The Florida

CATTLEMAN

and Livestock Journal

This issue:

PCA Elects Turner as New President

AgriTours Schedule Given

Fast Feeder Sales of Season Held

PRI Names Hammond

QHA Race Entries Are Announced

A COPY $2 A YEAR

NOVEMBER

EIGHTEEN SIXTY-SIX

Angus
CHECK THIS LIST

**Winter Range Feeding**
Feed now to protect your investment in summer weight gains. Your Nutrena Feed Man 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. 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 Rumenife 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. Current high prices make Prescription Feeding vital.

**Cattle Fatner**
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 Nutrena 12% Cattle Fatner. He can show you how Cattle Fatner has paid off for other ranchers.

**Cattle Wormer**
New Nutrena Cattle Wormer adds to beef and dairy profits by fighting a major profit robber without drenching and without stressing your cattle with a harsh drug. It eliminates extra handling by incorporating the wormer in the feed. It breaks the worm cycle by killing both adult and immature worms in the animal.

**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.

HOW YOUR NUTRENA FEED MAN CAN HELP YOU REDUCE COSTS

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

CONGRATULATIONS to the newly elected officers of the Florida Cattlemen's Association! Officers for 1966-67 were elected during the recent convention in Panama City October 12-14. They are: Latimer H. Turner, Sarasota, president; Charles Lykes, Tampa, first vice president; R. D. Bennett, Greenwood and Thomas L. Sloan, Fort Pierce, second vice presidents; Gilbert Tucker, Cocoa, secretary; and O. L. "Slim" Partin, Kissimmee, treasurer.

NEW EXECUTIVE COMMITTEE includes the above listed officers plus Irlo Bronson, Kissimmee; Ralph Cellon, Jr., Alachua; and W. D. Roberts, Immokalee.

IT HAS BEEN A REAL PLEASURE to serve with the FCA officers during the past year, especially W. D. Roberts, who has been wonderful to work with.

FLORIDA BEEF COUNCIL income reached an all-time high of $40,930.50 during the 1965-66 fiscal year and Chairman Thomas L. Sloan extends sincere thanks to everyone who helped make this possible (see page 91 for further details).

FCA'S ANNUAL CONVENTION at Panama City was a real success for both business and entertainment. The members of the host West Florida Cattlemen's Association are to be congratulated for doing a fine job. See story on page 22 of this issue for convention details and a complete list of the resolutions passed.

$500 CATTLE THEFT REWARD payments were approved by FCA directors for Hillsborough County Constable Lonnie McCloud, Seminole County Deputy Sheriff J. Q. Galloway, and a divided payment for C. B. Jones, Jr., and H. H. Lampp of Highlands County. Highlands owners were Dressel Bros. Dairy, Sebring, with George Collier of Sebring being sentenced to three years hard labor in the state penitentiary. Seminole owners were Jack Syme and Hudson Garren of Geneva, with Willis Ellsworth and Curtis Hall, Jr., of Seminole undergoing pre-sentence investigation after pleading guilty. Hillsborough owner was Miles Ranch of Mulberry, with Fred Mercer, Jr., Charles Edward Delaney and Ronald Scott Palmer all pleading guilty to two counts of theft of calves and undergoing pre-sentence investigation.

CONGRATULATIONS also go to the newly-elected officers of the Florida CowBelles Association. They are: Mrs. Aubrey Caruthers, Oxford, president; Mrs. T. L. Sloan, Fort Pierce, first vice president; Mrs. Raymond McBride, Ocala, second vice president; Mrs. Gene Fulford, Fort Charlotte, third vice president; Mrs. Carey Carlton, Sebring, recording secretary; and Mrs. S. D. Andrews, Wildwood, corresponding secretary and treasurer.

IT'S IMPORTANT that you continue to be very cautious in using agricultural chemicals, hormones and antibiotics. Be sure to read the instructions and use exactly as directed!

HATS OFF to E. W. Carswell, Chipley; Louis Gilbreath (past FCA president), St. Augustine; and Henry O. Partin, Kissimmee for being named "Outstanding Man for Florida Agriculture" for northwest, central and south Florida, respectively. Awards were presented by the Florida Association of County Agricultural Agents.

-Art Higbie, Executive Vice President

For November, 1966
CATTLEMAN and Livestock Journal

November, 1966

Robert S. Cody, Publisher

William A. Gephart

Editor

Alfred M. Cody, Assistant Editor

James J. Flanagan, Field Representative

John R. Morris, Advertising Manager

Harry E. Hammond, Advertising Coordinator

Margaret Schields, Address Correspondence to

Belltower, Kissimmee, Florida 32741. Phone 841-2402

(Area 305)

Calendar

NOVEMBER

Vol. XXXI, No. 2

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The Cover for November, 1966

PUREBRED ANGUS cows at Fair View Ranch, Citra, are noted for their size, in addition to milk output and the ability to raise sturdy calves with top weaning weights. Our cover picture for this month shows a typical group in pasture under the management of Victor Puig, Jr.

Unofficial Publication

Florida Cattlemen’s Ass’n, Latimer H. Turner, President, Sarasota • Florida Brahman Association, W. G. Kirk, President, Ocala • Southeastern Brangus Breeders Association, Frank Smith, President, Sarasota • Florida Angus Association, Robert F. Deriso, President, Tampa • Florid Quartermaster, E. J. Ansin, President, Gainsville • Florida Santa Gertrudis Association, R. D. Eakmon, President, Pompano Beach • Florida Shorthorn Breeders’ Association, Jack Hooker, President, Plant City • Florida Hereford Association, George A. Zellner, President, Floral City • Florida Meat Packers Association, Dan Stowe, President, Tampa • Eastern Charolais & Charviny Association, C. F. Shuttine, President, Selma, Ala. • Florida Beef Council, Thomas L. Sloan, Chairman, Fort Pierce • Florida Cutting Horse Association, C. W. Mann, Bailey, President, Oxford • Florida Guernsey Cattle Club, Carroll “Bud” Ward, President, Winter Park • Florida Holstein Cattle Club, Henry B. Ebersole, President, Ocala • Southeastern Quarter Running Horse Association, P. H. Whitehead, President, Whitehouse • Florida Association of Livestock Markets, Pat Kelly, President, Arcadia.

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The Florida Cattlemen

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The Florida Cattlemen

for 1966-67

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FOR SALE: Potent shipping fever fighter that protects vitamin depleted cattle, too.

PFIZER TERRAMYCIN A/D CRUMPLES delivers high, long-lasting levels of broad-spectrum antibiotic straight to the respiratory tract where the shipping fever is. And builds up reserves of vitamins A & D in the bargain.

EXTRA FORTIFIED FORMULA supplies 250,000 units of vitamin A, 25,000 units of vitamin D per pound. Use the first 3-5 days after arrival to help prevent shipping fever and bacterial diarrhea. Or use as treatment whenever trouble happens. Topdress on your regular ration or mix with feed. Just a cup per day protects an animal up to 750 lbs. See your animal health supplier for full information.
NOW YOU HAVE A CHOICE

The Country's recognized leader in Farm Storage Silos and Steel Farm Buildings is now available in Florida. (See also page 19.)

Editor's Desk

A "Thank You" Comes from The Cattlemen's Sweetheart

Tallahassee

As Florida Cattlemen's Association Sweetheart, I wish to take this opportunity to thank you and your magazine for all the fine publicity you have given me. It certainly has made the first few months of my reign most enjoyable.

Thank you also for sending the prints taken of me at the convention in Cocoa Beach . . .

Kay Graham

Shorthorn Breeder Appreciates Field Work by The Cattleman

Thomaston, Georgia

Thanks for sending me the pictures taken by your representative recently of individuals and groups in my herd.

George H. Miller

"Mr. Miller is owner of Upson Farms, known as "The Southern Home of Quality Shorthorns." We enjoyed working with him very much.

Writer Wants to Subscribe And Join FCA, Also

Umatilla

Enclosed please find my check for $2 to pay for a year's subscription . . . I would like very much to become a member of your association.

We were talking to Dr. and Mrs.

John S. Walsh of Altoona . . . and they suggested that we write you. They also said that your magazine is the best magazine for our purpose since we have registered Herefords. Also we have 11 purebred Arabian Horses.

William T. Seddon

"We have invited Mr. Seddon to contact the secretary of the Lake County Cattlemen's Association and by joining that group which is FCA affiliated, he will automatically receive a one year

Latest Statistics

Commercial Slaughter and Average Weight (USDA) . . .

<table>
<thead>
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<th></th>
<th>Cattle</th>
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<th>Swine</th>
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<tr>
<td>M Head Wt.</td>
<td>M Head Wt.</td>
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<tr>
<td>Aug. 1966 (Fla.)</td>
<td>35.5</td>
<td>885</td>
<td>31.5</td>
<td>295</td>
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<tr>
<td>Aug. 1965 (Fla.)</td>
<td>36.0</td>
<td>873</td>
<td>23.8</td>
<td>272</td>
</tr>
<tr>
<td>Aug. 1966 (U.S.)</td>
<td>3036.7</td>
<td>996</td>
<td>562.9</td>
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<tr>
<td>Aug. 1965 (U.S.)</td>
<td>2840.5</td>
<td>976</td>
<td>635.0</td>
<td>240</td>
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Slaughter Under State Inspection, Head (AITC) . . .

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<tr>
<th></th>
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<tr>
<td>September 1966</td>
<td>12,018</td>
<td>6649</td>
<td>26,753</td>
</tr>
<tr>
<td>September 1965</td>
<td>13,330</td>
<td>8238</td>
<td>27,767</td>
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Livestock Prices Per Hundred (USDA) . . .

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<th></th>
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<th>Calves</th>
<th>Swine</th>
<th>C'kens</th>
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<td>$21.20</td>
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<td>$22.60</td>
<td>$23.70</td>
<td>$24.70</td>
<td>$14.00</td>
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<tr>
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<td>21.00</td>
<td>17.00</td>
<td>22.70</td>
<td>23.20</td>
<td>26.50</td>
<td>15.00</td>
</tr>
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<td>U.S., Sept. 15, 1965</td>
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<td>22.40</td>
<td>22.10</td>
<td>14.50</td>
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Field Crop Prices Per Bushel (USDA) . . .

<table>
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<tr>
<th></th>
<th>Corn</th>
<th></th>
<th>Oats</th>
<th></th>
<th>Soybeans</th>
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<tbody>
<tr>
<td>Fla., Sept. 15, 1966</td>
<td>$1.30</td>
<td>$1.00</td>
<td>$2.75</td>
<td></td>
<td></td>
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<tr>
<td>Fla., Sept. 15, 1965</td>
<td>1.20</td>
<td>.95</td>
<td>2.50</td>
<td></td>
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</tr>
</tbody>
</table>

The Florida Cattlemen
profit-minded cattlemen use USSC's
Phenothiazine In Urea-Mineral-Vitamin A-
Blackstrap Molasses Mix No. 2-A***

YOUR MOST ECONOMICAL SUPPLEMENT
For Cattle on Pasture
Due to These 7 Features

1. Increased or extended carrying capacity of pastures by approximately 20% or more.
2. Increased consumption of unpalatable roughage and greater efficiency in the utilization of fiber (cellulose).
3. Increased rate of conception and percentage of weaned calves.
4. Increased weaning weights, with corresponding increased in grade and market value.
5. Increased longevity and lifetime production of breeding stock.
6. Increased resistance to common diseases and general health of the entire herd with decrease in mortality.
7. Increased efficiency in control of internal parasites through the proven value of low-level phenothiazine.

**A FORTIFIED BLACKSTRAP MOLASSES MIX FORMULATED TO PROVIDE SAFE AND WELL BALANCED SUPPLY OF ADDITIONAL PROTEIN, PHOSPHORUS, COPPER, COBALT, VITAMIN A AND LOW-LEVEL PHENOTHIAZINE, TO THE NORMAL RICH CONTENT OF ENERGY, PROTEIN, MINERALS, TRACE ELEMENTS AND VITAMINS PRESENT IN USSC'S HEAVY BLACKSTRAP MOLASSES.**

***The same formula WITHOUT Phenothiazine is available as Mix 5-A.

OTHER ECONOMIC ADVANTAGES OVER CONVENTIONAL SUPPLEMENTS IN DRY OR PELLET FORM:
1) It is currently priced at less than 50% of its equivalent feed value;
2) It can be handled, stored and distributed to cattle on pasture at considerably less cost;
3) It can be distributed on a twice-a-week basis in inexpensive salvage bath tubs and one tub will accommodate approximately 60 cows; and
4) Under normal pasture conditions cattle self-ration themselves when fed free-choice.

IF INTERESTED IN MORE PARTICULARS, PLEASE WRITE OUR SALES DEPARTMENT.
Mr. Huntley, who operates the feedlot along with his father Frank, says, "We're just real enthused with our Herd King equipment! It has cut our feeding labor from four men to one who can easily feed 1000 steers a day."

How about saving on feed costs? Mr. Huntley figures he saves $20 a ton by using haylage over other roughages they have used in the past. His feed ration consists of high moisture corn, a little supplement, cotton seed meal and Sudax haylage.

"Packers who have seen the difference in our steers since we converted to haylage are really surprised too!" Mr. Huntley says.

Huntley has two Herd King haylage tanks, and one dry corn tank and one high moisture corn tank. All are connected with mixing and handling equipment so the push of a button loads trucks which move the ration to the steers.

Herd King equipment haylage may save you money and labor too. Why not ask us to look over your operation—might make a big difference in your profit next year!

W. W. McGee
P. O. BOX 5741
ORLANDO, FLORIDA

MONEY available
AGRICULTURAL LOANS - FAVORABLE RATES
MINIMUM LOAN $15,000
QUICK APPRAISALS—VARIABLE TERMS TO 25 YEARS
- CATTLE RANCHES - DAIRY FARMS - TIMBER TRACTS
Ask for our free monthly Agricultural Bulletin

FARM LOAN DEPARTMENT
ARNOLD REALTY of GAINESVILLE, Inc.
RONNIE MEEHLS, Loan Supervisor
1219 West University Ave. Phone: 372-3522, Gainesville, Florida

subscription to THE CATTLEMAN as part of his dues payment.

Jeter Named to State Fair Position

J. McKissick JETER of Zephyrhills has been named assistant manager of the Florida State Fair, according to a recent announcement.

He will supervise all agricultural aspects of the fair which is held annually at Tampa during February. Jeter was previously employed by the American Guernsey Cattle Club as its representative in Florida.

He is a native of Union County, South Carolina, and is an animal husbandry graduate of Clemson College.

In the late 1940's and early 50's he served as the southeastern field representative of the American Guernsey Cattle Club covering an area including West Virginia, Virginia, North Carolina, South Carolina, Georgia and Florida.

Jeter is presently serving as president of the Florida Walking Horse Association and raises a few Tennessee Walking Horses as a hobby.

Floridian to Attend Beef Cattle Test Program in Japan

BRADFORD KNAPP of Bradenton, former beef cattleman with the Florida Experiment Stations, accepted an invitation to attend the first performance testing program in Japan held in October and November, as a guest of the Japanese government.

Knapp said the Wagyu breed of cattle has started to conduct performance tests under the direction of Dr. Morie Ishihara, managing director of the breed association.
At first glance, that might be a dumb question for us to ask. If you’re a cattleman, of course you have a bull. Most likely, a lot of them. And they may be restricting your breeding program. Needless to say.

Because getting top production from your herd takes more than a “breed-em-and-hope-for-the-best” attitude. It takes good management. And it takes bulls that have the proven genetics to breed more profit into your herd.

ABS has these genetically superior bulls. And they’re available at less than the average cost of keeping your own. Choose your breed: Angus, Hereford, Polled Hereford, Charolais, Shorthorn, Red Angus, Brahman, Brangus, and Santa Gertrudis—they’re in our stud. And you can count on calves from an ABS bull to be of higher, more uniform quality. An even greater benefit is that replacement heifers will make an important and noticeable improvement in your herd in future generations.

Talk things over with your ABS representative. He’ll advise you on the bulls that can do most for your herd. And he can even show you how you can have a top-producing herd without having a single bull around. And that’s no bull. American Breeders Service, Inc., DeForest, Wisconsin 53532.
HOW TO KEEP HIRED MEN HIRED

E. B. Mills, Sr. (left) and E. B. Mills, Jr., Hilltop Dairy, Trenton, Fla.: "We first purchased a quantity of two 20 x 60 HARVESTORES about a year ago. The results have been so favorable that we recently purchased our third 20 x 60 HARVESTORE. We have found that the HARVETO system definitely reduces our feed and labor costs and assures uniform year-round available feed."

Hired men quit and boys leave home when faced with tedious, repetitive feed mixing, loading, hauling, and unloading chores. Now there's a way to keep 'em down on the farm—a way already proved by Florida feeders who own HARVESTORE® systems. There's probably one not far from you.

With HARVESTORE, you just press a button. Grain, for example, can be unloaded into a roller mill or mixing equipment, and augered to feed bunks automatically. Mechanization not only eliminates repeated materials handling, but may eliminate the need for hired help entirely, depending on the size of your operation.

There are more basic advantages. With HARVESTORE sealed storage, you can harvest grain at high moisture—at maximum TDN—and top-fill directly into the structure. Field losses can be reduced as much as 10%. Drying costs can be eliminated. Storage losses can average less than 2%. So, you can feed more cattle without increasing acreage—produce more meat or milk at lower cost, higher profit.

Let us tell you more about the HARVESTORE system—first in the field of sealed storage—able to handle all native grasses as Haylage, including Pangola grass. Call, or return the coupon.

FLORIDA HARVESTORE, INC.

1335 South Federal Highway
Deerfield Beach, Florida
Phone A. C. 305 399-3330
(Call John O'Leary collect)

Please send me information about the HARVESTORE system.

I feed ___________ head of beef ___________ dairy ___________ hogs.
I farm ___________ acres. My primary feed crops are ____________________.

□ Student □ HARVESTORE owner

Name __________________________
Address __________________________
County __________________________ State __________________________ Zip Code __________________________
While in Japan, Knapp will address the Ministry of Agriculture in Tokyo, visit the Governmental Experiment Station at Chiba, and speak at Kyoto before the Japanese Society of Zootechnical Science. He will also attend the competitive performance exposition at Okayama, and visit other livestock experiment stations and cattle producing areas of Japan.

Quick Action is Featured in Park Silager

The Model 3-TG Park Silager, manufactured by Agricultural Products, Inc., of Shawnee Mission, Kansas, will remove silage, haylage or high moisture alfalfa faster than the revolving slats will pack it in. The action is aided by the hydraulically controlled digger-heads that take a four foot wide and two foot deep bite, in horizontal slats.

Officials pointed out the three ton capacity bed loads in approximately four minutes. A 40 bushel grain supplement mixing tank loads from the bottom or top as fast as two men can scoop it in.

The 3-TG Model and the Model 2-T, without grain tank, have built-in hydraulic systems and operate from the tractor pto or are available for roll back truck mounting.

Hales & Hunter to Construct Mill and Plant at Hilliard

Hales & Hunter officials and other dignitaries met recently in Hilliard where the company broke ground for a multi-million dollar feed mill and egg processing plant.

Paul Dilgard, manager of the Florida operation, served as master of ceremonies. Company officials present in-
CURTiSS CALVES...

CURTiSS-sired beef calves have that “look-alike” uniformity that puts a twinkle in the buyer’s eye — but that’s only the beginning.

CURTiSS bulls are performance and progeny tested for “grow power.” They sire the heavily-muscled, good-doing kind... fast-gaining steers that grade high on hoof or rail... heifers that grow into the best replacement stock you ever had on the place.

Eleven beef breeds available. Write for full particulars — or better still, ask your local CURTiSSMAN.

All semen processed under health standards recommended by A.V.M.A. and adopted by N.A.A.B.

CURTiSS BREEDING SERVICE, INC.
CURTiSS FARM - CARY, ILLINOIS 60013 - 312/639-2141

F.R.M. SUPER RANGE CUBES 30% PROTEIN
F.R.M. COWBOYS 20% PROTEIN

BOTH RICH IN ENERGY, MINERALS AND VITAMIN A & D
FEED DAILY OR TWO TIMES PER WEEK

DEVELOPED BY RESEARCH - PROVEN ON THE RANCH

FLINT RIVER MILLS INC. TALLAHASSEE, FLA. BAINBRIDGE, GA.
Will your grazing be plentiful this winter?

The summer will soon be gone, so now is the time to get ready for those expected cool days in the winter. The growth of your pasture grasses will slow up then... so don't wait any longer, make it easy on yourself... just call your local WCF GRASS-GRO MAN. He will relieve you of those extra worries. From analysis to a complete spreading program... you just naturally get a feeling of confidence when a WCF GRASS-GRO MAN handles the job. Go ahead, give him a call today!

**call your local GRASS-GRO MAN**

<table>
<thead>
<tr>
<th>Location</th>
<th>Name</th>
<th>Phone</th>
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<tbody>
<tr>
<td>TAMPA</td>
<td>Paul Bearss</td>
<td>Ph. 935-0236</td>
</tr>
<tr>
<td>VERO BEACH</td>
<td>Jim Boudet</td>
<td>Ph. 567-4555</td>
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GMC’S LIGHT duty truck line for 1967 is completely restyled and features a number of safety related improvements. Martin J. Caserio, vice president of General Motors and divisional general manager, said the additions to the line and the improvements made give GMC Truck & Coach its greatest market coverage in history.
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NOW is the time to check your plans for winter feeding. We have everything you need for getting your cattle through the winter in top shape.

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ALSO AVAILABLE — Barn poles, Piling, Lumber, Structural timbers, Lowest prices on Condor Brand Foreign wire. Check with us for wholesale prices.

FEED RATIONS are literally carried to livestock on a tray with the newly developed automatic cattle feeding system now on the market from Wyatt Manufacturing Company, Salina, Kansas. Called the TrayLine system, the device is a continuous train of interlocking trays which distributes feed the length of the bunk, or any section of the bunk, or “conveys” the ration to subsidiary systems over “spur” bunks.

sponsored by Financial World.
International's entry was one of approximately 5000 reviewed in 97 classifications in the 1966 competition.
The company is one of the largest milling firms in the world, and owns 23 flour mills and 24 formula feed plants in the U.S., Canada, Venezuela, Ecuador and Mexico.

Stephens Replaces Keith
As SGBI Staff Member

R. P. MARSHALL, executive secretary of Santa Gertrudis Breeders International, Kingsville, Texas, has announced that Walter L. Stephens, Tifton, Georgia, has been employed to fill the public relations position effective October 1, replacing Tommy L. Keith who recently resigned to move to Winter Haven, where he is now editor of Florida Grower & Rancher.

Stephens, a native Georgian, holds a Bachelor’s degree in animal husbandry and a Master’s degree in journalism from the University of Georgia. He was on the University livestock judging team and worked on the beef farm while in college.

Palmer Heads Dixie Lime to Succeed Brown

THE ELECTION of W. M. Palmer, Jr., as president of Dixie Lime and Stone

The Florida Cattleman
Take a close look at one of the three biggest problems of overwintering cattle

...it may be the only chance you get

That tiny squiggle is one of several kinds of roundworm parasites (actual size) that infect 9 out of 10 range animals, and rob them of blood and vital nutrients. Now, read how Thibenzole knocks out worms, helps cattle get more out of poor pasture, helps them keep their weight—and how you can make worming easy as opening a bag of feed.

It's not just the weather, it's worms. These tiny parasites drain your cattle of energy they need to withstand the other two winter stress factors: bad weather and poor forage.

It's important to know that even "healthy looking" range cattle can carry damaging roundworm burdens. And the amazing fact is that nine out of ten animals, all across the country, are parasitized...and practically all cattle in the Southern U.S.

With a feed containing Thibenzole®, the new, highly effective, palatable cattle wormer, you can do something about roundworm damage...surely and easily.

**Typical results of worming**
The gain in 65 separate pasture and feedlot trials with Thibenzole—across the U.S.—averaged well over 15 extra pounds per head in favor of animals wormed with Thibenzole.

Examples: In a 100-day Texas pasture trial, 34 Angus heifers wormed with range cubes containing Thibenzole averaged a 9.3-pound weight gain; 28 unwormed animals lost an average of 6.5 pounds each. Advantage for wormed animals: 15.8 pounds per head.

In another trial with 200 cows and calves, wormed calves gained an average of 18 extra pounds per head and cows an exceptional 69 pounds over unwormed cattle. (Animals finished just under 1,000 pounds.) Treated and untreated animals were in the same pasture, separated only by a fence.

Worm now with Thibenzole in feed and help relieve your mother cows and young stock of the stress of worms.

**Why Thibenzole?**
Here's why feeds medicated with Thibenzole can outperform any other wormer:

- **Thibenzole works**—It gets both adult and immature worms. Control lasts longer than with other wormers.
- **Thibenzole has a wide safety margin**—You can worm your pregnant animals as well as very young, old or sick animals. Thibenzole won't set cattle back.
- **Thibenzole is tasteless**—Cattle will eat feeds with Thibenzole. Result:

**Easy as opening a bag of feed**—Simply put meal or cubes containing Thibenzole in bunks or on pasture and your worming job is done. See one of the feed suppliers listed in the box, below.

**THIBENZOLE in feed takes the work out of worming**

Get together with one of the manufacturers listed below—or one of their dealers—and set up one of the most effective, easiest worming programs you've ever had.

Feed Products, Merck Chemical Division, Rahway, N. J.

THIBENZOLE is the registered trademark of Merck & Co., Inc., for thiabendazole

These leading mills now offer THIBENZOLE in a variety of feed forms:

- Alabama Flour Mills
- Albers Milling Company
- Allied Mills, Inc.
- Central Soya Food Division
- Cosby-Hodges Milling Co.
- John W. Eshelman & Sons
- Flint River Mills, Inc.
- Heles & Hunter Co.
- Hector Feed Mills
- Mixon Milling Company
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-Full length—no need to move post.
-Lighter, stronger than ever.
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Not sold by dealers—you save middleman's profit—5% discount on 10 or more in one order.

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-14'x4'2" 22.95 -14'x3'2" 20.95
-16'x4'2" 24.45 -16'x3'2" 22.95

Company, Ocala, was announced recently by the board of directors. Palmer succeeds Ralph M. Brown, resigned, who served as president for the firm since 1962.

Palmer, who joined the company in 1950, was appointed senior vice president at the annual meeting of the firm last November and named chairman of the newly created Executive Committee.

He takes over the top spot at Dixie at a time when the firm is engaged in the greatest expansion program in its history. A granite plant near Macon, Georgia, has been in production for several months, and a chemical lime plant at Sumterville in Sumter County went into production in July.

Demonstration Plots On Farms Established by Mobil

Mobil Chemical Company, Richmond, Virginia, is establishing demonstration plots on 500 farms throughout the nation to dramatize the response of pasture and grass lands to nitrogen fertilizers.

The program, now being implemented by some 160 sales and service representatives, was announced recently by W. D. Barton, a vice president in Mobil Chemical's agriculture chemicals division.

District managers will operate throughout the country and all of Florida, except the Panhandle, will be served by H. A. Dale of Orlando.

