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 over-feeding.

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

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

--- A HAPPY NEW YEAR TO EACH OF YOU! ---

IF YOU PLAN TO ATTEND the American National Cattlemen's Association convention in Colorado Springs January 10-14, please advise Art Higbie at FCA headquarters in Kissimmee because special events and group pictures are being arranged that you wouldn't want to miss.

PLAN NOW to bring at least one banker from your county to the joint FCA-Bankers Livestock Day set for 9:30 a.m. in the livestock pavilion at Kissimmee on Thursday, January 19. Speakers will include Alex Clemons, Bank of Crestview; Louis Gilbreath, Exchange Bank, St. Augustine; Dr. T. J. Cunha, U. of F. Dept. of Animal Science; FCA President Lat Turner, Sarasota; Clifford Aiston, U. of F. Dept. of Ag Economics; Edmund W. Horton, Regional Supervisor, Federal Farm Bank, Plant City; and Doug Oswald, Commercial Bank & Trust Co., Ocala. This meeting is highly important to each county association as an aid in maintaining and improving relations between producers and bankers. (See page 49 for more information.)

BEEF COUNCIL CHAIRMAN Tommy Sloan commends the producers, livestock markets and packers who have made it possible for the Beef Council to score a record income for the first two months of the fiscal year. The Council's 1967 promotion program, coordinated with the CowBelles, should be the best in history.

CONGRATULATIONS to L. H. Thompson of the Gainesville Livestock market on his election to the Livestock Market Council of the Certified Livestock Markets Association, and to W. C. "Bill" Hawkins of the Monticello Livestock Market, for his election to the position of director of the same organization.

NOTICE TO COWBELLES: The Attorney General of Florida has said that guessing weight on a side of beef is illegal. He said it was all right, however, to give people tickets with a number and then draw a number for the side of beef.

FCA PRESIDENT LAT TURNER was recently appointed to the resolutions committee, while FCA Past President C. S. "Cush" Radebaugh was selected to serve on the nominating committee during the American National Cattlemen's Association convention at Colorado Springs January 10-14.

BEEF COOLER SCHEDULE, as recently announced by Florida Beef Council, is as follows: Jan. 16-21, Highlands County Fair, Sebring; Jan. 23-28, Manatee County Fair, Palmetto; Jan. 29-Feb. 5, Southeastern Fat Stock Show, Ocala; Feb. 7-18, Florida State Fair, Tampa; Feb. 22-26, Kissimmee Valley Livestock Show, Kissimmee; Mar. 12-18, Lake County Fair, Eustis; Mar. 19-25, Sarasota County Fair, Sarasota. If you want the beef cooler scheduled for your area, be sure to advise Florida Beef Council, P. O. Box 656, Kissimmee, at the earliest possible date. We want the beef cooler to be used as much as possible at Florida events, but its use must be governed by advance scheduling.

ELECTED OFFICERS LATELY? When your association has its annual election please send a list of the new officers to FCA headquarters. Our new roster is scheduled to be put out soon. Also, please check to see if your county association has sent in its assessment for 1967. These assessments were due as of November 1, 1966.

--- Art Higbie, Executive Vice President of Florida Cattlemen's Association ---

FLORIDA CATTLEMEN'S ASSOCIATION

847-4511, Box 656, Kissimmee

President
Latimer H. Turner, Sarasota
Phone 905-3122

First Vice President
Charles Lykes, Tampa

Second Vice Presidents
R. D. Bennett, Greenwood
Thomas L. Sloan, Fort Pierce

Executive Vice President
Art Higbie, Kissimmee

Secretary
Gilbert Tucker, Cocoa

Treasurer
O. L. "Slim" Partin, Kissimmee

Past Presidents
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P. E. Youngs, Daytona Beach
Dave Turner (Deceased)
Irlo Bronson, Kissimmee

Cushman S. Radebaugh, Orlando
Ben Hill Griffin, Jr., Frostproof
Jay B. Taber, St. Petersburg
B. J. Alderman, Grandin
J. O. Isbell, Prince Edward County
Adams, Jr., Fort Pierce
Louis Gilbreath, St. Augustine
George Lenser (Deceased)
Ralph Cellon, Sr., Alachua

Local Association
State Directors
Ralph Cellon, Jr., Alachua
Wassie Fish, Baker
Louise Beery, Bradford
J. B. Odom, Jr., Bradford
Carl Blackstone, Manatee
Martin Woodward, Broward
E. G. Shelton, Calhoun
Bayard Tousauiin, Charlotte
Herbal Rudd, Citrus
Jorge Valduliz, Clay
Mines Scottie, Collier
J. B. Fraser, Columbia
John D. Pugh, Dade
H. L. Johnson, DeSoto
John E. Odle, Dixie
Allen Mooy, Escambia
L. L. Gage, Flagler
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Clyde Breeden, Gulf
Ruth Farmer, Hardee
S. L. Crochet, Highlands
Herace Miley, Hillsborough
G. E. Barkoskie, Indian River
Robert L. Price, Jackson
W. C. Hawkins, Jefferson
E. A. Fontenot, Lafayette
Donald Bronson, Lake
N. N. Elnen, Lee
Jack Pena, Leon
J. P. Sandlin, Levy
O. B. Shuler, Liberty
T. M. Howard, Madison
Vick Blackstone, Manatee
Cedrick M. Smith, Jr., Marion
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E. L. Bates, Sr., Orange
M. O. Overstreet, Osceola
Bruce Hulchien, Palm Beach
L. E. Everett, Pasco
Charles Murph, Pinellas
M. E. Hammond, Polk
L. E. Tanner, Putnam
S. B. John Adams, Jr., St. Lucie
L. H. Hawkins, Sarasota
William Killgief, Seminole
J. H. Nichols, Sumter
Edwin Vaught, Volusia
Homer Harvey, Wakulla
Jim Kempfer, Walton
U. S. Harrison, Washington

for January, 1967
Calendar

JANUARY
Jan. 6-8—Champion Rodeo
Orlando
Jan. 6—Fla. Angus Bull Sale
Hartford
Jan. 6-8—Orange County Rodeo
Orlando
Jan. 7—Gold Leaf Cattle
American, Ga.
Jan. 7—K Bar Charolais Sale
Zephyrhills
Jan. 8—Quarter Horse Show
Mariana
Jan. 10-12—ANA Convention, Colo.
Springfield, Colo.
Jan. 12—Arcadia Bull Sale
Arcadia
Jan. 14—Santa Fe River Ranch Sale
Alachua
Jan. 19—B'rs-C'men's Fl. Day
Kissimmee
Jan. 21—Fla. Santa Gertrudis Sale
Ocala
Jan. 22-23—Lee County Rodeo
Fort Myers
Jan. 23—Diplomat Angus Sale
Nashville, Tenn.
Jan. 23-26—Manatee County Fair
Palmetto
Jan. 24-28—Pasco County Fair
Dade City
Jan. 25-Feb. 5—Pat Stk. Show, Ft. Worth, Tex.
Jan. 27-Feb. 4—So. Florida Fair
W. Palm Beach
Jan. 30-Feb. 6—SE Fat Stock Show
Ocala
Jan. 31—Fla. H'trd Ass'n Spring Sale
Ocala

FEBRUARY
Feb. 2-3—D'ble Header Angus Sale
Albany, Ga.
Feb. 4—Eastern Charolais Sale
Ocala
Feb. 4—Palm Beach Cty. QH Show, W. Palm Beach
Feb. 5—Boca Raton QH Show
Boca Raton
Feb. 7-18—Florida State Fair
Tampa
Feb. 8—Steamton Angus Bull Sale
Verona, Va.
Feb. 10—AgriTours Sale
Tampa
Feb. 11—Davey QH Show
St. Petersburg
Feb. 18—Martin Cty. QH Show
Stuart
Feb. 18—Tex. Charolais X Sale
San Antonio, Tex.
Feb. 16-17—Suwannee River Show, Fannin Springs
Feb. 18—Winter Atlantic Sale
Leesburg, Va.
Feb. 20-26—St. Lucie Cty. Fair
Fort Pierce
Feb. 21-26—Kissimmee Valley L/S Show
Kissimmee
Feb. 21—Nat'l Brahman Sale
Houston, Tex.
Feb. 24—Great S'land An. Futurity
Athens, Ga.
Feb. 24-26—Silver Spurs Rodeo
Feb. 24—Florida Horse Show
Boca Raton
Feb. 25-26—Palm Beach Horse Show
West Palm Beach
Feb. 26-Mar. 1—Central Florida Fair
Orlando

MARCH
Mar. 2-3—Tri-State Angus Sale
Bainbridge, Ga.
Mar. 2-3—DS Ranch Charolais Sale
Cheever
Mar. 3—Gems of Deere Acres Sale, Monroe, Ga.
Mar. 17—N. W. Ga. Spring Angus Sale
Rome Ga.
Mar. 20—Windsweep H'td Sale
Thomaston, Ga.
Mar. 20—Quarter Horse Show
Fort Pierce

APRIL
Apr. 11-13—W. Fla. Cattle Show
Quincy
Apr. 22—Fla. Angus Junior Sale
Ocala

OTHER DATES
May 4-8—Beef Cattle Short Course
Gainesville
May 5-6—Angus Ass'n Sale
Albany, Ga.
Sep. 23-28—Place Angus Sale
Ocala
Nov. 6—Burch Angus Sale
Mill Creek, Okla.

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The Florida Cattleman
for 1967-68

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June . . . . Better Fences
July . . . . . . Better Bulls
August . . . Markets
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October . . . Herefords
November . . . Aberdeen-Asn
December . . . . Equipment
January . . American Breeds

The Cover for January, 1967

OUR COVER picture to lead off the new year features a growthy bull calf at the side of his dam, Prince 44, the 1966 National Grand Champion Santa Gertrudis female, owned by the H. L. Harvell Ranch at Brooksville. The calf, Mr. 44, weighed 800 pounds last December at six months of age.

OFFICIAL PUBLICATION
Florida Cattlemen's Ass'n, Latimer H. Turner, President, Sarasota • Florida Brahman Association, W. G. Kirk, President, Ocala • Eastern Charolais Breeders Association, Frank Smith, President; Sarasota • Florida Angus Association, Robert F. Deriso, President, Tampa • Florida Quarter Horse Association, E. J. Annis, President, Gainesville • Florida Santa Gertrudis Association, K. D. Easton, 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 Show, President, Tampa • Eastern Charolais and Charbray Association, C. F. Shuptrine, President, Salina, Ala. • Florida Beef Ccouncil, 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, Eustis • Southeastern Quarter Running Horse Association, F. H. Whitehead, President, Whitehouse • Florida Association of Livestock Breeders, Pres. C. E. Pres- dent, Arcadia.

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features the services of these
"WORLD-RENOVN 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"

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

Open Heifers * Bred Heifers featuring the 150th!
* Cow and Calf combinations and re-bred to our Herd Sires
* Power-Packed Bulls Ready For Service
* ALL PRICED TO SELL!

Come See Us!

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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Certified and Accredited Herd
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 21.)

LMS SYSTEM

YOUR MOST PROFITABLE SILO

BUILDINGS of any shape or size for any need. You get the permanence of metal at POLE BARN PRICES!

- Trained Engineers * Erection Crews
- Financing * Service after the sale

Call or write for our current price list on clovers and pasture grass seed.

Editor’s Desk

Meadow Land Proprietor Appreciates Coverage

Lutz

While in New York a few days ago I had a break in my schedule, permitting a thorough perusal of the November issue of THE FLORIDA CATTLEMAN. What a treat it proved to be! When on the ranch it is difficult to find the time for such pleasures.

The purpose of this letter, however, is to thank you for the two articles, one featuring our purchase of LCR Sir Sam 81st and the other covering the sale held here on October 1. Both were exceedingly well written and for this you have our deep appreciation.

Incidentally, Sir Sam 81st is now on the circuit with Litton’s (Ranch) show string. It is possible that the string may be shown at the Tampa Fair next February. After that the bull will make himself home at Meadow Land. We would then like to show the bull to you and at the same time enjoy a visit with you.

Cordially,

Lysle E. Pritchard

Santa Gertrudis Breeder Requests Cattleman Photos

Orlando

Last February, one of your photographers took a picture, at the (Central) Florida Fair in Orlando, of my brother George and myself, with our Santa Gertrudis show calf, Flying D’s.

Lover Boy, Jr., who was the FFA grand champion at the Florida State Fair. We would appreciate it if we could have a copy of that picture.

We would also like to take this opportunity to thank you for having us in the breeds directory each year.

