointed by the board of directors to serve the organization as secretary-treasurer.

Paint Horse Show Set for October

THE AMERICAN Paint Horse Association has announced that its 1965 National Championship Show will be held during the American Royal Horse Show at Kansas City, Missouri, October 21-22.

Officials expect this to be the largest Paint Horse show to be held since the registries were organized in 1962. Last year's first national show at Hutchinson, Kansas, drew entries from 12 states, with some owners hauling over 1000 miles to compete.

Entry blanks can be obtained by writing the American Paint Horse Association, P. O. Box 2077, Fort Worth, Texas 76101.

for October, 1965 85
UPCOMING QUARTER HORSE SHOW EVENTS ANOUNCED

A total of six Quarter Horse shows have been approved by the Florida Quarter Horse Association through October and into mid-November. The events also have received the sanction of the American Quarter Horse Association, NCHA and FCHA.

Leading off the series of shows is the Imperial Quarter Horse Show at Winter Haven, from October 8-10, which was covered in detail in last month's CATTLEMAN.

Next on the slate is the Orange Blossom Charity Horse Show Association's First Annual Sunland Quarter Horse show in Orlando on October 15-17.

Roger Foster of Orlando, show superintendent pointed out that $1000 will be added in open cutting and that cutting events will be held on Friday and Saturday, October 15-16 at Harden Farms near Sanford, with championship cutting set for Sunday at Seminole Park. Competition at Harden Farms will get underway promptly at 9:00 a.m. each of the two days, and entrants are requested to be on hand at 8:00 a.m. The event at Seminole will get underway at 2:00 p.m. Foster added that NCHA has provided an impressive trophy for the winner, and that plenty of stalls are available at Seminole with a charge set at $10. Judging the Quarter Horse show will be Ronald A. Sharpe of Granger, Indiana. Halter, other performance and youth events will be held at Seminole Park.

Harold Brite of Evans, Georgia, will judge the Pinellas County Horsemen's Show at the Largo Fairgrounds in Largo on October 29-30 with first events starting at 10:00 a.m. Friday, October 29 in performance classes, and halter classes set for Saturday at 9:00 a.m. Youth events and other performance events will start at 1:00 p.m. on Saturday, winding up with final performance competition at 8:00 p.m. that evening.

Mrs. Norman Trudell, show secretary, reported that six barrel racing classes would be held first on Friday evening in order to give the open cutting horses more time to arrive due to distances involved for some owners.

The next show is the J.M. P. Stables, Inc., Fall Show set for November 5 at the Pappy Stables in Miami, and Chas. C. Pappy, Jr., show secretary, reported that Gordon Childers of Longview, Texas, will serve as judge. Halter classes will get underway at 9:00 a.m. November 5 and performance classes set for 1:00 p.m. Deadline for entries is 9:00 a.m. November 5.

Following the show at the June M. Pappy Stables is the Western Horse Show Association of Florida Championship Quarter Horse Show in Miami on November 6-7. The regular halter classes will compete and performance classes will have monies added to the purse, it was reported by John P. Simonsen, association president. Youth classes in performance and showmanship at halter are also on the program.

Charles Hayes, manager of the show to be held at Palatka, November 12-13 says entries will close there at 9:00 November 12 for halter classes and 6:00 p.m. for performance classes. Youth entry deadline is 9:00 a.m. November 13. Also, NCHA and NFCHA cutting entries have a 6:00 p.m. deadline November 12, although post entries will be accepted. Judge for the show will be Miss Betty Lou Zimmer of Dale, Indiana. Site of the show is the Putnam County Fairgrounds.

Complete details of the shows announced above follow:

**Orlando**

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<td>NCHA Novice 7/16&quot; Cutting</td>
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Stake Race  2.50  Trop. & Rib.
Barrel Race  2.50  Trop. & Rib.

1966 Trail Ride
Dates Scheduled

Officials of the Florida Horsemen's Association have announced that March 9-13, 1966, are the dates selected for the organization's 16th Annual 100-Mile Competitive Trail Ride.

Site of the annual event is the Ocala National Forest with headquarters at the Sewell Ranch, Umatilla. Entries are limited to 60 and are divided into three groups, heavyweight (rider and tack over 180 pounds); lightweight (rider and tack 155-179 pounds); and juniors, ages 11 through 15.