EMERGENCY POWER standby can be effectively obtained with the Winco tractor-driven alternator-generators just marketed by Win-charger Corporation, a subsidiary of Zenith Radio Corporation, Sioux City, Iowa. Two models are offered and provide ample standby power for milkers, bunk feeders, lights, heat and electric tools.
Now you have a choice when it comes to sealed storage.

If all you get is "the blues" from shopping for a low moisture silage system, take a look at the big, white Butler Stor-N-Feed.

Here's up to 1128 tons of "oxygen-free" storage for corn silage, or 620 tons for low moisture silage—plus Butler's exclusive, maintenance-free breathing system. No breather bags to replace, no relief valves to let air in.

Efficient top unloader is easily serviced. Delivers more silage, faster, than bottom unloaders...and with only five horsepower.

Bright, white finish reflects heat—minimizes gas expansion.

Price for the Butler Stor-N-Feed® system? You'll be amazed. Thousands of dollars less than some systems. There's an equally efficient and economical system for high moisture grain, too. And Butler offers low-cost deferred payment terms and lease plans. So see your Butler Agri-Builder. Or, write us. Take advantage of this choice.

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FARM BUILDINGS • BINS • DRYING SYSTEMS
WET CORN TANKS • HAYLAGE TANKS
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1941: Markets Head Gives Figures

L. M. Rhodes, commissioner of state markets, gave some interesting figures on the position of the livestock industry in Florida in an address given at Kissimmee. The Polled Hereford show at Memphis, Tennessee, was the largest in history with 309 cattle exhibited. Henry R. Pride of Jacksonville was named chairman of the 1942 Florida Fat Stock show.

1946: Pioneer Angus Breeder Dies

Pioneer Aberdeen-Angus breeder J. M. Simonton of Micanopy died on September 25 at the age of 83 years, 80 days. Dr. R. S. Glasscock of the Florida Experiment Station wrote an article on how to fit and show beef steers to be entered in shows by Florida youth. It was estimated that the Florida Live Stock Sanitary Board would require approximately $30,000 additional in their budget for salaries and expenses in connection with livestock tick eradication work.

1951: Friedlander Starts Angus Herd

Harry Friedlander of Lake Wales started in the purebred Angus business with a herd of 40 brood cows purchased in Kentucky. Florida Brahman herds took most of the top prizes at the second showing of registered Brahman at Atlanta's Southeastern Fair-a-Ganza. Florida's 4-H dairy judging team finished first in a field of about 40 at the Dairy Cattle Congress in Waterloo, Iowa.

1956: Demand Heavy for Feeders

Steady demand featured the feeder and stocker sales during the last portion of the sales season in Florida. Leonard Balaban, owner of Lookout Plantation, Bonifay, showed the grand champion Angus bull at the Holmes County Livestock Show. The first annual Scotch 'N Sunshine Sale sponsored by the Florida Aberdeen-Angus Association was held at Webster.

FLORIDA RAISED cattle at the A. L. Jackson Ranch near Gainesville around 1900 had access to many acres of pasture in Payne's Prairie where this picture was taken. The photo was sent in by Archie Jackson of Rochelle. The Cattleman solicits old pictures for this space and will pay $2 for each one accepted, returning the photo undamaged.
Important new disease claim!

Now...only feeds that contain “GOOD AS GOLD” AUREOMYCIN® will clear the carrier state of Anaplasmosis

See your county agent or feed man today!
LATIMER H. TURNER of Sarasota was elected president of the Florida Cattlemen's Association during the annual election of officers which highlighted the 1966 convention at Panama City October 12-14.

He succeeds W. D. Roberts of Immokalee, who has headed the organization for two years.

Charles Lykes of Tampa was re-elected first vice president, while R. D. Bennett of Greenwood was again selected to serve as second vice president and Thomas L. Sloan was also elected as a second vice president. Gilbert Tucker of Cocoa was elected secretary, while O. L. "Slim" Partin of Kissimmee was reelected to serve as treasurer.

Art Higbie of Kissimmee will continue to serve the group as executive vice president.

A budget of $41,538.67 was approved for the new year. FCA budget for last year was $40,237.67.

Specifically, the budget includes:

1. $21,283.08 for salaries and wages.
2. $10,979.50 for supplies, materials, and equipment.
3. $5,268.20 for services and membership.
4. $3,272.00 for telephone services.
5. $3,000.00 for miscellaneous expenses.
6. $2,000.00 for travel and entertainment.
7. $1,600.00 for insurance.
8. $1,000.00 for media and advertising.
9. $800.00 for publications and printing.
10. $800.00 for legal services.
11. $700.00 for bank charges.
12. $500.00 for office supplies.
13. $400.00 for travel and transportation.
14. $400.00 for professional fees.
15. $400.00 for consulting services.
16. $400.00 for miscellaneous expenses.

The Florida Cattlemen's Association adopted the $41,539 budget during the annual convention at the Diplomat Hotel in Hollywood.

In addition to business sessions for directors and the general membership, cattlemen heard speakers deliver talks on a variety of subjects.

Featured speaker in conjunction with the seafood cookout on Thursday evening, October 13, was Jerry Sotola, representing the Chicago Mercantile Exchange, who discussed the beef cattle business and the importance of beef cattle futures.

President Roberts, with the assistance of Lykes, Bennett and Sloan, presided over the meetings which saw resolutions adopted as follows:

1. Calling on state and federal agencies to tighten up on inspection of zoo type animals being imported into this country and take necessary steps to prevent these animals from stopping at ports known to be infected with hoof and mouth and other dangerous diseases and insects.

2. Opposing the prohibiting of individual cattle owners from calfhood vaccinating their calves even under conditions of a modified certified or certified Bang's free area.

3. Urging USDA to continue sending its report on the market cattle testing program to the FCA Brucellosis Committee until further notice.

4. Calling on the State Budget Commission to approve the new tax assessor's guide without delay.

5. Urged private pharmaceutical firms to commence research and development of an adequate and acceptable preventive for brucellosis.

6. Asking that all Florida sheriffs be advised of the theft rewards offered by FCA and that a copy of the marks and brands law be sent to each calling their attention to the authority they have to stop and check vehicles suspected of transporting stolen cattle.

7. Requesting USDA and Florida Department of Agriculture to give cattlemen the option of choosing the blood test or card test for use in their individual herds in the brucellosis eradication program.

8. Asking USDA and Florida Department of Agriculture to insure that under no circumstances should counties be quarantined before actual...
When it comes to vitamin A, Pfizer wrote the book

Vitamin A is one of the oldest known vitamins. It has been the subject of more research in the field of animal nutrition than any other vitamin. Pfizer has long been a leader in this research. From this research, we know, for example, that animals sufficient in Vitamin A have greater resistance to stress and disease. In beef cattle, animals with sufficient "A" gain more rapidly and produce more desirable carcasses. In dairy cattle, Vitamin A sufficiency is essential to good milk production. In all animals, a sufficient supply of Vitamin A helps protect against fatigue, parasites, stress and infection. You can give Vitamin A in feed or by injection. And with Pfizer A-D-E Injectable, each animal gets precisely the amount of "A" needed. To prevent or treat Vitamin A deficiency or the harder-to-detect insufficiency in your animals, ask for Pfizer's A-D-E Injectable Emulsifiable. Each cc. of Pfizer Vitamin A-D-E contains 500,000 I.U. of Vitamin A, plus 100,000 I.U. of Vitamin D₂ and 50 I.U. of Vitamin E. Why ask for Pfizer A-D-E by name? Simply because you can't buy a better one.


October 12, with several topics presented on the agenda.

Much of the discussion centered on the subject of brucellosis, with directors voting to instruct the resolutions committee to draft resolutions concerning quarantines, owner's choice of tests, continuation of vaccination, research for preventive, and continued receipt of market cattle testing reports by the brucellosis committee (see resolutions for complete details).

Directors also requested resolutions for stricter rules on imports of zoo type brucellosis eradication work is ready to begin in that county.

9) Giving special thanks to the host West Florida Cattlemen's Association, and others, for an outstanding annual convention in Panama City.

These resolutions will be found reproduced in full at the end of this report, while President Robert's annual report can be found beginning on page 30 of this issue.

**Directors...**

FCA DIRECTORS met on Wednesday, October 12, with several topics presented on the agenda.

Much of the discussion centered on the subject of brucellosis, with directors voting to instruct the resolutions committee to draft resolutions concerning quarantines, owner's choice of tests, continuation of vaccination, research for preventive, and continued receipt of market cattle testing reports by the brucellosis committee (see resolutions for complete details).

Directors also requested resolutions for stricter rules on imports of zoo type...
"It's easy to regulate consumption with MoorMan's Mintrate Blocks"

Durrance Brothers and Hobert Lennon have found an easy way to control protein block consumption: feeding MoorMan's Mintrate® Blocks.

"Once we tried another brand of cheaper block but we just couldn't keep cattle eating the right amount," says Mr. Lennon.

"We like calves and yearlings to eat about ½-pound of Mintrate Block a day when on good grass, and about ¾-pound when pasture is shorter or tougher. And they do. The feeding cost is reasonable, too," Mr. Lennon adds.

Changes Mintrate Blocks to match conditions

Mintrate Blocks are available in several levels of palatability. So as grass conditions change, the block can also be changed.

For example, the Durrance calves are weaned in October and started on Blonde Mintrate Blocks. Later in the winter, Red Blocks are used to control the level of consumption. Then—as the grass gets tougher—they usually go to the Extra-Cure Brunette Blocks, and feed them for the balance of the winter.

Feeds MoorMan Minerals to herd

The entire Durrance herd is fed MoorMan's Florida Special Minerals the year around. "Since feeding it, we've had virtually no breeding problems, cows clean well, and drop strong, sturdy calves. And the cost per head for feeding MoorMan's Minerals is reasonable," says Mr. Lennon.

Results on the Durrance Ranch are typical of results reported by cattlemen using MoorMan's. That's because MoorMan products are backed by years of research. Practical research. Research that develops products to work under your conditions to help you get low-cost results.

Why not learn how MoorMan's can help you? Do some figuring with your MoorMan Man next time he stops by.
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Don’t Just Spray for Lice...

Kill Them!

Costs less than $3 per head. Short Pasture... bad weather... exposure. Cattle have a hard enough time during winter months without the added burden of hard louse infestations. Spray for lice now... “clean up!” your cattle for the winter. One application is usually sufficient.

COOPER-TOX EXTRA really gives you something extra. TOXAPHENE for long lasting protection and Lindane for fast kill ... combines the two most effective cattle louse killing and controlling agents on the market... but the real secret of COOPER-TOX EXTRA effectiveness comes from the formulation with a special Cooper emulsifier that carries these two insecticides to the source of infestation, wets the animal thoroughly with no “additives” needed... allows them to work against lice with full killing effectiveness.

COOPER-TOX EXTRA is concentrated. One gallon makes 150 gallons of spray. There is a difference in louse control formulations and COOPER-TOX EXTRA gives you that difference. EXTRA effectiveness—EXTRA economy. You’ll see the difference. See your Dealer or write for free descriptive brochure. Available in qt., gal., 5 gal., 30 gal., 50 gal. containers.

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WILLIAM A. GEPHART, Editor
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THE FOURTH annual Highlands County Cattlemen's Association Tour Sale was held on September 10, with 425 selling at four different locations. The top consignor was R. J. Hargrove of Venus and the top buyer was Sam Peterson of Dunnellon with purchases of 139 head for a total amount of $29,023.08.

Jackson Ass'n...

At the Jackson County Cattlemen's Association sale held at the West Florida Livestock Auction Market in Marianna September 22, a total of 429 head of cattle were consigned by 28 Jackson County cattlemen.

The animals grossed $42,731.31 for an overall average price of $23.85 per hundredweight. The top price for steers was $30 per hundredweight and the top price for heifers was $26.25 per hundredweight.

The heifers selling in groups brought an average price of $21.77 per hundredweight and steers in groups brought an average price of $203.33 per hundredweight.

Highlands Tour...

The THIRD feeder-stocker-veal sale held at the Kissimmee Livestock Market on September 14 was a mixed sale with a total of 1328 animals going through the auction ring of which 1142 were calves. In slaughter classes, calves were steady to 50 cents higher. Calves in stocker classes were steady to $1 higher.

Top average on a group of eight calves (stocker-veal) weighing 225 pounds averaged $28.73 per hundredweight for the high.

The 100-250 pound range of stocker calves in the Good grade brought between $30 and $34.50, while those in the 250-500 pound class grading Good ranged between $26 and $31.

Kissimmee No. 3...

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The average weight per head was 354 pounds bringing an average of $25.94 per hundredweight with an average head price of $98.87. Steers sold averaged 366 pounds and brought $26.10 per hundredweight at an average of $95.59 per head. Heifers averaged 337 pounds and showed an average per hundredweight of $24.10 at $81.38 per head.

Largest consignor was Fred Cone of Gainesville with 198 head, followed by Dr. Joseph Desane of Fort McCoy with 93 head, and Rowell-Cobb, Inc., of Gainesville with 79 head.

The three top buyers were: Cecil Sellers, Hamlin, Texas 337 head; Swift & Company, Ocala, 289 head; and Wartonga Livestock Sales, Watonga, Oklahoma, with 211 head.

The animals grossed a total of $36,519 pounds and grossed $86,415.40. The average weight came to $203.33 per hundredweight.

Other consignors to the sale were:

- B. J. Alderman, Grandin; E. D. Allen, Hampton; J. L. Alvarez, Middleburg; Tommy Barber, Morrison; T. W. Baker & Sons, Lake Geneva; Oil Bell, Williston; William J. Brock, Trenton; Phillip Brooks, Williston; F. L. Burgess, Gainesville; Bur-Ney Cattle Company, Gainesville; Camp Ranch, Ocala; Daniel Campbell, Ocala; New Brothers, High Springs; Steven Cole, St. Augustine; Coral Farms, Floral City; Ted Duncan, Gainesville; W. H. Eddy, Waldo; Hugo F. Edge, Gainesville; L. K. Edwards, Irvine; J. S. Eucine, Lawtey.

- E. S. Ford, Gainesville; A. M. Green, Newberry; James Harper, Ocala; Hattie Turkey Farms, Ocala; G. B. Hayes, Lake Butler; E. J. Hickey, Palatka; Lester Hodge, Gainesville; Archie Jackson, Reddell; Mrs. Frank Kemp, McIntosh; Harvey Layton, Gainesville; L. J. Leitner, Micanopy; D. A. Lewis, Sr.; Lowell; J. F. Macon, Bronson; D. A. Means, Lake City; S. W. McNair, Gainesville; H. R. McLeod, Brooker; Hugh Nos, Waldo; Larry Odum, Mayo; G. M. Owens, Bronson; Gus Pacetti, St. Augustine.

- Richard Pacetti, St. Augustine; Barbara Pacetti, St. Augustine; Kenneth Palmer, Micanopy; Leo Pettersen, Old Town; Brown Ray, Citra; Richardson Brothers, Evinston; Reo-Lee Ranch, Micanopy; S. D. Saunders, Middleburg; Fred Schofield.
THE JR.; R. ANENIA; T. McDougal; Millard Cartwright; Ralph Anema; F.S.B.; field Farms; Gortemoller Farm; Troy (erson; Double H. Farm; R. local area, average Gainesville with purchases of pany, Lakeland, and L. W. Cobb of buyers were Southern Livestock Com- including several from out-of-state. Top weight. four steers sold one weighing a price was a total of 989.51. counties and brought a total gross of $94,- tlemen from Madison and neighboring September and the Madison Stock Yard was held Madison County Cattlemen's Association of Santa Gertrudis Breeders Interna- R. P. MARSHALL, executive secretary SG Breeders Organized by Feeder Concern for quality Santa Gertrudis feeders. Herd TB and of known dwarf carriers. Pedigrees checked as free (1) Elimination of price discrimination; and (2) promoting the growth and success of the Santa Gertrudis breed. Other officers of the corporation are B. K. Johnson, La Pryor, Texas, vice president, and Frates Seeligson, San Antonio, Texas, secretary-treasurer. for November, 1966

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FCA Report
Given By
President

by W. D. ROBERTS
Ret. Pres., Fla. Cattlemen's Ass'n

THE YEAR 1966 was a year of regrouping and solidification for the Florida Cattlemen's Association. I feel that we have accomplished a great deal in a quiet way.

At the beginning of our fiscal year we had a cash balance of $8931.54. The fine work of our budget and finance committee, headed by Charles Lykes, has left us with a balance of $17,951.79. Of this amount $7000 is in a savings account. $1500 was spent for two U.S. Savings Bonds.

I mention this cash position merely to point to the fact we are now in a position to sustain ourselves in the event we encounter an emergency not considered in the coming budgets. This is a position that we must maintain at all times if we are to properly serve the industry and the individual cattlemen.

Two frightening problems on our doorstep today are taxation, which threatens our very existence, and adjustment to reapportionment. The latter is a problem that we will encounter more in the immediate future than we have in the past.

We have been fortunate in that Latimer Turner, our tax chairman, and his able committee have kept abreast of the tax problem. Because of their activity we have made a positive contribution to the solving of this problem in the form of a tax manual.

I am sure the current tax problem will seem minor in a few years, when our population and educational needs explode. For example: In the seven-county east central Florida region (Brevard, Indian River, Lake, Orange, Osceola, Seminole and Volusia), the population will exceed the one-million mark sometime in 1967 and will reach 1,148,000 by 1970. From 1950 to 1960 this region grew 358,000. In the period 1960 to 1970, 491,000 will be added. I am sure all sections of Florida are now and will expand accordingly in the future.

I mention this only to emphasize the fact we need to study the tax problem in depth. More important we need to come up with specific recommendations or ideas for solutions. Then we must follow through to see that relief is secured or we will be out of business.

Today we are faced with the trend of government attempting to shift costs of services now provided by the government to industry. We are dedicated to preventing this and have in the past year worked to oppose any such measure. A good example was our opposition to the attempt by the government to transfer the cost of meat inspection from USDA to the packers.

The existing system provides excellent protection for the consumer because inspection is performed by an agency not involved in the business aspect of the industry. A change would result in a product not having this consumer protection insurance.

With relation to our meat label law, we have been asked by the American National Cattlemen's Association to await action being taken on the Oregon meat label case. This Oregon case was rejected by the state court on a split vote and is currently under appeal to the U.S. Supreme Court where it has an excellent opportunity of being approved. If approved, we will have to rewrite our law to where it is similar. If the case is lost, then the ANCA may utilize our law to lay the foundation for a national label law. For this reason, we have asked our Commissioner of Agriculture to hold up any action until we receive instructions from ANCA.

It is imperative that we ultimately wind up with some type of workable law since our industry needs identification of the product so that the consumer may be properly advised as to the origin. The fact that import beef is frozen and refrozen and then sold as domestic beef does in itself constitute a threat to the industry in that consumer acceptance of the product may be jeopardized. This would occur as a result of the product breaking down or in the change in taste due to refreezing and handling requirements. If this happened, the domestic producer would be the loser. Further, in the market today, many products are awaiting any opportunity in order to...

Beef Futures Low

ALTHOUGH WEEKLY cattle slaughter has been averaging under year earlier levels of late, heavier slaughter weights have enabled beef production to remain slightly higher. Consequently, live cattle prices continue to exhibit a weak undertone.

Inspected slaughter for the first eight months of 1966 was up five percent from the year ago period, but is expected to run slightly under last season during the fourth quarter. A projected drop of 20 percent in cow slaughter is expected to offset a prospective increase of around five percent in fed cattle marketings. Heavier marketing weights and higher beef imports, however, probably will keep beef supplies above year ago levels through the balance of the year.

Recent weakness in fed cattle prices has caused cattle feeding profit margins to disappear. Rising costs for feed and feeder cattle have placed the feedlot operator in a squeeze. This is beginning to be reflected in a reduction in the number of feeder cattle being placed on feed. If the decline in feedlot placements continues, it could result in significantly higher fed cattle prices next year. At the same time, optimism over the long range outlook for prices is likely to encourage cattlemen to hold back heifers for breeding in order to increase the size of their herds. This, in turn, could further strengthen feeder prices and bolster the entire price structure, particularly fed cattle, by reducing slaughter supplies of cows and heifers.

While the long range outlook for fed cattle prices appears favorable, continued heavy marketings and competition from larger supplies of pork and poultry probably will keep prices on the defensive over the near term. Futures are at or near their season's lows reflecting these near term factors including current weakness in live cattle prices. However, prospects for higher cash prices next year could tend to check further downward tendencies in the deferred futures contracts.

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DECEMBER 15, 1966

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take over a portion of all of the beef trade, and consumer rejection of beef would open the door for them.

In the field of beef grading, the tremendous efforts extended over the past years by our grading committee, headed by Dallas Dorst, has resulted in a marked change in the national pattern of feeding. Because of the USDA revision of beef quality grades, feeders are finding they can market their animals 10 to 20 days sooner without sacrificing quality which is a saving of $5 or so per animal. Feeders throughout the nation are now marketing cattle out of feedlots at lighter weights and in the mid-west, in 1966, cattle were fed to nearly a full grade lower than at any time in history. Our southeastern cattle producers have profited substantially.

As you know, our association played a leading part in the securing of beef import quotas. Since that time we have kept abreast of the import picture. We maintain a list of imports, importers and trends in our offices. Thus far, the level of imports has not been out of line and it appears they will be within limits for a number of years. This seems to be basically because of increased demand abroad for beef caused by improving economic conditions in Europe. You may rest assured that we will continue to be alert in this area.

In the field of public relations during 1966, we have maintained a continuous flow of information directed to the consumer and to the business leadership of the state. We have issued lengthy releases quarterly to all weekly newspapers in Florida often relating to county cattlemen's association presidents or their wives. This has resulted in about 80 percent participation by the newspapers who delight in having information on a product and a statewide industry keyed to local interests. Additionally, we have issued releases to the press on matters of concern to the industry as they have occurred.

Our greatest asset in the field of public relations has been the Florida Beef Council and the Florida CowBelles. Beef Council Chairman Thomas L. Sloan reported an income of $40,930.50 which is an all-time record. On behalf of the industry, I thank Chairman Sloan and his committee for an outstanding job. Also, I thank personally those cattlemen, packers, breed associations and the livestock market owners and managers for making this income possible. I have read the Beef Council report and am well pleased with their promotion and public relations efforts. I truly feel I have been given a full dollar of promotional effort for every dime I contributed. Similarly, I am pleased with the outstanding effort extended by the Florida CowBelles and their fine county associations. Their president, Mrs. Cedrick Smith, Jr., worked hard and has been extremely effective. She and the ladies in our industry have brought much credit to the industry. I urge you to read their annual report. The in-store promotions, visits with food chains, with governmental officials, etc., that these two groups have conducted, have assisted in maintaining and expanding our image and has improved our public relations. I urge you to read the reports of these two committees so that you will recognize the fine work they are accomplishing for us in the field of public relations and promotion. Of equal importance has been the fine job accomplished by The Florida Cattlemaster magazine. Over 450 copies of this magazine are issued free, as a courtesy of the Florida Cattlemen's Association, to legislators, schools, libraries, government agencies, allied industries, etc. In this way we feel that the problems and accomplishments of our association are presented in a highly effective and acceptable manner.

Additionally, your association writes at least two letters annually to each state legislator and member of our Congressional delegation. These letters are written to thank these men for their contribution to the management of our state and nation, and also to keep before them the fact our industry leadership is doing everything within their power to maintain pace with the state demand and growth. Further, these letters advise them we are ready to support them in their effort to lead our state.

Internally, we have kept individual cattlemen advised of the association's position on matters, activities and accomplishments and on future planning via the Cattlemaster magazine, our Newsletter and through letters to individual cattlemen and the leadership of the county cattlemen's associations. Also, we have been effective in presenting many subjects of vital interest through our two yearly conventions. Certainly, cattlemen who truly desire to participate and who want to know the work of the association have been given every opportunity through this communication. Additionally, the association attends any county meeting where invited, to discuss association affairs.

During the year, our association office has been kept open six days a week and any problem or question
has been presented has been given an answer and, in most instances, satisfied.

Speaking of your association offices, cattlemen from out-of-state are finding the offices a source of information and are making the office a point of contact upon their arrival in Florida. The same appears to be true of those outside the state who telephone the office long distance. I feel that we are fortunate to have, had the foresight to erect this building. I am certain that the years ahead will prove this was one of the finest accomplishments in our history. A great deal of our success this year has come through committee work. I personally want to thank the many committee members and their chairmen for their support.

Our marketing committee has been extremely effective this year. During the past three years they have sent a team to the mid-west to sell and promote our calves and calf sales. The 1966 tour appeared to be a climax since many feeders from Ohio, Indiana, Illinois and Missouri came to Florida to purchase. Also, numerous calls from mid-west feeders were received asking for Florida calves. Chairman Gilbert Tucker has presented a report on the activities of his committee and I urge you to read same. The scope and activity of this committee is tremendous and, I believe, will prove a lasting and measurable contribution to our industry in the near future. Their project, for example, of showing cattle at the Verona, Italy, Fair, and sending a six man team to Italy to sell our calves was outstanding.

During the year any progress we made in any area has been enhanced and supported by the activities of the leaders and staff of the various agencies and departments of the University of Florida, the Florida Department of Agriculture and USDA, and the county agricultural agents who support and assist us every day of the year. I extend my thanks to each group and individual for their activity and support.

My thanks go to the leadership of the various breed associations, to the Florida Meat Packers Association and to the Florida Association of Livestock Markets for their support and cooperation in many areas.

Also our association is indebted to those individuals and firms who support us at our conventions and specifically to those cattlemen and their wives who work hard to insure success at these conventions.

To the members of the Animal Industry Technical Committee of the Florida Department of Agriculture I extend the thanks of our association.

---

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**DDT Is Leading Pesticide**

Production and sales of pesticides and other organic and agricultural chemicals in the U.S. increased by 12 percent last year, with DDT continuing to be the leading pesticide, according to Jim Brogdon, entomologist at the University of Florida, Gainesville.

He said U.S. production of pesticides and other organic agricultural chemicals in 1965 amounted to 877 million pounds, about 12 percent more than the 783 million pounds reported for 1964. Sales in 1965 were 783 million pounds, valued at $407 million, compared with 692 million pounds, valued at $427 million in 1964.

The data, released recently by the U.S. Tariff Commission, are classified according to the principal uses of pesticides—fungicides, herbicides, insecticides, rodenticides, soil conditioners, and soil fumigants.

They have served us well without thought of remuneration or special consideration.

Speaking of conventions, our convention committee chairman, J. LeRoy Fortner and his fine committee have served our industry well providing sites and through examination of those sites, has avoided problems that we have encountered in past years. It is my recommendation that this committee work along the same lines as they have in the past and that the association urge they begin to set up convention sites three to four years in advance. We are getting to the point where this advance planning is important in order to secure acceptable sites for our conventions.

The many activities pursued by our association during 1966 are too numerous to mention here, but my thanks go to all who participated in these endeavors.

In closing I would like to offer this challenge and question. What can we do in the coming years to maintain our competitive position in the Florida economy?

I feel the solution will come if we are willing and do become a part of the forces who are reshaping our state’s future and the destiny of our industry.