Sincerely,

Fred Dietrich III

Latest Statistics

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

<table>
<thead>
<tr>
<th></th>
<th>Cattle M Head</th>
<th>Calves M Head</th>
<th>Swine M Head</th>
<th>Sheep M Head</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 1966 (Fla.)</td>
<td>34.0</td>
<td>26.0</td>
<td>33.0</td>
<td>215</td>
</tr>
<tr>
<td>Oct. 1965 (Fla.)</td>
<td>36.0</td>
<td>31.0</td>
<td>32.0</td>
<td>215</td>
</tr>
<tr>
<td>Oct. 1966 (U.S.)</td>
<td>2878.9</td>
<td>582.9</td>
<td>864.7</td>
<td>239</td>
</tr>
<tr>
<td>Oct. 1965 (U.S.)</td>
<td>2894.7</td>
<td>582.9</td>
<td>864.7</td>
<td>239</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>Cattle</th>
<th>Calves</th>
<th>Swine</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 1966</td>
<td>10,658</td>
<td>6267</td>
<td>33,946</td>
</tr>
<tr>
<td>November 1965</td>
<td>11,977</td>
<td>6905</td>
<td>36,446</td>
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**Livestock Prices Per Hundred (USDA) . . .**

<table>
<thead>
<tr>
<th></th>
<th>Cattle</th>
<th>Cows, Strs, Hfrs.</th>
<th>Calves</th>
<th>Swine</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fla., Nov. 15, 1966</td>
<td>$20.30</td>
<td>$16.20</td>
<td>$20.10</td>
<td>$13.00</td>
</tr>
<tr>
<td>Fla., Oct. 15, 1966</td>
<td>20.60</td>
<td>16.70</td>
<td>22.20</td>
<td>23.40</td>
</tr>
<tr>
<td>U.S., Nov. 15, 1965</td>
<td>19.70</td>
<td>12.90</td>
<td>23.50</td>
<td>14.60</td>
</tr>
</tbody>
</table>

**Field Crop Prices Per Bushel (USDA) . . .**

<table>
<thead>
<tr>
<th></th>
<th>Corn</th>
<th>Oats</th>
<th>Soybeans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fla., Nov. 15, 1966</td>
<td>1.35</td>
<td>$1.00</td>
<td>$2.85</td>
</tr>
<tr>
<td>Fla., Nov. 15, 1965</td>
<td>1.20</td>
<td>.95</td>
<td>2.30</td>
</tr>
</tbody>
</table>

Dr. Marvin Koger, animal geneticist at the University of Florida, Gainesville, at right, was the recipient of this silver tray presented by Ed Schock, on left, president of International Brangus Breeders Association, at the recent Flying S Ranch Brangus Sale in Sarasota. Koger was recognized for his aid in the Brangus breeding program established by Flying S owner Frank Smith over the past eight years.

Lover Boy, Jr., who was the FFA grand champion at the Florida State Fair. We would appreciate it if we could have a copy of that picture.

We would also like to take this opportunity to thank you for having us in the breeds directory each year.

Sincerely,

Dietrich Brothers

By: Fred Dietrich III

**Angus Auxiliary to Offer Clerking Aid at Sales**

Ocala

Just a note to say a great big “Thanks” for including the news about the Auxiliary in the . . . (November)
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

Its Use Should
Produce the Following 7
PROFIT-MAKING RESULTS

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 increase 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.

United States Sugar Corporation
CLEWISTON Telephone YUkon 2-1501
FLORIDA
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 . . .

THREE HAVING jobs can be done at once, cutting, conditioning, and windrowing, with the John Deere 480 Mower and Conditioner shown above. Hay can be laid directly into a swath simply by removing the windrowing shields, officials said.

CATTLEMAN . . . We sure do appreciate the publicity.

Also, for anyone in the Angus business who is having a sale in the near future, and needs clerks, call us. This is one of our projects and while we are mainly doing it only for the Association sponsored sales, I'm sure they can get help, by getting in touch with us.

Thanks again for the article.

Sincerely,

(Mrs.) Jane Baldwin
President, Florida Angus Auxiliary

Florida Firm Is Dealer For W-W Equipment

SAUNDERS FARM & SUPPLY of Winter Park and Orlando, have recently been appointed dealers for the W-W Manufacturing Company of Dodge City, Kansas, manufacturers of cattle handling equipment.

Among the items manufactured by W-W are portable loading chutes, calf cradles, Beef Master chutes, Brahman chutes, portable scales, feed bunks and portable corrals.

The Florida firm has announced that Richard Ingerman, vice president, is available to visit ranches in the state to give demonstrations of the various W-W cattle handling equipment, with no obligation.

Owner George E. Saunders said the Beef Master chute adjusts to any size animal, and that it is ideally suited for animals over 500 pounds when removing horns, branding, milking, or any veterinarian job. The Brahman chute adjusts to any size animal, and will handle 600 head in a 10 hour day.

Other items handled by the Saunders firm are stock oilers, branding iron heaters, and stanchion head gates.

Saunders Farm and Supply also has
Read how this totally new, safer wormer is making new profits for Southern cattlemen

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

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

Completely new effectiveness, safety

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

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

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

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

Free, full-color 8-page brochure gives full details. Write Animal Health Products, Merck Chemical Division, Rahway, New Jersey.
Open Competition?

The question has been asked: How do I know that there is competitive bidding for my livestock at posted markets?

ANSWER: It is a requirement of the P&S Act. Selling agencies are required to act in your best interests. They may not buy out of your consignment for speculative purposes.

The above is just one of many established rules governing market selling designed to protect you, the producer. With the new year now with us, why don’t you plan to use your local market to advantage in the months to come. You’ll profit by the competitive way of selling— for definitely, the market way is the best way!

CONTACT THESE AUCTIONS, MEMBERS OF THE STATE ASSOCIATION

Arcadia State Livestock Market  
Auctions Every Wednesday  
Pat Kelly, Mgr., Ph. WA 9-3151, 8-6901  
ARCADIA, FLORIDA

Glades Livestock Market  
Auctions Every Monday  
Pete Clemens, Mgr.  
Ph. WY 6-3028  
BELLE GLADE, FLA.

Gainesville Livestock Market  
Cattle Auctions Every Monday  
Tom Willis, Sales • Phone FR 2-3442  
GAINESVILLE, FLA.

Cattlemen-Farmers Auction Market  
Auctions Every Wednesday  
J. W. “Buddy” Clark, Mgr. • Ph: 376-8304  
GAINESVILLE, FLA.

Tindel Livestock Market  
Auctions Every Monday  
Claud Tindel, Mgr. • Phone 263-2671  
GRACEVILLE, FLA.

Jay Livestock Auction  
JAY, FLA.

Kissimmee Livestock Market  
Auctions Every Wednesday  
Kenneth Caldwell, Mgr. • 847-3521  
KISSIMMEE, FLA.

Columbia Livestock Market  
Auction Every Thursday  
Terry McDavid, Mgr., Ph. 752-1874  
Night 752-3022  
LAKE CITY, FLA.

Cattlemen’s Livestock Markets  
LAKELAND and TAMPA, FLA.

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

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

Monticello Livestock Market  
Auctions Every Monday  
W. C. Hawkins, Mgr. • Phone 997-1711  
MONTICELLO, FLA.

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

Mills Livestock Market  
Auction Every Thursday  
Clarence Mills, Manager  
Phone 622-4454, 629-3662  
Ocala, FLORIDA

Okeechobee Livestock Market  
Auctions Every Tuesday  
Pete Clemens, Mgr. • Phone RO 3-3127  
OKEECHOBEE, FLA.

Paxton Livestock Cooperative  
PAXTON, FLA.

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

Interstate Livestock Auction Market, Inc.  
Sale every Tuesday 10:00 a.m.  
Special Dairy Sale every other Friday  
Phones 689-2424, 689-5995  
G. H. Robinson, President  
SEFFNER, FLA.

Hardee Livestock Market, Inc.  
Auctions Every Thursday  
Jack Duncan, Mgr. • Phone PR 3-9747  
WAUCHULA, FLA.

Sumter County Farmers Market  
Auctions Every Tuesday  
Lamar Hall • Ph. Sycamore 3-2021  
WEBSTER, FLORIDA

For Further Information about Florida Livestock Auction Markets, Contact

Florida Association of Livestock Markets  
Affiliated with the Certified Livestock Market Association  
Livestock Exchange Building, Kissimmee, Florida 32741

a line of Ralston Purina Feeds and Square S Feeds. They are equipped to service Florida’s agricultural industry, Saunders pointed out.

Merck Publishes Booklet
On Parasite Problems

Ranchers and farmers over the U.S. will be able to get authoritative advice about profit-draining parasite problems from a booklet recently published by Merck & Company, Inc.

Entitled “Tiny Threads of Waste,” the book is illustrated and is a 36-page volume in four colors. Among the subjects covered by the Merck book are the life cycle of the cattle roundworm, methods of detecting and measuring roundworm damage, and advice on how to map out a worming program. A glossary of technical terms is also a valuable portion of the new Merck publication.

Spokesmen said one of the most fascinating portions of the Merck book is a section on roundworm identification, which includes unusual color microphotography of the most common types of cattle worms.

The book can be obtained free by writing C. B. Nelson, Merck Chemical Division, Rahway, New Jersey.

Beefmaster Group Holds Annual Election Meeting

Keynotes of the annual election meeting of Beefmaster Breeders Universal held at Temple, Texas, November 3-5 were a year of substantial growth, a

ATTENTION to basic steps will help you make more money in cattle feeding this year, officials of American Cyanamid Company of Princeton, New Jersey, report. One of the vital parts of the early feeding program is a conditioner supplement that gets additional nutrients and antibiotics into animals when they need them most. The company says a high level of antibiotic, enough to supply 350 milligrams of Aureomycin per steer daily, will give good health protection. After the first month, a level of 70 milligrams of Aureomycin in feed supplements will prevent disease outbreak.

10 The Florida Cattleman
SOUTH'S LARGEST STOCK OF W-W CATTLE EQUIPMENT

W-W Calf Cradle Up to 500 Pounds!

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Pick-Up Stake Racks
Friday, February 10, 1967

TAMPA, FLORIDA

AgriTours Sale starts at 7:00 p.m. in the Lykes Livestock Building at the Florida State Fair, and will be held in conjunction with the 1967 AgriTours Program.

Selling All Beef and Dairy Breeds,
Plus Quarter Horses, Swine and Poultry

Florida AgriTours program begins February 5 in Miami, ends in Tampa February 14. Sale buyers need not attend entire program.
-SALE CONSIGNORS-

William O. Carey, Brandon, 1 Brown Swiss bull, 3 Brown Swiss females; Airport Livestock Corp., Miami, 4 Brown Swiss females; 5 Holstein females; Carroll L. Ward, Jr., Astatula, 2 Guernsey females; John J. Johnston, Kissimmee, 2 Jersey females; C. W. "Mann" Bailey, Oxford, 1 Quarter Horse stallion; T. M. Deal, Orlando, 1 Quarter Horse stallion; McDavis Farms, Brooker, 1 Quarter Horse stallion; Bo-Bett Farms, Reddick, 1 Quarter Horse mare; Baldwin Angus Ranch, Ocala, 1 Angus bull; Deriso Angus Ranch, Tampa, 1 Angus bull, 1 Angus female; Elmer Heubeck, Jr., Ocala, 1 Angus female; Shuman Hereford Farm, Plant City, 1 Hereford bull, 1 Hereford female; Blue Bird Ranch, East Bradenton, 1 Charolais bull; K Bar Ranch, Zephyrhills, 1 Charolais bull, 1 Charolais female; Lazy W Ranch, Land O'Lakes, 1 Charolais bull; Meadow Land Ranch, Lutz, 1 Charolais female; U. S. Sugar Corp., Clewiston, 1 Charolais bull, 1 Charolais female, 1 Brahman bull, 1 Brahman female; DS Ranch, Clearwater, 1 Charolais bull, 1 Charolais female; University of Florida, Gainesville, 1 Brahman bull; W. H. Stuart Ranch, Bartow, 1 Brahman bull, 1 Brahman female; A. Duda & Sons, Inc., Cocoa, 2 Brahman females; Scott Chesnut, Sarasota, 1 Brahman bull.

For Catalog, Write
John R. Culbreath, Sale Manager
P. O. Box 1030
Kissimmee, Florida 32741

Florida AgriTours Sponsored by:
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Florida State Fair
Greater Tampa Chamber of Commerce
"You Can Eliminate the Parasite Barrier to Bigger Profits..."

Drench with TENA-BOV*

*(THE PATENTED PURIFIED PHENOTHIAZINE FORMULA)

TENA-BOV is more efficient than ordinary drenches...because this exclusive patented formula reaches the fourth stomach and intestinal tract where masses of hard-to-kill parasites live. TENA-BOV is made of purified phenothiazine micronized to produce the concentration necessary to kill more worms and more kinds of worms not reached by ordinary drenches. Use the patented formula that gives maximum results. Don't settle for less. Order TENA-BOV now...eliminate the parasite drain on your cattle...make bigger profits.