The ride is open to stallions, mares and geldings of all breeds and crossbreeds, ages three and up.

Request for brochures, rules and application blanks should be addressed to Mrs. Fay McLean, Box 137, Babson Park.

A record 31.8 billion pounds of meat animals were processed by the meat industry in 1964, a gain of seven percent over 29.6 billion pounds processed a year earlier.

During the week ending August 14, cattle slaughter under federal inspection was the highest its been since January, according to USDA.

U. S. imports of red meat totaled 79 million pounds during June, compared to 124 million pounds a year earlier, USDA has reported.

Hog slaughter under federal inspection for the week ending August 21, at 1,115,000 head, was the largest weekly since May, according to USDA.

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Ranching Is Chosen Future of Newly-Married

by ETHEL HALE STANCIL

Marriage is new (four months old!) for Sherrie and James T. Harper, but both are "old hands" at ranching. Sherrie is the daughter of E. Boyd and Emily Squires Williams, and the granddaughter of John Williams, all of whom live on the family ranch, Scratch, west of Ocala on highway 200.

James is the son of Mr. and Mrs. T. J. Harper of Trenton. He has some cattle of his own and is active in FFA. He was awarded the State Farmer's Degree and has his application for his American Farmer degree. He also plants melons each year. The money from this project goes into his schooling fund.

Sherrie got her first 4-H calf at nine and showed him when she was 10. "I continued raising and showing animals yearly and in 1958 had the 4-H Reserve Champion Steer at theSoutheastern Fat Stock Show held in Ocala," Sherrie said.

Money realized from Sherrie's 4-H steer projects plus money realized from feeding other steers enabled her to start her herd with seven registered Hereford cows. From time to time she borrowed funds and increased her animals until she has 70 head in all—cows, heifers, and bulls, some of which she has for sale now.

"We have two horses," Sherrie went on. "James has Toy, a registered Quarter Horse, and I have Little Man."

Little Man is a story unto himself. He was orphaned when 30 minutes old.

"He looked like a wet paper sack," Sherrie recalled. "He was so skinny! His mother hadn't been eating and her intravenous feeding didn't seem to get to him!"

"For the first two weeks of his life he had shots once and twice a day, and we had to feed him every hour. We sterilized his bottles and nipples just as a baby's. Canned milk and lime water—bought at the drug store—vitamins and cod liver oil were his diet.

"Foals must have mare's milk to make their bowels move. We were fortunate in being able to secure a pint from a neighboring ranch.

"Mother and I alternated feeding Little Man at night. I'd set my alarm clock and place objects between my bed and it to wake me up! I'd jump over them especially to cut off the alarm, and sometimes fall back over them and into my bed again—his feeding time came so

For the CowBelles

SPICED PEAR SAUCE is delicious. Cut pears in quarters, pare and core. Add a small amount of water, sugar and spices to taste. Cook until tender and mash with potato masher. I store in the freezer till needed although the sauce can be canned. I think this sauce is tastier than applesauce.

PEAR HONEY is quick and easy to prepare. Grate or grind pears. To 3 pounds add 5 pounds sugar and a tall can of crushed pineapple. Bring to a boil and cook slowly till of the desired consistency—about 30 or 40 minutes. Pour into sterilized jars and seal. I like to waterbath these for 15-20 minutes to make sure the seal "takes."

THREE DIMENSIONAL cloth pictures are the rage in Virginia. They are easy to make and most attractive.

To make, buy a piece of drapery material in the desired pattern and size. Patterns with animals, birds are good. Machine stitch a white cloth-backing all around the "picture." Lay material face-up and select those pictures to be stuffed. The larger ones should be selected. Background objects may be selected too—trees, mountains, etc. Machine-stitch around these, bypassing tedious small portions of figures. Cut a small slit in the backing of each figure to be "raised. Stuff these with cotton. Now sew up the slits.

Frame the picture. No glass is required!

It is said that "God never puts more on us than we can stand." One woman told me, "No, but my knees surely are wobbling!"

Truly she has had many tribulations. Her daughter's marriage failed and she took in her three children when the youngest was two or three and the oldest about nine. Her husband was sick for a long period and unable to work. She has the entire care of her aged ill mother. Moreover, she has been the good Samaritan to an aged ill lonely childless couple who live near her, one of whom has recently died.
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regularly!