We must become partners with industry. We are already, even if many do not recognize it, for we are an industry representing $250,000,000 in our state alone. We also must become active in large organizations and trade associations. We have started in this direction by becoming an active member in the State Chamber of Commerce; Agricultural Council; Florida Tax Council; the Florida Clergy Economic Foundation, and others.

Likewise our county cattlemen’s associations and CowBelles must become a part of their business communities. They should be a part of county planning groups and similar policy making agencies and boards in their areas, where possible.

Most important, cattlemen must work closely with all livestock and agricultural groups on common problems and present a united front on issues vitally affecting our industry. Again we indicated this avenue through our coordinating efforts with all landowner groups in work on the Tax Manual, in joining with the Florida Retail Federation to seek relief from inventory taxes, etc.

We have a great industry and a great future. Here in Florida the future seems brightest of any place in the nation. I ask you to continue support of your association to insure the future.

All of our accomplishments would not have been possible without the support and participation of the 52 county cattlemen’s associations. Their contribution to the leadership of this industry has brought about an awareness throughout Florida, as to the problems and the progress of our industry. Each of us should remember that our state association is nothing more than an extension of the county cattlemen’s association and that we will be effective only as long as we are able to function on the county level.

We are dedicated to solving our problems through grass roots actions. For this reason primarily, we must continue to promote strong county associations and just as important we must maintain county cattlemen’s associations in the urban center counties for they will provide the vehicle whereby we may carry our message to the citizen.

I would like to express my gratitude to the cattlemen in every county who have taken a little time out during the year to assist the state effort. Each contribution in time or money, regardless of amount, aids the state association to function and provides for the individual cattlemen, and the industry as a whole, the protection, guidance and planning necessary for a wonderful future.
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SAM SELLS & SONS . Moultrie
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SINGLETARY FARMS . Blakely
CIRCLE TH FARM . Roberta
DUNAWAY RANCH . Lincoln
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UNIVERSITY OF GEORGIA

GRADING—8:00 a.m. with grading by
Elliott Whitehurst, Williston, Fla.
Jim Pace, University of Florida
Dr. R. A. Long, University of Georgia

SALE—12:00 Noon
A. W. Hamilton, Lewisburg, W. Va., Auctioneer

For catalogs and information write:
GEORGIA HEREFORD ASSOCIATION
R. E. Mitchell, Secretary
Zebulon, Georgia 30295
Consigning to Tifton December 5th . . .

THREE GOOD HEREFORD BULLS
One Horned – Two Polled

FF REAL ONWARD 43-65 (Horned) . . .
By Tex Red Onward 13-1 and out of FF Miss Seth 294-60. Calved 11-27-64. . . . Yearling Grade of 13 . . . Yearling Index of 115.

FF BEAU LAMP 74-65 (Polled) . . .

FF GOLD VICTOR 18-65 (Polled)

These are service age bulls, and with good breeding behind them and all selected because of the ability we feel they’ll have to work in your herd.

We have a good number of two year old bulls available at the farm now. These individuals are pasture fitted, southern acclimated and show promise as good calibre herd sires. We’d like to show them to you.

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Phones: 912/723-3525 (Office) & 912/723-3196 (Home)
A. J. & R. C. SINGLETARY Owners
RUSSELL NASH Herdsman
BLAKELY, GEORGIA 31723

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REGISTERED HEREFORDS SINCE 1913
The Pioneer Herd of the Southeast
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WINDSWEEP’S FIRST PRODUCTION SALE
AT THE FARM
March 20, 1967
Featuring All Clean Pedigrees
Windswee Legend — Windswee Pawnee
PS Winston Mixer 57 — PS Modest Mixer 65

Windswee Farm
Thomaston, Georgia

Food Price Knowledge
Is Important
by LATIMER H. TURNER
Pres. Florida Cattlemen’s Ass’n

It is important that each of us in the field of agriculture have knowledge of the various factors that make up the price of food products on the retail level. This is particularly true at the present time.

Some general facts on this subject are presented so that you can discuss them with your friends and neighbors and, if at all possible, present this information to your local civic clubs.

The nation’s efficiency from farm to kitchen is far greater than it was back in the early 20’s. As an example, one hour of farm labor produces four times as much food and other crops as it did in 1919-21. Crop production is 56 percent higher per acre, and output per breeding animal is 81 percent greater.

Productivity of the American farm worker is now growing more than twice as fast as the productivity of workers in industry. Since 1950, output per manhour in non-agricultural industry has risen two percent a year. In agriculture, the increase has averaged five percent. This is proof of the farmer’s record of efficiency.

Theodore Roosevelt once said, “The man who actually tills the soil is the man who is the foundation of our whole structure . . .” This statement has held true through two world wars and the Korean conflict when American farmers fed us and our allies. They are doing it now in Viet Nam, and they do it without drawing on the armed forces or by the industries producing war material.

But, no one is going to continue in the cattle, farming, or dairy business, getting up at 5:00 a.m. and working until after dark seven days a week, for anything less than a fair profit. This has been proven by the recent exodus of farmers from the dairy business. A fair profit certainly isn’t being received today and the future looks bleaker.

Farmers’ incomes have gone down during much of the postwar period, while non-farm workers have had an almost steady increase in income. Since 1945, the farm value of food has risen only 16 percent. But the marketing margin is up 93 percent.

In 1959, the net income for one hour (Continued on page 74)
Monarch Ranch Angus heifers are given a daily visual pasture check by Jack Moore, cattle manager for owners Mr. and Mrs. J. G. Sola, which constitutes one of the many management procedures in effect at the Wildwood ranch location.
Wouldn’t You Like To Have A Son Of A
2307 POUND ANGUS SIRE?
If You Want The Big Kind – And Still Retain Quality
THEN SEE US!

The “65th’s” get and service enabled us to have the highest average in the purebred sales held in Florida during 1966. Also, many of his outstanding sons are selling out-of-state to progressive Angus breeders. On 140 day feed tests, many of them gained from 2.6 to 3.8 pounds per day, and had 205 day weaning weights of 500 pounds and over.

Why don’t you get an acclimated bull—an own son of this great breed improver—bred and raised in Florida? The “65th” is the only living full brother to the 1956 International Grand Champion and two-time Sire of the Year award winner, Dor Macs Bardoliermere 10th. His get have set many show and sale records over the country.

We presently have a very good selection of herd bull and commercial herd bull prospects for sale at the ranch. Also, some cows, bred and open heifers. And be sure to watch for our bull consignments in the Bartow and Ocala sales in January!

Our Best Advertisement—Our Many Satisfied Customers

Baldwin ANGUS RANCH
LEROY & JANE BALDWIN, Owners
MEMBER
Florida Beef Cattle Improvement Association

OCALA, FLORIDA
Angus Auxiliary Is Active

A drive for new members is one of the major points being stressed currently, according to Mrs. Leroy Baldwin of Ocala, president of the Florida Angus Auxiliary.

Mrs. Baldwin has notified all members that the one bringing in the most new members will receive a gift at the end of the year. She said, "Remember, all's fair in love, war and getting members."

The ladies' president has also asked for ideas for promoting the Angus breed at the coming Florida State Fair slated for Tampa in February. She pointed out to the members that with the thousands of people who come through the fair each day, it would be a prime time to highlight the breed.

Some of the forthcoming projects to be undertaken by the auxiliary group include the clerking of all sales sponsored by the Florida Angus Association, and to act as official hostesses at all banquets and social events, such as field days.

Also, she remarked that Mrs. Bob Deriso of Tampa, second vice president, suggested that a scrapbook be presented to the Angus association from the auxiliary, tracing the progress of the breed group from its inception to the current time. This will be an annual project, adding to the book each year.

Mrs. Baldwin is also beginning to make plans for entertainment of the ladies during the Angus Jubilee scheduled to be held in Ocala in the spring. Tentatively, they include a motor trip through Marion County's Thoroughbred Horse areas. She mentioned that the Jubilee period will involve two full days this year, as present plans call for a show the day prior to the Angus sale.

She has also urged increased interest in the girls' scholarship applications, for which there has been little or no response recently. Mrs. Baldwin stated the money is available for a deserving senior high school girl who has showed Angus cattle in the state. She asked the members to visit the shows and see the girls doing the showing and make contact with them. If they aren't eligible themselves, they might possibly know of someone who is, she added.

---

Start your herd's family tree with superior root stock from the influence of this trio of great bulls.

Now available: Large selection of brood cows, open or bred heifers and purebred Superior Root Stock bulls.

Cattle shown by appointment!

Mr. & Mrs. Fred R. Martin
30 Spanish Main, Tampa, Florida
Phone 876-9710

OAK TREE FARMS
REGISTERED ANGUS CATTLE
Certified Bang's Free & T.B. Tested Herd

Build Better Beef—Improve with Superior Root Stock
ARE YOU PLUS OR ARE YOU MINUS

The herd sires you are using put you either PLUS or MINUS in $ returns!

Since 1945 here at Stardust we have been breeding for bulls that would produce calves for our customers.

PLUS

600 lbs. @ 205 days

It takes fast growth, milking ability, and correct conformation!

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400 lbs. @ 205 days

These calves will not help much on reducing the mortgage!

SEE US FOR YOUR PERFORMANCE TESTED—SEmen TESTED + HERD SIRES!

STARDUST RANCH

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MICANOPY, FLORIDA
MEMBER
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Founded 1882
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Angus Show Largest Increase

ANGUS BEEF cattle numbers and sales of animals climbed to record high totals in the past 12 months, according to a recent announcement by Glen Bratcher, secretary of the American Angus Association, St. Joseph, Missouri.

During the group's fiscal year which ended September 30, a new record of 389,141 purebred calves were recorded, an increase of 4389 head, or 1.1 percent over 1965.

Sales of registered bulls, cows, and calves, also set new records for Angus breeders in every state. The staff of the association processed transfers of ownership of 324,397 purebreds in the past year. This new record represents a gain of 33,078 sales, 11.3 percent over 1965, and is 26,540 more than the combined transfer total reported for the next two leading beef breed groups.

"Registrations of calves showed another year of steady growth in numbers," Bratcher said, "and due to the current sharp demand for high quality breeding cattle, sale prospects for the future have never been brighter for the association's more than 59,000 life and junior members. The most encouraging factor in the past few months of the Angus business has been the big increase in sales and new herds. Transfers of registered Blacks during 1966 represented 83 percent of calf registrations, a clear indication of growing demand. In the past year more than 475 new Angus herds were started each month."

New life memberships issued during the association's 1966 fiscal year number 5909. New junior memberships in the association totaled 2267. Both totals were the third largest yearly number issued since the national organization was founded in 1883. Memberships were issued to new Angus herd owners in 47 states during the last year.

Leading the states in registrations during 1966 was Missouri with 41,340. Missouri also led the states in transfers (sales) with a total of 37,663, and led in the highest number of new life members with 610.

Illinois led the states in 1966 in new junior memberships with 259.

The figures also show the southeastern area continued to grow in numbers.
Introducing:

The Caravelle Land and Cattle Company...

its:

DIAMOND CRANCH AT WEST PALM BEACH

Florida Home of the "Black Diamond" Aberdeen-Angus Herd

its herd sires:

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...and its brood cows:

66 Elevate of Eastfield daughters • 44 Ankonian President daughters • 12 Picador of Barnoldby daughters • 10 Ballot of Belladrum daughters • 10 Escort of Manorhill daughters. Plus daughters or granddaughters of Essedium of Douneside, Ankonian Galahad, Panorama of Eastfield, O. Bardoliermere 2nd, and Burger of Classlochie.

CARAVEILLE LAND AND CATTLE COMPANY—A. B. McClelland, Jr., Managing General Partner • Charles O. Blaisdell, General Partner • Dr. Warren Gifford, Director of Breeding • David Wynn, Manager, Cattle Operations • John McElligott, Administrative Manager.

CARAVEILLE RANCHES, INC.—Box 95, Southern Blvd., West Palm Beach, Florida. Phone: Office (305) 683-4933 or Ranch (305) 683-2866. Located on U.S. 441, just south of Palm Beach Canal • Earl Hilliard, Ranch Superintendent, • Whitney McClelland, Cattle Sales, 215 Blvd., Phone 378-6163, Gainesville, Florida.

CARAVEILLE RANCHES, LTD.—Located at Black Diamond, 30 miles south of Calgary, Alberta, Canada • Bruce Watson, General Manager Caravelle Ranch div. • Tom Sandeman, Ranch Superintendent.
TROPICAL SKY, Florida’s recent addition to Angus breeding circles, provides its purebred Angus females plenty of good grass in the pasture complex at the ranch, located near Sebring.

ONE OF THE most helpful things about the purebred beef cattle industry is that it is one of the few branches of agriculture not falling exclusively into the hands of larger and larger companies. This is certainly true of Angus where small or moderate size farm herds, often raised in conjunction with other crops or activities, produce the larger number of the breed's purebreds.

Profits can be made with small purebred herds but no overall formula can be established as the proper set-up depends on the owner, the location, the type of farm and other things.

Breeding purebred cattle requires a bit of versatility and the breeder must be familiar with many things. He must have an “eye” for the right type, some knowledge of genetics and of nutrition. He must also be a salesman.

We often hear new breeders, once they are somewhat established, ask how to sell their cattle. They are largely unknown and often isolated geographically.

The owner of a large outfit with ample finances does not have quite as much difficulty as the small new breeder. He has probably made something of a “splash” in buying his cattle and probably goes right into an advertising program. The smaller breeder often needs help and the following hints may prove useful, some for one, some for another, depending on the operation.

In assembling a purebred herd for a small farm, the best quality cattle the pocketbook will permit will prove most profitable. The semi-commercial type purebred operation requires volume business at a lower margin of profit. Higher quality cattle return more dollars per acre which is what the smaller man needs.

One method of starting that has often proved successful, if there is a well-known “big name” (not necessarily big in size) outfit in the
area, run by a trustworthy person, is to place oneself entirely in his hands and let him select a good starting herd for you from his own. Be sure to ask plenty of questions about the whys and wherefores of his choices, so that you'll understand them. By leaving the choices up to him you put the seller on his honor and also appeal to his own business advantage of having a herd made up of his cattle become successful.

More people have been sold cattle with bad habits (like nursing other cows) because of acting "smarty" with the seller than by leaving the choice up to him. If he often sells top animals in public sales, or shows successfully, his successes write your own sale catalogue footnotes when you start to sell too. His advertising is to some extent yours.

If you decide to buy at sales, private or consignment, choose the type and the general line of breeding you want and stick to it, so as to assemble a uniform herd. Do not buy the "bottoms" just because they are cheap. Buy the "tops" if you can, but in any case the best you can possibly afford. Cheap animals often prove most expensive. The fact that you have bought good animals will also have great promotional value in the future.

When you have started, do a little advertising early. Don't wait until you are loaded with cattle to sell. Put up a road sign and directional arrows to your place so that it can be located easily.

Your advertising must necessarily fit your pocketbook, your area, and the size and quality of your herd. Advertising in national periodicals is more expensive than in local ones and unless you have started right off in the top echelon, you are not apt to draw out-of-state buyers, so state or local media will do the most good.

Join your state and local breed associations and your local cattlemen's association. Attend their functions and show your willingness to do some work. This will increase your acquaintanceship with both purebred and commercial men and builds a foundation of future customers. Don't wait too long before you start selling. Sell one or two good ones in association sales even though you have not yet reached the cow numbers you desire, but only sell good ones. You can always buy a few to replace them.

This will build your reputation for good cattle and will help you in future consignment and private sales. Never sell culls in a purebred sale. Sell them at your local auction market where there are plenty of butcher

DUNDEE RANCH offers

FOR PRIVATE SALE

Dundee Ranch, Florida’s largest purebred Angus breeder, is offering for sale purebred, registered breeding foundation and replacement stock of highest quality.

A large selection of brood cows, open or bred heifers, herd bulls and purebred bulls for use with commercial herds is available.

Animals are priced individually, in groups and in herds.

They are priced to sell.

Every animal is guaranteed as represented.

We invite you to buy with confidence at . . .

Dundee Ranch, Florida's largest purebred Angus breeder, is offering for sale purebred, registered breeding foundation and replacement stock of highest quality.

A large selection of brood cows, open or bred heifers, herd bulls and purebred bulls for use with commercial herds is available.

Animals are priced individually, in groups and in herds.

They are priced to sell.

Every animal is guaranteed as represented.

We invite you to buy with confidence at . . .
Mt. Pleasant Bardoliermere M9

Mt. Pleasant Bardoliermere M9 is our chief herd sire at the ranch. He was named senior champion at the Florida State Fair in 1966 and is proving to be a real champion with us.

The stress is on Quality Breeding in our Angus herd at Monarch. We are expecting such quality to be noted in the calves produced by "M9" through the strong Bardoliermere breeding background he carries in his pedigree. Come by and look over our program of breeding up the best in Angus.

Visitors Are Always Welcome At

Monarch

WILDWOOD, FLORIDA
Ph: 748-7041

Mr. & Mrs. J. G. Solo, Owners • Spurgeon "Jiggs" Upshaw, Herdsman • Jack Moore, Cattle Manager

Distinguished calves at reasonable prices.

Herd Sire: MAXIMILIAN SINKOLA 237-(3586373)

- O Bardoliermere 2 1542259
- Dor Mac Bardoliermere 60 2178744
- Blackbird of Anoka 54 2196601

- Bardoliermere 2 1080807
- Missouri Edella 15 0622916
- McLeanmere 0666912
- Missouri Edella 3 0454791
- Eileenmere 1000 0690069
- Cravens Revolution Flora 1111110
- Bandolier of Anoka 10 57789
- Rally Blackbird Lady 17 0774572

Evas Bandolier Lad Evergreenmere 24
Duke of Milburn Ohios Enchantress Lady 12
Hannes Eilemma 2
Applewood Pride 11
Bertrams Blackbird Edella Harrison 8
Eilemma 500
Blackcap Empress 211
Cravens Revolution Model
Cravens Rev. Prince 2
Bird Bandolier of Pages Barbara of Rosemere 47
Envious Blackcap B9
Rally Blackcap Lady 2

There is no better breeding than the above, and his calves show it.

Route 2, Box 93
LARKIN HUNDLEY
Monticello, Florida

FLORIDA BEEF Council's Beef Wagon carrying the promotional sign of the Florida Angus Association was on the spot for the group's 19th annual feeder calf sale at Gainesville. Posing by the vehicle is Bob F. Deriso, Tampa, association president.

buyers. If you sell culls in an association sale, you not only hurt the breed and the sale, but you give the public the impression that you have nothing better at home and you'll only be visited by bargain hunters.

Help your friends and neighbors sell their cattle if you can, both at home and in sales. If you help them they'll help you.

Keep your farm looking neat, your grass well fertilized and your animals in good shape. They certainly should not be kept in excessively high flesh but in good working condition with plenty of bloom. If you don't know much about feeding, ask your association man or someone who does. Keep feet trimmed as necessary. Don't have animals running around with long curled-up toes or covered with flies. Keep them well grouped. Animals do better when fed with others of the same size, and certainly look better.

Use some selling sense. Don't put low grade bulls in the same pen with a fancy one, unless he's the one you want to sell. It will make the fancy bull look good but will surely hurt the sale of the poorer ones, even at the appropriate price. Know your cows and calves and have information about them at your fingertips. This never fails to impress a buyer, and rightly so.

By all means get a set of scales and go in for herd classification and performance testing with the help of your breed association or Extension Service. Weight, rate of gain, and grade records are becoming more of a "must" every day. The big outfits all do it, and as a smaller man you're at a great disadvantage without this information. It will help you improve your herd and it will help your sales.

Keep your cattle quiet and gentle and halterbreak your best ones. Con-
Get the Dollars and Cents advantage of proven performance tested
Registered Angus from:

Rock Hollow Farm

This proven performance is typified in our herd sires:

Elban Barbo—"The Rump Bull"

Elban proved himself before we ever bought him from Mr. C. H. Moore of Stonewall, Oklahoma. Elban has sired calves weaning over 700 lbs. at 205 days and over 1200 lbs. at 365 days of age. His son, Big Elban of Moore, sired the top selling pen of bulls of all breeds at the Tifton Performance Tested Bull Sale. His first calf crop for us are on feed test now.

Emulous Bob V104—pictured at 2 yrs., 7 mos. of age

"Bob" was purchased from C. Corbin's consignment to the Holdenville (Okla.) Performance Tested Bull Sale. 4 of the 5 bulls in his pen gained over 4 lbs. per day on 140 day feed test. 205 day adjusted weaning weight = 728 lbs.; gained 4.04 lbs. per day on 140 day feed test; weight per day of age off test = 3.63 lbs. per day; estimated 365 day weight = 1185 lbs. "Bob" is closely related to some 15 Certified Meat Sires the Corbin's have bred or are sons of Corbin bred bulls.

Zara K. M. F634—pictured at 23 mos. of age.

Zara K. M. was purchased from L. A. Ford, Claude, Texas. His 205 day adjusted weaning weight = 555 lbs. and on a 60 day limited feed test he gained 3.60 lbs. per day. He is sired by Zara Kermac, who has the highest weight per day of age of any bull ever tested at Pantech (Texas) Research Farm which has tested over 1,352 bulls since 1950. As with all our herd sires he has what we are trying to breed into our cattle: length, bone, ruggedness, and muscling.

Going into our 5th year of performance testing in conjunction with the Florida Beef Cattle Improvement Association.

P. O. Box 491
Ocala, Fla.

Robert F. Crane, Jr., Mgr. Ph: 629-2207
Don Stalvey, Foreman, Ph: 629-6874

Farm located 9½ mi. S.W. of Ocala on Highway 200
Successful Angus Breeding At
FAIR VIEW RANCH
Has Featured These Herd Sires
Through The Years

FUERST EILEENMERE 3552
by Homeplace Eileenmre 999-35

RALLY BARDOLIERMERE 117
by Dor Macs Bardoliermere 3

To Add Further Angus Quality By Breeding Their Daughters
We Will Soon Be Featuring

MILLARDEN BARDOLIERMERE 34, by Evas Bardoliermere, and a brother to the 1966 Angus Futurity Supreme Champion.

This fine son of Ballot of Meadow Lane, sire of many champions and sale toppers in the country.

We have 25 good Regis-
edged Angus cows priced to sell. Also, thick, heavy Bulls and Heifers.

PRODUCTS AND SERVICES

RECEIVED NET income per farm averaged out at $10,931 in Florida during 1965, USDA reported.

U. S. CONSUMPTION of commercial fertilizers since 1950 has totaled about 394 million tons, according to USDA.

Lastly and most important, build up a justified reputation for integrity. Many things can be covered up in a purebred operation by an unprincipled breeder and your fellow breeders know this. Keep your records up to date and correct and tell a buyer the whole truth and nothing but the truth. In case of a claim, and things can sometimes go wrong for any breeder, check the correctness of the complaint and don't allow yourself to be "gypped", but always give the customer the benefit of the doubt.

Quick and unhesitating backing of your animals is the best advertise-
ment of all.

Pollock Joins Office Staff

GLEN BRATCHER, secretary of the American Angus Association, St. Jo-
seph Missouri, recently announced that Don Pollock of Jackson, Missis-
ippi, has been appointed to the ad-
mnistrative staff of the breed organi-
zation.

For the past four years Pollock has served as a field representative for the association in the states of Alabama, Arkansas, Louisiana, and Mississippi. His transfer to the St. Joseph head-
quarters coincides with the increased growth of the Junior membership of the national organization, Bratcher said. Pollock will devote a major portion of his time to the junior ac-
tivities department. He will assist Dean Hurlbut, director of junior ac-
tivities. Junior membership of the association now numbers more than 10,800, Bratcher said.

Prior to joining the association's field staff, Pollock was active in the registered and commercial Angus busi-
ness in Putnam County, Missouri, where he was a past president of the Northeast Missouri Angus Associa-
tion.

While in high school, Pollock was a member of an FFA livestock judging team which won district, state, and national contests. He was also a State Farmer. He attended the University of Missouri, and later served in the Army.
The Florida Angus Association's Seventh
Annual Angus Bull Sale

Friday
January 6

1:00 P.M., AT THE BARTOW
LIVESTOCK PAVILION

Bartow, Florida

Sale Headquarters: Chartrand’s Motel, Bartow
Auctioneer: R. D. Cooper, Sarasota, Florida

85 Selected Angus Bulls Sell!
RANGE BULLS AND HERD SIRE PROSPECTS OF THE BEST QUALITY

Make Your Plans Now to Attend!

For information and catalogs:

FLORIDA ANGUS ASSOCIATION
410 Verona Street, Kissimmee, Fla. 32741
FARM PRODUCTS

Shortages May Affect Cattle Herds

Angus breeders should take the initiative through 1975

by J. E. HORTON, JR.

Editor's Note—This article was originally presented as a talk at the 1966 American Angus Conference in Great Falls, Montana. The author and his father are the owners of Macedon Farms, Madison, Alabama, where they have operated a registered Angus herd since 1928.

"WILL YOUR HERD BE ALIVE IN ’75?"

New factors have entered the picture that have resulted in an almost complete re-evaluation of this question and its answers since I was first asked to discuss the subject. Literally overnight a couple of months ago, the United States went to bed a nation of surpluses and awoke the next morning facing shortages of many farm products.

The long-range forecast of insufficient food in perhaps 25 years was replaced with the ominous specter of dangerous scarcities here and now. The futures markets, particularly in wheat and soybeans, have skyrocketed to levels not seen in many years, reflecting a sudden concern on the part of the nation and the world that there may not be enough of these commodities to go around. A shortage of pork early this year was reflected in 30 cent hogs; the liquidity of dairy herds all over the country (5000 herds in the state of Wisconsin alone last year) has created growing concern that supplies of milk and dairy products will soon be critical.

The same factors that brought these conditions about, i.e., a rapidly growing human population, a rapidly declining farm population, and a vast portion of the earth that lacks self-sufficiency when it comes to food production, are now at work exerting an influence on supplies of, and demand for, beef. Sooner than any of us dreamed possible, we are on the verge of entering a seller's market for the production of beef.

Without us as individual producers lifting even one finger, our prospects of being "alive in ’75" have been immeasurably brightened by factors above and beyond our control. The distinct probability of long-range higher prices in the offering for beef provides not just encouragement and hope, but equally important, a factor of economic importance that will enable us to stay in the beef cattle business despite rising land, labor, and other production costs that go with inflation.

We need, most of all, a morale boost; I can think of nothing better than a rise in the price of the product we are selling. Neither will it hurt having the public, for a change, to appreciate the job cattlemen have been doing in supplying a commodity so necessary and satisfying to the human diet. While helpful, however, favorable economic factors will not be the final or determining element in whether a given herd of cattle is still in existence in 1975 or whether it will have gone the way so many now defunct operations.

Our own herd was founded 41 years ago, and spans two generations of effort. During this time my father and I have seen the establishment of many outstanding herds of Angus, some maintained over a long period of years, others which enjoyed tragically short existences.

While recognizing that different people have different objectives in establishing herds of beef cattle—some as a means of their livelihood, some as a way of life, and still others as a side line for either pleasure or a hobby—there are definite and similar characteristics I have observed in the long-established entrepreneur and the operation he supervises. We should single those out and measure our own beef enterprises accordingly.