OVER SIX feet in length with a capacity rated at 350 beef cattle or 150 dairy cows is the recently developed king-size "Twin-Flow" automatic feedlot waterer from Marlor, Inc., Council Bluffs, Iowa. The unit has no welded seams, and corners have been rounded to prevent livestock injury. Company officials recommend the "Twin-Flow" be mounted on a 12 inch concrete base.

solid financial condition and enthusiasm for the future.

L. D. Miller, Jr., Falfurrias, Texas, a charter member, was elected president. Other new officers are: W. T. Hix, Gatesville, Texas, vice president; W. H. Herring, George West, Texas, secretary; and J. M. Bonner, Jacksboro, Texas, treasurer.

Officials reported that membership in Beefmaster Breeders Universal increased by over 12 percent during 1966 and the financial condition of the association is such that dues have been lowered for the coming year. An increased promotion budget was authorized for 1967 and advertising is planned in 13 livestock and farm publications nationwide and in Mexico.

Feed Service Offers Pamphlet on Wintering Cattle

HOW GREEN grass benefits can be obtained from wintertime forage is explained in a feeding bulletin, "Energy—For Successful Wintering on Range," just published by Feed Service Corporation, Crete, Nebraska.

Outlining the use of Morea® Liquid Feed in wintering rations for cattle, the pamphlet describes the energy-packed nutrients found in the sap of live plants but not in brown grass or dry hay. When plants dry up and die, energy-rich substances which are mostly alcohol evaporate like gasoline, according to the bulletin.

Scientists have discovered that hydrogen-rich compounds, contained in the sap, are the main source of energy in plants. Feed Service's Morea, is the only liquid supplement containing...
Not with Herd King. Used to be large feedlot operators and cattlemen thought sealed storage was too expensive for their operations... even though they realized the advantages of sealed storage. Then some of them learned about Herd King sealed storage systems. They saw how Herd King's unloading speed could save them labor costs. They found how Herd King's big 1,840-ton capacities were adaptable to a whole year's feeding program. The economics of storing feed in a Herd King were more advantageous than they realized. Herd Kings stored and processed virtually any kind of crop fit to feed. They were dependable, not hampered by extremely cold weather. When repairs and maintenance were needed, it was easy and safe to do. That's why so many larger feedlot operators and cattlemen have begun installing Herd King sealed storage silos. They're profitable.
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**SHOW CENTRAL FLORIDA FAIR ORLANDO DAYS**

Feb. 27 Thru Noon Mar. 4

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**- BREEDS -**
- Angus
- Hereford
- Charolais
- Santa Gertrudis
- Brahman

**ENTRY DEADLINE JANUARY 31, 1967**

NOTICE: Full premiums will be paid in each Class, even through there is no competition between breeders in that Class.

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Call now for information and assistance in your program. We are eager to help you produce a still finer crop!

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alcohol, one of the richest hydrogen-containing compounds known to man. Morea supplementation puts the needed energy compounds back into winter forage, according to the manufacturer.

Copies of the bulletin are available upon request from the Crete offices of the company.

**Kato Company Offers Brochure On High Voltage Generators**

The Kato Engineering Company of Mankato, Minnesota, is offering a brochure on its line of high voltage generators free of charge upon request.

John W. Hoeburg of the company's product development department said the brochure consists of four pages and is printed in a four color process.

The brochure can be ordered by asking for form No. HVG 1066.

**Want Heavier Weaning Weights? Feed Repromix**

The Upjohn Company, developers of Repromix, says the data from four field trials indicate that increased calf weights at weaning time may be one of the advantages of feeding the product, a feed supplement to control the time of breeding in beef cattle.

This conclusion is drawn from three trials in Montana and one in Iowa, which were begun in 1964 and involved a total of 429 cows divided into control and Repromix-treated groups. Calves from the Repromix cows were heavier in all four herds, officials said.

**AGRICULTURAL spraying at low level highlights this Snow Commander S-2D aircraft, manufactured by Rockwell-Standard Corporation, Pittsburgh, Pennsylvania. Pictured here, it is effectively “water bombing” a simulated brush fire. Rockwell officials said the plane can be used for a variety of agricultural purposes**
Manuel Garcia, Jr. and his father and brother, Edward, own and operate the 2,880-acre MG Ranch in Indian River County, Fla. They now have a 2,400-head herd and expect to carry 3,500 after all improved pangola-clover pastures are fully established.

Feeds Mintrate Blocks year-round for over-all good results

"Year-round self-feeding of MoorMan's Mintrate® Blocks is an excellent investment in our opinion," says Manuel Garcia, Jr.

The Garcias have fed protein-mineral-vitamin Mintrate Blocks continuously since June, 1964. "They've helped keep our cattle thriftier, more vigorous and in better condition," says Manuel.

Mintrate Blocks fortify even summer grass

"They don't eat much block in the summer, but what they do eat supplements the grass. Then the cattle aren't starved for protein in the fall. And by using Mintrate Blocks of different palatability levels, it's easy to maintain the consumption level we want—\( \frac{1}{3} \) to \( \frac{1}{2} \) lb per head per day in summer, \( \frac{1}{2} \) to \( \frac{3}{4} \) lb in winter."

The Garcias' records for 1,600 cows show an annual cost for feeding Mintrate Blocks in 1965 of $8.05 per cow-and-calf unit.

Says Manuel: "This investment came back several times over in additional calves, extra weight and improved breeding results."

Feeding costs were higher with lower-priced blocks

"Oh, we've tried some other brands," adds Manuel, Jr. "But, though they were lower-priced per ton, we couldn't control consumption and actual feeding costs were a lot more than with MoorMan's."

"We've been particularly pleased with High-Copper Mintrate Blocks, since we have excess molybdenum in the soils—which causes a serious copper deficiency in cattle."

The Garcias were given the details about Mintrate Blocks through MoorMan Man Pete Cowles. "Ever since Pete first talked to us, he's been most helpful," says Mr. Garcia. "He is the best-informed feed man in this area. We value his suggestions and appreciate his good service."

Why not put Mintrate Blocks to work profitably in your herd? Your MoorMan Man will be glad to help you choose the block or blocks best suited to your conditions.

MoorMan's®
Looking for a good nutrition block?

Here's one loaded with... Proteins, Vitamins, and Minerals. Yet will withstand Florida's Weather.

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Rated at 25,000 pounds capacity and capable of lifting considerably more is this Taylor Yardster forklift recently acquired by Glades Lumber & Wood Treating Company, Inc., Fort Myers. Two lifts of the machine load a tandem semi-trailer. Pictured beside the unit is Carey H. Simmons, the firm's president. Glades Lumber supplies treated fence posts, poles and lumber to the cattle industry throughout central and southwest Florida.

Within individual herds, calves from treated cows were heavier than those from control cows by 10, 26, 28, and 73 pounds. The average within-herd weight advantage for these four herds was 34 pounds.

Dr. R. G. Zimbelman, head of Reproduction and Physiology in Animal Research and Development at Upjohn, said, "From observations made in these studies, we feel that we can reasonably expect one of the advantages of Repromix treatment to be an increase in calf weight at weaning." He added, "Additional studies are underway to more accurately define the amount of this increase."

Fortex Has Literature For Livestockmen

NEWLY PUBLISHED literature is available from Fortex Enterprises, Whitehall Street, New York, N.Y., on its reinforced molded rubber-fiber pails and feed tubs for today's dairymen, ranchers, farmers and breeders.

The literature shows the complete line of pails and feed tubs for the farm, stable, range and yard and also illustrates animals in action, utilizing these pails and tubs.

The pamphlet also illustrates a cross section showing the rugged structure of the rubber-fiber material contained in all Fortex pails and tubs.

All-Purpose Cream for Human And Animal Use Available

An all-purpose cream that is handy for dozens of pain soothing uses around the home and barn is being introduced.
LISTEN HERE, IF YOU THINK FOR ONE MINUTE IT'S A BREEZE TO GET 480 BULLS INTO A $350 CORRAL, YOU JUST OUGHT TO TRY IT SOME TIME.

Go ahead and try it. Just you see for yourself if it is possible to get 480 ampules into the LR-31 refrigerator.

Isn't that amazing! All 480 of them fit in fine. Like bulls in a corral, you might say.

Well, it's no accident. Because that's what the Linde LR-31 refrigerator was designed for. In this one compact container, you can safely store semen from ABS bulls up to 60 days before it's time to call ABS for a nitrogen refill. When your cows are ready, the semen's right there. Just the thing to save you time and trouble, especially if your's is a large operation. And because of the LR-31's 480-ampule capacity, you can stock a sufficient supply from one or several ABS bulls... bulls you selected to do a specific job to improve your herd.

Take advantage of this new and convenient method for large-scale breeding. Your ABS representative can give you complete details. Or if you prefer, write direct.

By the way, there's another advantage to our 480-bull, $350 corral: no gates. Life gets easier every day, doesn't it? American Breeders Service, Inc., De Forest, Wisconsin 53532.
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Net sold by dealers—you save middleman's profit—5% discount on 10 or more in one order.

SILVER LAKE ESTATES
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LOW, WIDE look is featured in the high-flotation farm tire recently introduced by The Goodyear Tire & Rubber Company, Akron, Ohio. Soft, marshy terrain or shifting sands prove to be no obstacle for the newly developed agricultural tire, spokesmen said.

Newly Published Booklet Offered by Fleco
The first of a series of seven booklets on "Land Clearing Techniques and Equipment" has been prepared by Fleco Corporation. Entitled "Rakes for Tractors," the 16-page reference booklet contains basic information on the various applications of tractor-mounted rakes for clearing and preparing land.

Other uses of the tractor rakes are shown and described in detail. The series of booklets will cover Rakes for Tractors, Root Plows, V-Tree Cutters, Rolling Choppers, Tree Pushers, Stumpers, and Rakes for Loaders.

Copies of the first booklet are available from Fleco Corporation in Jacksonville or from Fleco-Caterpillar dealers.
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.

BUTLER MANUFACTURING COMPANY
Dpt. 623, 7400 E. 13th, Kansas City, Mo. 64126
1942: War Suspends Jax Stock Show

ANNOUNCEMENT was made of the suspension of the Florida Fat Stock Show in Jacksonville for the 1942 season because of war conditions in the country . . . A folder was released by the National Livestock Prevention board illustrating the need for careful handling of livestock enroute to market or slaughter . . . The annual convention of the Florida Cattlemen's Association was set for St. Augustine.

1947: First Florida Hereford Sale Set

THE FIRST Hereford sale sponsored by the Florida Hereford Association was scheduled in Ocala for February and managed by W. F. Snead of Nashville, Georgia . . . Irlo Bronson of Kissimmee was elected the fourth president of the state cattlemen's group . . . Top selling Hereford bull at the J. W. Gibson dispersal at Madison was Fox Run Britisher 2nd, purchased by B. B. Saunders, Jr., of Live Oak for $1525 . . . Retired FCA president P. E. Williams of Davenport authored an article covering 11 years of progress in Florida's cattle industry.

1952: Blackstone Named Top Cowboy

VICK BLACKSTONE of Parrish was named top cowboy in Florida for 1951 and Pete Clemons of Brighton was runnerup to the champion . . . Four Florida Santa Gertrudis breeders purchased six bulls totaling $36,000 at the second annual King Ranch sale at Kingsville, Texas . . . C. H. Downs of Sarasota imported the county's first registered Charbray bulls.

1957: Beef Council Plans Promotion

A MAJOR promotion of Florida beef was set to be held during the Florida Products Festival on a statewide basis . . . C. C. Land of Carrabelle was elected president of the Eastern Charolais and Charbray Association . . . Bob Beardsley was elected president of the Glades County Cattlemen's Association . . . An explanation was given of the grading-up requirements established by Santa Gertrudis Breeders International in a special article.

PASTURE LAND around Gainesville was the background scene when this picture was taken of Lovette Jackson at the age of five years alongside a haltered calf. The photo was sent in by his son, Archie Jackson of Rochelle. The Cattleman solicits old pictures for this space and will pay $2 for each one accepted, returning the photo undamaged.
Florida's Greatest Sale of Purebred Bulls

OCALA BULL SALE

'Where Quality Is Plainly Marked'

11:00 a.m., TUESDAY, JANUARY 10, 1967

To be Held in Florida's Finest Sales Arena
Southeastern Livestock Pavilion

Completely renovated enclosed sales arena with heating and air-conditioning. All-modern facilities including snack bar on the premises.