"As Little Man grew his consumption of formula increased, until he was finally drinking two large Karo (quart) bottles at once—and had long ago outgrown his hourly feedings. We had a difficult time weaning him from his bottle. He was big enough to eat grain, but wouldn't. The rascal wouldn't even drink water from the trough (and we were determined not to give it to him in a bottle!) One day my little sister, Susan, was trying to make him drink. She had his head in water up to his eyebrows when I rescued him from drowning!

"When Little Man was about six months old he rared up on my shoulders and back. He didn't mean to hurt me—he was just playing," Sherrie explained. Luckily her father was near enough to hear her screams and rescued her.

Sherrie has two more years at the University of Florida. James has a semester at Central Florida Junior College in Ocala before he'll transfer to the University. Sherrie will be commuting to Gainesville. James, during his off school hours will be working at Rock Hollow Farm, as he has been doing for sometime.

Both Sherrie and James are majoring in animal science and top ranchers they are sure to be.

Sherrie's Barbecued Spareribs:
2-3 pounds ribs; 1 1/2 t. salt; 1 1/2 t. pepper; 1/2 t. paprika; 1/4 t. chili powder; 1/4 t. dry mustard; 1 1/2 c. water; 1 1/2 t. sugar.

Trim excess fat from ribs. Place in large shallow baking pan so that ribs are in a single layer, if possible. Mix seasonings and spices together and sprinkle generously on both sides of ribs. Put slices of onion over top. Mix worcestershire and hot sauce into tomato sauce and pour over all. Add water and sprinkle sugar over sauce.

Bake in moderate oven, 235 F., for 2-2 1/2 hours or until very tender. Baste often and turn ribs over several times during cooking. Add more water if needed. Sauce should be thick enough to cling to meat when done. Drain off excess grease that cooks from ribs. Make four generous servings.

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The Florida DAIRY FARMER

Inbreeding Is Possible

Future Breeder Problem

 Contribution of the Research Committee
 Purebred Dairy Cattle Association

BREEDERS have been interested in inbreeding for centuries, and are even more interested today, with advances in our knowledge of genetics and with increases in the use of A. I.

Inbreeding depression is one consequence of mating related animals and shows up as a decline in fitness and performance. Estimates of what to expect vary widely and it is somewhat improper to present specific values. However, examples for each increase of 10 percent in inbreeding are as follows:

Milk yield, -500 pounds; birth weight, -2 pounds; mature weight, -60 pounds; wither height, -4 inches; and fertility, variable declines.

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In all dairymen have a stake in the linebreeding and inbreeding which is occurring in the pure breeds. Without notable exception, all A. I. sires come from the relatively small registered cattle population. Each breed association has expressed concern that a few sires and their relatives are being used so widely. About two-thirds of all Holsteins registered in 1964 were by A. I. sires. One sire accounted for 2.3 percent of all males registered. Six A. I. Ayrshires sired 23 percent of all registered Ayrshire calves in 1963 and similar examples can be found in the other dairy breeds.

Before the advent of A. I., inbreeding within the breeds was increasing slowly. An estimate not far wrong for any U. S. dairy breed would be about 0.1 percent per year. At this rate, it would take 100 years for an entire breed to become 10 percent inbred. Even this would not be serious for a number of reasons. Concurrent selection for desirable traits would far offset the declines due to increased inbreeding, for example. Our genetic gains from selection for milk yield over the years have been far greater than losses due to inbreeding, and will likely continue to be so.

Some inbreeding is bound to result in populations which are not infinitely large. Yet, all of our five major dairy breeds are large enough so that population size need not worry us too much. In bisexual organisms such as the dairy cow, the rate of increase in inbreeding per generation due to finite population size alone is slightly more than one over 8N, where N equals the number of males used for breeding. For example, a registered A. I. population of only 80 males and several thousand females could be expected to increase about 0.16 percent per generation, or about 0.03 percent per year.

This is certainly lower than the present actual rate, however. Since some sires are used more than others, the rate will be higher, depending upon how disproportionately the use is. Heavy use of relatives of popular A. I. sires will increase inbreeding. Although we do not have reliable figures for all breeds, we probably are not approaching a dangerous inbreeding situation at the present time.