Number one, is that no man stays in the Angus business without a love of cattle and without a deep and abiding faith in the Angus breed. I cannot teach you to love Angus cattle because this is something you either do or you don’t, but I can reinforce, at this time, your faith in the survival of our breed as the superior one. Others will imitate, others will try to duplicate, but conservatively speaking, we are 50 years ahead of any other cattle in the economic traits that really count.

The Angus breed will be the domi-
nant breed in 1975 whether or not you and I as individuals are associated at that time with black cattle. The number one requisite for the long-term breeder then, is love and faith in Angus. I have as yet to see the first real breeder who lacked these characteristics.

The true breeder, in traveling his pastures, does not see just a group of four-legged statistics, nor does he see wads of dollar bills wrapped in black hides; rather he sees living creatures, each of which to him has its own personality and characteristic much as do human beings of his acquaintance. This same feeling of communion with his cattle will not allow the true breeder to sleep comfortably while his cattle are hungry or cold or need attention of one kind or another. He looks forward to the end of the day when he can watch the cattle graze as the cool of evening begins. I cannot make you feel this way about your cattle, but if you don't, the chances are your herd won't be alive in '75.

Secondly, I have never known a successful breeder who did not have a sense of direction and who did not have a positive image of the particular type of animal that he was striving to reproduce. Possibly in no other respect is the average breeder more deficient. How can anyone travel the road to

The "Phillips Blend" . . .

TOP HERD SIRES AND TOP QUALITY ANGUS!

Quality Through Sires Like These

Dor Macs Bardoliermere 78 . . .

Our main herd sire is a son of the great O. Bardoliermere 2, sire of four International Champion bulls. The "78th" is siring a very heavily muscled, structurally correct and large animal that will please the most discriminating cattleman.

Sir Williams Elation 54 . . .

This individual is a son of the well known Perth Champion, Elation of Eastfield. He's correct in every sense of the word, and this same correctness breeds on in his calves.

Other Sires in Service . . .

Assisting these two sires are Keystone Bardoliermere 14, a son of the third ranking 1960 Sire of the Year, Keystone Bardoliermere plus two exceptional young sons of O. Bardoliermere 2. Of special interest is our recently acquired Kintyremere 9 (the K-9 bull). He has proven to be one of the best producing sons of Eileenmere 1480, and his calves are typical 1480 offspring.

FOR SALE: 100 BREEDING AGE BULLS — FERTILITY TESTED AND FREE OF TB AND BANGS. BREEDING STOCK AND COMMERCIAL BULLS FOR SALE AT ALL TIMES WITH TERMS AVAILABLE. CONTACT US NOW.

R. D. PHILLIPS ANGUS FARM

R. D. Phillips
Owner

Fred N. Thompson
Manager

PORT ALLEN, LOUISIANA 70767
B.C.I.A. PERFORMANCE TESTED AND FERTILITY TESTED ANGUS

BELL BOY OF KERMAC, weight 2170 at 5 years of age.

NOW FOR SALE:

12 Three-year-old bulls • 35 Two-year-old bulls
60 Bulls coming two-year-old by (Highland Marshall)

Pay us a visit and look over our cow herd. Good bulls come from good cows. Free delivery on orders of 10 or more. We will group smaller orders for delivery if possible.

GEORGE J. FLINT, INC., OWNER
George J. Flint, President, Phone 703: 942-4589
George J. Flint, Jr., Vice President, Phone 703: 943-7622
ROUTE 1, WAYNESBORO, VIRGINIA 22980

NOW FOR SALE:

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TOYOTA LAND CRUISER

4-WHEEL STATION WAGON

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- Speeds to 90 MPH
- PTO — Winch available

$3,430.00 — P.O.E.

ALSO AVAILABLE:
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(Deerfield Phone 399-6104)

ALSO FINE NEW and USED IMPORTED AUTOMOBILES

success in any business without an objective at the end of that road? Fortunately there is no reason today for us to be confused about the kind of calf we want to produce. After going through extremes of size over the years—some too large and some too small—we are beginning to level off with a middle-of-the-road animal that weans heavy and fattens well in the feedlot with his poundage not made up of bone and tallow, but rather of thick muscle and plenty of red meat in the higher-priced areas.

Now is a good time to fix objectives of your breeding program firmly in your mind and learn to recognize the correct beef animal when you see him, whether he be in your herd or in someone else's. Tomorrow morning an eminent cattle judge, Don Good of Kansas State University, will demonstrate with live animals the characteristics of excellent breeding cattle. I strongly suggest that you never pass up any occasion to pass judgment on cattle wherever you see them: on your own farm, at field days, steer shows, fairs, or wherever they might be.

Many of you are purebred breeders who specialize in selling breeding stock, especially bulls. Do you recognize a bull with correct skeletal structure? With sound feet and legs? With breed character? With qualities of thickness and muscling? With breeding ability that will bring prospective buyers back to your ranch time and time again for repeat purchases?

Some of you are commercial breeders specializing in calves for the feeder or for the packer. Are you offering the buyer quality and weight and uniformity in the groups you display that will cause him to mark you down as a breeder upon whom he can depend for a source of supply of the right kind of feeder calf? If you do not have an image of quality Angus calf to be sought after, then start a program of self-education here and now.

Make yourself into a competent cattle judge. You must be able to envision an animal of economic utility, one that satisfies the standards of the breeder, the feeder, the packer, and the consumer. The successful breeders I have known have had an instinct for producing such animals. They have avoided the easy pitfalls of producing the extreme on one hand of small "watch-charm" cattle that mature too quickly, and the other extreme of big, horsey cattle that mature too slowly. These breeders did not fall prey to the family craze of a few years back, but rather concentrated on truly strong cow lines within...
Dear Fellow Angus Breeders:

As announced in recent news releases...we are in business!

Arrangements for the purchase of Millarden Farms at Woodbury, Georgia have been completed, and we have chosen to continue operation under the same name with the same criteria in the production of useful, quality registered Angus cattle.

Already we have assembled a foundation herd of more than 100 females for this new herd. As evidence of our effort to establish a sound foundation, we have purchased what we believe are some of the very top daughters of Eileenmere of Woodbarr and Millardenmere 92" (Woodbarr's best breeding son) as well as more than 30 daughters of Hyland Marshall. We feel very fortunate to have returned to Millarden the dam of the best bull ever produced at Millarden Farms in Georgia. She is Millarden Enchantress 43". Her son is Millarden Bardoliermere 35", who was Supreme Champion at this year's Futurity in Lexington and has just been named Grand Champion at the American Royal in Kansas City.

Down through the years, commercial and purebred breeders alike have found top performing cattle at Millarden. In recent years, it became one of the South's most important breeding centers for bulls and foundation females. The list of satisfied customers grew to include progressive herds from every state in the Southeast.

The acceptance of the Millarden Angus product is reason enough that we continue our program based on the same definitions of usefulness and quality already established and already proven through complete production records. The Millarden program is well known -- the policy definite.

As we continue to add superior cattle to the foundation we have put together, we expect that the breed-improving kind of Angus will continue to be produced at Millarden.

As it was in the past, it will continue to be in the future. Our doors are always open and our breeding program is an open book. Since we do not take over the farm officially until January, our new herd will be moved to the premises at that time. We look forward to your visits, and it is our goal to be ever mindful of our responsibility as breeders of Angus cattle.

Sincerely,

MILLARDEN FARMS

James E. Cushman
Owner

R.L. Blalock
Managing Partner
their own herds. They had the courage to use various mating systems to obtain desired goals: some employed intensive inbreeding, others moderate line-breeding, and still others programs of direct out-crossing.

The successful breeders I have known have been prejudiced toward no strain of Angus cattle but have, at one time or another, employed all major bloodlines in upgrading their own herds. We must never close our eyes to the fact that somewhere, sometime, we will come upon better animals that offer improvement possibilities for our own herds.

Next, successful breeders of the past and present whom I have observed have given close attention to efficiency in management of their operations. They have never hesitated to adopt new techniques that were beneficial or to discard outmoded practices.

In the Southeast, we have discovered that new varieties of grass heavily fertilized will allow us to stock twice as many cattle on the same acreage. We are raising hybrid combinations of sorghum, sudan grass, and others for hay, and new and improved corn silages that are allowing us to reduce tremendously the amount of land devoted to production of feed for wintering our cattle.

There must be ways to step up stocking rates and bring down land investment per animal unit in every area of the nation. As land prices rise and ad valorem taxes increase, plus mounting labor and other costs, we find that the keyword of survival is intensification of our efforts—management intensification.

In Alabama, a 60 percent calf crop can be realized every year by simply turning the bull with the cows and walking away and not coming back until the calves are ready to market. An 80 percent calf crop can be realized provided slightly more attention to breeding troubles is given and a heifer is given assistance occasionally at calving time. But to approach a 100 percent calf crop requires attention during the time the heifer is being grown out to breeding age, intensive observation throughout the breeding season to assure conception of every animal, and intensive care at calving time.

The introduction of the extremely useful tool of artificial insemination further complicates the difficult task of heat observation and a subsequent successful effort that results in high conception. But we are learning in Alabama that each calf weaned above the 80 percent level returns about three times as much net money as the calf on the lower side of this plateau.

Underlying all these goals in the maintenance of a good feed program, balanced rations, ample minerals, parasite control, disease control, and numerous other factors that create a favorable climate for the production of cattle. This is what I mean by intensification, and there is no one today who cannot work some improvement into many phases of his operation. No cattle, however highly bred they may be, are any better than the environment which is provided for their development.

The factors which we have just discussed...a love of cattle, a faith in Angus as a breed, a clear outline of objectives, and intensified management practices, all culminate and are brought to final fruition through the intangible asset of knowledgeable merchandising. Not surprisingly, many breeders who have mastered the basic techniques of breeding and management allow an otherwise good program to die on the third base because of their failure to realize that even superior animals need superior salesmanship.

In every transaction between you and your customer, two price factors are involved: one involves his pocketbook, the other fair reward for your efforts. The burden of a satisfactory exchange always rests upon you, the purebred breeder, who is on the selling end. Pride in your product, an attractive presentation, and a thorough knowledge of the market in which you are operating, are essential if your sale bulls and surplus heifers are kept moving at profitable prices.

A true-life example illustrates perfectly the importance of this aspect of a purebred operation. The breeder to whom I refer is still living, but is now out of the Angus business. Over the years he had built up a good herd of Angus cattle and a substantial bull trade, primarily local, but with many buyers coming from a distance and taking his bulls at prices varying from $300 to $1000.

At the end of several years, he had built up a large repeat buyer trade, an operation that was economically sound, and was in perfect tune with his market. At this time, he decided to raise his sights and produce cattle for a much more selective and higher-priced market, a market that, in reality, did not exist in his territory.

After much promotion and effort, he was successful in moving a few cattle for awhile at fancy prices. But at the same time, he had left his basic market and his old clientele were afraid to come to his farm anymore for fear they would be unable to purchase cat...
A WINNING TEAM

FAIRMEADOWS LAD F 411th
"The Bull We Don't Want To Sell"

The Head Man of Our Winning Team . . . bred and developed at Fairmeadows, son of Caroland Bandolier Lad 77th. His performance as a sire is exceptional—we have BCIA records to prove it!

The “Ole Pros” of our Bull Battery

- CAROLAND BANDOLIER LAD 77
  He sired the Grand Champion Steer at the strong Atlanta Fat Steer Show—the first Angus in over five years to win this event. He also sired the Grand Champion Bull at the ’66 Georgia Angus Assn. All-Star Show-Sale.

- L. BARDOLIEMERE 520
  He consistently sires top performing calves with quality.

Forecasting A Bright Future For

MOLE’S HILL
MAXIMILIAN 2179

Grand Champion and Top Selling Bull at the ’64 “Black Magic” Show-Sale . . . his ability to carry on and perpetuate the heritage of his illustrious sire, the International Grand Champion, Dor Macs Bardoliemere 60th, is proven everyday in our pastures.

OUR “ROOKIES”
- KB ECLIPSE D 18th
  by Ankonian Eclipse
- FAIRMEADOWS LAD F 174th
  by Caroland Bandolier Lad 77

Visit Us and See This Winning Team—our Herd Bull Battery . . . our top Brood Cows . . . and their top calves . . . also our records.

“Angus With The Extra Quality For The Dedicated Breeder”

FAIRMEADOWS
Route 2 HAMPTON, GEORGIA

Hugh and FRONITA SCHNEIDER, Owners

EUGENE BRADSHAW, cattle mgr.

Farm located 16 miles south of Atlanta on U. S. 41 Expressway. Turn East to Clayton County Water Tank, then left at Tank, 1.8 miles to farm on McDonough Road.
ANGUS BULL HEADQUARTERS

See Us Now . . . For Your Needs
Available Immediately –

We have 25 Registered Angus Bulls ranging in age from 18 months to 4 years—

These are the kind suited for your particular operation, be it purebred or commercial.

No matter what your base herd—these Bulls will give you top improvement.

They’re the heavy muscled, thick and solid bone type.

RED MEAT ANGUS — ALL THE WAY!

We will also be consigning several fine Bulls to both the Florida Angus Bull Sale in Bartow on January 6th, and the Ocala Bull Sale on January 10th.

It’ll Pay You to Check With

WELLS & SKINNER
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Herd is Brucellosis Certified and TB Accredited

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RANCH LOCATED 13 MILES NORTH OF BUSHNELL ON STATE ROAD 470

Registered, Top Quality Angus

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GREENWOOD, FLORIDA

Always Better Angus

FRANKLIN’S ANGUS FARM
Mr. & Mrs. J. B. Franklin, Owners
Bobby Joe Cason, Gen. Mgr.
Phone 764-2316 or 764-2684

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4-D Farms
S. P. Daughtry & Family
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Florida
Phone
PR 3-4493

REGISTERED ANGUS

M & M Ranch
R. W. & E. B. Matlack, Owners
Scott L. French Gen. Mgr., Phone
West Palm Beach OV 3-2944 or
VI 8-3212, Loxahatchee, Fla.

U.S. BEEF and veal imports will total at prices they could afford to pay. 'As a result, he dispersed his herd several years ago, and he told me later that this misappraisal of his market and subsequent errors of merchandising had been his undoing.

This does not mean that we should not strive to produce superior bulls that will fetch fancy prices; but it does mean that we should endeavor to know the practical potential of our market for the bulk of the animals that we will offer for sale, and to have available at all times a selection within that basic range of price and quality. Many breeders master the fundamentals of raising cattle and then fail to realize the importance of sound merchandising, advertising, and promotion programs that will permit selling their cattle at price levels that are commensurate with their quality and market potential. If your herd is to be alive in '75, give this facet of your business its due attention.

As we wonder about what the next decade will bring and what will be the status of our operations at some future date, we might pause and go back to 1900 and place ourselves in the shoes of young J. Garrett Tolan of Illinois. With little land or capital, with one bull and a couple of heifers of a breed of cattle that had only been brought to the United States a few years before and was not in general acceptance, just think how poor his prospects were of surviving in the cattle business until 1910, much less 1920, 1930, 1940, or 1950! But a combination of a love of Angus cattle, a deep knowledge acquired through experience, and application of common sense day-to-day business practices, took him to the zenith of a purebred cattle career, and at the same time gained for him fame and fortune. Other Angus pioneers such as John Brown, Otto Battles, S. C. Fullerton, and many more, offer the same encouragement and inspiration to those of us who ply the same trade today, and each had obstacles placed in his path which we today cannot imagine. With all that we have going in our favor, surely being alive in '75 is a realistic hope for us all.

During the year ended July 1, 1965, fertilizer consumption reached 31.3 million tons, up 2.1 percent from a year earlier, according to USDA.

USDA reported that the Food Stamp Program has expanded geographically nearly threefold in the past year.
at DeereAcres...

"THE QUALITY IS NOTICEABLY BETTER"

To make this better quality even more outstanding in the future, we are proud to announce the addition of two outstanding herd sires to our already powerful bull battery.

"THE PEACEMAKER" in which we have acquired one-half interest and possession, is unquestionably one of the very best sons produced by Ballot of Belladrum. He combines some of the best Angus type and breeding in the Angus World. His maternal brother, Ankonian Pacemaker, is a very successful sire following a successful show career. His granddam, Andelot Kate, was one of the most famous cows in the entire Ankony cow herd... a famous show cow and producer of herd bulls.

Ballot of Belladrum
2797832.

Paragon of Haymount
140442.

Bedella Maid of Belladrum
138562.

Evas Bandolier Lad
845653.

Andelot Kate
1090442.

SCHEARBROOK 35-55

Homeplace Eileenmere 999 35 1150941.
Eileenmere 999 890948.
Gammer of Bates 915657.
O Bardoliermere 55 2010268.
Haglers Erica 58 2107358.

The Great Atlantic Junior Champion and Reserve Grand Champion and one of the last top sons of the immortal Homeplace Eileenmere 999-35.

WHITNEY BARDOLIERMERE 24
Sire: O Bardoliermere 2
Dam: Whitney Elba 50

ANKONIAN BOMBER
Sire: Ankonian Bombardier
Dam: Gamelty of Clackmase

ANKONIAN AMBASSADOR 8
Sire: Ankonian Ambassador
Dam: Ankony Missie 4

DEERE'S VISCOUNT
Sire: Viscount of Ankony
Dam: Kindess of MacIawn 5

DEEREACRES
Monroe, Georgia

Charlie Haasl, Owner
Bill Shields, Cattle Manager
Phone: 267-3570
Doyle Mitchell, Manager
HIDDEN HILLS EXECUTIVE—owned with the University of Maryland. 205 day adj. weaning wt. of 626 lbs; 365 day wt. of 1148 lbs. "Exec" was the top tested bull in the State of Maryland in 1962, and was first in class at the 1962 Maryland State Fair. A full brother to "Exec" purchased by Armour for their BCI program, was the top tested bull in Maryland in 1963, first in class at the 1963 Maryland State Fair, and is now a PRI Certified Meat Sire. Exec's dam has dropped 4 bulls. Their avg. 205 day adj. weaning wt. is 608 lbs. Their average 365 day wt. is 1087 lbs. Exec's sire, Amandale Eileenmere 492-17, has an average 205 day adj. weaning wt. of 542 lbs. on his first 100 calves. He sired the Grand and Reserve Grand Champion carcasses at the 1964 and 1965 Eastern National Show.

ESSAR MARSHALL C-3—Essar weighed 522 lbs. at 205 days and gained 3.32 lbs. per day on a 140 day feed trial. He is a PRI Certified Meat Sire. 14 tested steers have an avg. ribeye of 2.17, fat thickness .11, marbling score 7, and carcass wt. per day of 1.27 lbs.

We are now sampling
ANKONIAN MONOCACY 106-205 day adj. weaning wt. of 642 lbs; 365 day wt. of 985 lbs; yearling grade of 14. His dam dropped 14 calves in 14 years. Her last yearling grade of 14. His dam dropped 14 calves in 14 years. Her last 6 calves have an avg. 205 day adj. weaning wt. of 581 lbs.

Breeding cattle with the inherent ability to make fast gains in order to profitably serve their owners.
Georgia Angus Association

ANNUAL GRADED BULL SALE

Wednesday—December 7, 1966—1:00 P.M.

Decatur Livestock Auditorium

BAINBRIDGE, GEORGIA

75 BULLS

Selling a select group of bulls from some of the progressive breeders in Georgia. Many of these bulls are sired by sons of some of the great Angus breeding bulls in the country. The bulls will be graded at 9:00 a.m. December 7, 1966 by a Florida purebred breeder and commercial cattleman.

The Consignors

Greenoaks Plantation
Madison, Ga.

J. Render Turner
LaGrange, Ga.

J. M. Fudge, Jr.
Colquitt, Ga.

Jan Dy Angus Farm
Danieville, Ga.

Edwards Bros.
Elberton, Ga.

Fra Mar Farms
Thomaston, Ga.

Brooks Hill Farm
Thomasville, Ga.

DeereAcres
Monroe, Ga.

University of Georgia
Athens, Ga.

Fairmeadows
Jonesboro, Ga.

Aberdeen Angus Farms, Inc.
Macon, Ga.

Greenwood Farms
Stone Mountain, Ga.

Frank Ramsey's Angus Farm
Colquitt, Ga.

Modena Plantation
Savannah, Ga.

Pickett Angus Farm
Cedartown, Ga.

Balfour Angus Farm
Thomasville, Ga.

Franklin Angus Farm
Statesboro, Ga.

Lazy X Ranch
Canton, Ga.

Hillcrest Farm
Perry, Ga.

M. B. Krulic
Rocky Ford, Ga.

M. H. Barnett
Washington, Ga.

Parnell Smith
Bristol, Ga.

Moccasin Hollow Farms
Atlanta, Ga.

For Catalogs Write
JIM VOGT, Fieldman
621 Cooper Street
Perry, Georgia
With this Son of Banner . . .

Hasty Hills Sir George

This outstanding son of Banner of Belladrum could head many of the top herds in the world. "Sir George" is an ultimate quality individual that carries his thickness and muscling from front to rear in the best traditions of conformation, and he wears an exceptionally good head. He stamps his calves with the same fine traits of excellence.

HASTY HILLS SIR GEORGE 4475273

HASTY HILLS SIR GEORGE Is Assisted By KANDY PRINCE OF BRAYS ISLAND

HASTY HILLS SIR GEORGE 4475273

Paragon of Haymount
Banner of Belladrum
Bedelia Maid of Belladrum
Ben Tulloch Eileenmere
Walbridge Georgina 8

KANDY PRINCE OF BRAYS ISLAND 2342563

Prince Mentor of Candacraig
Roserica of Leigh Grange
Extremor of Downsine
Mauriple of Bywell

Paragon of Haymount
Ben Tulloch Eileenmere 210
Ben Tulloch Eileenmere 210
Paragon of Haymount

FEMALES FOR SALE

Both Open and Bred Heifers . . . Bred heifers carry the service of Sir George or Kandy Prince. Cow and Calf Combinations . . . Good brood cows with calves at side, some cows rebred—not many combinations left. The purchase of any of the above offerings is an opportunity to take a step forward in improving any herd. We invite you to our sale animals, our herd sire battery and our facilities. All inquiries will be answered immediately.

When you think of excellence in Angus, think of Mercury.

MERCURY

Angus Farms
SHELBYVILLE, TENNESSEE 37160

D. B. NELSON, Owner
Shelbyville, Tennessee
PHONE 615/884-2767

DON STONE, Manager
Wartrace, Tennessee
PHONE 615/394-2342

1 mile N. of Baldwin on Hwy. 301

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Fine Registered Angus Bulls for Sale
Fred B. Miller, Jr., Owner
Phone 359-3675, 1814 River Rd.
JACKSONVILLE, FLORIDA

BROOKS HILL FARM
Quality Angus
John H. Tyler, owner
Grady Williams, herd
Thomasville, Ga.
Phone 226-1675

Cattle Valley Farms
— FOR BETTER ANGUS —
Phone: NOrth 7-3092
Frank Ellison, Owner
Huntaboro, Alabama

of 441 and 98. Herd contains 300 brood cows, Herd sires are Black Watch Lenniecomb and Black Watch Harms (See Sturtz Ranches).

FEMALES FOR SALE

Herd includes many of the best conformation, and he wears an exceptionally good head.
Baldwin Is Elected

LEROY BALDWIN, owner of Baldwin Angus Ranch at Ocala, was elected president of the North Central Florida Angus Association by the members at their annual meeting held recently in Gainesville.

The meeting was presided over by Martin Nicely of Lake City, who was succeeded by Baldwin.

Elected to the vice presidency was Maurice Edwards of Starke, and Jane Baldwin of Ocala, was elected to the post of secretary-treasurer.

New directors named were Phil Fons, Citra, and Mrs. Harry Boyles of Live Oak.

DELMAC ANGUS FARMS, P.O. Box 206, Citra.
D. C. Fons & Sons, owners. Phil Fons, manager.
Phone 389-3291 or 389-3371. Ranch located three miles north of Citra in Island Grove. Herd was established in 1963 and now contains 65 brood cows. Chief sire is O Bardoliermeme 121. (*)

DENTON RANCH, Box 26, Micanopy. Mrs. E. B. Denton and son, owners. E. B. Denton, Jr., manager. Phone 466-3177 or 466-3486. Ranch located one mile south of Micanopy. Herd was established in 1938 and now contains approximately 65 brood cows.

DEISSO ANGUS RANCH, P.O. Box 415, Tampa. Bob and Evelyn Deriso, owners. Phone 935-2203 or 935-2500. Ranch located on Cassy Avenue, north of Gun Highway. Herd was established in 1956 and now contains approximately 60 brood cows. Chief sire is Moles Hill Maximilian 11960.

DOWRMAN, RANCH. Box 2, Box 577. Arcadia. (*)

Dexter Farms, Crescent City. (*)

DIXON & STOCKHAM, INC., P.O. Box 308, Orlando. (*)

DOUBLE A BAR RANCH, 3227 Stratton Road, Jacksonville. Arthur A. Hebert, owner. Phone 781-3430. Ranch located West Jacksonville. Herd was established in 1949 and now contains 70 brood cows. Herd sire is Elevate Blackcap David, son of Aberan Elevate.

DOUBLE DIAMOND RANCH, RFD 4, Box 534, Fort Myers. Darwin W. White, owner. Phone 287-3411. Ranch located on Road 78 opposite Olga Dam & Locks. Herd was established in 1954 and now contains 36 brood cows. Herd sires are Gulfstream Eileenmere 022 and Whitney Keyser.

DOUBLE K ANGUS RANCH, 331 Lake Elbert Drive, Winter Haven. H. Frederick Keiber, owner. S. L. Archer, manager. Phone (ranch) 299-4016, (residence) 299-3529, (office) 299-3704. Ranch located on old Lakeland Road west of Winter Haven. Herd was established in 1962 and now contains 35 brood cows. Herd sire is Eric Eileenmere of 4L. (*)

DOUBLE K DIXIE RANCH, Route 2, Box 35, Willacy, Texas. Willacy Sons, owner.

DOWERMAN, J. M. (See Mileaway Farm)

DREW RANCH, INC., RFD 1, Box 216, Elkton. Drew Schuler, owner and manager.

DUNDEE RANCH, Route 1, Box 203, Lutz. Ralph J. Cordiner, owner. J. Ward Doughey, managing director. Charles H. Moore, manager. Phone 964-2521. Ranch located four miles west of Lutz on Lake Fern Road. Herd was established in 1954 and now contains approximately 100 brood cows. Chief herd sires include Meadow Lane Mascot, Perthonian 3, and Whitney Bar- dolfemere 70. (*)

DURRANCE, G. C., P.O. Box 695, Okeechobee.

DURRANCE, LARRY, P.O. Box 16, Bowling Green. (*)

DURRANCE, WILLARD, Route 1, Wauchula. (*)

EDWARDS CATTLE COMPANY, Irving L. K. Edwards, Jr., owner.

EDWARDS, C.I.D., Airport Road, Kissimmee.

EDWARDS, J. H., Route 4, Box 609, Lakeland.

EDWARDS, J. M., Box 626, Starkie. (*)

EDWARDS, J. M., JR., Route 1, Box 38, Starkie. Phone 964-4291 (day) or 969-1294 (night). Located 112 miles south of Starkie on State Highway 100. Herd was established in 1958 and now contains approximately 500 brood cows. Chief herd sires include Meadow Lane Mascot, Perthonian 3 and Whitney Bar-dolfemere 70. (*)

DURRANCE, G. C., P.O. Box 695, Okeechobee.