OCALA, FLORIDA

Watch For the TOPS in BETTER BULLS!
AT THE OCALA SALE

APPROXIMATELY 160 HEAD SELL

All Bulls Will Be Graded and Sifted the Day Before the Sale and Grades Will Be Stamped on Each of the Bulls Selling

SPONSORED BY MARION COUNTY CATTLEMEN'S ASSOCIATION

For information and consignments contact D. H. Oswald, Box 310, Ocala, Florida
The schedule of winter livestock shows in Florida starts off with the Manatee County Fair at Palmetto running from January 26-28, and followed by a number of other fairs and shows in the various areas.

Pasco County has set its fair from January 24-28 at Dade City, and the South Florida Fair and Providence Fiesta at West Palm Beach will open on January 27 and close February 4.

The annual Southeastern Fat Stock Show at Ocala opens in the new Doyle Conner Pavilion January 30 running through February 4, while the Florida State Fair at Tampa goes on February 7-18.

Harper Kendrick, county agent of Manatee County and fair manager, said that “Manatee’s Harvest of Achievements” event this year promises to be one of the best in recent years featuring agriculture, education, industry, crafts and arts.

Youth dairy judging will lead off the livestock events on Monday, January 23 at 7:30 p.m., and the youth cattle judging contest will be held at 9:00 a.m. Tuesday, January 24. The youth 4-H and FFA beef cattle judging contest is also slated for the same hour. Other dairy cattle activities at Manatee’s fair are covered in an article on page 90 of this issue.

Youth beef cattle judging will take place at 7:30 p.m. January 24, with adult beef cattle judging set for 7:00 p.m. Thursday, January 26. The youth steer sale will be held on Friday, January 27 at 7:30 p.m. in the pavilion.

As in the past several years, the local horse club associations will sponsor a horse show to be held in the area at the southeast corner of the fairgrounds with three evening performances and one afternoon show. First performance will go on at 7:00 p.m. Wednesday, January 25, second will be January 26, at the same hour, the third on January 27, also at 7:00 p.m., and concluding with the matinee performance at 3:00 p.m. Saturday, January 28, the last day of the Manatee event.

Kent Price, associate county agent of Palm Beach County and livestock superintendent reports a heavy schedule of activity in the livestock events at the annual South Florida Fair to be held on the fairgrounds on Southern Boulevard (U.S. 98).

The schedule opens with the 4-H and FFA beef show at 5:00 p.m. January 27, followed by the youth steer show at 7:30 p.m. Judge for the youth events will be Dr. J. F. Hentges, Jr., animal nutritionist, department of animal science, University of Florida, Gainesville.

On January 30, the youth 4-H and FFA judging contest is set to begin at 6:30 p.m. At 4:00 p.m. January 28, the youth fat steer sale will be held.

Dairy activities at the South Florida Fair are covered in detail on page 90 of this issue.

Beef cattle will take the spotlight starting on January 30 with Brahman running the ring at 11:00 a.m., and Charolais cattle being judged at 2:00 p.m. On January 31 other breeds will be viewed at 10:00 a.m., followed by Santa Gertrudis at 1:00 p.m., and Angus at 3:00 p.m. Judge for the beef cattle competition will be K. L. Durance, associate animal husbandman at the University.

Closing out the livestock activities at West Palm Beach will be a 4-H horse show on February 3 at 6:00 p.m. to be judged by Jack Henning of Indiantown.

D. H. Oswald, heading up the Southeastern Fat Stock Show, Ocala, said this year notes the 27th anniversary of the Marion County affair to be viewed this season in the newly constructed arena, known as the Doyle Conner Pavilion. The show will lead off with the 4-H and FFA youth steer show starting at 12:00 noon, Monday, January 30. A barbecue is set for 6:00 p.m. that date, and marking a first, the fat steer sale, sponsored by the Marion County Chamber of Commerce is slated for that same evening starting at 7:00 p.m., rather than a morning event as in the past.

Herefords will start off the beef cattle judging at 9:00 a.m. Tuesday, January 31, to be followed by the Florida Hereford Association’s Annual Spring Sale in the pavilion at 1:00 p.m.

Angus cattle will be judged on Thursday, February 2 at 7:00 p.m., while Brahman will be seen the following...
A random sampling of 29 veterinarians in the hottest anaplasmosis areas of 8 states proves: Anaplaz vaccine is highly effective in preventing deaths, abortions, weight losses and drug costs resulting from anaplasmosis.

44,986 cattle prove new Anaplaz vaccine the answer to ANAPLASMOSIS

Field reports—from hottest anaplasmosis areas—show Anaplaz cut losses practically to zero!

44,986 vaccinated cattle lived and thrived...right through extremely severe anaplasmosis outbreaks this past season.

These cattle were vaccinated with new Anaplaz, by 29 veterinarians in 8 states.

Economic losses—due to weight loss, drug costs, abortions or death—were reduced to an incredibly low figure. The reported 5 deaths and 9 animals sick and recovered represent only one of every 3,000 vaccinated. In herd after herd with high losses in past years—there was not a single case of anaplasmosis this year.

In some herds, the vaccinated cattle were pastured with unvaccinated animals. In others, vaccinates were separated from non-vaccinated cattle by only a fence.

Now, there’s concrete evidence that anaplasmosis can be licked! Now, you no longer need to suffer staggering losses from this debilitating, and often fatal, disease. See your veterinarian—vaccinate your herd with Anaplaz.

Vaccinate now!

One or two “lost” animals can cost you more than vaccinating the whole herd...to say nothing of weight and growth losses, or poor calf crops. And remember, prevention is cheaper than treatment.

Anaplaz may be given to pregnant animals—and at the same time as dehorning, castrating, or other vaccinations.

Two injections are required, not less than 4 weeks apart. The second dose should precede the insect vector season by at least 2 weeks. After that a single dose each year will provide adequate protection. Plan now—to protect your herd by vaccinating with Anaplaz. It’s good insurance!

Consult your Veterinarian!

Anaplaz® ANAPLASMOSIS VACCINE

Fort Dodge Laboratories, Fort Dodge, Iowa

Warning: Restricted by the U. S. Department of Agriculture to use by a licensed veterinarian.
Easy Way to Bigger Calves

Would you like to raise the weaning weight of your next calves up to 100 pounds—and without creep feeding? It often happens when even common cows are crossed with Beefmasters.

Besides the extra weight, you get better gainers, better rustlers, greater resistance to disease. And best of all, you get more money in the bank!

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Free booklet, "Bred to Make Money," tells all about this unique breed. Get list of breeders and cattle for sale.

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- PESTICIDES
- FIELD SERVICE

Phone us for all your fertilizer and pesticide requirements.

According to USDA nonfarm employment in September 1966 stood at 64.2 million, three million higher than a year ago.
MGM King Nick 945M, is one of the main herd sires at the purebred Charolais operation of Blue Bird Ranch owned by Mrs. Lawrence Jennings, and located at East Bradenton. Blue Bird Ranch was established at the Manatee County site in 1958.
The packer buys his cattle with a "built-in" profit. He buys the kind that will yield the most quality lean beef per 100 pounds of carcass, with a hard eye toward the ultimate consumer who wants less wasty fat and more tender lean beef... the kind of carcass produced by Charolais. Packer buyers are searching out the Charolais and Charolais-cross cattle from the nation's feedlots, knowing that these cattle will return them the most profit.

But what about your own ranch profits in these times of high production costs? Charolais provides you with the opportunity to increase your beef tonnage and dollar income from your present herd of beef cows without added expense.

Ohio research showed that Charolais-sired calves out of Hereford dams weighed 91 pounds more at weaning than straightbred Hereford calves. A Kansas rancher bred his entire herd of 750 Angus cows to Charolais bulls and increased average weaning weights by 72 pounds more than his previous all-Angus calf crops. These increases mean an extra $20 to $25 per calf at weaning. These calves are ready to go direct to the feedlot without more growing out expense.

In the feedlot, Charolais and Charolais-cross feeder calves make faster gains at 6% to 8% less cost. They reach choice market grades and weights of 1,000 to 1,100 pounds at 12 to 14 months of age with more lean meat per 100 pounds of weight... the kind packers buy first in their search for "built-in" profits.

If you're in the cattle business to make money, investigate what Charolais can do for you. Write for our new booklet, "Charolais... for progress in beef production." Join the swing to Charolais and put your extra profits in the bank.

American-International Charolais Assn., 923 Lincoln Liberty Life Building, Houston, Texas
Charolais
Exports to
Increase

Following a recent meeting of officials of the American-International Charolais Association during a two-week participation in the National Livestock Exposition at Chapingo, Mexico, it was interpreted that further sharp upswings in exports of Charolais breeding cattle from the U.S into Mexico and other Latin American countries are in the offing for the immediate future.

J. Scott Henderson, executive secretary, said, "Interest in Charolais has grown tremendously among Mexican ranchers during the past year. Their indications of probable purchases of American Charolais during coming months no doubt will see further export increases from this country."

During 1965, the Foreign Agricultural Service reported that American breeders exported 1142 Charolais, approximately one-half of them going to Mexico.

Henderson stated that reasons for the swing to Charolais in Mexico were much the same as those in the U.S. where the breed is the fastest growing beef breed in the nation.

"The Mexican rancher needs bulls that can be turned onto the range with assurance that they will produce a high percentage of fast-growing animals that will reach market weights off grass," he explained. "These cattle also must be resistant to insects and diseases prevalent in those areas."

Although major interest is being shown in Charolais bulls for cross-breeding purposes, Mexican seedstock producers also are looking for high quality American-produced Charolais to establish foundation herds, Henderson continued.

"American Charolais have proved themselves capable of increasing weaning weights of calf crops and their ability to reach market weights on grass faster than conventional breeds of the country," he added. "Unlike most other breeds, Charolais have equal performance abilities in the high mountain areas and in the humid tropical regions."

Henderson pointed to the interest in Charolais and the breed's growing numbers in Mexico with 140 Charolais or Charolais-cross animals shown or exhibited at the exposition.

Sir Charles
(Our Senior Herd Sire)

Selling at the Eastern Charolais Sale
Ocala, February 4, 1967

2 BULLS—4 BRED FEMALES

In addition to the bulls in the sale, some other sons of our senior herd sire are now completing 140 day feed tests and are now available for sale.

LAZY W RANCH
Purebred Charolais
Land O'Lakes, Florida

Mr. and Mrs. Otto Weaver, Owners
Phone 892-5241
St. Petersburg, Fla.

Charles B. Colston, Mgr.
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Land O'Lakes, Fla.

OUR HERD IS BRUCELLOSIS CERTIFIED AND TB ACCREDITED

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QUICK APPRAISALS—VARIABLE TERMS TO 25 YEARS
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ARNOLD REALTY of GAINESVILLE, Inc.
RONNIE MEERS, Loan Supervisor
1219 West University Ave. Phone: 372-3522. Gainesville, Florida

for January, 1967
Charolais Breed Is Popular

Size and scale is feature

by JOHN R. CULBREATH

THE CHAROLAIS is a well-balanced and proportioned animal, possessing superior beef conformation. The average weight of a mature cow is between 1500-1750 pounds, for mature bulls, between 2200 and 2650 pounds.

There are records of individual animals of over 3000 lbs. Fat calves may easily weigh between 1200 and 1300 pounds at 14 to 15 months of age. Animals of Charolais breeding may be fattened economically and completely at any age.

Charolais cattle yield a maximum of high-quality beef. Fatty tissues are distributed throughout, instead of being “wrapped around,” thus giving a highly desirable marbled quality. Flesh is firm, fine grained and tender, and of excellent flavor. Net dressing percentages are high in Charolais, 60 percent is not uncommon, reaching 68 percent in select animals. Hides are thick and supple.

Ideal breeding characteristics contribute to the popularity of the Charolais. Extremely prepotent, a Charolais sire will pass on to his crossbred progeny a maximum of his breed characteristics, not only in color and conformation, but in stamina and general quality throughout. Another important advantage of Charolais breeding stock is its unusual fecundity, assuring a maximum calf crop.

The quick maturing qualities and ability of the Charolais to put on weight under semi-tropical conditions have made the breed popular in South and Central America and along the Gulf Coast of the U.S. Yet Charolais do equally as well in the harsh climate of the northern U.S.

White or cream in color, the appearance of the Charolais is one of extreme stoutness and ruggedness. They carry exceptional qualities of fleshing, with emphasis on the high-quality sections of the round, rump, loin and rib, as well as greater dressing percentages of usable meat from the forequarter.

Other than the distinguishing appearance of beefiness and power, coupled with mildness of disposition, Charolais are characterized by heavy, strong, straight legs, flesh-colored pigmentation of the skin and mucous membranes, and a relatively small head and short neck.