Cornell workers recently studied the problem to see what our present status is. For 17,490 Holstein cows by 200 A. I. sires, the average inbreeding was estimated to be 0.4 percent. Note that this value refers to the present level, not the rate of increase. The average coefficient of relationship of the 200 sires was 0.72 percent, although among sires of one stud it was 3.45 percent. If parents are not inbred, the inbreeding of offspring will be half the coefficient of relationship of the parents. Values such as these are not high enough to cause appreciable inbreeding depression.

Measurements of inbreeding and relationship, and their effects upon various traits, have been made by a number of researchers. However, the changes which seem inevitable because of increased use of A. I. popularity of certain outstanding sires and their relatives, and the consequences of finite population size in the pure breeds, are worthy of considerable additional research. This research should be partly retrospective, to obtain clear and reliable information on what has happened and is happening now.

There should also be research designed to obtain information on controlled populations in both the presence and absence of selection for the trait of interest. A number of projects already under way at various experiment stations fulfill these objectives to some degree. A great deal more information is needed, however, on all traits of economic importance. We especially should study the less populous.
breeds since they could provide a bellwether for all breeds.

For the dairy cattle breeder, linebreeding and inbreeding, when practiced with discretion, continues to have a place for the production of breeding stock. At present, the traditional recommendation that the commercial dairymen avoid close inbreeding seems still to be warranted. Although our dairy breeds are not inbred to an appreciable extent today, we must keep in mind the possible consequences of increased levels.

Judging Team
Ready for Meet

The State 4-H Dairy Cattle Judging Team departed Florida on September 26 to compete in the National 4-H Dairy Judging Contest at Waterloo, Iowa, on October 3, according to C. W. Reaves, extension dairyman, University of Florida, Gainesville, and team coach, who accompanied the group.

The trip was to be made by auto with stops scheduled at Mid-South Fair at Memphis and mid-western farms for practice judging.

Members of the team to represent Florida are Ben Cleaveland, Land-O-Lakes, Leah Bennett, Tampa, and John and Don Taylor of Crawfordville. The team members were selected through a series of county, district and state contests so that they represent the culmination of a training program in dairying to over 1300 4-H members, Reaves said.

The four team members have had an average of over five years 4-H dairy club work, involving the feed and care of several animals, keeping records, participation in shows and judging contests, dairy efficiency contests and demonstrations.

Reaves said the practice session at the Mid-South Fair will have a strong show of Holsteins, Guernseys, and Jerseys and a regional Brown Swiss show. In addition to stops at some mid-western herds, the team will also practice at the University of Missouri and Iowa State University.

The national contest is held in connection with the National Dairy Cattle Congress. It is one of several national events held in connection with this dairy show, where over 2000 animals will be exhibited.

Sponsors of the team's trip are: the Florida Times-Union, the State Department of Agriculture, the Florida Guernsey Cattle Club, the Florida Jersey Cattle Club, and the Florida Dairy Products Association.

According to USDA, average milk production per cow in 1964 was 7,880 pounds. This was an increase of 4.2 percent over 1963, and the largest percentage gain since 1958.

Thousands of tons of citrus pulp were discarded before Florida researchers developed the pulp for dairy feed.

for October, 1965 91
New Mimeo Report From Quincy

NORTH FLORIDA Station Mimeo Report NF 66-1 entitled “Ground Snapped versus Ground Shelled Corn With Various Roughages for Fattening Steers” by F. S. Baker, Jr. was recently issued. Its summary is as follows:

Feedlot performance and carcass characteristics were similar from feeding ground snapsed corn rations in which the cob and shuck furnished all the roughage and with ground shelled corn rations with cottonseed hulls as roughage.

With snapsed corn at $39.74, shelled corn at $54.20, and cottonseed hulls at $22.38 per ton, net returns were higher from the ground snapsed corn rations. Adding $24 per ton citrus molasses to either ground snapsed or ground shelled-cottonseed hull rations did not greatly affect results. Feeding a ground shelled corn ration with self-fed grass hay as roughage resulted in lower roughage intake than where roughage materials were included in the feed mixtures.

Cattle fed ground peanut hulls as roughage with a ground shelled corn ration consumed less feed, gained less, had lighter carcass weights, and had smaller net returns than those fed either ground shelled-cottonseed hull or ground snapped corn rations.