SUMMERVILLE, GEORGIA
P. O. Box 339
STANLEY SELMAN, Phone 857-4344 • W. P. SELMAN, Phone 857-3741
Martin "Shorty" Smalley, Herdsman
Office Telephone: (404) 857-1601
SOME QUALITY ANGS AVAILABLE

We presently have several service bulls for sale. Additionally, we also have a few two year old heifers for immediate sale. These are all the kind that will greatly help you in your cattle operation.

Be sure and watch for our consignments to the Bartow Bull Sale on January 6, and the Ocala Bull Sale on January 10.

THOMPSON Bros. Farm
J. R. and Bruce Thompson, Owners

Send the Cattleman a Gift with this

Elliott, Richard, P.O. Box 2214, Fort Myers. (*
Emerson, Hugh P., 2540 NW 74th Street, Miami. ()
Exposition Company, The, Box 68, Lake Hamilton.
Exum, E. L., 114 Auburn Road, Auburndale.
Fairview Ranch, Route 1, Box 470, Citra. Selene Trading Company, Victor Puig, Jr., manager. Phone: 956-2366. Ranch located on old Otago Road at Ocala to the tower. Herd was established in 1961 and now contains approximately 250 brood cows. Manager is W. E. McAlister. ()
Foster Ranch, Route 1, Box 25, Sarasota.
Faneli, J. M. & C. M. (See Mill Wood Farm)
Foster, Mr. & Mrs. J. James (See Gulf Stream Farm)
Farno, Mr. & Mrs. S. R., 3355 Lakeland Hills Boulevard, Lakeland.
Flink, Ben (See Crazy F Ranch)
Florida J. Boyles, owner and manager. Phone: 362-2350. Located six miles southeast of Okeechobee on Florida Highway 70. Herd was established in 1950 and contains 40 brood cows. (*)
Foster Farms, Inc., Box 185, Arcadia. Dale Foster.
Florida Certified Angus Herd No. 587

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Senior sire Ermitage of Allandale 10
Senior Champion, 1965 Florida State Fair, 1/3 brother to the 1965 International Reserve Grand Champion, Ermitage of Allandale 83.

Junior sire Beaver Dam Bandit
Grand Champion Son of KF Bardolier 4
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Buster, Florida
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Ranch Ph: 746-6996
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CERTIFIED BANG'S-FREE HERD No. 587

Elliott, Richard R., P.O. Box 2214, Fort Myers. (*)
Emerson, Hugh P., 2540 NW 74th Street, Miami. ()
Exposition Company, The, Box 68, Lake Hamilton.
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Fairview Ranch, Route 1, Box 470, Citra. Selene Trading Company, Victor Puig, Jr., manager. Phone: 956-2366. Ranch located on old Otago Road at Ocala to the tower. Herd was established in 1961 and now contains approximately 250 brood cows. Manager is W. E. McAlister. ()
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1961 International Grand Champion Bull

Ankonian Peerless, our main herd sire, is the first International Grand Champion bull ever to reside in the state of Georgia. Our first calves by him have arrived, and they're everything we hoped they would be. The popularity of this fine individual has increased greatly the past twelve months as his daughters have commanded some of the top prices in sales throughout America.

ELKO OF HAYMOUNT
A Proven Scotch Sire by "Banner"

Elko of Haymount, a great son of Banner of Belladrum and out of a daughter of Eric of Candacraig, will assist "Peerless" in our herd. An imported bull, he combines scale and substance with true Angus breed type. He also possesses great length, and this quality breeds on into his calves. We feel this bull is definitely one of the finest "modern day" sires of the breed, and we are pleased to announce our recent one-third acquisition of him.

We have commercial and purebred Angus for sale at the farm now. Our registered herd of over 100 producing broad cows, all bred to "Peerless," is made up of sound and proven bloodlines. We have growth and doing ability in our cattle, and we invite you to come see them, as well as our herd sire battery . . .

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Farm four miles northwest of Albany, just off Hwy. 19 on Palmyra Road
Progress is the picture at Circle R Ranch. With the continual addition of top females which embody the desirable traits of today's Angus demands, plus our joint purchase earlier this year of Burger of Lakewood 27 (his sire is the great Burger of Classlochie, the 1965 International Premier Herd Sire), we are making progressive strides toward producing Angus calves of excellent quality.

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RANCH LOCATED EIGHT MILES SOUTH ON U.S. 41

Now Available!
We presently have available for immediate sale some quality Angus cattle of breeding age. Included are some young bulls and heifers of quality breeding background. It'll pay you to come and look them over!

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LOOKOUT PLANTATION, Route 2, Bonita Springs, FL, and Mrs. Leonard Babcock, owners. (*)
LYKEE BROTHERS, INC., P.O. Box 1650, Tam- pa. (*)
M & M RANCH, P.O. Box 8, Loxahatchee, E. B. and R. W. Matlock, owners. Scott L. French, manager. Phone West Palm Beach 045-21. Ranch located 18 miles west of West Palm Beach, R.ts. 441 and 80. ()
MANGELS, H. E. (See Hainlin Mill Farm)
MARTIN, FRED R. III (See Oak Tree Farm)
McNEISH, DR. HARRY, Trenton, FL
MARTINEZ, EDMUND, P.O. Box 516, New- berry, FL
MAR TON ANGUS RANCH, Philip's Professional Building, Winter Haven, (*)
MATLOCK, E. B. (See M & M Ranch)
MATLOCK, H. W. (See M & M Ranch)
MASSY, MURRILL & BEATRICE, Route 6, Columbus. (*)
MERLIN, P. D. (See Lomina Farms)
MCCLELLAND, A. B., JR. (See Carvalle Ranch)
MCCURR, J. N., & D. F., 1210 1st Street, West, Bradenton. (*)
McENROE, CHARLES P., P.O. Box 328, Winter 

MICHELONI, PETER, 114 South Main Street, Groveland, FL
MIESCH FARMS, 1303 E. Cypress Street, Arcadia, (*)
MILEWAY FARM, P.O. Box 6132, Fort Lauderdale, J. M. Dowerman, owner. (*)
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MILLERSHIRE, 1814 River Road, Jacksonville. F. B. Miller, Jr., owner and manager. Phone 366-1775 or 366-6742. Herd was established in 1964 and now contains 150 brood cows. Herd sires are Bar Baldoriero 9, Pride of Elevate 5, and Burger Blackcap. (*)
MILL POND PLANTATION, Route 2, Box 38, Marianna, H. Willis, Jr., owner.
MICHETT, CHARLES E., 203 Fifth Street, S.W., Winter Haven, FL
MITCHELL, COY, Route 2, Box 80-B, Winter 

MORROW, J. Route 4, Box 294, Tallahassee, H. C. Summitt, Sr., & Jr., owners. H. C. Summitt, Jr., manager. Phone 224-4589 or 224-5011. Located 3 1/2 miles west of Tallahassee on Fred George Road.
MONTACH RANCH, P.O. Box 146, Wildwood. Mr. and Mrs. J. G. Sola, owners. Jack Moore, cattle manager. Phone 748-7041. Ranch located 2 1/2 miles west of Wildwood on State Highway 44. Herd was established in 1967 and now contains approximately 70 brood cows. Chief herd sire is Mt. Pleasant Bardoliermere M9. (*)
MOORE, CHARLES H., JR., Route 1, Box 293, Lut, FL
MOSQUITO HOLLOW, Route 1, Box 119, Fort Meade. Carl T. Griffith, owner and manager. Phone 5-1011. Located four miles southwest of Fort Meade. Herd was established in 1968.
MURRAY FARM, Route 3, Box 65, DeLand. John Ray Murray, owner. Harold E. Murray, manager. Phone RE 4-1668. Herd was established in 1966.
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NUNNALLY, MRS. RENEE (See Will Run Farms)
O & R, 15292 Duval Road, Jacksonville. Otis and Ramona Johns, owners. Phone 564-6992. Ranch located on Hickory Tree Road, St. Cloud. Herd was established in 1953. Main herd sire is Holly Hill Bandolier Lad 11. (*)
OAK LAWN DAIRY, INC., 1915 Zeigler Road, Orlando. F. S. Baker, Jr. & Mrs. S. Hammond, owners. Phone 855-5561. Located six miles south of Orlando on U.S. 441. Herd was established in 1966 and now contains approximately 36 brood cows. Sire is Prince Kee of T. C. 3. (*)
OAK MOUNT FARM, Route 7, Box 1069, Tallahas-

OAK TREE FARM, 30 Spanish Main, Tampa. Mr. and Mrs. Fred H. Martin, owners and managers. Phone 876-9710 or 253-3704. Herd was established in 1962 and now contains 190 brood cows. Herd sires are Akinson President 18 and David's Ballot 2. (*)
O'HALLOWAN, FRANK, Box 702, Winter Haven, (*)
ONAR, P.O. Box 802, DeLand, Ernest A. Rank, owner. Phone 8-4132.
ORVIS, RUBY E., P.O. Box 427, Inverness. (*)
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Lake Wales. (*)

THE FLORIDA CATTLEMAN 41
FROM GOLD LEAF ANGUS FARMS...

Angus
“PRODUCTION and BREED PROMOTION” Sale
Saturday—January 7, 1967—10:00 A.M.
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SELLING COMMERCIAL ANGUS

700 GRADE FEMALES...
A good set of commercial females, selected with herd production in mind and broken down in offerings as follows: Approximately 200 with calves at side—many rebred... Approximately 300 examined and guaranteed safe in calf to top bulls... Approximately 200 choice selected open heifers ready to breed to your bulls.

PLUS GRADE ANGUS BULLS...
There will be a number of bulls (exact count not yet decided) that will be of breeding age and ready to fill a productive spot in your commercial herd. Accustomed to southern pasture conditions, there will be no let-down problems. All will be big stout two year olds, range conditioned and ready for heavy service.

SELLING REGISTERED ANGUS

50 REGISTERED FEMALES...
This is an outstanding set of foundation females. All will be bred and approximately half will have calves at side on sale day. A selected group, they carry the service of the world record selling bulls, Ankonian Jingo 2 and Ankonian President—A real addition to any purebred herd.

25 REGISTERED BULLS...
Chosen because of their excellence and breeding, these are the kind of herd improving individuals that are really sought after. There are many outstanding herd sire prospects by such famous sires as Ankonian Jingo 2, Ankonian President, Banner of Belladrum and Elevate of Eastfield.

ALL BULLS FERTILITY TESTED... ALL CATTLE OFFICIALLY CALFHOOD VACCINATED... HEALTH PAPERS SUPPLIED FOR SHIPMENT ANYWHERE

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By M. M. Maximilian 1139th

ROYAL OF DERISO

By M. H. Maximilian 1139th

DAVID's ANKONIAN 3201

By Eileenmere 1032 (1949 International Grand Champion)

DAVID'S BALLOT

By Imp. Ballot of Belladrum

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250 BLACK ANGUS COWS

FOR SALE

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Tennessee Born

3 Years, 8 Months Old

Calfhood Vaccinated

2nd Calf Will Begin Dropping

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COURTNEY, owner.

PARDUE, R. L., JR., & BEATRICE W., Box

188, Maitland. (*)

PARK, JOHN H., 1202 North Park Road, Plant

City. (*)

PARRISH RANCH, 193 State Road No. 18, St.

Augustine, Lewis R. Parrish, owner. (*)

PAUL, A. G., JR., P.O. Box 300, Lake City.

PINEY BAY RANCH, Box 1206, Oneco. A.

POWELL, owner. (*)

PRESSEY, W. H., JR., 293 Adrian Court, Lake.

PINE MU 6-6836

PRITCHARD, W. T., 8265 No. 36th Avenue, St.

Petersburg. (*)

PROCTOR, ROBERT C., 802 Campbell Avenue, Lake

Wales. (*)

RIDGE GROVE FARM, Bonifay, W. B. Ellis,

owner.

RYALS, STANLEY, Box 1265, Zephyrhills.

SAGE VALLEY RANCH, Route 1, Box 92, Zephyr-

hills, E. D. Rogers, owner, Harold

Elkoff, manager. (*)

PEARSON, RICHARD A. (See Kashana Ranch)

PINE KNOLL RANCH, Route 2, Box 93, Montic-

ello, Larkin Hundley, owner. Phone 957-2461.

Located on State Road 14A 8 miles NE of

Monticello. Herd established in 1943 and now

contains 50 brood cows. Herd sire is Maxim-

ilian Sinolka 25L. (*)

PLEASANT ACRES, Route 1, Box 369, Perry.

A. E. Bover, owner. (*)

PITT, JOHN E., P.O. Box 462, Ruskin. (*)

PONS, D. C., & SONS (See Del-Mac Angus

Farm). (*)

POPE, W. D., JR., Route 1, Box 84, Alachua.

A. E. Bover, owner. (*)

POSEY, JERRY, P.O. Box 431, Haines City. (*)

POSTMA, L. U. (See Hickory Hill Farm)

PREVATT'S ANGUS RANCH, Box 65, Gibson-

ville, Dr. John Prevette, owner. (*)

QUAIL ROOST FARM, P.O. Box 1634, Osaka.

ELMER HABRECK, owner. (*)

R. & R. RANCH, 1904 Terrace Highway, Tampa.

Bob Moers, owner. (*)

RAPER L. RANCH, Box 114, Gaines-

ville, Mr. and Mrs. Lem Cofroth, owners.

RANCHITO RANCH, Route 2, Box 474, Kissimmee.

Dr. John O. Rao, owner. (*)

REPETTO, A. W., 5782 Seminole Road, Largo.

(*)

RIVER RUN FARM, P.O. Box 2055, Valdosta.

GEORGIA. DR. JOHN A. SAUCERS, owner.

P.O. Wetherington, manager. Phone 242-7973 (Val-

dosta) WE 6-2308 (Jennings). Ranch located

one mile south on Highway 41, Jennings. Herd

was established in 1961 and now contains 60

brood cows. Herd sires are Black Feet CR170

and Wm. Eileenmere 2841325. (*)

ROBINSON, W. J., Route 1, Box 106, Clewiston.

(*)

ROCK HOLLOW FARM, P.O. Box 491, Ocala.

PITTS, C. B. (See Rock Hollow Farm)

ROGERS, A., manager. Don Stalvey, foreman.

Phone 623-2070 or 623-

6874. Located 91/2 miles southwest of Ocala on

State Highway 500. Herd was established in

1961 and now contains 100 registered brood

cows. Chief herd sires are Elban Barbo "The Rump

Bull," Emulous Bob V104 and Zara KM F634.

ROCKS RANCH, Box 67, Perry. Myron Sheets,

owner. (*)

ROCKER RANCH, 2128 Newport Road, Lake-

alda. Dr. and Mrs. William R. Kummer, owners.

ROCHES, E. D. (See Peace Valley Ranch)

ROGERS, ARKY E. (See Circle R Ranch)

ROSEW, MRS. & MRS. WILLIAM (See Heart-

bead Farms) (*)

RYAN, A. J., Box 456, Dania.

SAGINAW RANCH, 16 W. Fort Harrison Ave-

nue, Clearwater. W. H. Wolfe, owner. W. H.

Jr., manager. Phone Brookville 796-8195 or

Clearwater, 446-6069. Located 18 miles south

of Brooksville on U.S. 41. Herd was established

in 1964 and contains 30 brood cows. Herd sire is

Hughes Eileenmere 990-22.

SALADINO, FRANK, 2522 Palmetto Street, Tam-

pa. (*)

SANFORD JUNIOR HIGH FFA CHAPTER, San-

ford High School, Sanford.

SAPP, ALVIN, Route 6, Box 17, Plant City.

SAULS, JAMES W., Route 3, Box 448, Ocala.

SAUNDERS, DR. ALBERT F. (See River Run

Farms) (*)

SAUNDERS, GEORGE E., Route 2, Box 502,

Apopka.

SCARBOROUGH, W. N., Route 1, Box 164, Folt

City. Ranch located on state road extension

557A. Herd was established in 1960 and now

contains 100 breed cows. Main herd sire is Bandolier

Lad of Bar B. (*)

SCHIPPER, S. S., 5401 SW 106th Street, Miami.

SCHULTZ ANGUS FARM, Route 1, Box 91, Brook-

er, Arthur W. Schulz, owner and manager.

Phone 465-2720. Located 8 miles north of

Brooker. Herd was established in 1964 and now

contains 50 brood cows. Herd sire is Maxim-

ilian Sinolka 25L. (*)

SCHULTZ ANGUS FARM, Box 115, Palmetto.

Don

COURTNEY, owner.
contains 40 brood cows. Herd sire is Haystack Panorama 188 by Panorama of Eastfield. (5)

SCHMACHER, DOYLE, Sebring. (5)

SCOTT LYNCH CORPORATION, P.O. Box 1708, Ocala, S. Swerdlin, owner. Don Swerdlin, Mr.

SELENE TRADING CORP., LTD. (See Fair View Ranch)

SELLERS, MRS. & MRS. ERNEST A. (See Savannah Farms, Inc.)

SHAW, GUY W., & MIRIAM, Route 1, Box 51, Bushnell. Phone 794-4128. Herd was established in 1931 and now contains approximately eight brood cows. Herd sire is Prince of FB 11. (5)

SHERWOOD, WILLIS S., (See Tri S Ranch)

SHOSHONE FARM, Route 3, Box 266, Ocala. Mrs. Lois D'A Carpenter, owner. Howard Adair, manager. (5)

SIMMONS, LAMAR, Route 1, Box 81, Gainesville. (5)

SIMMONS, MRS. MABEL R., P.O. Box 97, St. Cloud. (5)

SIROTOWITZ, JONAS (See Sun-Mar-C Ranch)

SLEEPY HOLLOW FARMS, 300 First National Bank Building, Hollywood, Jake Watson, owner. Ray McIntosh, manager. Phone 922-1521 and 989-2379. Ranch located 2501 Sterling Road, Fort Lauderdale. Herd was established in 1966 and contains 13 brood cows. Herd sire is Mileaway Bandolier Lad. (5)

SMITH, REX K., MARY A., 3346 St. Johns Avenue, Jacksonville. (5)

SMITH, ROBERT, (See Sunny Acres Farms)

SNUZO, J. G., 3473 NE 44th Street, Pompano Beach. (5)

SOLA, J. G. (See Monarch Ranch)

SPIVEY, C. L., Benfay. (5)

STARDUST RANCH, Route 1, Box 73, Micanoopy. Henry and Jeanette Chitty, owners and manager. Phone (Gainesville) 372-2550, 376-7268. Ranch located eight miles southwest of Gainesville on Warachookee Road, one-half mile off Williston-Gainesville Highway 121. Herd was established in 1945 and now contains 15 brood cows. Main herd sire is Stardust Bandolier 66, Star dust Bandolier 66, Zezmare 152, J Eric of Plum Grove and Kermac Marshall 199. (5)

STEGBRINS, ELMER M., 900 Sylvan Drive, Bradenton. (5)

STINNETT, C. D., 240 North Washington Boulevard, Sarasota. (5)

STITT RANCH, INC., Route 2, Box 170, Clewiston. (5)

STOVALL, MILTON B., P.O. Box 141, Ellenton. (5)

SUNCOAST FARMS, P.O. Box 920, Bradenton. Bill & Lee Cook, owners. Ph: 803/617-3324. Ranch located 15 miles east of Bradenton on Verna Road, one mile south of Highway 64. Chief herd sire is Ernest of Allandale 10. (5)

SUN-MAR-C RANCH, Route 1, Box 195, Zephyrhills. Jonas Sirotowitz, owner. (5)

SUWANEE ANGUS RANCH, P.O. Box 196, Live Oak. John H. Leonard, owner and manager.

SUWANEE FARMS, INC., P.O. Box 8, Live Oak. Mr. and Mrs. Ernest A. Sellers, owners. Phone 392-1411 or 392-2011. Located four miles south of Live Oak on Road 129. Herd was established in 1964 and contains 40 brood cows. Herd sires are Easar Hamilron C4 and H. H. Executive 2. (5)

SUNSET RANCH, Route 2, Box 854, Fort Myers. J. W. and Christine Huffnlaster, owners. Ph: 663-2814. Ranch located 20 miles east of Bradenton on Verna Road, one mile south of Highway 64. Chief herd sire is Ernest of Allandale 10. (5)

SUSIEBOO RANCH, P.O. Box 820, Winter Haven. A. G. Hancock, owner. (5)

SWERDLIN, DON (See Scott-Lynn Corp.)

SWEDERLING, DON (See Scott-Lynn Corp.)

SWES ANGUS RANCH, Route 1, Box 356-0, West Palm Beach. Harvey E. Sykes, Sr., owner. Douglas M. Sikes, manager. Phone 953-5134 or 953-1441. Ranch located at Turnpike entrance on Okeechobee Road in West Palm Beach. Herd was established in 1982 and now contains 50 brood cows. Chief herd sire is Hidden Hills Chief. Herd sire is Hidden Hills Chief. (5)

T & J RANCH, P.O. Box 50, Dunnellon. (5)

T & P ANGUS RANCH, Box 827, Arcadia. (5)

T & S ANGUS RANCH, P.O. Box 306, Ocala. W. W. Townes, owner and manager. Phone 755-1121 or 755-3706. Ranch located east of Okeechobee Road on Highway 70. Herd contains 97 brood cows. Chief herd sire is Sugihara Maximilian 12. (5)

TAMARGO, RAYMOND, Route 4, Box 481, Tampa.

TAPGEE, W. W., 301 East Lake Deer Drive, Winter Haven.

THOMAS, W. R., Route 2, Box 546J, Sanford. (5)

THOMPSON BROS. FARM, Route 1, Box 323, Mariana. J. R. and Bruce Thompson, owners. Phone 453-8022. Farm located 6 1/2 miles southwest of Mariana. Herd contains 76 brood cows. Senior herd sire is Black Ellesmere T815. Junior herd sire is Maximilian Sinka. (5)

THOMPSON, RONALD, Route 1, Box 323, Mariana. (5)

THOMPSON, JIMMY L., Route 4, Box 206, Lake- land. (5)

THREE C RANCH, 310 Linden Drive, Ellenton. T. J. Carter and family, owners. (5)

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Pictured above is one of our pens of bulls. There are 18 bulls in this group, all treated alike and, in the foothills of the Blue Ridge Mountains, they get plenty of exercise. These bulls go to cow herds all over the country.

"Let's see what's available at Caroland first ..."

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Over the months we have been instrumental in consummating a number of sales at private treaty of outstanding domestic and imported pedigreed Angus cattle, in addition to managing several successful sales offering highly selected Angus individuals.

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RAYMOND H. McANALLY, President

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KINNOULL STREET

PERTH, SCOTLAND

CALL, WRITE OR COME SEE ME
Featuring the Breeding of O Bardoliermere 123

Shown here is one of "123's" bull calf offspring. He already shows the strong Angus breeding background we feature in our program. OB 123, of course, is a son of the famous Bardoliermere 2 and a brother to the 1964 Sire of the Year, O Bardoliermere 2.

We have some cattle available for sale now. And also watch for our consignments to the coming sales in Florida.

A New Name—-But Not A New Breeder

DEL-MAC ANGUS FARMS

Owned by D. C. Pons & Sons

P. O. Box 206
CITRA, FLORIDA

WE FEATURE
REGISTERED ANGUS CATTLE
HARRINGTON ANGUS RANCH
JAY, FLORIDA

Registered Angus Cattle

Rafter 1 RANCH

Mr. & Mrs. Len Crofton, Owners
Route 1, Box 114
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Our Newest Herd Sire:

MALPAS of BAR 442

205 Day Wgt. — 661 pounds
140 Day Gain — 4.03 pounds per day
365 Day Wgt. — 1168 pounds

Performance Tested Bulls and Heifers
For Sale at the Farm

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Quality BREEDS Satisfaction

AND SATISFACTION CAN BE YOURS WITH THE ADDITION OF TOP PRODUCING ANGUS FROM THESE GREAT HERD SIRES . . .


The blood of this great sire lives on in our herd. His reputation for quality has been established, and his calves have been in demand by commercial and purebred cattlemen. Size, quality and meatiness are the impressive traits in his calves at Lazy X.

Kintyremere 9 . . .

A son of Eileenmere 1480, this sire is a proven producer of quality get that excel in showings, sale rings and the herd. His first son sold for $5,000 at auction and his calves are exceptional.

Other Sires in Service . . .

Dormacs Bardoliermere 78: A son of O. Bardoliermere 2. He sires good showing, good doing calves—the modern day kind with extra meat in the right places . . . DMCP Eileenmere 1480: A son of our K-9 herd sire and out of a daughter of the 1480th. Muscling, size and conformation are the trademarks of his calves.

BULLS AVAILABLE NOW

We have a good group of breeding bulls for sale at the ranch. They range from 24 to 30 months in age, are pasture raised and are ready to go to work for you now.

CONSIGNING TO BAINBRIDGE

Our consignment to the December 7th Georgia Angus Ass'n Sale at Bainbridge will consist of seven bulls. They are sons of Keystone Bardoliermere, Whitney Bardoliermere, Kintyremere 9 and Fuerst Eileenmere 999-35. These are the type individuals that will definitely upgrade most herds.

Quality and breeding strength in herd sires—our foundation at Lazy X—and for a very simple reason: It pays off in satisfaction and dollars, both for us and our customers.
TROPICAL SKY
features the services of these
"WORLD-RENOVWEN BULLS"!

1959 International Grand Champion

DOR MACS BARDOLIERMERE 150th
Working towards the all-time HIGH in scoring as a lifetime sire

DOUBLE DIAMOND CABALLERO 2
1963 International
Reserve Calf Champion
"A TON OF EXCELLENCE"

GLENCAWOCK BONDSMAN
Top selling animal as yearling
AT GLENCAWOCK 1965 DISPERSION
FARGO, NORTH DAKOTA

POWER-PACKED YOUNG BULLS READY FOR SERVICE, AND
HEIFERS OF EXCELLENCE, ARE NOW AVAILABLE FOR SALE.

AIM HIGH WITH Tropical Sky!

1. HEAVIER WEANING WEIGHTS
2. FASTER GROWTH
3. SUPERIOR CARCASS
4. LESS WASTEFUL BONE AND BRISKET
5. MORE SALEABLE BEEF

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C. D. and Margaret Ann Cline, Owners
H. A. Cline

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Route 1, Box 461B
Sebring, Fla. 33870
Phone: 813/EV 5-6623

Certified and Accredited Herd
Hammond Is Named to Top PRI Post

M. E. "Max" Hammond of Bartow was elected president of Performance Registry International at the 11th annual meeting of the organization held at Tucson, Arizona, September 26-27. Hammond succeeded Jerry Litton of Chillicothe, Missouri.

Cattlemen from 22 states and Canada attended the meeting where they heard leaders of Performance Registry International make a call for international cooperation in the field of beef cattle performance testing.

It was voted to call a special meeting in Denver, Colorado, January 14, 1967 at the Continental Denver Hotel. All state and breed performance testing representatives may participate for the purpose of examining the possibility of national and international cooperation in the field of performance, production and carcass testing of beef cattle.