Developed during the 17th century, the Charolais breed of cattle originated in the province of Charolles, in the hill country of central France. It is recognized today as a highly specialized beef breed of superior conformation and characteristics.

Charolais originally were considered dual-purpose cattle, being used for draft as well as beef. The thrifty French farmer demanded one animal of many virtues. It was to be one of strength, vigorous, intelligent and docile enough to till his fields, and one which would grow to large size and fatten economically to provide quality beef for the gourmet taste of France. So developed the Charolais, successfully meeting his demand.

In 1770 the cattle of Charolles were introduced into the adjoining province of Nivernais, and there were perfected as a beef breed under a system of selective breeding. Progressive cattlemen were quick to realize the outstanding potential of an animal which could produce a large amount of high-quality beef at low production cost.

The first importations of Charolais into the North American continent were made in the early 1900's and continued until 1937. They first were brought into Mexico, and it has been from various herds there that breeders in the United States have secured their foundation stock.

The rapid growth in popularity of the breed in North and South America has not been surprising. Especially in times of marginal profit, the alert American cattleman has recognized the superiority of a breed which enables him to market more beef per animal unit with lowered cost ratio, a breed which is adaptable, prolific and hardy, and which passes on these qualities to its progeny, regardless of the breed with which it is crossed.

A great demand for breeding stock, both purebred and crossbred, places the Charolais breeder in an enviable position among cattlemen the world over, and with pride of possession, gives added incentive to own these “Silver Cattle With the Golden Future.”

The remarkable prepotency of the Charolais breed—the ability to improve less desirable or poorly developed breeds of cattle through crossbreeding, has led to a demand for breeding stock for such herd improvement. This means greater economic gains for those in the cattle industry.

The American-International Charolais Association, to meet the growing needs of interested cattlemen, offers service to the breeder in recording Charolais crossbreds. Certificates of recordation are issued to animals carrying 1/4 Charolais blood upward, regardless of the other breeds represented in the cross. When the progeny of successive crosses reach 31/32 Charolais, such an animal is eligible for appraisal and registration as a founda-

PUREBRED CHAROLAIS females are noted for their size, good-doing and mothering ability. Shown here is one typical of the breed with a growthy newly dropped calf at foot.
Yes, for $10 you can use the services of Amigo, the bull purchased by us for $30,000 at the American Royal Charolais Sale held in Kansas City, Missouri on October 17, 1965.

We wanted the best Charolais bull available. We paid that record price to get a bull with his outstanding performance — holder of the coveted Meat Sire Award and the Progeny Award by PRI.

Amigo is an imported bull and has been approved in all categories by American-International Charolais Association.

On Charolais cows he produces winners at major shows. His get commands premium prices at Charolais sales. Truly the soundest buy in Charolais semen anyplace in the Western Hemisphere.
FLUKE-FREE CATTLE HAVE BIGGER, HEALTHIER CALF CROPS

Dangerous liver flukes rob your herd of fertility and stamina...cause drastic weight loss and even death. Protect your herds from this costly parasite by drenching with Dr. Rogers' HEX-ANE. Help your herd produce more calves and healthier ones by controlling liver flukes.

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Lutz Bull Wins

GRAND CHAMPION Charolais bull at the 67th International Livestock Exposition in Chicago on November 30 was LCR Sir Sam 81st, owned by Lysle E. Pritchard of Meadow Land Ranch, Lutz, and exhibited jointly by Meadow Land and Litton Charolais Ranch, Chillicothe, Missouri. Pritchard purchased the bull, unbeaten in major competition this year, at the recent American Royal Show and Sale in Kansas City, Missouri, for a record $37,000. Exhibitors from Florida, Kansas, Missouri, Mississippi, New York, Montana, Illinois, Texas, Indiana, Maryland, Wisconsin, Iowa, Colorado, North Dakota and Oklahoma participated in the greatly expanded showing of Charolais breeding cattle in the annual event. Don Good of Kansas State University placed the classes in the show.

U.S. Aids Morocco In Crossbreeding

A PROGRAM OF artificial insemination is expected to upgrade Morocco's cattle population under an Agency for International Development (A.I.D.) livestock improvement project.

The program calls for a national livestock breeding campaign aimed at improving local breeds by cross-breeding them with purebred bulls of European stock. A.I. for beef cows, Brun Atlas and Culmes, will be carried out with semen from either the Limousin or Charolais beef breeds. The A.I. center will be located in the Casablanca area where there are some large herds.

U.S. aid to livestock activity began in Morocco with an emergency livestock feeding program when 90,000 metric tons of U.S. grains were provided. The AID livestock project, which began in 1964, has provided $40,000 worth of seed for forage plantings and rangeland grasses.

According to USDA commercial calf slaughter during September totaled 579,500 head, three percent above a month earlier.

Farmers in the U.S. bought an estimated $5.9 billion of feed during 1965, according to USDA.
SHOW 9:00 A.M.—SALE 1:00 P.M.
FEB. 4, 1967
Charolais Bar-B-Q
at 11:30 A.M.
AUCTIONEER
Walon Houck
Edna, Texas
SALE MANAGED BY
John Culbreath
Brooksville, Fla.

-65-
SELECTED
CHAROLAIS-
CHAROLAIS CROSS CATTLE
FROM THESE LEADING BREEDERS

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Land O'Lakes, Fla.
L BAR RANCH
Carrabelle, Fla.
MEADOW LAND RANCH
Lutz, Fla.
K BAR RANCH
Zephyrhills, Fla.
DS RANCH
Clearwater, Fla.
MARSHALL L. BAILEY
Clearwater, Fla.
MARYLAND CHAROLAIS
BREEDERS
Towson, Md.
PK RANCH
Quintman, Ga.
M. L. KEY
Albany, Ga.
AYAVALLA PLANTATION
Tallahassee, Fla.
SHUPTRINE CATTLE CO.
Selma, Ala.

DR. J. W. YEOMANS
Jesup, Ga.
T BAR RANCH
Jacksonville, Fla.
DR. & MRS. W. M. FREDERICK
Eutow, Ala.
SUGARLAND RANCH
Clewiston, Fla.
C. A. KENNEDY FARMS
Jasper, Fla.
TIMBROOK FARMS
Brooksville, Fla.
GEORGE NORTON
Jacksonville, Fla.
CAUSEY FARMS
Chadbourn, N.C.
C BAR RANCH
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NEAL & THOMAS LAND &
CATTLE CO.
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Dutch Treat Cocktail Hour and Dinner, 7:30 p.m., Friday,
February 3, at the Brahma Restaurant

SEVENTH ANNUAL
EASTERN CHAROLAIS-CHARBRAY ASS'N
SALE

HAROLD M. BRITT, Sec.-Treas., Eastern Charolais & Charbray Association
P. O. BOX 1197, WINTER GARDEN, FLORIDA
Charolais Are Boosted
By Eastern Association

Sponsorship of auctions is important
activity in promoting breed

by HAROLD M. BRITT
Sec'y, E. Charolais, Charbray Ass'n

THE EASTERN Charolais and Charbray Association will be 12 years old in April. It was organized two years before the 1957 merger of the American Charolais Breeders Association and the International Charolais Association to form the present American-International Charolais Association. It is the oldest Charolais and Charbray association in this country to be affiliated with the American-International Charolais Association and the American Charbray Breeders Association, the registries for Charolais and Charbray cattle, respectively.

You will note that there are three different spellings of the name of the breed in the above paragraph. "Charolais" is now the generally accepted Anglization of the name.

The correspondence file of the association contains an interesting history of our early attempts to get some sort of recognition of our two breeds. Time after time we asked for just one or two tie spaces at shows and fairs so that we could get our cattle before the public. We were refused almost as many times as we asked. We were not always refused, however, and were allowed to present cattle for exhibition but not for competition.

Gradually, we were allowed more of the privileges given to other breeds until now we are usually fully recognized and our cattle accepted on a basis equal with the other popular breeds.

Memberships in the Eastern now stand at 70. It has never been our policy to conduct membership drives. Thus, our members believe only those persons who are genuinely interested in promoting the breeds.

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For 1967, the Fair presents the Best of Everything! You'll want to see it often and see it all!

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Look At These Special Events:
- Shrine-o-rama, Feb. 7.
- Gasparilla Pirate Invasion and Parade, Feb. 13.
- Miss SunFLAvor Pageant, Feb. 9.
- RCA Championship Rodeo, Feb. 16-18.
- WYOU All Star County Music Show, Feb. 11.
- Hurricane Hell Drivers, Feb. 10, 12, 13, 14, 15.
- IMCA Big Car Auto Races, Feb. 8, 11, 12, 15, 18.
- Fabulous Flowers at The Horticultural Center.
- The Works of Florida's Finest Artists in the Art Center.
- Modern Living at Its Best at The Florida Electrical Exposition.
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FLINT RIVER MILLS, INC.
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BAINBRIDGE, GEORGIA

TRADING ACTION at the Chicago Board of Trade on December 20, 1966, was a tangle of signals when the thousandth open contract in the newly established futures market was passed. The 1000-contract milestone represents more than 27 million pounds of beef traded on the nation's newest cattle futures market.

Beef Council, CowBelles
Set Up Beef Cook-off

ONE OF the prime promotional projects for boosting beef and the beef industry in the state for this year is the first annual Florida Beef Cook-off under the joint sponsorship of the Florida CowBelles and the Florida Beef Council.

Mrs. C. M. Smith, Jr., of Micanopy, immediate past president of the CowBelles, and currently serving as beef education chairman and contest chairman, said that T. L. Sloan of Fort Pierce, chairman of the Florida Beef Council, put it aptly when he said, "We hope this will encourage high school home economic students in the proper use of beef and at the same time bring recognition to some outstanding young lady."

Mrs. Smith said the Beef Cook-off is open to all high school home economic students, but is not open to junior high students. The contest is being concentrated in counties where there is an active CowBelle Association, she explained.

"We feel that if we conduct this in areas where the CowBelles are organized for this first year, we will have better response. But should any local cattlemen's group decide to conduct this within their county, they may obtain the rules from me," Mrs. Smith said.

Each county is responsible for a county winner and any cost incurred within the county as well as providing a county prize rest with the local organization. The deadline for submitting a county contestant and her winning recipe is January 30.

Mrs. Smith said the contestant will not prepare her own dish at the state Cook-off, but all recipes will be prepared by the Department of Agriculture kitchen under the supervision of Miss Carol Ann Philpot, home economist, and served to a panel of judges, who will have the responsibility of selecting the winning entry.

An "economy cut" of beef may be used and dishes will be judged by the panel on taste and appearance, Mrs. Smith said.

Three exact copies of the winning local recipe and a picture of the winner must be mailed immediately on completion of the county Cook-off to the Florida Beef Council, P.O. Box 656, Kissimmee.

First place winner in the state contest will receive $200, second place $100 and third place winner $50, Mrs. Smith said.
Annual Charolais Meet Set

The annual meeting of the American-International Charolais Association has been set for February 21-25 in Houston, Texas, to be held in conjunction with the annual Houston Livestock Show and Rodeo.

J. Scott Henderson, executive secretary, estimated that 500 persons will be in attendance. He said the overall theme of the meeting would be observance of the association's 10th birthday. The association was formed in 1956 with the consolidation of the former American Charolais Association and the International Charolais Association.

One of the features of the four-day program will be an appreciation dinner the evening of February 22 in honor of the association's officers and directors. The dinner will be given by the Texas Charolais Breeders Association, the state affiliate of AICA, in recognition of the efforts which officers and directors have put forth to strengthen the national association.

Henderson said a reception for all members and guests is planned the evening of February 23, while the annual business meeting will be held February 24. The annual Charolais show, described as the "Show of Shows" will be held during the Houston Livestock Show on February 23, and will include nearly 200 purebred Charolais cattle.

Beckenbach Named

Dr. J. R. Beckenbach, director of Florida's Agricultural Experiment Stations, has been appointed chairman of the Committee of Nine which serves as an advisory group to the Secretary of Agriculture.

Beckenbach was elected as chairman of the group succeeding Harry W. Keener of New Hampshire. Beckenbach was serving as vice chairman of the committee.

The Committee of Nine is made up of scientists from throughout the U.S. Aside from advising the Secretary of Agriculture on important agricultural matters, the committee also administers various regional research funds.

The Florida director is serving out his three-year term with the committee, which will hold its next meeting in April, 1967.

Titan BB 50

Full brother of the well known bull Goliath BB 12—sired by Historian 92M. Goliath on pasture only weighed 2050 lbs. at the end of breeding season at Circle H Ranch, Bushnell, Florida.

Due to the fact that we have so few females we can breed him to we plan to sell Titan. Here is another easy keeper for some breeder.