New Bulletin on Limited Feeding From Everglades Station

FLORIDA AGRICULTURAL Experiment Station Bulletin No. 693 entitled “Effects of Feeding Limited Amounts of Concentrate to Stocker Steers on Pasture” by C. E. Haines, H. L. Chapman, Jr., R. W. Kidder and R. E. L. Greene was recently issued. Its summary is as follows:

In three consecutive years, groups of 80 yearling steers were used to study the effects of supplementing pasture grazing during certain quarters of the prefeedlot year. The pasture supplement consisted of limited amounts of concentrate mixture supplied in the first, second, or fourth quarters and combinations of these treatments. Each test period was approximately a year's duration prior to finishing the steers in drylot.

Data presented include weight changes, market grades, and economic aspects of the prefeedlot treatments. Steers not supplemented gained an average of 215 pounds during the prefeedlot year compared to 278, 308, and 288 pounds for steers supplemented in the first quarter, first and second quarters, or first and fourth quarters, respectively.

A combination of final feeder grades and live weights indicated that supplementation in the first and second quarters had the highest value. When the cost of the supplement was deducted from the market values, the steers in this treatment produced the highest net returns during the prefeedlot year. When the steers later finished the feedlot period, the group that had been previously supplemented in the first quarter only yielded the highest net returns.

Thus, it was financially advantageous to supplement yearling steers on pasture in the prefeedlot year with limited amounts of a concentrate mixture. The study also showed that pasture supplementation increased the skeletal growth of yearling steers to a significant extent.

Watering Cattle

EVERGLADES EXPERIMENT Station Mimeo Report EES 65-30 entitled “Should Cattle Be Watered from Drainage Ditches on Organic Soils” by H. L. Chapman, Jr. and G. T. Edds has recently been issued. Its summary is as follows:

A section of well-managed pasture on organic soil will graze 650 to 800 mature cattle. If the section is divided into 80-acre pastures, a total of four miles of fence could be eliminated by allowing cattle to drink from drainage ditches.

The cost of a mile of fence will vary widely, but a fence constructed of five strands of heavy-duty, four-prong, barbed wire, strung on eight foot creosote-treated fence posts placed 10 feet apart, will cost approximately $650. Four miles would cost approximately $2600. Spread over a ten-year depreciation schedule, this amounts to approximately $260 a year.

The loss of one or two cows or steers a year from condemnation of carcasses at slaughter, or poisoning, parasites or drowning will more than offset this saving. If the ranch had less invested in the fences, the difference would be smaller.

Because of the large potential hazard to health of both animals and man, it is recommended that cattle not be watered from drainage ditches.
Dairy Report Shows A. I. On Increase

The current report of the Dairy Herd Improvement Section of USDA shows more than 40 percent of all U. S. dairy cows were bred artificially last year.

Numbers of dairy cows bred artificially, now 41.4 percent, have increased steadily over the years. In 1964 the total was 7.3 million, in 1954, it was 5.1 million, and in 1939 (near the beginning of artificial breeding) only about 7000.

More than one million dairy cows, 15.3 percent of all those bred artificially, were mated to beef bulls in 1964, it was pointed out.

The newly released figures show the increasing potential of artificial breeding in spreading the genetic contribution of superior sires over a large number of herds. More than 3000 cows were bred per sire in 1964, compared with less than 2000 in 1954, and 228 in 1939. It was explained that a bull mated naturally breeds about 15 to 20 cows per year.

Chapman Is Named To Guernsey Post

DIRECTORS OF the American Guernsey Cattle Club, Peterborough, New Hampshire, recently announced the selection of Francis X. Chapman as secretary-treasurer of the organization.

Chapman previously had been employed since 1960 as general manager of the Hawthorn-Mellody Farms Dairy, Bowling Green, Ohio. In this position he directly supervised the annual production of three million gallons of ice cream and one half million gallons of mix. He is a graduate of the University of Maryland with a BS degree in dairy science.

Club officials stated that Chapman’s training and experience in science and business administration, together with 13 years of actual management, including all phases of sales, promotion, advertising and public relations provide a well rounded background for his new position.

Throughout most of 1964, the production of evaporated whole milk in the U. S. was close to year-earlier levels, though well below the 1959-63 average, according to USDA.

Milk output in the U.S. this year may reach a billion pounds above the record 126.6 billion produced in 1964, according to USDA’s Economic Research Service.

The number of milk cows on U. S. farms during June 1965 totaled 15,566,000, down 3.2 percent from a year earlier, USDA reported.

for October, 1965
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Crotalaria Warning Issued

by WM. L. SIPPEL, V.M.D.
Florida Dept. of Agriculture

LIVESTOCK OWNERS should take precautions against animals consuming crotalaria. Both the seeds and leaves of this plant are capable of producing poisoning.