Litton said, "The time has finally arrived when all serious elements within the beef industry now accept and embrace the philosophy of performance testing." He said, "National or international standards and procedures established by one organization representative of all beef producing elements of the industry is imperative if performance and carcass testing is to be understood and useful."

It was reported that cattle enrollments in PRI were up 15 percent over last year and that many new beef herds are joining the group each year. Also, there is great interest in the PRI carcass program.

A number of speakers were on the program, including Dr. Robert deBaca of Iowa State University, Reuben Albaugh, University of California, Dr. Donald Ray, University of Arizona, Clarence Burch, former PRI president from Mill Creek, Oklahoma, and former U.S. Senator Barry Goldwater.

Other officers elected at the conclusion of the two day meeting were: Hollis Warner, Hickman, California, president-elect; Roy Beeby, Marshall, Oklahoma, 1st vice president; Lloyd Schmitt, Stanford, Montana, 2nd vice president; Burch, 3rd vice president, and Bob Purdy, Buffalo, Wyoming, finance chairman.

Bill Graham of Miami Lakes is serving the organization as a holdover director.

The entire herd of 121 lots including:

4 Herd Bulls

- RED BRANIC 5—an outstanding Grandson of Red Manley, the first Certified Meat Sire in Virginia
- R P Tusgarora Chief—Son of the 1961 National Champion.
- R P Super S 2 Chief 126—The Style Master Bull, a double bred son of Super Chief.

C C Red Rev

featuring

the Get of Red Branic 5

35 bred Red Angus Cows
7 carrying services of R P Super S 2 Chief 126
12 carrying services of Red Branic 5
6 carrying A.I. services of Red Manley
2 carrying services of C C Red Rev
1 carrying services of Apache
14 bred Red Angus heifers, bred to C C Red Rev, and R P Super S 2 Chief 126
15 Open Red Angus Heifers
11 Bulls, Serviceable age; Sons of Red Branic, R P Super S 2 Chief 126, and R P Tusgarora Chief 194
6 Young Bulls
5 Heifer calves and 2 bull calves
21 Red Gene Black Enrolled Cows
5 Red Gene Black Enrolled Bred Heifers
3 Red Gene Black Enrolled Open Heifers

Members: BCIA and PRI — Sale Headquarters: Phillips Motel

MONDAY DECEMBER 5
12:30 E.D.T.

Auctioneers:
Gayle Ingram
Harold Henry
Box 2, Columbus, Texas

For Catalogs, write:
Gayle Ingram
Leesburg, Virginia

CHUTES for CATTLEMEN

(1) It can be used for all size animals, with both sides squeezing, and the sides easily movable to provide more or less space;
(2) All side bars drop down — but are secured so they can't get lost;
(3) Floor is cleated to prevent slipping, and there's a blind at the front and so cattle won't attempt to jump out;
(4) There are several special features: a drenching pully, leg catching hook, and a rocking tail gate with off-center spring which holds it both open and shut, but requires no latches.

RIAN
IRON WORKS
Phones: Ev 5-0540, Ev 5-0040
Owner: L. E. Selph, Jr.
BOX 525, SEBRING, FLORIDA
JoAnn Smith Turns CowBelles Leadership Over to

Mrs. Caruthers

At Annual Meeting

The Florida CowBelles Association met in conjunction with the FCA convention in Panama City October 12-14 and held a series of meetings including a business session for the purpose of electing officers for the coming year. Named to head the group was Mrs. Aubrey Caruthers of Oxford, succeeding Mrs. Cedrick Smith, Jr., of Micanopy, who had served two consecutive terms.

Mrs. Smith, the retiring president, reported that Mrs. Vi Gouldin of Klamath Falls, Oregon, president of the National CowBelles, addressed the ladies at their annual breakfast meeting on the subject of participation and cooperation between the national, state and local CowBelles to emphasize beef promotion. Mrs. Gouldin expressed her appreciation to the Florida organization for their help with the Beef for Father's Day promotion and encouraged them to continue in this field as well as to further "beef education."

A past president's pin and an engraved silver dinner bell was presented to Mrs. Smith with a "hearty thank you" from the group for all she has done in the interests of the association.

At one of the afternoon business sessions, the ladies accepted a proposal from the Florida Beef Council for a Beef Cook-off to be conducted by the CowBelles in senior high school home economics classes over the state. The purpose of the contest will be to encourage students toward the proper use of beef and to reward them and their efforts with prizes and due recognition of the winners. The ladies also adopted the 1967 CowBelle budget of $1144.50 at this session.

Mrs. Smith presented a graphic talk featuring the accomplishments and failures as well as future plans for the CowBelles in the state. She stressed the need for each person to become active and help promote the cattle industry.

TOMMY SLOAN, FCA Vice President
Charles Lykes and Mrs. Sloan look over the silver goblets presented to Sloan in appreciation of his service as chairman of Florida Beef Council.

NCHA Cutting Events Scheduled

During the last 45 days of 1966, cutting horses will work for two record purses in the NCHA World Championship Cutting Horse Finals at Muenster, Texas, on November 16-19, and the NCHA Cutting Horse Futurity in Dallas, Texas, November 30 through December 3, according to an announcement from the National Cutting Horse Association.

A purse exceeding $30,000 is expected for the "Finals" while an estimated gross of $60,000 plus is virtually assured for the Futurity, officials pointed out.

Mr. and Mrs. Ernest Medders, owners of Colonial Acres Farm in Muenster, Texas, are hosts for the World Championship events. They are offering a new high added purse of $10,000 in the World Championship Finals itself, and an added purse of $2500 in a Non-Professional Finals which will be held as a separate contest. Entry fees in the two contests are $250 and $100, respectively. Entry must be made through the NCHA business office and record numbers of contestants are looked for in both divisions.

FLORIDA COWBELLE OFFICERS, from left, include: Mrs. Carey Carlton, recording secretary; Mrs. Aubrey Caruthers, president; Mrs. S. D. Andrews, corresponding secretary and treasurer; Mrs. Gene Fulford, third vice president; and Mrs. Thomas L. Sloan, first vice president. Mrs. Raymond McBride, second vice president, was not present when photo was taken.
Brahman Group Meets In Wauchula

A LIFE-SIZED model of a Brahman bull has been ordered to be used in the promotional efforts of the Florida Brahman Association, according to a report to the board of directors of the group by Kelly Lyons of Kissimmee, secretary, during a recent meeting in Wauchula.

Lyons reported that the bull will be delivered to A. D. Boyd of Palm Harbor, past president. Boyd built the trailer designed to carry the model bull along with the association's promotional display booth. Lyons also reported that the Florida Brahman's, a professional football team based at Lakeland, had requested the use of the model bull at least one of the team's home games.

The model bull, made of fiberglass by a Texas company, will be mounted on a trailer so that it can be used in parades, for display at livestock shows, and at other functions where Brahman cattle can be promoted by the association.

At the Wauchula meeting, M. E. "Max" Hammond of Bartow announced that the Florida International Agricultural Trade Council will sponsor a sale of all breeds of beef cattle, dairy cattle and Quarter Horses in connection with a Florida AgriTours program during the Florida State Fair in February, 1967. He said that a total of 54 head of livestock will be offered at public auction, 12 of these to be Brahmans. The sale will be conducted in both Spanish and English, since a number of visitors from Central and South America are expected for the AgriTours program.

Hammond, who is chairman of the AgriTours Sale Committee, requested that Brahman breeders consign animals to the sale, and that animals consigned be of top quality. A sifting committee will inspect all cattle consigned prior to the sale.

In other business, at the request of the Florida Supermarket Association, Dr. W. G. Kirk of Ona, president, appointed Andy Duda of Cocoa, to serve as an associate director of the Supermarket Association.

Dr. T. P. Chaires of Bradenton, chairman of FBA's "Brahman Man of the Year" committee, said that a selection had been made by the committee, and would be announced shortly.

for November, 1966
New offices of the Southeastern Red Angus Association elected at the third annual meeting held recently in Rome, Georgia, are, from left: Perry Martin, Franklin, Kentucky, director; J. H. Holben, Lake Wales, director; J. D. Keisling, Crossville, Tennessee, vice president; Joseph P. Givhan, Mobile, Alabama, director; Mrs. Gladys Holben, Lake Wales, secretary-treasurer; Robert M. Newman, Fayetteville, Tennessee, director; Ray H. Barnett, Jackson, Mississippi, president; and George Gibson, Rome, Georgia, director.

Food Prices

(Continued from page 38)

of farm work (including income from capital assets) was $1.29. One hour's work in a factory averaged $2.22. Hourly earnings of food marketing employees (those in food processing, wholesale trade, retail food stores) averaged $2.10.

Farmers have been caught in a cost-price squeeze! Lower prices for what they sell, higher prices for what they buy. But they have continued to increase their production efficiency at an unmatched and unprecedented rate over the years.

Here's something to consider when you think of our cattlemen and farmers. In Russia, one agricultural worker produces for four or five people. More than 40 percent of the total labor force of the Soviet Union works in agriculture and forestry.

If our farmers were no more efficient than those of the Soviet Union, 22½ million Americans who now work in manufacturing, construction, mining, the trades, transportation and other non-farm business would have to produce food, clothing, and forest products.

Over the past 25 years Americans are eating more beef, veal, lamb, mutton and pork, more poultry, and more dairy products than in the previous years.

In 1959 as compared with the average for the years 1935-39, each of us had 160.1 pounds of meat instead of 127; 34.8 pounds of poultry instead of 15.6; and 428 pounds of dairy products instead of 393. We got 67 percent of protein from animal products in 1956-58, as compared with 1909-13, when 52 percent of our proteins came from animal products, and 48 percent from cereal products, dry beans, peas, nuts, and other foods.

Obviously, the animal is a "processor" converting grain and forage into meat, milk or eggs. And we are one of the few nations able to take advantage of this "processing" based on individual income. Millions of people in some nations can't afford a diet high in animal proteins; they eat the cereals instead of feeding them to animals. Cereals constitute two-thirds of the diet of the peoples of Japan and India. Red meat and dairy products represent less than four percent of the Japanese diet and less than two percent of the Indian diet.

In thinking of costs in the store's grocery basket, one has to remember where we buy groceries in today's supermarket, we usually buy household supplies, cigarettes, toilet articles, and other nonfood items. We may even buy clothing. A study by home economists at Purdue University showed that nonfoods made up an average of almost 20 percent of consumer's purchases in markets in several cities in Indiana.

Although our agriculture is producing more products, more efficiently, the farmer's share of our food dollar in 1959 was 38 cents. It was 40 cents in 1940, and 53 cents in the war year 1945. As a general rule, the farmer's share of our food dollar declines as the amount of food processing increases, although there are some exceptions.

Keep in mind that we have grown from a nation in which one of every four workers had to produce food, to a nation in which one farmer is efficiently producing food for 24. This is progress, the technological revolution in agriculture that has freed most of us from the labor of earning our daily bread by tilling the soil as the pioneers did.

Agriculture has advanced more in the past 50 years than in all the prior years of man's history. But agriculture remains as vital as ever to the economy, well-being, and strength of the United States.
ECCA Plans Told

The Seventh Annual Show and Sale sponsored by the Eastern Charolais and Charbray Association is scheduled to be held on Saturday, February 4, 1967, at the Southeastern Pavilion, Ocala, according to Harold M. Britt, Winter Garden, secretary-treasurer.

For the past several years, the combined event has been noted as the concluding part of the Annual Southeastern Fat Stock Show.

Last year’s sale saw 58 Charolais cattle bring a gross of $66,975 with buyers coming from Virginia, Maryland, Iowa, Georgia, Indiana, West Virginia, Alabama, North Carolina, and Florida.

The sale topping animal was a purebred cow with calf at side, consigned by Meadow Land Ranch at Lutz, owned by Lysle E. Pritchard, and purchased by Jim Airey of Crown Point, Maryland, on his high bid of $3700.

Swine Men Meet

At Live Oak

Over 200 swine producers from Florida and Georgia attended the 11th Annual Swine Field Day held October 7 at the University of Florida’s new Swine Evaluation Center in Live Oak.

The program was sponsored by the Florida Agricultural Extension Service in cooperation with the University’s animal science department.

Ken Durrance, associate animal husbandman at the University and program chairman, said this was the first year the annual event was held away from Gainesville at what formerly was a USDA hog cholera research facility. It was also the first opportunity for producers to see the new center.

The day-long program, which emphasized the value of continuous swine production testing, included feed efficiency and animal disease demonstrations.

Dr. T. J. Cunha, chairman of the animal science department at the University, told the visitors the market for swine looks good for at least another year. He cautioned that feed prices are going up, and the consumer is demanding higher quality pork. Cunha said the answer is research to defeat local production problems. And these, he stated, will be partially solved with the opening of two more research facilities next year.

A number of speakers and panelists also appeared on the program at the annual meeting.

for November, 1966
Florida AgriTours Is Scheduled for February

The first annual Florida AgriTours has been scheduled for ranchers, farmers and government officials of Central and South American countries during the period February 5-13, 1967, as a coordinated effort of the Florida Department of Agriculture, the Florida International Agricultural Trade Council, Inc., and the Florida State Fair, with assistance from the Chambers of Commerce of Miami and Greater Tampa.

A full schedule has been arranged for the visitors and tours will be conducted to many of Florida's ranches and farms, including meetings with many of the state's leading agriculturists, including Florida's Commissioner of Agriculture Doyle Conner.

One of the highlights during the period will be the first annual Florida AgriTour auction sale to be held at the State Fair in Tampa.

Social entertainment is also being arranged and the visitors will be escorted to a number of Florida's most outstanding attractions.

The complete agenda of the tour follows:

- Sunday, February 5, 1967—Arrive Miami. Register at tour headquarters, the Ponce de Leon Hotel where name tags and tour information literature will be given along with an official welcome to Miami.
- Tuesday, February 7, 1967—Leave at 9:00 a.m. by air-conditioned bus to Tampa. Stops enroute at Florida Ranch (Brahman) and Sugarland Ranch (Brahman, Charolais and crosses). Guests of U. S. Sugar Corporation for lunch.
- Wednesday, February 8, 1967—Arrive the Brahman show, Florida State Fair. 2:00 p.m., Santa Gertrudis show. Alternate: 11:30 a.m., Bush Gardens and Zoological Park. Transportation and lunch provided.
- Thursday, February 9, 1967—10:00 a.m. Charolais show, Florida State Fair; 1:00 p.m. Fat Stock Show, Florida State Fair; 6:00 p.m. Parade of Beef Champions, Florida State Fair.

Citrus tour—9:00 a.m. Visit citrus processing plants, see Florida's phosphate industry and visit beautiful Cypress Gardens in Winter Haven.

For those who prefer, an alternate tour is available at 9:00 a.m. to the Modern Foods Poultry complex and then on to Cypress Gardens at 11:00 to join the citrus tour for the water ski show and luncheon. Transportation and lunch provided.

Friday, February 10, 1967—8:00 a.m. AgriTour commercial information breakfast. A panel discussion will be held followed by trade information for agri-business interests.

12:00 noon—Tampa Port tour to see Tampa's great port complex, including the new livestock export area, from a cruise boat. Luncheon served aboard.

For those who prefer, an alternate tour is available at 12:00 noon to the new Lykes Brothers ultra-modern meat processing plant. Luncheon and transportation provided.

1:00 p.m. Florida Fat Stock Show Sale at the State Fair.

7:00 p.m. First Annual Florida AgriTour Auction sale. Purebred beef and dairy cattle of all breeds; swine; Quarter Horses; poultry. Catalogs can be obtained upon request to Florida AgriTour, P.O. Box 1231, Tampa.

Saturday, February 11, 1967—Tours of area livestock and poultry farms. Times to be announced.

Pan American Fiesta de la Ybor at 8:00 p.m. Spanish cuisine, Latin music and entertainment.

Sunday, February 12, 1967—10:00 a.m. Tour by air-conditioned bus to Silver Springs, Six Gun Territory and to the Ocala area Thoroughbred Horse farms.

Monday, February 13, 1967—10:00 a.m. Board special sight-seeing boat to see the Gasparilla Pirate Invasion, unique in American pageantry. Return to starting point at 12:00 noon.

1:00 p.m. Seating arrangements made in the grandstand of the Florida State Fair to review the 1967 Gasparilla Pirate Parade.

The average live weight of cattle slaughtered during the month of August was 996 pounds, the same as July, but 20 pounds more than August 1966, according to USDA.
August 15, 1966

Mr. Harry Hammond, Advertising Manager
The Florida Cattleman
Drawer 1030
Kissimmee, Florida 32741

Dear Mr. Hammond:

I want to take this opportunity to pass on to you our results, which I sincerely feel can be attributed directly to our advertising program in "The Florida Cattleman and Livestock Journal."

As you know, for the past year we have been on a very conservative advertising budget, and on your recommendation we set up our advertising program in a manner that we hoped would show us our greatest return for our advertising dollar.

I am happy to report our results have exceeded all expectations. Our advertising in "The Florida Cattleman" has far exceeded what I feel is the national average for this type of program. Our ability to turn these inquiries into sales have shown an increase thus far in sales, in excess of $75,000.00 (names and addresses can be furnished on request).

We appreciate the fine job you fellows are doing, and believe me, "The Florida Cattleman" is certainly a credit to our industry.

Keep up the good work!

Sincerely yours,

Ted D. Bigham
Vice-President
Redi-Mill Manufacturing & Sales Corp.

"FEED MILLING EQUIPMENT - MANUFACTURING - DESIGNING - INSTALLATION"

ENTHUSIASM...

Like this can be catching!

Why don't you try to catch some by using The Florida Cattleman in your sales program.

Join in Florida's tremendous improvements in the cattle industry by marketing your products to cattlemen who need them and have the depth and size to pay for and use them!

Did you know, for example, that the average reader of The Florida Cattleman has over 1500 acres in his ranch? That almost 70 percent of them own all of the land they use?

Get the complete facts on who our readers are, what they do and how BIG they do it. Write today. The Florida Cattleman, Drawer 1030, Kissimmee, Florida 32741. Phone AC 305 847-2801.
Better Start a Worming Program Now with TENA-BOV

Safe, highly efficient, micro-nized purified phenothiazine in TENA-BOV kills stomach and intestinal worms, helps your cattle get more pounds of gain from feed. They’ll benefit, and your profit will too, several times over the cost of drenching with TENA-BOV. Start your worming program now... break the worm life cycle with TENA-BOV and your profits will multiply.

LYSLE E. PRITCHARD, owner of Meadow Land Ranch at Lutz, shown at left, purchased LCR Sir Sam 81 in the Royal Select Charolais sale for a record-setting $37,000. Others from left, are: Mrs. Pritchard; Charles Litton; Jerry Litton, and showman Jim Turner.

Pritchard Buys $37,000 Bull

The 1966 American Royal grand champion bull, LCR Sir Sam 81, exhibited by Litton Charolais Ranch of Chillicothe, Missouri, was purchased at the subsequent sale event by Lysle E. Pritchard, owner of Meadow Land Ranch, Lutz, for $37,000, reported to be a breed record.

The show and sale were a part of the 3rd annual Charolais Congress held in Kansas City, Missouri, October 14-16, and officials said it was the largest competitive show of Charolais breeding cattle in history.

A total of 201 head of cattle were paraded before Judge Herman Purdy of Penn State University in the all-day judging held on Sunday, October 16.

Purdy earlier had named the junior yearling bull LCR Sir Sam 81 as senior champion before making his selection of the animal as the grand champion.

At the Sunday evening event held in the Municipal Auditorium in Kansas City, a record-breaking crowd of close to 6000 looked on as Pritchard’s high bid topped the sale. The top female, Miss Fuyard 2, the reserve grand champion female, shown by Bangart Charolais Ranch, Roberts, Montana, sold to Onus Charolais Farms, Beloit, Wisconsin, for $10,000 to top the female sale.

A total of 67 animals sold for a gross of $287,000. The 17 bulls averaged $7065, while 50 females averaged $3518.

Pritchard also set a record price last year at the event when he purchased Amigo, an aged bull, for $30,000.

Pritchard Charolais
Sell Well

THE FIRST annual V.I.P. Sale of Meadow Land Ranch Charolais cattle was held at Lutz on October 1 with a total of 70 head in the offerings.

The sale topper was a fullblood cow, \textit{Little Granny}, going to George Turner of Sarasota on his high bid of $4400. The animal sold bred artificially to the Meadow Land herd sire \textit{Amigo}. Top selling bull, \textit{Sir Meadow 548}, went to Marshall Bailey of Clearwater for a half-interest at $1850. Calved March 3, 1965, he was sired by \textit{San-dreblan Cezanne}.

Averages showed that nine bulls sold for $12,770 at an average of $1419; 21 purebreds grossed $40,100 and averaged $1910; 9-15/16's brought $13,100 for an average of $1456, while the dispersal of 7/8's females grossed $50,475 and averaged $983. The sale brought owner Lysle E. Pritchard a total of $94,595 with an average of $1351.

A large crowd was on hand for the initial sale venture and bidding was active with sales going to several states. The sale was managed by John Culbreath of Brooksville. Sale consultant was Elton Baldwin of Kansas City, Missouri, and George Morse of Culbreath of Brooksville. Sale consisted of 70 head in the offerings.

Buyers at the sale were as follows:
- George C. Turner, Golden T Ranch, Sarasota; Frank R. Carr, Hidden Valley Ranch, Tarpon Springs; Dorothy K. Rimer, Bali Hai Ranch, Laurens, South Carolina; Bar L L. Ranch, Omega, Georgia; Ralph Jackson, Whitesville, Georgia; Sugarland Ranch, Clewiston; K Bar Ranch, Zephyrhills; James Bryan, Odessa; Double D Ranch, Loxahatchee;
- J. R. Ellison, Anderson, South Carolina; George T. Farrar, Griffin, Georgia; Ben and Pauline Gore, Dallas, Georgia; Merry Bee Farm, Fayetteville, North Carolina; W. L. Timmons, Clearwater; A. H. Hechler, Highland Springs, Virginia; Thomas-Paddock Cattle Company, Prairie Grove, Arkansas; Sundowner Ranches, Prairie Grove, Arkansas; Otto L. Weaver, St. Petersburg.

AUGUST SHIPMENTS of stocker and feeder sheep and lambs into the eight North Central states were 230,000 head, up 21 percent from a year earlier, according to USDA.

for November, 1966

Complete WORKING DRAWINGS
for DOANE's
famous labor saving
CATTLE HANDLING Pens

Layouts of handling systems developed by Doane's engineers to save time and labor in working cattle for sorting, weighing, treating, spraying and loading. The plan provides for adjustment in pen sizes and number of pens to fit any cattle feeding or cow-calf operation. Complete set—three 17x22 sheets. Accurately scaled and clearly detailed drawings that are easily followed to save you time and assure best construction.

Complete plans only 25 cents

MAIL COUPON NOW! Offer expires Jan. 1, 1967. FREE to those who order this month: Doane's latest reports on "Livestock Management" and "Cattle Handling Systems."

DOANE AGRICULTURAL SERVICE, INC.
8900 Manchester Road
Dept. 7548
St. Louis, Mo. 63144

Enclosed is 25c. Send me Complete Plans for Cattle Handling Pens.

Name

RFD or ST.

City

State

Order this month and get Doane's latest reports on "Livestock Management" and "Cattle Handling Systems." Free.
Calf Chute
Holds 'em Secure!

Hold the wildest calf with safety, speed and ease without injury to animal, in the world's best calf chute. TECO Calf Chutes are the favorite of cattlemen everywhere. Constructed of sheet steel and pipe for years of maintenance-free service.

Write for catalog sheet and prices.

THOMPSON & GILL, INC.
P. O. Box 720
Madera 18, California

Jackson Sale Slated

The annual bull and heifer sale sponsored by the Jackson County Cattlemen's Association is slated for Saturday, December 10, at the Jackson County Agricultural Center (Fairgrounds), Marianna, beginning at 1:00 p.m. (C.S.T.)

J. R. Thompson of Marianna is sale chairman, and he said that the offerings total 50 head with the bulk of the sale cattle being Hereford and Angus.

Auctioneer for the annual sale event will be Phil Sanders of Laurel, Mississippi, Thompson said.

Beef Council Finances Told

The financial statement of the Florida Beef Council for the period September 15 to October 15 shows an income of $4749.79 with expenses for the period of $4711.18. Checkbook balance at the opening of the period was $365.44, with a closing balance of $404.05.

Expenses during the month included E. L. Sullivan $238.72, FCA $332.4, Postmaster fees $50, Mrs. Ann Andrews $25, Gulf Oil Company $36.99, Benito Advertising $1000, Lucas Oil Company $34.02, Bank Service Charge $2.50.

Income for the period was as follows:

- Glades Livestock Market $143
- Gainesville Livestock Market $439.40
- Arcadia Livestock Market $20.80
- West Florida Livestock Market $75.30
- Mills Livestock Market $496.30
- Okeechobee Livestock Market $691.90


Income for the period was as follows:

- Glades Livestock Market $143
- Gainesville Livestock Market $439.40
- Arcadia Livestock Market $20.80
- West Florida Livestock Market $75.30
- Mills Livestock Market $496.30
- Okeechobee Livestock Market $691.90


During the eight month period beginning January 1, the number of cattle slaughtered in federally inspected plants was five percent greater than in the same period of 1965, according to USDA.

The August number of cattle slaughtered in federally inspected plants was 2,465,600 head, six percent above the number slaughtered in August a year ago, according to USDA.
A Sale Reminder!

THE EVENT: The Florida Santa Gertrudis Association's Fourth Annual Sale.

THE TIME AND PLACE: January 21, 1967 in the newly renovated sales arena at the Southeastern Livestock Pavilion, Ocala, Florida.

It’s never too early to make your plans to buy Eatmon Santa Gertrudis cattle. And at this annual sale you will have an opportunity to bid on our consignments featuring 4 Bulls and 6 Heifers. They’ve been highly screened and are Classified 5 Cattle. Plan to be with us!

You’ll reap the benefits and profits with . . .

K. D. EATMON — SANTA GERTRUDIS

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Loxahatchee cattle located 2 miles S. of McArthur’s Dairy, Rt. 80, phone AC 305-683-7525, Harold McLeod, Manager.

K. D. Eatmon Ranch cattle located west of Delray Beach, 1 ml. S. on Road 80, phone AC 305-278-0913, Charles Wolf, Manager.

REGISTERED SHORTHORNS
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For November, 1966
Do You Use The Cattleman For Reference?

- Most purebred cattle breeders with substantial production advertise regularly in The Florida Cattleman.
- Most sizable suppliers to the industry—feed, fertilizer, supplies of other kinds—advertise regularly in The Cattleman.
- Practically all advertisers include their phone numbers in their ads, a convenient reference which can save you many minutes of time in contacting them.
- The news columns of The Cattleman attempt to reflect all livestock activity in Florida in a timely manner.

The Florida Cattleman and Livestock Journal

Official Publication Florida Cattlemen's Association

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Thonotosassa, Florida

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He also recommended basic reform of our tax structure, with a complete analysis and overhauling of our present system of taxation.

Leading off Friday's program, U.S. Representative Don Fuqua pointed out that the cattle business has had a steady, constructive growth, but warned that food production must be double in the next 10 years.