BLUE BIRD RANCH

Registered Charolais

Mrs. Lawrence Jennings, Owner
Tel. 746-3077

Mr. W. H. Naylor, Mgr.
Tel. 746-8056

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(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.

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Ronnie Padgett
Route 2, Box 74
Seffner, Fla.
(813) 689-3403

Walter Oelfke
333 Bay Side Road
Bim Sprrings, Fla.
Ph. (305) 965-9384

Directory Listing Shown
On Charolais Breeders

(*) denotes members of Eastern
Charolais-Charraray Association

ALDRIDGE, GORDON, JR., Route 1, La Grange, Ky.
AAYALLA PLANTATION, P.O. Box 3166, Tallahassee 32304.
RAYMOND, P.O. Box 579, Coral Gables, Fla.

BAILEY, MARSHALL (see Marshall Bailey Charolais

Big B Ranch, Marion Junction, Alabama 36756.
Phone 2792 and 2785. Carl Bolch, owner. Route 2, Box 310, Montgomery, Alabama 36108. Herd was established in 1986 and now contains approximately 100 brood cows. Herd sires are Thor, Mr. DeGalle, Gen. DeGalle, and others.

BLUE BIRD RANCH, Route 2, Box 221, East Bradenton 33556. Phone 746-3077. Mrs. Lawrence Jennings, owner. Ranch located off Rye Bridge Road. Herd was established in 1958 and now consists of approximately 30 brood cows. Main herd sires are MRM Rastos 452M and MRM King Nick 942M. ( *)

BOLCH, CARL (see Big B Ranch)

BON AIRE FARMS (see Shuptrine Cattle Company)

BRANDON, CLAUDE, High Springs 32626. (*)

BRITT, HARRY M., P.O. Box 1197, Winter Garden 32787. (*)

BRITT, T. MARK, P.O. Box 308, Winter Garden 32787. (*)

BRIN D'AMOUR FARMS, Route 1, Box 223, Ocala 32671. J. H. Brown, owner. (*)

BROWN, J. H. (see Brin d'Amour Farms)

BROWN, M. & MRS. THOMAS C., 1965 South Main Avenue, Albemarle, N. C. 28001. (*)

BUINSIDE, B. P. (see Franklin Plantation)

CAUSBY, C. H. (see Causby Farms)

CAUSBY FARMS, P.O. Box 153, Chadbourn, North Carolina 28431. H. C. Causey, owner. (*)

CONNELLY, E. C., P.O. Box 157, Port Meads 33441. (*)

CONNELLY, HAL W., P.O. Box 617, Warrenton, North Carolina 27589. (*)

CROSS BAR S RANCH, Route 1, Box 192, Dunnsboro 32636. Whitman Spanjer, owner. Phone 904/489-2033. Ranch located at Romeo. Herd was established in 1953 and now contains 30 brood cows. Main herd sire is Mr. Carruth's 192.

DS RANCH, P.O. Box 1178, Clearwater 33517. Ranch located east of Lake Tarpon on East Lake Road, Pinellas County. Herd was established in 1962 and contains approximately 300 cows of breeding age. Main herd sires include Sir Rupey, The Toro, Jumper and Humberto.

DOUBLE W RANCH, P.O. Box 2076, Delray Beach 33446. Phillip Howie, owner, Fred Bass, manager. Ranch located near Fellsmere. Herd was established in 1957. (*)

DOUGLAS, H. C. (see K Bar Ranch)

EL MAXIMO RANCH, P.O. Box 136, Frostproof 33843. John Bolch, owner. Ranch located 16 miles west of Arcadia on Highway 70. Herd was established in 1948 and now contains 125 brood cows. Herd sires are Conway, MGM Kid Duke, MGM Uncle Bane, MGM Ar- ena, MGM King Nick, MGM King Nick 954M, MGM King Nick 942M, and others.

FARMER, RUSSELL, P.O. Box 187, Wauchula 33594. (*)

FINCH, K. O., K & F Farm, P.O. Box 92, Safety Harbor 33777. (*)

FRISN, W. TURNER ESTATE, 4T Ranches, Inc., 115 S 4th West, Westelo, Texas 76795. (*)

FRANKLIN PLANTATION, B. P. Burnside, owner.

GORE, M. & MRS. BEN W. G Bar Ranch, Route 4, Dallas, Georgia 30132. (*)

HAGEN, JOSEPH T., 1089 Barbara Avenue, Jacksonville 32207. (*)

HART, T. C., Route 2, Wauchula 33873. (*)

HARPER, JAMES L., C. & H Farms, P.O. Box 42, Jesup, Georgia 31545. (*)

HECHLER, A. H., 709 West Nine Mile Road, Highland Springs, Virginia 23075. (*)

HEIL, OSCAR F., Circle Y Ranch, Route 3, Box 39, Monticello 32344. (*)

HOYLE, J. H. (see Double W Ranch)

INDIAN CREEK RANCH, INC., Route 4, Box 407, Fort Myers 33901. Phone TW 6-2704, J. H. Kemper, manager. Herd was established in 1957 and now contains approximately 100 brood cows, Ranch located 55 miles southeast of DeFuniak Springs.

JENNINGS, MRS. & MRS. LAWRENCE K. (see Blue Bird Ranch)

KENNEDY, C. A., P.O. Box 426, Jasper 33546. (*)

KEY, M. L. (see Key Ranch)

KEY C RANCH, P.O. Box 3260, Albany Expressway, Al- bany, Georgia 31701. Phone 436-3149 and 432-0971. M. L. Key, owner. Ranch located eight miles southeast of Albany. Herd was established in 1965 and consists of approximately 35 brood sires and are Mr. Char 205 and Tex W 61. (*)

KENNER, W., FENWICK, Maryland Charolais Breeders, 11 West Pennsylvania Avenue, Towson, Maryland 21204. (*)

KLETZL, D. A. (see K Bar Ranch)

K BAR RANCH, P.O. Box 577, Zephyrhills 33549.

KOENEN, L. (see K Bar Ranch)

LAND AUTHORITY OF PUERTO RICO, Dr. John B. Feyten, P.O. Box 1474, Santerce, R.P. 00908. (*)

LAND, MRS. BONCYLE (see K Bar Ranch)

LAND, C. C. (see K Bar Ranch)

DS Ranch Bull Is Certified Sire

A DS Ranch Charolais bull has received the 85th Certified Meat Sire Award from Performance Registry International, Denver, Colorado, according to W. A. Salls of the Clearwater concern.

The high scoring bull was Sir Theodore DS 617, bred by DS Ranch and presently owned by Victor T. Peterson of Walnut, Iowa.

Salls said the bull was tested under the Iowa Beef Cattle Improvement Program with 36 calves entered in the progeny test evaluation. He had the highest average weaning weight of the 800 bulls entered with an average of 604 pounds for the 95 day aged weaning weight.

The bull produced 12 progeny carcasses that averaged 2.51 square inches of riveybe per hundredweight of carcass, a warm carcass weight per day of age of 1.68 pounds, and an outstanding cutability factor of 52.95 percent, he added.

Salls said Sir Theodore is the only sire in the Iowa recognition of sire merit program to receive two stars.
AN EXAMPLE OF OUR BREEDING:

A Charbray Bull Calf

No. 661 was calved 12/24/65—at 220 days he weighed 810 pounds with a grade of 13. This is the heaviest calf ever weighed under the FBCIA program. This calf showed an adjusted daily gain of 2.98 pounds. This was done on dam’s milk and pasture grass only!

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PAT WILSON, Manager
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**Futures Recovery Slows**

There has been periodic strength in live cattle prices during the past month, but the continued high rate of fed cattle slaughter has prevented advances from holding. Furthermore, seasonally increasing supplies of pork as well as consumer switching to turkey and poultry for the holidays have had an adverse influence on beef demand.

During the past month, weekly inspected slaughter has been running one to four percent below last year, but because of heavy average slaughter weights, beef output has been virtually unchanged to one to two percent lower. Cow slaughter is running well below 1965 levels so that fed marketing constitutes a greater percentage of total slaughter. Inspected cattle slaughter in October numbered 2,385,200 head, down from a year earlier, when beef production from a year totalled 1,664 million lbs. The average live weight of cattle slaughtered during October was 1,006 lbs., up 10 lbs. from September, and 20 lbs. heavier than a year ago. This, of course, reflects the fact that feedlot operators have been marketing cattle at heavier weights.

The recovery in futures that began in early November was terminated by the end of the month. By mid-December, the nearby contracts had erased about half of their November advance. In contrast, the distant options have tended to resist the decline. This probably can be attributed to increased speculative buying of the distant contracts in expectation of materially higher prices late next year and in 1968. This assumption is based upon the belief that cattlemen will hold back heifers for breeding. This would have the effect of reducing the available supply of feeder cattle in 1967.

The open position in futures, meanwhile, continues to climb and is at a record high. The long term outlook seems to suggest higher prices, but over the near term, however, indications are that fed cattle slaughter will remain relatively large. Consequently, cattle prices are not likely to rise much from recent levels in the next month or so.

<table>
<thead>
<tr>
<th>Month</th>
<th>Season's High</th>
<th>Season's Low</th>
<th>Close  Dec. 16</th>
<th>Open Interest Dec. 15</th>
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<tbody>
<tr>
<td>December</td>
<td>$29.77</td>
<td>$24.10</td>
<td>$24.30</td>
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<tr>
<td>February</td>
<td>29.55</td>
<td>25.17</td>
<td>25.75</td>
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<tr>
<td>April</td>
<td>29.50</td>
<td>26.00</td>
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<tr>
<td>June</td>
<td>29.92</td>
<td>26.77</td>
<td>27.65</td>
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<tr>
<td>August 1967</td>
<td>29.90</td>
<td>27.30</td>
<td>28.05</td>
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<td>October 1967</td>
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<tr>
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<td>27.75</td>
<td>28.45</td>
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<tr>
<td>February 1968</td>
<td>29.25</td>
<td>28.90</td>
<td>28.75</td>
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</tbody>
</table>

(Information furnished through courtesy of Hayden, Stone, Inc.)

**AICA Offers Promotional Aids**

Promotional leaflets recently published are now available from the American International Charolais Association, Houston, Texas. The new leaflets offered as promotional aids are "Calving of Charolais," and " Tomorrow's Beef Today."

The calving leaflet discusses, based on research, the ease of calving Charolais females and calving cows of other breeds when bred to Charolais bulls. The other leaflet is general in subject and summarizes the many traits of Charolais, including heavier weaning weights and improved feeding efficiency, plus heavy emphasis upon carcass qualities and tenderness of Charolais beef.

They are available from the AICA public relations office, 923 Lincoln Liberty Life Building, at the printing cost of four cents each.

**Watch Moldy Grain!**

Dr. GEORGE T. EDIS, chairman of the veterinary science department, University of Florida, Gainesville, warned recently that certain kinds of cancer in animals and humans may be traced to poisons in moldy grain.

Poisons known as "mycotoxins" are produced by molds on grain and are blamed for current swine and poultry losses in Costa Rica, he said.

**Auction**

Sat. Feb. 4—10 a.m.

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SIR THEODORE DS 617

A DS Ranch Charolais Bull has received the 85th Certified Meat Sire Award from the Performance Registry International, Denver, Colorado.

The high scoring bull is Sir Theodore DS 617, bred by the DS Ranch of Clearwater, Florida, and presently owned by Victor T. Peterson of Walnut, Iowa.

Tested under the Iowa Beef Cattle Improvement Program with 36 calves entered in the progeny test evaluation, he had the highest average weaning weight of the 800 bulls entered, with an average of 604 pounds for the 205 day adjusted weaning weight. This bull produced 12 progeny carcasses that averaged 2.51 square inches of ribeye per hundredweight of carcass, a warm weight per day of age of 1.68 pounds, and an outstanding cutability factor of 52.95%. This is a score that indicates the percentage of boneless, closely trimmed red meat in the carcass.

He is the only sire in the Iowa Recognition of Sire Merit Program to receive 2 Stars.

DS Ranch, the breeder of Sir Theodore DS 617, Certified Meat Sire, announces its Third Annual Production Sale to be held at the Ranch on March 4, 1967. The offering will consist of 50 purebred Charolais Females and 10 purebred Charolais Herd Sire prospects. This will truly be a certified sale of Certified Meat Type Charolais Cattle.
We have now covered a total of 15 years in the highly selective breeding of Charolais-Charbray cattle at K Bar Ranch. Over these years we have laid primary stress on the points of quality and breed improvement in our program. We have worked with the main purpose of contributing to the future greatness of the Charolais breed. Some of these breeding results can be found among our annual Production Sale cattle, or at the ranch any time.

Be sure and attend our Third Annual Production Sale at the Ranch
Saturday, January 7, 1967, 1:00 p.m.