Cattle consuming the plant at this time of year may not develop symptoms for two or three months as the toxin affects the liver causing a progressive case of cirrhosis which ultimately kills the animals.

Crotalaria spectabilis is the common toxic variety present in this area. It was formerly planted as a soil builder and by virtue of hard seed, has become well established in some pastures.

Less toxic varieties are available for soil building if desired, but one should be sure that the variety in the pasture is a non-toxic one before allowing livestock to graze in the field. If in doubt, take an entire plant to your county agent.

We have recently had a case of infectious bovine rhinotracheitis (red nose) presented to the laboratory for autopsy. In addition, we have received several blood samples that were positive for the test for this condition. This disease can appear in subacute, acute, or inapparent clinical forms. It has been considered a disease of feedlots, but can be present anywhere cattle are gathered in groups.

The condition can cause respiratory symptoms, produce a purulent type of vaginitis, or cause abortion. The virus causing this disease is widespread throughout the country.

Another virus disease that is widespread in Florida and the nation is that of virus diarrhea. This condition primarily affects the intestinal tract, producing an acute or chronic disease marked by diarrhea. Vaccines are available against both virus diarrhea and rhinotracheitis and it is recommended that feedlot cattle or any group in which there are repeated introductions into the herd be protected against these diseases with the appropriate vaccines, given according to manufacturer's recommendations.

Virus diarrhea vaccine can cause abortion during certain stages of pregnancy. Your veterinarian should be consulted regarding the inclusion of vaccination against leptospirosis along with the above immunizations.

The acute outbreak of anaplasmosis that was feared for this fall has not yet appeared. However, we are still not out of the danger period and if horses should become numerous, the outbreak may yet take place. Cattle and horses newly imported from the West and those with the disease and the fact that protection can also be accomplished with low level aureomycin feeding is repeated.
from last month's article.

The fall and winter has usually brought forth several cases of copper deficiency. Cattlemen are advised to provide adequate mineral for their animals all year around, especially during the winter. This mineral should include calcium, phosphorus, potassium chloride, and the trace minerals, iron, copper and cobalt. For information on the mineral best adapted to your area, consult your veterinarian or county agent. An excellent bulletin No. 683 entitled "Minerals for Beef Cattle in Florida" is available from your county agent.

Vibrio infection is being recognized with increasing frequency throughout the state. Interested cattlemen are referred to a special article on the subject elsewhere in this issue. During September, we have had several cases of pneumonia in cattle of all ages. Many cases of vibriosis, leptospirosis, anaplasmosis, rhinotracheitis, and virus diarrhea were diagnosed by examination of blood samples. The malignant tumor called lymphoma was diagnosed in three different animals and is being detected with increasing frequency. The condition is thought to be infectious.

We continue to receive specimens from calves affected with blackleg. We are able to give very prompt positive confirmation on this disease and malignant edema as well as redwater disease, due to new techniques added to our routine procedures. Other conditions noted during August included coccidiosis, nitrate poisoning, navel ill, Johne's disease, parasitism, calf enteritis, and an animal that died of hemorrhage following castration.

Infectious anemia continued to be the most frequently diagnosed disease of horses. We are receiving increasing numbers of fungus infections isolated from animals with skin disease. The growth on the legs called "leeches" was diagnosed several times. Two cases of cirrhosis, one caused by heavy parasitism and the other by crotalaria, were also received.

A horse that had a twisted gut that resulted in a ruptured stomach was autopsied at the laboratory. The tumor-like growth called equine sarcoid was diagnosed three times. Other types of cancer were received from three other horses. Other conditions included tests for thyroid function, nephritis, mastitis, various infections of the bowel, and epiphyseal fractures of the legs in a young horse that caused it to be quite lame.

Diseases of swine included strongyloides parasite infestations in young pigs that caused many deaths in a herd, pneumonia, and a case of encephalitis.

PRICES RECEIVED by Florida swine producers increased 80 cents during the month of August to $21.30 per hundredweight, according to the Florida Crop and Livestock Reporting Service.