The growing demand for college graduates on Florida ranches was mentioned by Dr. T. J. Cunha, head of the University of Florida's Department of Animal Science. He also pointed out the growing demand for producers to grow out lightweight calves to feedlot size.

Karl F. Munson, with USDA's Resource Development and Public Affairs Division, told cattlemen how a landowner can make extra income from recreation enterprises with the proper capital investment, good capital and labor management, and a suitable personality. He said technical aid in this field is important.

Report of activities of the American National Cattlemen's Association was given by ANCA Secretary Richard Sneddon, who mentioned that ANCA plans to have the service of a fieldman in the southeastern states in the near future.

Resolutions . . .

Members of the Florida Cattlemen's Association passed nine resolutions during their annual convention at Panama City October 12-14.

They are as follows:

I-IMPORTATION OF ZOO ANIMALS

WHEREAS the State of Florida is a major port state and highly vulnerable to the importation of dangerous insects and diseases, and;

WHEREAS in the recent past infestations of foreign insects have been found on zoo type animals imported into the State of Florida after they had been inspected under USDA procedures, and;

WHEREAS it has come to the attention of the Florida Cattlemen's Association that ships containing zoo type animals have been allowed to stop at foreign ports which are known to be infected with hoof and mouth and other dangerous diseases and insects:

NOW THEREFORE BE IT RESOLVED that the Florida Cattlemen's Association urges all State and Federal agencies charged with the responsibility of protecting the livestock industry from the importation of diseases and insects to use every method at their disposal to prevent recurrence of these incidents.

II-CALFHOOD VACCINATION

WHEREAS it has been suggested that future state and federal regulations may give consideration to prohibiting individual cattle owners from vaccinating their calves for brucellosis in modified certified or certified free areas, and;

WHEREAS it is the opinion of the Florida Cattlemen's Association that its feeling should be made known before such regulations be effected, rather than after the fact:

NOW THEREFORE BE IT RESOLVED that the Florida Cattlemen's Association is opposed to prohibiting individual cattle owners from vaccinating their calves even under conditions of a modified certified or certified free Bang's free area.

II-MARKET CATTLE TESTING REPORTS

WHEREAS USDA has advised the Animal Industry Technical Committee that it wishes to discontinue its county by county report of the results of the market testing program to the public:

(Continued on page 93)
Florida Santa Gertrudis Association

Members Invite You To Attend The

4TH ANNUAL SALE

OCALA, FLORIDA JAN. 21, 1967

SELLING 50 HEAD

22 BULLS—28 HEIFERS

BRUCE B. BLOUNT
Lake Placid, Fla.

TROY BURRELL
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E. H. CHAPMAN
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Dr. HARRISON CREWS
Fort Meade, Fla.

D. R. DANIEL
Okeechobee, Fla.

CHARLES DEMPESEY
Sarasota, Fla.

DIXIE PLANTATION
Quintman, Ga.

K. D. EATMON
Pompano Beach, Fla.

EL RANCHO GRANDE
Miami Beach, Fla.

BLACKWATER FARMS
Jasper, Alabama

G. P. G. RANCH
Old Town, Fla.

GULF COAST FARMS
Fort Myers, Fla.

CHARLES G. HARMAN
Moore Haven, Fla.

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Dade City, Fla.

T. C. MONTGOMERY
Rock Island, Ill.

RURI-MAR RANCH
Lucedale, Miss.

J. ARTHUR PANCOAST
Uleta, Fla.

RANCHO GRAN TOROS
Lake Wales, Fla.

POWELL BROS., RANCH
Fort Lauderdale, Fla.

RINGO RANCH
Immokalee, Fla.

PHILIP G. RUST
Thomasville, Ga.

Dr. ADRIAN M. SAMPLE
Fort Pierce, Fla.

BIG B RANCH
Belle Glade, Fla.

L. B. SOWELL
Tampa, Fla.

Dr. S. M. SIMON
Fort Myers, Fla.

ST. D'UNE CLEF
Plantation
Smithville, Ga.

PICNIC GROVES & RANCH
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JAKE I. WATSON
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EATMON RANCH
Delray Beach, Fla.

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Classified S Cattle

WALTER BRITTEN, Auctioneer

Write For Additional Information To

Florida Santa Gertrudis Association

JAMES W. RINGO, Secretary, Box 1047, Immokalee, Fla.

K. D. EATMON, President, 413 N.E. 12th Ave., Pompano Beach, Fla.

ED WATSON, Sale Chairman, Box 578, Clewiston, Fla.

Sale Headquarters, Holiday Inn, South,
on U.S. 441, Ocala, Florida.
Santa Gertrudis Bulls

$250. EACH

and heifers, too, below $250 each.

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Rte. # 60 at Kissimmee River, Lake Wales

50

The Florida Cattleman

2

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SANTA
Blount,

The kind that WEIGH and PAY on
We're moving to Lake Placid
He L. HARVELL RANCH

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So. On US 41-Visitors
Quality Santa Gertrudis
DIXIE LIME & STONE CO., Ocala, Fla.

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BLOUNT & HYDE
Box DOLOMITE PRODUCTS
BROOKSVILLE, FLORIDA

good Florida pastures!
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Breeders of
Santa
and heifers, too, below $250 each.
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DIXIE LIME & STONE CO., Ocala, Fla.
623-2361

FQHA Race Entries Are Listed

Races are slated for March

A number of entries have been received for the Florida Quarter Horse Association-sponsored 1967 Futurity and Maturity races slated to be held during March, according to Carol Harris of Reddick, secretary.

The Futurity is open to Quarter Horses or Thoroughbreds born in 1966 and will be run over 350 yards distance. The Maturity will feature Quarter Horses or Thoroughbreds born in 1964 or before over a distance of 400 yards.

The races will be run at Florida Downs, Oldsmar, with trials for both races set tentatively for March 4, 1967. The tentative date for the Finals will be March 11.

After the deadline of September 15 for the second payment of $25 for the events, the Futurity has 42 entries and the Maturity lists 10 entries.

Entries in the races, with name of sire in parentheses, are as follows:

Futurity
Impy (Yankee Star), Dan Fussell, Jr., Orlando; Unnamed (Hendu), Clint Stokes, Okeechobee; Unnamed (Half Time II), Michael Crakes, Spar; Unnamed (Half Time II), Crakes; Split Mark (Attention Mark), Raymond Tamargo, Tampa; Scarlet Brand (The Pimpernel), Pete Reynolds, Eustaw, Alabama; Priasy Priest (Little Dick Priest), Herbert Cowart, Seville; Allida Tucker (Little Dick Priest), Joseph Leitner, Brandon; Unnamed (Jet Deck), Flying H (Balm), Beverly Geck, Hill (Yankee Dial), Grubby Pitzer, Perry, Georgia; Hi Sister (El Mister), Leonard, Alexander, Ocala; Rita's Poolman (Poolman), Flying H Ranch; Unnamed (Two Top), Flying H Ranch; Pinkers Skip (Shipdeck), Jimmy Simmons, Lake Wales; Guard Twist (Coldstream Guard), Simmons; Bold Bar Miss (Bold Danger), Simmons; Fostat Dick (Misty Red), William H. Griffin, Greenwood, South Carolina; I'm For Blond (I'm For More), Gene F. Glessner, Jacksonville; Missy Priest (Little Dick Priest), Raymond Tucker, Bunnell; Dixie Chalices (Little Dick Priest), Tucker.

Haw Creek Honey (Diamond 2 Bar), Tucker; Unnamed (Little Dick Priest), Tucker; Unnamed (Yankee Star), Joseph Prazier, William; Chico Richardo (Little Dick Priest), Francois P. Charles, Jacksonville; Rosie Priest (Little Dick Priest), Johnny Sizzma, Lake Helen; Misty Leota (Looam Adams), Edward L. Partin, Kissimmee; Misty Whisaway (Balmy White), Partin; Eager Adams (Honey Karne), T. M. Wilson, Crystal River; Cinnamon Moon (Mr. Cinnamon), Wilson; Barzona Belle (Little Dick Priest), Turner Costs, Fort Pierce; Sherry's Boy Two (Sherry's Boy), James O. Phillips; Tuck Tucker (Misty Red), John Spells, Brandon; Mr. Battish (Battish), Mrs. Mary Comerly, Arcadia; Eternal Dell (Eternal Sun), Hialeah; Wilda Jo Dan (Wilda Red), Harry E. Westbury, Palatka; The Flying Rebel (Metier), Guy H. Harris, Foley, Alabama; Fly's Ket Bars (Hickory Red), John R. Shaw, Jacksonville.

Maturity
Go Dick Go (Little Dick Priest), Joseph Leitner, Brandon; Cap Deck (Shipdeck), Jimmy Simmons, Bradenton; Deeks Diamond (Shipdeck), Simmons.

Entries in the races, with name of sire in parentheses, are as follows:

Futurity
Impy (Yankee Star), Dan Fussell, Jr., Orlando; Unnamed (Hendu), Clint Stokes, Okeechobee; Unnamed (Half Time II), Michael Crakes, Spar; Unnamed (Half Time II), Crakes; Split Mark (Attention Mark), Raymond Tamargo, Tampa; Scarlet Brand (The Pimpernel), Pete Reynolds, Eustaw, Alabama; Priasy Priest (Little Dick Priest), Herbert Cowart, Seville; Allida Tucker (Little Dick Priest), Joseph Leitner, Brandon; Unnamed (Jet Deck), Flying H (Balm), Beverly Geck, Hill (Yankee Dial), Grubby Pitzer, Perry, Georgia; Hi Sister (El Mister), Leonard, Alexander, Ocala; Rita's Poolman (Poolman), Flying H Ranch; Unnamed (Two Top), Flying H Ranch; Pinkers Skip (Shipdeck), Jimmy Simmons, Lake Wales; Guard Twist (Coldstream Guard), Simmons; Bold Bar Miss (Bold Danger), Simmons; Fostat Dick (Misty Red), William H. Griffin, Greenwood, South Carolina; I'm For Blond (I'm For More), Gene F. Glessner, Jacksonville; Missy Priest (Little Dick Priest), Raymond Tucker, Bunnell; Dixie Chalices (Little Dick Priest), Tucker.

Haw Creek Honey (Diamond 2 Bar), Tucker; Unnamed (Little Dick Priest), Tucker; Unnamed (Yankee Star), Joseph Prazier, William; Chico Richardo (Little Dick Priest), Francois P. Charles, Jacksonville; Rosie Priest (Little Dick Priest), Johnny Sizzma, Lake Helen; Misty Leota (Looam Adams), Edward L. Partin, Kissimmee; Misty Whisaway (Balmy White), Partin; Eager Adams (Honey Karne), T. M. Wilson, Crystal River; Cinnamon Moon (Mr. Cinnamon), Wilson; Barzona Belle (Little Dick Priest), Turner Costs, Fort Pierce; Sherry's Boy Two (Sherry's Boy), James O. Phillips; Tuck Tucker (Misty Red), John Spells, Brandon; Mr. Battish (Battish), Mrs. Mary Comerly, Arcadia; Eternal Dell (Eternal Sun), Hialeah; Wilda Jo Dan (Wilda Red), Harry E. Westbury, Palatka; The Flying Rebel (Metier), Guy H. Harris, Foley, Alabama; Fly's Ket Bars (Hickory Red), John R. Shaw, Jacksonville.

Maturity
Go Dick Go (Little Dick Priest), Joseph Leitner, Brandon; Cap Deck (Shipdeck), Jimmy Simmons, Bradenton; Deeks Diamond (Shipdeck), Simmons.
Beef Imports

Up 26 Percent

In the first seven months of 1966, U.S. imports and exports of livestock and meat products continued to be influenced by relatively favorable price trends in the U.S. compared with those prevailing in Western Europe. USDA noted that, in general, imports were up while exports were down from levels recorded during January-July 1965.

Imports of total beef and veal during the month of July, at about 60 million pounds, dropped sharply from the 102 million pound level of the previous month.

For the seven months, beef and veal imports totaled about 459 million, up 26 percent from the 362 million purchases during January-July of last year.

Similarly, pork imports, at 183 million—were 26 percent above the level established during the same period last year.

"Newly arrived" cattle are all under stress (most of them from shipping, but all of them from changes of feed, handling, etc.). Most are dehydrated, some are sick. They won’t eat and certainly won’t gain. Polysal Vet (Electrolyte) Powder corrects and prevents further dehydration by replacing electrolytes (body salts and trace elements) lost with body fluids. Normal “balance” is quickly regained and cattle go on feed in a hurry!

POWDER—mixes easily in water or feed.
SOLUTION—administered intravenously or intraperitoneally.

FREE TANK CAPACITY CARD
Wallet size chart shows how to figure capacity of water tanks and troughs. Ask your Cutterman or write to:
CUTTER Laboratories Berkeley 10, California

WHAT CAN A BRANGUS COW DO...

THAT YOUR COW CAN’T?

NOT MUCH REALLY
BUT SHE DOES THE
SAME THINGS BETTER!

GREATER TOTAL PRODUCTIVITY
HEAVIER WEANING CALVES
LONGER PRODUCTIVE LIFE
TOP MOTHERING ABILITY
ADD UP TO MORE PROFIT
YOU NAME IT—BRANGUS EXCELL IN IT!

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PROFITABLE BREED

INTERNATIONAL Brangus
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Roy W. Liley, Executive Secretary
**BIG APPALOOSA SALE**

- **Saturday, December 3, 1966**
- **Sale Time 10:00 A.M.**
- **Top Ringmen and Sale Personnel**
  - Col. Charles Harris, Auctioneer

**Consignments Are Now Open!**

Interest in our annual Appaloosa Winter Sale is running high this time with plenty of inquiries already received. Consignments are from known breeders in Florida, Georgia, and other southeastern states. Our heated barn, modern sale ring, private box stalls and ample seating capacity assure both seller and buyer of the very best.

Located on Highway 84, just one mile East of Quitman and 15 miles West of Valdosta, we're easy to find. Don't miss this excellent opportunity to purchase one or more good individual animals...

FOR INFORMATION AND CONSIGNMENTS, CONTACT MIKE PLATT

**SOUTHEASTERN LIVESTOCK COMPANY**

Phone 263-4147 (Days), 263-5558 (Nights)

Quitman, Georgia

---

**Brooksville Bull Sale**

**Scores $377**

The fourth annual sale of performance-tested bulls was held at the West Central Florida Experiment Station on September 30 with 31 animals selling for a gross of $11,680 at an average of $376.77 per head.

Three breeds were featured at this year's sale with the bulls selling under the gavel of Auctioneer Jim Pace of Gainesville.

Top selling bull was a Hereford from the Miles City, Montana, herd, purchased by H. E. McBride Trust, Seville, for $710. Second high selling bull was a Hereford from the Brooksville herd, going to Mrs. Nita Bellamy of Brooksville for $700.

Buyers of Angus bulls, with number bought in parentheses, if more than one, and total amount spent, follow:

- Carl L. Orange, Gainesville (2) $1010
- W. H. Stuart, Bartow $500
- Whitehurst Ranch, Willis- (2) $570
- H. E. McBride Trust, Seville (2) $570
- Lykes Brothers, Brooksville (4) $1100
- Bud Bexley, Land O'Lakes (2) $525
- F. R. Edwards, Brookville $275

Buyers of Brahman bulls:

- Harlee Farms, Palmetto (2) $695
- R. H. Storch, Brooksville $295
- Brooksville Herefords $394.44

Buyers of Miles City Herefords:

- H. E. McBride Trust, Seville $710
- Tom Fortson, Brookville $575
- Mrs. Nita Bellamy, Brookville $389.44

Buyers of Brooksville Herefords:

- A. M. Medlock, Palm Harbor $400
- Mrs. Nita Bellamy, Brookville $700
- Peter Mirabella, Pampa-Beach $500
- W. H. Stuart, Bartow $775
- H. E. McBride Trust, Seville (3) $920
- Harlee Farms, Palmetto (2) $210

---

**Pasco County Fair Chairman Is Named**

D. E. CANNON, president of the Pasco Fair Association, Inc., has appointed Mrs. G. H. Whitman as chairman of the general program committee for the 1967 Pasco County Fair, which will be held January 24-28.

Other members of the committee include: Mrs. Melville Hall, Zephyrhills; Mrs. Monroe Treiman, Brooksville; Mrs. C. B. McCabe, San Antonio; Lewis Abraham, Dade City; William E. Roach, Land O'Lakes; Jim King, New Port Richey; A. E. Storch, San Antonio; David Mobley, Dade City; Joe Collura, Dade City; Prof. O. K. Mickens, Dade City; and Albert Barthle, San Antonio.
COMPLETE DISPERSAL

JOHN A. SNIVELY, JR'S

TRIPLE SSS RANCH

Selling 60 head

Selling

RO JIMMY
P-78,273

RO Jimmy, our beautiful 1957 sorrel stallion, will sell in this complete dispersal. He is a many time Grand Champion and is started in Cutting competition. He has a proven record as a sire of quality get, many of which will sell in this sale.

SURFSIDE

Surfside, the beautiful 1963 stallion, owned by the Triple SSS Ranch will be included in this complete dispersal. Surfside was the 1965 Champion Halter Stallion of Florida, contesting against some of the finest stallions in the Southeast.

1:00 P.M. SATURDAY NOVEMBER 19 QUITMAN GEORGIA

We have leased the Southeastern Livestock Company Sale facilities at Quitman, Georgia, for November 19th to hold our Dispersal. The horses will be located at the ranch prior to sale day and we invite you to stop by and inspect them at your convenience.

MANY 3-IN-1 PACKAGES WILL BE SELLING

This is truly a dispersal sale of breeding stock including mostly mares bred to the two above stallions and Champ’s Peppy.

SALE TO INCLUDE:

NEAR DISPERSAL of the Quarter Horses of Jack Peeples of Tallahassee, Florida, and R. W. Cotton Griffith, of Lakes Wales, Florida. This group of horses will include many performance show winners and doing-horses with proven show records.

For Further Information Contact:

• JACK PEEPLES 224-5108 or 385-3675, TALLAHASSEE, FLORIDA
• COTTON GRIFFITH LAKE WALES, FLORIDA

BREEDING AND TRAINING FARM

John A. Snively, Jr., Owner
R. W. Cotton Griffith, manager, Camp Mack Road, Lake Wales. Phone Lake Wales 4-2428.

WINTER HAVEN, FLORIDA
And Destined to Play a Leading Role is this Star of Stars . . .

Little Dick Priest 15,529

AAA Rated . . . ROM in Racing . . . A Proven Producer of Quarter Running Horses

By now the story is a well known one, but we’ll tell it again: Go Dick Go, winner of the 1966 All American Futurity at Ruidoso Downs, is owned by Quarter Horse breeder and trainer Joe Leitner of Brandon. We extend our congratulations to Mr. Leitner on his win of the world’s richest horse race, and we know we voice the feelings of all the horse people in the Sunshine State.

This year’s All American was of special interest to us since Go Dick Go was sired by Little Dick Priest. We’re proud that this colt is a product of our breeding program at Haw Creek Ranch. We’re extremely pleased he won so decisively over a field of fast horses, but it came as no surprise to us. Over the years his get have displayed a combination of quality and speed at tracks throughout the country. This is why we consider him our “Star of Stars.”
MEMORABLE SEASON

The AQHA Sire Record for Little Dick Priest, prior to September 1, 1966, is as follows...

- Combined lifetime earnings (official AQHA accountable) for all Little Dick Priest sons and daughters, totaled $144,006.07. Included in this amount were earnings of Go Dick Go which were counted at $38,969.21. Total monies won by him for the year, including his share of the All-American purse, are just short of $250,000!

- Little Dick Priest (AAA, ROM) has sired 22 sons and daughters which have been rated "A" or better, and 16 of these have received their ROM. Of the 22, 11 have been rated "AA" or "AAA" and "AAA+.

  In 1963, Little Dick Priest colts made up the highest percentage of wins recorded for the year for colts sired by any straight bred Quarter Horse in the world.

- Colts out of mares by Little Dick Priest have done well. As of the above date, 10 carried ratings of "A" or better with 8 receiving their ROM. Total race earnings on these horses amounted to $31,321.24.

"Little Dick" will be standing at our ranch this season, and booking on him is open now. We have received a heavy number of inquiries from many points over the country, and more come in each day. If you desire a strong running prospect we suggest you contact us to book your mares to this great proven stallion.

Due to "Little Dick's" age we will be unable to breed him to as many mares as we would like. It would be advisable for you to contact us as soon as possible.

FOR INFORMATION AND BOOKINGS:

HAW CREEK RANCH

Raymon Tucker, Owner
Telephone 437-3562
BUNNELL, FLORIDA 32010
HORSE AUCTION
EVERY FRIDAY 7:30 P.M.
Buy or Sell Your Horse at
BILL'S PLACE
5970 NW. Phone Miami 170th Street 821-5773
Hialeah, Florida
Breeding Quality Appaloosas
At Stud
Joker's Traveler  •  Pegasus
Panther's Wompum  •  Chick

HORSE AUCTION
EVERY FRIDAY 7:30 P.M.
Buy or Sell Your Horse at
BILL'S PLACE
5970 NW. Phone Miami 170th Street 821-5773
Hialeah, Florida
Breeding Quality Appaloosas
At Stud
Joker's Traveler  •  Pegasus
Panther's Wompum  •  Chick


Breeding Quality Appaloosas
At Stud
Joker's Traveler  •  Pegasus
Panther's Wompum  •  Chick

FOR SALE AT THE RANCH
Young Registered Quarter Horses
THUNDERCLOUD RANCH
ARNOLD SARAW, Owner
RAY TURNER, Mgr.
Rt. 2, Box 95
Ph. Palmetto 776-1800
Bowlimg Green Ranch located E. of Parish on Hwy 62

PRESTON CHAVOUS took champion breeding swine honors with a Duroc at the Suwannee River Youth Fair in Fannin Springs.

SAMMY COBB showed the grand champion steer at Fannin Springs.

REVERSE CHAMPION steer at Fannin Springs was shown by Danny Hardin.

Keen Competition Is Seen At Suwannee Youth Show

YOUTHFUL EXHIBITORS of livestock from FFA and 4-H units in Dixie, Gilchrist and Levy counties were out in force for the thirteenth annual Suwannee River Youth Fair at Fannin Springs October 5-6. The event is under the sponsorship of the Suwannee River Fair & Livestock Association, Inc., headed by Forrest Beach of Trenton.

A total of 39 steers were judged and swine entries totaled 23 straight and crossbred animals. Dairy cattle exhibited came to a total of 17 head. Beef cattle and swine were judged by Jim Pace, extension animal husbandman, University of Florida, Gainesville, while C. W. Reaves, extension dairymen at the University, placed the classes of dairy cattle.

In the swine breeding class, Preston Chavous, a 4-H member from Old Town, took the champion's blue ribbon with his Duroc, while John Hart of the Trenton 4-H Club, won reserve honors with his Duroc.

Chavous also won the championship in the market hog class with his 190 pound Duroc x Poland China. The animal brought $1.06 per pound at the sale. Reserve honors went to Debbie Chavous, Old Town 4-H member, with a 175 pound Duroc x Poland China, which sold for 65 cents a pound to White Ford Company of Chiefland. Buyer of the champion hog was Sunnyland Packing Company of Gainesville. Pace served as auctioneer for the sale of the market animals.

Sammy Cobb, a 4-H'er from Bronson, showed his Hereford steer to the grand championship in the beef show, while Danny Hardin of Cross City 4-H went to the reserve championship with his Hereford animal.

In dairy cattle showing, Larry Downing of the Trenton FFA Chapter was a dual winner, taking both the grand and reserve championships with Holstein yearlings.

Showmanship in beef cattle competition was won by Hardin for the second consecutive year. Porter Sache, a Chiefland 4-H member, placed second, and Porter Smith of Chiefland 4-H, placed third. The fitting and grooming contest was won by Zan Whitehurst of the Villiston 4-H Club.

The dairy showmanship contest was won by Tommy Jones, a 4-H member from Trenton, followed by Billy Rogers,
Florida Beef Council’s Greatest Year!

A Record $40,930.50

Our sincere thanks to the cattlemen, livestock market operators, packers and our other supporters for their help in making this great year possible. Your dime deductions for cattle sold and other contributions have allowed the Beef Council to intensify its efforts in further promoting the beef industry in Florida. A few of the representative promotional ventures planned for the future will be the Master Chefs on Stage—the Beef Cookoff Contest—Beef Round-ups—Florida Festival of Foods—Beef Recipe Contest—Beef for Father’s Day—and many others, all designed to lay stress on the consumption of Beef.

Again, our thanks to you all!

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)
ffa'er from Trenton, in second place, and Downing taking third. Downing also won the fitting and grooming contest in the dairy competition.

Munroe Crews of Bronson, took top honors in FFA beef judging competition with a score of 144 out of 150. In second place was Sayne Roberts of Bell, with a score of 143.

Blue ribbon winners, listed in order by classes, with number of entries in parentheses, were as follows:

Breedling swine (5 to 8 months):
- Preston Chavous (grand champion), Old Town; Tillman Swilley, Trenton;
- Market hogs: 175-200 pounds: Chavous (grand champion), Old Town; Tillman Swilley; Doyle Pringle, Cross City;
- Market hogs: 201-225 pounds: Curtis Clayt, Trenton; Tillman Swilley; Niven Swilley, Trenton;
- Holstein heifer calves: Jimmie Asbell, Chiefland;
- Holstein yearling heifers: Larry Downing (grand champion), Trenton; Downing (reserve champion).

Holstein cows:
- Billy Rogers, Trenton; Dale Rogers, Trenton; Tommie Jones, Trenton;
- Tommy Jones, Trenton; Jerry yearling heifers: Ydora Polk, Trenton;
- Brown Swiss heifer calves: Mitchell Owens, Trenton;
- Lightweight steers: Danny Hardin (reserve champion), Cross City; Zen Whitworth, Williston; Jack Waishurst, Williston; Peggy Whitehurst, Williston; Monty Waishurst, Williston; Edward Barron, Trenton;
- Mediumweight steers: Sarany Cobb (grand champion), Bronson; Larry Lindsey, Bell; Emmett Whitworth, Williston; Ruben Jerrels, Bronson; Dale Landsey, Bell; Robert Reid, Trenton; Cobb;
- Heavyweight steers: Williston FFA, Williston; Donna Sache, Chiefland; Art Townsend, Bell; Gerald Barron, Trenton; Jerrels.

Sunny Acres Buys Quarter Horses in Two Recent Sales

SUNNY ACRES RANCH, owned by James M. Wellman of Lakeland, recently augmented the Quarter Horse operation of the concern with the purchase of several horses at western sale events.

At the Roger Wyatt dispersal held at Pahuska, Oklahoma, a yearling colt by Bar Money was acquired, along with a three year old mare by Sixteen Tons.

Attending the All Western Quarter Horse Sale at Sacramento, California, September 30-October 1, Wellman purchased two stallions with pedigrees carrying the breeding of Three Bars (TB). One individual is Mr. Steel Bars, an AQHA champion son of the world’s champion halter horse of 1957, Steel Bars, and the other is Heza Rock-et, a three year old chestnut stallion with an outstanding racing and breeding record.