Auctioneer: Walon Houck
Edna, Texas

Sale Manager, John Culbreath
Rt. 4, Box 70, Brooksville, Fla.
Finances Of FCA Discussed

Financially, the Florida Cattlemen’s Association ended the year in good shape according to reports offered at the directors meeting in Kissimmee on December 15.

FCA Treasurer O. L. “Slim” Partin of Kissimmee told the directors the association had a current balance of $12,132.44.

The Florida Beef Council also showed good receipts during the year, according to Art Higbie, executive vice president, who projected a record $50,000 in receipts for 1967.

The meeting was led by Lat Turner of Sarasota, recently elected FCA president, whose standing committee appointments were accepted by the directors.

President Turner announced nominations developed by FCA’s executive committee for vacancies occurring in the Animal Industry Technical Committee. Those whose terms expire are A. G. Cayson, Blountstown, A. F. McDavid, Brooker, and Robert Griffin, Fort Pierce.

Nominations for Cayson’s seat were Cayson, and R. D. Bennett, Greenwood; for McDavid, W. F. Snead, Alachua, and Louis Gilbreath, St. Augustine; for Griffin, Griffin and Buck Hawkins, Sarasota. Commissioner Conner will select one of the two nominees for each seat.

The annual meeting of the American National Cattlemen’s Association was announced for January 10-14, 1967, and official delegates were selected by the board. Turner, Charles Lykes, first vice president of Tampa, and T. L. Sloan, second vice president of Fort Pierce, were named.

Turner announced the receipt of a questionnaire from ANCA trying to determine the feasibility of extensive expansion of services and budget. He said that the executive committee would carefully study the questions and proposals with an eye to the effect such reorganization could have on FCA.

Ralph Cellon, Sr., Alachua, reported on a meeting of ANCA’s feeding and marketing committee of which he is a member. He said that federal price controls on beef are a future possibility, and that to prepare for them, cattlemen should have records showing exactly what their production costs for January, 1967 were.

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Blacks will boost your profits! They require no dehorning; they're hardy, superior rustlers; they're disease resistant, too. Other advantages — they're excellent mothers, have less calving trouble and produce larger calf crops. And don't forget, they are TOPS for crossbreeding.

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FLORIDA ANGUS ASS'N
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KISSIMMEE, FLORIDA 32741

Don't forget the Florida Angus Jubilee Sale at Ocala on April 22d.
"The cattle nearly trampled us to death...till we switched to liquid feeds"

By George and Warren Siems, Elgin, Neb., as told to Lynn Snyder, Feed Service Corp., Crete, Neb.

"Forty years of farming has meant many a trip to the stalk fields and pasture, hauling cake or range cubes," recalls George Siems. "The cattle about trampled us to death!" That chore ended 8 years ago—when the first self-feeder full of MOREA®, a liquid protein supplement was introduced to the cow herd at Siems' 1,400 acre operation near Elgin, Nebraska.

"Liquid feeding looked good to us for several reasons," said Mr. Siems, "and easier feeding was a big one." MOREA Liquid Supplement is compounded so that animals eat only what they need to balance the available forage, without the risk or expense of over-eating. Free access to MOREA on range allows all animals, including the more timid ones, to get their share of supplement—and do better.

Finding a supplement that could be fed free choice on range has been worth a lot in convenience. But Mr. Siems will tell you that ease of feeding wasn't the only benefit that kept him on MOREA eight years.

"A 100% calf crop for 4 years in a row, a phenomenal record for a 155-cow herd, causes Mr. Siems to beam with pride.

Healthy and vigorous, the calves show hearty approval of the liquid supplement fed to their mothers. "It's one of the best calf conditioners I've seen," says Mr. Siems. "In fact, we have excellent results feeding MOREA to everything—cows, calves, feedlot cattle. I credit it to the extra energy they get from the ethyl alcohol in MOREA."

MOREA'S exclusive energy compound, ethanol, is combined with phosphoric acid, trace minerals, urea and molasses. Along with its super caloric enrichment, the alcohol stimulates appetites and speeds up rumen digestion.

George Siems and his son Warren raise all their own feed, and their calves are fed out at Warren's place. Adjacent to the feedlot are two silos, one filled with high-moisture corn and the other with alfalfa, oatlage and corn silage in layers.

Feedlot MOREA consumption varies according to the roughage being fed, Warren Siems has observed. "We can tell what kind of silage the cattle are eating by the amount of MOREA they consume on a free choice basis," he explained.

Up to 14 lbs. of corn daily is fed before marketing. Finished weight of steers averaged 1128 lbs. and heifers 880 lbs. last year. The Siems have been happy with the prices their cattle bring, and their Hereford-Charolais crosses have topped the market in Omaha.

Asked what has impressed them most about MOREA, besides the convenience, during eight years of feeding the liquid supplement, George Siems quickly answered, "Better results!"

If you have any questions concerning their results with the only alcohol-fortified liquid supplement, contact the Siems. Or complete details on MOREA and CATALYX® Minerals may be obtained by writing FEED SERVICE CORPORATION, Box 270, Crete, Nebraska, Dept FC-1.
How Are Your Native Ranges?

by L. L. YARLETT
Range Conservationist
Soil Conservation Service

Do your cattle graze the flatwoods or the marshes? What native grasses are best adapted to these and other kinds of native grazing lands and are they producing the maximum amount of forage possible?

The rancher, whose cattle graze “in the woods” or on the marshes knows there are differences in the “kinds of country” and the wild grasses. Soil Conservation Service technicians assisting ranchers in local Soil Conservation Districts have in recent years developed a system to evaluate the capabilities and potential of native grazing lands.

To the urbanite, city dweller, or the part-time rancher, native grazing land is usually thought of as palmetto and wiregrass. Frequently, it has been referred to as wasteland, fit only for snakes, opossums, and rabbits. Many grass conscious ranchers who have become acquainted with their native grasses are quick to inform them to the contrary.

More than just woods and marshes make up the approximate 16,185,000 acres of grazable woodlands and 8,948,000 acres of rangeland in Florida. In addition, there are sand ponds, sloughs, salt marshes, acid flatwoods and sweet flatwoods plus hammocks and swamps. These are called sites and each have a separate potential for producing different kinds and amounts of native grasses or a combination of grasses and timber. Every ranch with a native grazing resource will have one or more of these sites. Some of the major sites in Florida are:

- **Acid Flatwoods**—By far the largest acreage of range or grazable woodlands is included in this site. Approximately 11,148,800 acres of this site will still remain for either grazing or woodland or a combination of both by 1975. This site is nearly level with strongly acid, somewhat poorly drained, deep soils with an organic pan about two feet below the surface. The water table fluctuates within a few feet of the surface for short periods during the wet seasons.

  *Representative soils are Leon and Immokolee. Maximum forage production is obtained from creeping blue-stem, chalky blue-stem, Indian grass, Florida threeawn, blue maidencane and pineland threeawn (wiregrass).*

  *Desirable plants for wildlife include jointvetch, peavine, partridgepea and nutrushes. Undesirable plants that invade with overuse include bottlebrush threeawn, carpet grass, many brush species, “water grasses” plus all annuals.*

  *Sweet Flatwoods—This site occurs primarily throughout the southern half of the state. Soils on this nearly level land are somewhat poorly drained, shallow to deep, only slightly acid to neutral. Surface soils are frequently underlain with marl or limerock. The cabbage palm is a good indicator of the site.*

  *Representative soils are Adamsville, Brandenton, Keri and Broward. Desirable native grasses which will produce 2,500 to 4,500 pounds of air dry forages per acre are switchgrass, creep-
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Sale Time Both Days 12:00 Noon

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Selling 85 Females
Cows with Calves at side
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UNDESIRABLE GRASSES and brushy species are present in this acid flatwoods site which is in fair condition. This includes broomsedge, gallberry, waxmyrtle plus annual weeds and grasses. Only 26-50 percent of desirable grasses remain.

How productive are your native grazing lands or in what condition are your flatwoods? This depends on what kind of grasses that are present and not necessarily on how green it is or when it was last burned. When cattle have been permitted to graze heavily over a long period of time, the better grasses lose their vigor and ability to produce forage. The best grasses decrease in number and less desirable grasses, weeds and brush take over.

Technicians of SCS, while assisting ranchers, determine the condition class of their native grazing lands. When 76 to 100 percent by weight of the vegetation produced annually is from the most desirable grasses then the range or understorey of the grassable woodland is considered to be excellent; if only 51-75 percent is desirable, then the range is in good condition; if 26-50 percent of the grasses are desirable, the range is only fair; and in poor condition if less than 25 percent of desirable grasses remain.

Recognizably, these differences have several advantages. First, it becomes the basis for developing a conservation plan whereby the present and potential forage resources are known. Many ranges have become less productive due to management. Restoration of grassland productivity is a major conservation objective for economic benefit to rancher; community and country. Restored grassland contributes greatly to wildlife, natural beauty, and recreation.

Secondly, it may serve as a basis for the leasing of native grazing land, and thirdly, these differences serve as a sound basis for taxation for these kinds of land.
For Sale: Angus Bulls of Breeding Age

THESE REGISTERED BULLS AVAILABLE NOW...

20—Two Year Olds
12—Three Year Olds
6—Four Year Olds

These bulls are strictly pasture raised and southern acclimated—100% range conditioned and ready to work in herds now. Most are by our proven herd sire, Hidden Hills OB 53 and out of brood cows backed by breeding of Eileenmere, Bardoliermere, Banner and other popular bloodlines. The entire herd is free of TB and Brucellosis—Certification has been applied for, approved and is forthcoming.

We also have a number of good looking bull calves available for sale at this time. These are well formed and strong looking animals and would, we feel, make outstanding prospects for 4-H and FFA youth projects.

If you’re looking for sound breeding bulls we invite you to stop by and see this offering. We aren’t hard to find—The ranch is located on Okeechobee Road directly across from the West Palm entrance to the Sunshine State Parkway. We would welcome your visit . . .

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Beef Council
Income Is Reported

FLORIDA Beef Council's income shown for the period November 16 to December 15 was $2991.80 with expenses for the period of $3822.37. Check book balance at the opening of the period was $2258.13, with a closing balance of $1427.56.

Expenses during the month included Art Higby, PanAm Show $178.11, Joe Bateman, salary $203.56, Cody Publications $800, Benito Advertising $490, George Stuart $129, John Evans $15, Mrs. C. M. Smith, Jr. $69.53, Western Auto for safety equipment for Beef Wagon $78.69, FCA Allowance $1800, Jack Collins $8.71, Sears-Roebuck, Sarasota $30.85, Greyhound Bus $45.50, Goulds Department Store $25.66, American Oil Company $23. REA Express $21.01, Bank Service Charge $2.75.

Income for the period was as follows:

Mrs. Poston Wins CowBelles Award

MRS. CHARLES D. POSTON, a graduate student in the school of home economics at the University of Oklahoma, Norman, Oklahoma, is the winner of the 1966 Mary Louise Lynam fellowship of the American National CowBelles Association, it was recently announced.

Mrs. Poston will receive the $500 award during the annual convention of the organization to be held during the American National Cattlemen's meeting in Colorado Springs, Colorado, January 10-13.

The 1965 winner, Miss Barbara Greene, then attending Florida State University, Tallahassee, as a doctoral candidate, appeared before the Florida CowBelles during the group's fall meeting in St. Augustine during October 1965.

COMMERCIAL RED meat production totaled 2.82 billion pounds in the U.S. during October, up nearly six percent from October 1965, according to USDA.
IMC Ranch
Has Red Brangus

The first herd of registered Red Brangus cattle in Florida has been established by International Minerals & Chemical Corporation, Bartow, on its 15,000-acre Golden Rainbow Ranch in Manatee and Sarasota counties.

IMC, leading producer of chemical fertilizers and fertilizer ingredients, said Red Brangus was chosen with the expectation that this crossbreed would be more adaptable to Florida's environmental conditions than other breeds and crossbreeds.

Developed from Red Angus and Brahman breeds, the cattle are red in color, gentle and polled with excellent mothering ability, company officials pointed out.

The initial purebred herd included two bulls, 49 cows, and 49 calves, purchased from Texas ranches including the Paleface at Spicewood, the El Cid at Big Wells, and the Zig Zag at Brenham. The purchase of the cattle was handled by John W. Hunt, a former assistant agricultural agent in Polk County now on the IMC land staff. He is also a director of the American Red Brangus Association.

W. A. Stringfellow, property resources manager of the company, pointed out that Red Brangus is not a new breed and its development over a 20 year period has established uniformity in the cattle, which are registered.

The immediate objective stated by IMC is breeding to increase the size of the Red Brangus herd with selected bulls expected to be available to other producers.

RAINBOW RANCH at Myakka City acquired this group of weaned heifers to plan on future expansion of the firm's breeding program using registered Red Brangus cattle.