According to USDA total meat production under federal inspection for the week ending September 11 was estimated at 460 million pounds.

for October, 1965
**Beef Council Income Tops $30,000!**

Florida Beef Council's 1964-65 year, which will end October 15, is proving to be a good solid record-breaker. We're happy to report that this year's Beef Council income will top $30,000 for the first time!

This is a real milestone, especially when you consider that 1960's income (a record at that time) was just above $15,000. Now, just five years later, we have doubled that figure by topping $30,000.

Made up essentially of 10 cents per head deductions on cattle sold by producers, this record income certainly reflects a growing confidence in Beef Council's progressive program of promoting beef.

**It Took Lots of Hard Work**

The Florida Beef Council program has progressed immensely since it was organized back in August 1955. As you'd suspect, this progress is built on many man-hours of work produced by individuals who were sold on Beef Council and pledged to make it grow and provide a real service to the industry.

In addition to the producers who have volunteered their 10 cents per head deductions, a big vote of thanks is due all past and present Beef Council members and Florida CowBelles throughout the state for their hard work, without thought of compensation for their efforts.

Special thanks should most certainly go to Florida's livestock auction market operators and several packers, who have implemented the collection of a large share of Florida Beef Council funds. They are rendering a most valuable service.

Beef Council's promotion program has produced far in excess of funds expended. The response of Florida's newspaper, magazine, radio, and T.V. editors has been most gratifying.

A variety of promotions are successfully staged by Beef Council each year. The entire list of projects is a long one. We'd like to recommend that you read the article written by Beef Council Chairman Thomas L. Sloan of Fort Pierce, which appears on page 36 of this issue.

**What About the Future?**

Chairman Sloan says: "We don't really spend money on beef promotion programs, we invest it in the future of the beef cattle industry."

We think that he's absolutely right. Every cent spent is an investment in the future of the cattle industry. He points out that every time a roast, steak or package of hamburger is sold, the beef industry profits.

Florida Beef Council will continue to set records of better beef promotion and more income as long as Florida cattle producers stand squarely behind the Council's efforts. This, of course, means 100 percent deductions of 10 cents a head on cattle sold!

Let's not forget that beef is in demand because it is a tasty and nutritious product. We can all do our share in helping to promote our product ... let's EAT MORE BEEF!

**St. Augustine Welcomes You!**

St. Augustine—"The Nation's Oldest City"—has the welcome mat out for all cattlemen as the St. Johns County Livestock Association hosts the annual convention of the Florida Cattlemen's Association, October 13-15. Louis Gilbreath, president of the St. Johns association, extends a warm welcome to cattlemen throughout the state. As usual, business will be the foremost topic, but several noted speakers will discuss phases of the cattle industry, and entertainment will also be part of the activities. One feature will be a complete seafood cook-out prepared by experts. For complete convention details see page 29 of this issue.
What Does it Mean to Your Cows?

It simply means they get the minerals, vitamins and Protein when they want it, in the form they like and can digest. Every ingredient in P. D. Q. is balanced to be palatable and digest in the amount the cow needs in relation to all the other elements contained in it and in the pastures and water. Available – Digestible – Balanced. That’s P. D. Q.

You don’t eat a spoonful of salt before your steak or cantaloupe—cows can’t use it that way either. It has to be balanced. Balanced with all the other minerals and vitamins to react properly in the Rumen—and not before. That’s why each particle is coated to dissolve in the cow at the proper time.

We go even further. P. D. Q. mixes vary with the season and with the needs of cattle in your area. You just can’t do better than P. D. Q.

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We can help you plan your winter feeding program. Contact us now, before winter sets in! Just decide whether you prefer to feed hay, pellets, or whatever, and give us a call. We’ll get with you and help you plan your P.D.Q. Program to fit your other feeds and the grass you have available. But, PLEASE—don’t wait too long—we have the time now.

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Attend the Florida Cattlemen's Association's ANNUAL Convention in St. Augustine October 13, 14, and 15.

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OKEECHOBEE Ben Dixon — Phone-RO 3-3257
TAMPA Ed Green — Phone 233-9464

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GRASS:
Last call to fertilize grass pastures for top quality fall and early winter grazing. Do not fertilize overgrazed pangola or bermuda at this time. Watch for aphid infestation on fertilized pangola.

CLOVER:
Fertilize old clover fields and plant new clover after October 15th. Apply 400 to 600 pounds per acre of Superior's special Clover fertilizer and "rest" until clover is ready to be grazed.

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