Ira Davis has been employed by the firm to train and show the horse string.

Sunny Acres Ranch is managed by G. C. Cleveland and is located seven miles north of Polk City off Route 33 on Van Fleet Road. In addition to breeding and raising Quarter Horses, the ranch also maintains an extensive Polled Hereford operation.
Production Sale

WEANLING AND YEARLING QUARTER HORSES

Friday, November 25 – 1:00 P.M. (CST)

SELLING 70 HEAD – ALL QUALITY BRED

Forty Four Cattle Company’s first annual Production Sale of weanling and yearling colts will include these features: Selected offering... Bargain buys on 4-H and FFA horses... Financing available on Forty Four’s horses—25% down and balance payable in 12 - 24 months... Top breeding.

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SANDRIFT (Wimpy-La Tachita) LEO KING (by Leo)
OLYMPIA REY (TB-Pete’s Spice) CHESTER BROWN (by Chester B)
CEE SCOUT (Cee Bars-Buck’s Idaho) LITTLE KING (by Joe Bailey)
FLYING BAR FLY (Sugar Bars-White Law 6) CAPTION STAR (by Oklahoma Star)

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FCA Convention

(Continued from page 82)

The Florida Brucellosis Committee of the Florida Cattlemen’s Association, if the committee has no further need for the report.

NOW THEREFORE BE IT RESOLVED that the Florida Cattlemen’s Association does wish its Brucellosis Committee to continue receiving this report from USDA until further notice.

IV-TAX ASSessor’s GUIDE

WHEREAS the Florida Agricultural Tax Council and Florida Cattlemen’s Association have worked diligently in cooperation with the Assessment Standards Division of the Comptroller’s office in preparing a revised agricultural section of the tax assessor’s guide for Florida; and;

WHEREAS Comptroller Fred G. Dickinson has advised the Florida Cattlemen’s Association of his approval of the revised guide;

NOW THEREFORE BE IT RESOLVED that the Florida Cattlemen’s Association urges the State Budget Commission to approve the new tax assessor’s guide without delay.

V-BRUCELLOSIS PREVENTIVE

WHEREAS USDA does not recognize the present official vaccination for brucellosis as a satisfactory means of eliminating the disease; and;

WHEREAS private industry has led the way in developing preventive measures for other diseases, thereby providing a vital service to the livestock industry;

NOW THEREFORE BE IT RESOLVED that the Florida Cattlemen’s Association encourages private pharmaceutical firms in the research and development of an adequate and acceptable preventive for brucellosis.

VI-CATTLE THEFTS

WHEREAS cattle thefts continue to plague members of the Florida Cattlemen’s Association and continued cooperation with law enforcement officials is vital to curb this serious problem;

NOW THEREFORE BE IT RESOLVED that all Florida sheriffs be advised of the rewards offered by the Florida Cattlemen’s Association for convictions of theft against members of the association, and;

BE IT FURTHER RESOLVED that all Florida sheriffs be sent a copy of the marks and brands list, calling their special attention to the authority they have to stop and check vehicles suspected of transporting stolen cattle.

VII-BANG’S TESTING

WHEREAS there are two recognized methods for the detection of brucellosis, namely blood test and card test;

NOW THEREFORE BE IT RESOLVED that the Florida Cattlemen’s Association strongly urges USDA and the Florida Department of Agriculture to allow cattlemen the option of choosing which method shall be used in their individual herds in the brucellosis eradication program.

VIII-BANG’S QUARANTINES

WHEREAS the quarantining of a county before state and federal agencies are actually ready to begin brucellosis eradication work imposes an unreasonable hardship on livestock owners in that county;

NOW THEREFORE BE IT RESOLVED that the Florida Cattlemen’s Association strongly urges USDA and the Florida Department of Agriculture to take steps to insure that under no circumstances should counties be quarantined before actual brucellosis eradication work is ready to begin in that county.

IX-TAX ASSessor’s GUIDE

WHEREAS the members of the West Florida Cattlemen’s Association have demonstrated a most outstanding effort in making this a very enjoyable and productive meeting, successful in every respect;

NOW THEREFORE BE IT RESOLVED that the Florida Cattlemen’s Association in annual meeting assembled heartily thanks the West Florida Cattlemen’s Association and the host of others who have contributed to making this the outstanding session that it has been.

BEEF PRODUCTION during August was 1733 million pounds, 11 percent more than the previous month, USDA reported.

THE TOTAL commercial cattle kill during August was 3,031,600 head, 11 percent more than July 1966, according to USDA.

for November, 1966
AVAILABLE FOR SALE NOW . . .

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UF Team Is Third In Contests

THE LIVESTOCK judging team from the University of Florida at Gainesville participated in several events in the southeast recently and placed high in the overall competition.

At the Mid-South Contest at Memphis, Tennessee, on September 25, the team placed third, and also placed third at the Southeastern Intercollegiate Contest in Atlanta, Georgia, on October 8.

The class rankings for the team were second in swine and second in beef cattle at Memphis, and second in sheep and third in swine and beef cattle at Atlanta. First and second place contest winners were the University of Tennessee and the University of Georgia.

The Florida "B" team placed twelfth in Memphis and fifth in Atlanta.

Members and individual honors won by the Florida team were:
Wayne Sumner, Lithia, fifth individual in Memphis, and ninth in Atlanta;
Leon Nobles, Marianna, first in swine in Memphis, second in sheep in Atlanta, and sixth individual in Memphis;
Larry Ford, Malone, seventh individual in the Memphis contest;
Tom Christian, Lake Placid, tied for tenth individual at Memphis, fourth in sheep at Atlanta; Marcus Shackleford, Wauchula, second in swine in Atlanta.

Other members of the team were:
Alec Fulford, Okeechobee;
Ken Kilingsworth, Brooksville;
Paul Schwartz, Daytona Beach;
Steve Skipper, Sebring;
Richard Wynn, St. Petersburg.

Team coach was D. L. Wakeman, assistant professor in the animal science department at the University.

The Florida team was sponsored by the Florida Angus Association, the Florida Hereford Association, The Florida Brahman Breeders Association, the Florida Department of Agriculture, and the University of Florida Student Government.

On September 1 there were 3,227,000 head of cattle and calves on feed for slaughter market in Arizona, California, Colorado, Nebraska, and Texas, according to USDA.

COMMERCIAL PRODUCTION of red meat during August in the U.S. totaled 2745 million pounds, according to USDA.
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Sire: STEEL BARS P-55,452
Dam: SLIPPER’S LAURO P-47,653

Three Bars (TB) Percentage
Joan P-3246 Myrtle Dee P-7171
Lauro P-1571 Joe Hancock 455
Sonora Honey Kay P-34,043 Triangle Lady 454
Percentage
Myrtle Dee
Joe Hancock 455
"""

His dam is a full sister to the great AQHA Champion stallion King Laura. This fine young, proven potent breeding stallion combines the best in Three Bars, Joe Hancock, King Ranch and King breeding. Mr. Steel Bars completed his AQHA championship as a three year old!

HEZA ROCKET 377,211

Sire: ROCKET BAR (TB) Golden Rocket
Dam: DUSTY BAR Larson’s Gold Dust

Three Bars Percentage
Golden Rocket P-6700
Three Bars (TB) Myrtle Dee (TB)
Golden Rocket Cartago Marshion
Three Bars (TB) Myrtle Dee (TB)
Golden Rocket Cartago ""

HEZA ROCKET—Top AAA winner of 2 firsts, 2 seconds, 3 thirds and 12 Racing Points. Here is a top running horse with the record to prove it and the breeding to back it up. Racing against top company, he outran FlyAway Faila AAA, Flying Heeldust AAA, Reassured AAA, and others. In his 9 starts he ran 1 AAAT, 1 AAA and 4 AA races. In his first season at the stud this year, he stood to a full book. His sire, Rocket Bar, is the sire of 89 starters, who have earned $707,348.07.

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Cattle, Crops Are Emphasized at
Hardee Farms
In Levy County

by ETHEL HALE STANCIL

Hardee Farms at Chiefland, owned by Charles and Faunita Hardee, consists of 2000 acres. 960 is in woodland, 540 in cropland and 500 in permanent pasture.

The farms are going more into grasses, which are replacing some of the row-crops, due to the labor shortage. Peanuts are grown, and harvested, as well as melons. Mixed and purebred Angus are kept and also a few hogs. Large quantities of Bermuda grass hay are put up, and during hay season, Mrs. Hardee drives the tractors and trucks, and helps in any other way possible. These chores are sandwiched in between homemaking “musts” and the two and a half days a week which she works at the local post office.

The Hardees are both oldtimers in the sections. Her grandfather, Montgomery (Num) Clyatt and Charles’ grandfather, Rollin Hudson, were early cattlemen in the area.

Hardee Farms belonged to Mrs. Hardee’s great grandfather, Henry Durrance. Much of the lumber and doors in the old homestead on the place found their way into the Hardee residence, which was built about 15 years ago.

Charles is a “real” farmer now but he grew up in town. His father, V. B. Hardee, owned a garage and Charles had planned to be a dentist. But the war came and he got in service and when he got out he decided to farm. He has been glad of his decision. He considers farm living challenging, very satisfying, and an ideal place to bring up children.

Son Chis, 4th grader, owns some hogs. The farms have three horses: Star, Sam and Pet plus an unnamed colt. Chris likes to ride. He’s a sportsman too, enjoying nothing better than hunting and fishing with his father. Swimming and reading are other hobbies and he enjoys working on the farm. He’s active in scouting and his

For the CowBelles

LITTLE ONES—how easy they can get hurt, or perhaps how we can let them get hurt!

Sunday, 20 months old Alex and I were walking about the barnyard. He started to chase our old blind in one eye New Hampshire Red rooster, and the rascal suddenly turned on him, flying into his face. The results could have been tragic had he spurred the baby. His toe nail scratched his chest through his shirt, not deeply, and a small speck on one cheek was the only damage.

And yesterday Alex stretched from his playpen and reached the iron cord. It was off but hot enough to burn one of his hands badly on the inside. How could this have been—his face, arm. His mother ran cold spigot water over the hand for a few minutes, called the doctor and was advised she had acted wisely. She then covered the burn liberally with a medication and wrapped several layers of gauze around the hand. A stall (thumbless mitten-like sack) was then put over the hand and tied securely at the wrist. He is to wear this for several days.

Helplessly Alex holds out his hand and says, “Hurt—hurt” but he does not seem to have a great deal of discomfort with it although its interior is almost covered with blisters.

I USED to wonder why such small packages of frozen vegetables, meats, etc. Now I know! With only three of us at home fulltime (Renn and Hale are at the University of Florida) I find it difficult to cook little food.

I can understand how it is difficult for a small family to have enough extra food at a meal for an unexpected guest. Time was when there was always enough on our table for one or two extras. Not now. If you plan to come, let me know so I can “bake a cake” and make other preparations, too!
The Hardees belong to the First Methodist Church in Chiefland. Mrs. Hardee has been treasurer for three years and Charles has been a steward for several years. Diane is also treasurer of the Methodist Youth Fellowship.

Mrs. Hardee helped to form the Levy County CowBelles Association and is Beef Promotion Chairman of that organization. Charles is a past president of the Levy County Cattleman’s Association. He is also active in soil conservation work and a few years ago won the Goodyear Award and a trip to Arizona. He has also been named the outstanding farmer of the Year in Levy County.

A favorite desert of the Hardee’s is Mrs. Hardee’s:

**Chocolate Pie**

2 sqs. unsweetened chocolate or 3-4 T. cocoa; 1 pt. milk; 3 T. flour; 3/4 c. sugar; 1/4 tsp. salt; 2 eggs; 1 T. butter; 1 tsp. vanilla.

Heat the chocolate and milk in a double boiler. Mix the flour, sugar and salt thoroughly and add some of the hot liquid. Stir well and return to double boiler. Stir constantly until slightly thickened; cover and cook 15 minutes. Beat well. Pour some of the hot mixture into the beaten egg yolks and combine with the rest of the mixture; add butter and vanilla. Pour into a baked pie crust and let stand while making meringue, made by beating the egg whites with 4 T. sugar. Bake in 325 degree oven for 15-20 minutes or until meringue is lightly browned.
The Florida Dairy Farmer

Florida Dairy Judging Team Competes in Iowa

Members of the state 4-H dairy judging team scored well in the competition at the National Dairy Congress held recently at Waterloo, Iowa.

The Florida team members were: Billy Moorman and Earl Coleman of Hillsborough County; Cecilia Rowe of Polk, and Louis Larson, Jr., of Palm Beach County. Others making the trip were: C. W. Reaves, extension dairyman, University of Florida, Gainesville, and team coach; R. K. Price, associate county agent, Palm Beach County, and Cross-line Dairy Agent, West Palm Beach, assistant coach, and Mrs. J. L. Rowe of Winter Haven, as girl's chaperone.

The sponsors of the team’s trip were the Florida Times Union, Florida Department of Agriculture, the state Jersey and Guernsey cattle clubs, and the Florida Dairy Products Association. Special team sweaters were provided by Florida Power Corporation.

The trip was made by motor vehicle provided by the University, and a number of stops were made enroute for practice and sight-seeing.

First stop was the Tennessee State Fair at Nashville where the team saw the completion of the Jersey competition and looked over the dairy herds on exhibition. The team placed the classes of Guernseys, Jerseys and Holsteins in the Tennessee contest for practice, then headed north. The following day at the University of Illinois, Urbana, the team further practiced on Brown Swiss and Holsteins. Several barn improvements were noted including bedded stanchion stalls, with rubber mats to reduce bedding requirements. On Saturday, September 24, the team visited the well-known Mack Ayr herd at Princeton, Illinois. Reaves said this Ayrshire herd has 91.4 percent on type and has several yearly herd records above 14,000 pounds milk. The same day the Ivan Gates’ Jersey herd at West Liberty, Iowa, was visited by the team.

The Florida Dairy Farmer

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The contest at Waterloo was held in the Hippodrome of the National Dairy Cattle Congress where the Intercollegiate and FFA contests are also held. Eight classes were placed with written or oral reasons given on all cow classes.

The Florida team ranked as follows: fifth on Jerseys of the 34 states; 14th on Guernseys; 18th on Holsteins; 26th on Ayrshires, and 32nd on Brown Swiss with 18th on written and oral reasons. Larson was fifth high individual of the 136 contestants on Jerseys, and Billy Moorman was 14th on Guernseys. Miss Rowe placed in the top 30 in Guernseys.

The day following the contest the team witnessed the official judging, and Reaves pointed out that the Guernsey contest cow class placed just as each Florida member had placed them the day before.

The Florida group returned via Chicago, Illinois, and a stop was also made at the Purdue University Dairy barns where several experimental projects were seen. Following several other stops, the team arrived back in Gainesville on October 1.
DAIRY PROJECTS under experiment were seen by state 4-H dairy team members on their recent trip. The scene shown here was at Purdue University's dairy barn and shows the end of a free-stall barn, where manure is washed into an experimental waste disposal tank underneath.

Reaves said the state 4-H dairy judging teams’ trips to the national contest are arranged with the objective of seeing farms, places and activities of importance in the dairy world. He pointed out that meeting other team members from all parts of the U. S., breeders, official cattle judges, dairy organization officers, college coaches, and authors of textbooks can be stimulating, inspiring and educational to young people interested in dairying.

Reaves added that the National Dairy Cattle Congress is being broadened to put emphasis on meat animals with some changes in the dairy show. Most of the breed associations held their “National Breed Show” in other places this year. An effort is being made to get all breeds together in a national dairy show at a new location. Reaves added that if this is done, it is expected that the National 4-H, FFA, and Intercollegiate contests will be changed, also.

Hardee Market Builds New Pens

HARDEE LIVESTOCK Market at Wauchula has recently undergone an expansion of facilities with the construction of additional cattle pens.

The new pens were set up to handle the increasing volume of livestock going through the sales ring each Thursday sale day and to lay stress on providing top service to livestock consignors and buyers.

The market is jointly owned by Doyle Carlton, Jr., Jack Duncan and Russell Farmer, all of Wauchula, and is a member of the Florida Association of Livestock Markets and the Certified Livestock Markets Association.

A western store located adjacent to the Hardee Market is operated by Mrs. Russell Farmer.

Mr. Cattleman

It will pay you to ask about our prices for your ranch letterheads, business cards, posters or anything else you might require to fill your printing needs. We have the facilities to do most any kind of printing job for you efficiently, and with the mark of quality work.

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Linear Programming

A few experiment stations in the U.S. are now doing research with linear programming of swine and beef cattle rations. This is accomplished by giving an IBM machine information on the nutritional requirements of the animal. Then a list of feeds with their level of nutrients is also given the machine. With this information, the machine will then calculate the least cost ration in a fraction of a minute.

The data obtained at the Florida Station have shown that feeds not commonly being used are showing up in the linear programmed least cost rations. The Purdue Station has also obtained similar results.

This indicates that linear programmed rations will, in many cases, be different than the conventional rations which are widely used at the present time. This means that research studies are needed to determine whether the IBM machine programmed rations will perform more economically than the usual rations being used. It is apparent that machine programmed rations will need verification with animal feeding trials to determine whether they are as good as the machine indicates.

The IBM machine doesn’t know the difference between a dog and a hot dog. All it knows is how to handle the data which is fed into it. There can be a difference between the data obtained with a chemical analysis of a feed and that obtained in an animal feeding trial. The final answer as to how well a feed, or a combination of feeds, will perform depends on how well the animal responds to it.

Thus, before linear programmed rations can be used to a large extent, there will be a need for animal trials to determine how well the combination of feeds projected by the machine will do with the animal. Linear programming will continue to increase in use in the future. However, there is a need for many feeding trials with different feed combinations than we have been using during the past few years. Data are also needed to determine what effect frequent changes in diet will have on animal performance. Poultry, for example, can take frequent changes in diet. We expect that cattle will be more susceptible to frequent changes than the pig and that the pig will be more susceptible than poultry. However, information is not available on how frequent changes in ration will affect the performance of cattle or swine.

As linear programming develops, it will become a very useful tool for the livestock feeder to use in keeping up to date on the most economical rations to use. However, we still have much work to do before we have all the information needed on this subject.

Beef Cattle Short Course on May 4, 5 and 6, 1967

The next Short Course will be devoted to pastures and other forages, fertilization and irrigation. Anyone interested is invited to attend this 16th annual course which will be held at the University of Florida at Gainesville.

Pelleting Feed for the Pig

The trend is toward the greater use of pelleted feeds in the future. Pelleting feeds will increase feed efficiency about five percent, although some trials have shown as high as a 10 percent increase.

Pelleting is usually more beneficial with bulky or high fiber feeds. For example, pelleting increased rate of gain by 14 percent with barley rations, as compared to four percent with corn rations in a number of experiments. It is still not known why pelleting of feed benefits the pig.

A major reason appears to be the fact that pelleting causes some change in the feed which enables the pig to digest it more completely. There are many advantages to pelleting swine feeds besides an increase in feed efficiency. These include decreased feed wastage, less dust, no sorting of feed ingredients, and the fact that pellets are more suitable for mechanical feeding.
TOP GROUP in the District III 4-H dairy show at Crawfordville was from Leon County. Receiving the trophy from L.A. Robbins, Sears-Roebuck Company, sponsors of the event (at left), were team members Cynthia Winter; Sonny Hatcher; Scott Field; Sonny Winter, and Charles Field.

Leon Scores at District Show

The District III 4-H dairy show was held at the Wakulla County Livestock Pavilion, Crawfordville, on October 1 with Leon County's team placing first, and also being awarded "top county group" honors for the fourth straight year.

4-H members from Leon, Madison, Wakulla and Taylor Counties were entered in the competition. Total score was based on animals 40 percent, record book 30 percent, showmanship 15 percent, and fitting 15 percent. Each county was allowed to enter the five top county 4-H dairy animals in the Sears sponsored event.

Top honors in showmanship went to Sonny Hatcher of Leon County, best fitted animal went to Charles Field of Leon, and best record book went to Jo Ann Miller of Madison County. Also, top overall individual in the show was Jo Ann Miller.

In the 4-H dairy cattle judging contest, Leon County placed first with team members Sonny Hatcher, Charles Field, Ben Castro and David Castro.

Other winners, listed in order, were as follows:

**Jerseys**
- Heifer calves—Ricky Yates, Madison;
- Senior heifer calves—Billy Jones, Taylor; Johnny Pickron, Taylor; Royce Morgan, Taylor; Junior yearling heifers—Myron Porter, Wakulla; David Miller, Wakulla; Cynthia Winter, Leon; Senior yearling heifers—Gary Ashburn, Wakulla; Sonny Winter, Leon; Two year old cows—Scott Field, Leon; Ronnie Harvey, Wakulla; Aged cows—Charles Field, Leon; Sonny Hatcher, Leon; Margaret Brown, Madison; Curtis Colden, Wakulla; Susie Surles, Madison; Tim Curtis, Taylor.

**Guernseys**
- Senior yearling heifers—Jo Ann Miller, Madison; Two year old cows—Gwynn Blair, Madison.

See us for the best in Holstein, Guernsey, Jersey and Brown Swiss milkers—mostly first calf heifers. CHV and TB Tested. All cattle artificially sired by top bulls. At least 100 head on hand, more arriving weekly. Financing available.

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The Florida Cattleman
Fall Brings On Plant Poisoning

by WM. L. SIPPEL, V.M.D.

Our experience in this laboratory over the past several years has indicated that the fall brings on several types of plant poisoning. This is probably the result of an unfavorable feeding situation causing animals to eat plants they otherwise would avoid. Plants that are dangerous at this time of the year include crotalaria, lamata, yellow jessamine, coffee bean, senecio and, later on, moldy Bermuda grass and okra shoots.

Florida ranchers should recognize all of the above plants by sight, as well as by name and brand. Bulletin No. 468 on poisonous plants in Florida is available from your county agent. Plans should be made now for supplemental feed for the winter season in order to prevent cattle eating poisonous plants.

It is time now to make plans for testing your bulls for breeding soundness. Newly purchased bulls and all young bulls not previously tested should be examined. Bulls over seven years of age should be retested annually. By having your veterinarian do this work well ahead of the breeding season, time will permit retesting of dubious animals as well as surgical or medical correction of some abnormalities that might be found.

Scours in calves is one of our most serious problems. It results from various bacteria and viruses, one of the most frequent causes being a bacterium called E. coli. This germ is normally present in the intestine of most living things without causing trouble. However, certain strains can develop which cause scour. At a recent meeting of the American Veterinary Medical Association, an excellent paper described the mode of spread of this germ within a herd. Dairy calves are most often affected, but any calf can contract the disease. When it is found, careful attention must be devoted to sanitation and efforts made to eliminate the exposure of calves to other infected calves or to older cattle.

Pneumonia is another very frequent condition in the fall, especially in feedlots. Recent research has indicated that pneumonia or "shippin' fever" results from a combination of
a variety of agents such as bacteria (Pasteurella), viruses, or other disease-producing agents. The Pasteurella germs are very prominent in producing trouble and vaccination against them will help protect cattle.

Moldy corn poisoning in north Florida is prevalent at this time of the year and cattle and swine owners should check fields of corn that are being harvested by these animals to be sure mold growth is not excessive. Our toxicology department can run a test for aflatoxin, a poison produced by certain toxic molds.

During September, parasitism has again become very prominent. This is undoubtedly due to the wet summer we have had which has permitted stomach and intestinal worms and liver flukes to develop.

We have had several cases of over-reaction of calves to worming with phenothiazine and fluke remedy given in combination. Inasmuch as the liver fluke requires about five months to develop to the adult stage, there is no point in giving liver fluke medicine to animals under this age. Hexachlorethane and hexachlorophene, which are the currently effective liver fluke remedies, produce severe effects on cattle, including a marked weight loss in the two weeks or more following worming. For this reason, fluke medicine should not be administered unless the animals are infested.

Two cases of arsenic poisoning resulting from careless spraying for weed control have been detected in the laboratory. Using a new technique in our toxicology laboratory, we have also found cases of alkaloid poisoning due to poisonous plants. Pneumonia caused by various agents has also been identified. Another case of Johne's disease was found. Salmonella infection is still with us and calves from three ranches were found to be infected. Diarrhea is the main symptom. Other conditions have included anaplasmosis, ringworm, virus diarrhea, and vibrio infection.

Equine diseases have included pneumonia, caused by Corynebacterium infections as well as an epidemic of abortion on one band of mares caused by the same germ. Leeches have been quite prevalent this year, probably due to the wet weather enhancing fly populations that transfer the larvae from manure piles to spots on the legs and other parts of the body of the horse. These larvae then penetrate the skin and develop the large growth characteristic of this disease. Parasitisms, Salmonella infection and several cases of eastern encephalitis have also been found.
Many Thanks, W. Dius Roberts!

W. Dius Roberts, long-time cattleman from Immokalee, has just completed two years of continuous hard work in the interest of Florida cattlemen. After having served two successive terms as president of the Florida Cattlemen’s Association, he has now joined the ranks of cattle industry leaders who have served well when called.

The accomplishments of FCA during W. D. Roberts’ two years at the helm are many, but he is quick to point out that these accomplishments would not have been possible without the support and participation of the 52 affiliated county cattlemen’s associations in the state.

In stressing the importance of county cattlemen’s associations, he says:

“Thisir contribution to the leadership of this industry has brought about awareness, throughout Florida, to the problems and the progress of our industry. Each of us should remember that FCA is nothing more than an extension of the county cattlemen’s association and that we will be effective only as long as we are able to function on the county level.

“We are dedicated to solving our problems through grass roots action. For his reason, we must continue to promote strong county associations and, just as important, we must maintain county cattlemen’s associations in the urban center counties because they will provide the vehicle whereby we may carry our message to the many urban citizens in Florida.”

Welcome, Latimer Turner!

Latimer H. Turner, young Sarasota County cattleman, has just been elected president of FCA. His energetic interest in the Florida cattle industry and its problems are well-known to FCA members, primarily through his able chairmanship of the tax committee and leadership in the Florida Agricultural Tax Council.

With the help of each individual member of FCA, we can expect Lat to carefully lead us through the coming year, which will no doubt present the usual challenge of solving many problems vital to the industry. On behalf of the cattle industry and THE FLORIDA CATTLEMAN, we offer our complete cooperation and encouragement.

President Turner is now facing the chore of appointing committees for the new year and would welcome volunteers for committee work. If you are interested in serving on a particular committee, you’re urged to contact the FCA office in Kissimmee. You’ll be helping your industry and yourself by working actively with one or more of FCA’s committees during the coming year!

A Really Fine Convention

We’ll all agree that behind every convention there is a lot of hard work and planning. The successful FCA convention recently held in Panama City was the direct result of a lot of hard work put forth by members of the host West Florida Cattlemen’s Association.

This meeting with the accompanying enjoyable social festivities, was a success mainly because of the joint efforts produced by cattlemen from Bay, Calhoun, Franklin, Gulf, Liberty, and Wakulla counties, which comprise the membership of the West Florida Cattlemen’s Association. Also, in a spirit of cooperation, other local associations in the area offered a helping hand.

The event provided an enjoyable and varied agenda for all in attendance. It’s a pleasure to thank the West Florida cattlemen for doing such a good job in serving as our hosts!
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