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Florida cattlemen within two or three years.
When the company acquired the ranch properties in the Myakka City area, plans included the establishment of special cattle operations, Stringfellow said. Most of the land was occupied by ranches operated by the previous owners.

There are phosphate reserves under some of these ranch properties, but the company said it has no plans now for mining in the area.

Hub of the Golden Rainbow Ranch is the former Clyde Keys ranch which included 500 acres of irrigated Clover-Pangola pastures, 710 acres of other improved pasture, and much larger tracts of semi-cleared and native pasture.

Headquarters for the IMC ranch operation is four miles south of Myakka City, off State Road 70, and a mile east of the north entrance to Myakka River State Park. James J. Watson is IMC’s resident supervisor in the area and J. B. Beasley, foreman of the ranch. Both men are veteran IMC employees.

Stringfellow said IMC has arrangements with other cattlemen for commercial herds on most of the Golden Rainbow Ranch property not reserved for the Red Brangus cattle.

In addition to the development of the Red Brangus breed, IMC will use the ranch operation to demonstrate the value of supplemental cattle feed and different types and mixtures of fertilizers when applied to pasture grasses, Stringfellow said.

IMC’s Florida phosphate operations are part of the company’s Agricultural Chemicals Division. The company has had phosphate operations in Polk County since it was formed in 1909 and for many years has been the leading producer of phosphate materials in the state.
Santa Gertrudis bulls are proving their value in both purebred and commercial operations. These young bulls raised at the K. D. Eatmon Santa Gertrudis Ranches in Loxahatchee and Delray Beach are the kind bred to do a top job with the cow herd. They’re Florida-raised, too!
Prospective Herd Sires by

KING WINN

Grand Champion Bull of the 1962 Pan-American Livestock Exposition, Dallas, Texas. This bull, bred by Seven Eleven Ranches, San Antonio, Texas, was the top-selling animal in the 1962 National Sale at Dallas. He is siring excellent calves at WINNSTEAD.

Lot 26 - BULL 295
Born 2/21/64; 630 lb. adjusted 205 day weaning weight; 3.08 lbs. per day of age; weight on 10/10/66 was 2080 lbs. Sire, King Winn, Grand Champion Pan-American Exposition, Dallas, 1962; Dam, John Martin "S" cow 23; Fertility tested.

Lot 27 - BULL 245
Born 11/8/63; 575 lb. adjusted weight 205 day weaning weight; 2.77 lbs. per day of age; weight on 10/10/66 was 2000 lbs. Sire, King Winn, Grand Champion Pan-American Exposition, Dallas, 1962; Dam, R. King background "S" cow MP301; Fertility tested.

You’ll PROFIT By Adding A WINNSTEAD Animal To Your Herd!

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THOMASVILLE, GEORGIA

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Stanley Woelfel
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912 226-6235
SG's Boost
Total Beef
Per Acre

by JAMES W. RINGO
Sec'y, Fla. Santa Gertrudis Ass'n

The Santa Gertrudis was officially recognized by the U.S. Department of Agriculture in 1940 as a new breed of cattle. In fact, the one breed recognized as the only American breed of beef cattle.

Each generation of cattle requires four years, and it took over 30 years to establish the Santa Gertrudis as a breed. The name is derived from the Santa Gertrudis land grant from the King of Spain, which makes up the King Ranch, which originated the breed from a base of 7/8 Brahman and 1/8 Shorthorn. The breed was developed for its resistance to insects, drought, disease, hot tropical environments, and still retain the ability to produce top beef.

There have been thousands of cattle in 140 day official feed tests since 1942, of all breeds of cattle. Some 76 of these have gained 600 pounds or over, all but 11 of these have been Santa Gertrudis with four of these Santa Gertrudis gaining over 600 pounds in 140 days. And as you know, 70 percent of weight-gaining ability is heritable.

The meat packer is constantly on the search for cattle that produce more tender lean red meat to cut this waste fat loss. The feeder pays the producer a premium for this kind of beef from production tested herds. The growth is where the profit is, not in waste fat. The breeder who doubts this is swiftly being left behind by the more alert and progressive breeder.

There is a tremendous demand at present for "Sanfords" (SG x Herefords) and "Santans" (SG x Angus). These have proven their efficiency in the feedlot and bring the top dollar to the commercial cattleman.

The Santa Gertrudis and their crosses produce a longer animal, giving more of the expensive cuts, loins, back, etc. They are deeper in the round, again adding to the value of the carcass. The short, blocky, waste fat type of beef is being run out of business today by the American housewife. Whether we like it or not, she is the final judge and she wants red meat, not high calorie fat. That's why the Santa Gertrudis can help any herd!

for January, 1967
Santa Gertrudis Bulls
Boost Profits for Rogers

Santa Gertrudis bulls are still doing a profitable job at the commercial cattle operation of the Billy Rogers Farm at South Bay under the watchful eyes of Charles Harman and Ronnie Perkins.

Santa Gertrudis sires were put to work a number of years ago on high grade Hereford cows with the idea of getting larger calves, along with cows with more milking ability. Both cattlemen agree that the original planning has paid off and they are getting the bigger calves with lots of bone, and are retaining top replacement heifers each season under the breeding program.

A strong point with the operation using the half Santa Gertrudis cows is the high salvage value when the old cows are finally sold. Another important factor is uniformity with most animals being sold as calves or yearlings for feeders, stockers or slaughter. Harman and Perkins say uniformity is a "must" in such an operation.

This past season a group of steers were raised at the ranch complex coming from different breeds of bulls. The cattle were fed through the winter on what the operators call a "high-energy feed" along with some molasses supplement at a rate of from three to 3.5 pounds per day.

The profit factor on the Santa Gertrudis cross steers was brought out at market time when the average weight of the group came to 781 pounds and the price averaged out at $171.33 per head.

The three other breeds saw 699 pounds average bring $150.69; 713 pounds bring $156.55; and 728 pounds bring $157.23. Perkins was quick to point out that the Santa Gertrudis crosses had a 68 pound average more per head and brought almost $17 average more per head when sold at the market.

The short two year old steers of Santa Gertrudis breeding were actually led over a lesser period than the others. Harman pointed out, with a difference of 30 days feeding involved. The top steer weight of one of the Santa Gertrudis steers came to over 900 pounds for the period of feeding.

The Rogers operation has undergone several phases of the market in recent years with both low and normal prices encountered. At times when the market was low, calves have been held over, getting feed from grass, some grain and cane molasses. It’s just good economics, Harman and Perkins figure, because the animals are good-doers and keep good without a great deal of special care, an attribute of the Santa Gertrudis breeding.

Over several calving seasons the records show that the Santa Gertrudis calves were weaning about 30-40 pounds heavier than calves sired by other bulls, but now with the half Santa Gertrudis cows used in the replacement setup, the rate is up considerably.

Pregnancy testing is followed at the Rogers Farm and again the records show a marked increase in the calving rate since using this system of selection.

The Rogers Farm is well designed for efficiency of operation with pastures and gates laid out in such a way to use a minimum of manpower in handling the herds for feed, medication and other purposes. The soil is heavy muck type, with plenty of water and very adequate drainage through the use of canals when the water becomes a problem in the pastures. St. Augustine is the main grass and grows to advantage in the heavy, low muckland in the South Bay area.

Harman and Perkins keep close watch on the market at all times and usually have some cattle ready to go.

Santa Gertrudis bulls have boosted the operation at the Rogers Farm over the past years, and starting as an experiment, now appear to be one of the major parts of the overall cattle-raising program. Harman and Perkins say "they're here to stay!"
You Get More When They’re Red

So Be Sure and Attend The . . .

Florida Santa Gertrudis Association’s

4TH ANNUAL SALE

OCALA, FLORIDA

JAN. 21, 1967

SELLING 51 HEAD
23 Bulls and 28 Females

THE CONSIGNORS

BLOUNT & HYDE
Lake Placid

E. H. CHAPMAN
Plant City

DIAMOND B RANCH
Morriston

K. D. EATMON
Pompano Beach

GULF COAST FARMS
Fort Myers

H. L. HARVELL
Brooksville

R. D. KEENE
Kissimmee

W. M. LARKIN
Dade City

PICNIC GROVES & RANCH
Picnic

RINGO RANCH
Immokalee

RURI-MAR RANCH
Lucedale, Mississippi

STAGE COACH RANCH
Dade City

SLEEPY HOLLOW FARMS
Hollywood

HARLEY WATSON
Arcadia

WINNSTEAD PLANTATION
Thomasville, Georgia

Highly Screened Offering Of
Classified 5 Cattle

WALTER BRITTEN, Auctioneer

Write For Additional Information

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.
Eatmon Is Reelected By SG Men

THE ANNUAL election and business meeting of the Florida Santa Gertrudis Association was held on December 7 at FCA headquarters in Kissimmee and K. D. Eatmon of Pompano Beach was named to head the organization for a third consecutive term.

The group met at the Paddle Wheel restaurant in Kissimmee prior to the meeting for lunch and an informal get-together. Eatmon presided over the regular business session which saw Ed Watson of Arcadia reelected as vice president for a third term and J. W. Ringo of Immokalee, reelected to the post of secretary-treasurer for a second term.

Several items of business came on the agenda with Bruce Blount of Lake Placid speaking on behalf of the screening committee, and pointing out that he believes the cattle selected for the coming sale at Ocala are the best thus far. Watson, sale committee chairman, said there were 51 head consigned to the sale to be held on January 21. He said the pre-sale banquet and dance would be held on Friday evening, January 20, at the Brahama Restaurant, Ocala, with arrangements being made by committee member Irvin Sanders of Dade City and Tam Moody of Vero Beach.

To establish continuity for the association’s annual sale, it was voted to hold the event on the third Saturday of each January.

A number of other items were discussed including the acceptance of the board resignation of Charles Dempsey of Sarasota, and the renewal of membership in the Florida International Agricultural Trade Council. Named as directors for the association for 1967 were: E. H. Chapman, Plant City; J. R. McPherson, Winter Garden; H. S. Massey, Dade City; Philip Rust, Jr., Thomasville, Georgia; Joe Nicholson, Lithia; and Alvaro Sanchez, Jr., Belle Glade.

SANTA GERTRUDIS breeders, members of the Florida Santa Gertrudis Association, met recently in Kissimmee for their annual meeting and election of officers. Some of the officials were photographed, showing seated from left: K. D. Eatmon, reelected as president; J. W. Ringo, reelected as secretary-treasurer. Standing, from left, are directors J. R. McPherson; Alvaro Sanchez, Jr., Philip Rust, Jr.; and Ed Watson, reelected as vice president.

SGBI Standard Is Discussed

The breed improvement committee and classifiers of Santa Gertrudis Breeders International met recently at the King Ranch in Texas to study and prepare a revised Standard of Excellence for the breed.

John B. Armstrong, committee chairman, said that additionally, classification standards were studied with a view of determining where culling levels should be, and finally, seeking to achieve uniform application of these standards by the association’s classifiers.

He said the committee’s recommendations would be presented to the board of directors at the next meeting.

The group inspected 33 King Ranch cattle that had been selected to present a variety of situations which confront classifiers and breeders.

The classification system used by SGBI requires that each animal must have proof of ancestry, have a certain percentage of Santa Gertrudis blood, and pass inspection by an association representative before it may be considered a certified purebred.

An “S Bar” is branded on cattle that have a lower percentage of Santa Gertrudis blood, or that fill the more lenient requirements of the accredited purebred category. Bulls are eligible for only an “S” brand. All other animals are rejected.
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.

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New York, N.Y. 10017
Santa Gertrudis Breeders Are Listed in Directory

(*) denotes members of Florida Santa Gertrudis Association

BLAUNT, BRUCE B. (see Blount & Hyde)
BLAUNT & HYDE, Route 1, Box 525, Lake Placid, Phone 6-6571, Bruce B. Blaunt and Dr. A. Q. Hyde, owners. Blaunt, manager. Ranch located on Highway 70 at Lake Placid. Herd was established in 1951 and contains 200 brood cows. Herd ages carry bloodlines of Tornado, Tommo, Captain and Linstrong 13. (*).

BURRILL, TROY E. (see Diamond B Ranch)

CHAPMAN, E. H., P.O. Box 918, Plant City. Phone 522-2256 or 522-7195. Ranch located 1/2 miles west of Knights, six miles north of Plant City. Herd was established in 1950 and contains approximately 200 brood cows. Herd sire is W R Goff. (*).

CRUZ, W. HARRISON, Route 1, Box 210, Fort Meade. (*).

DANIEL & SONS, D. R. (see R Bar Ranch)
DECKER, CHARLES, Box 1468, Sarasota. (*).

DIAMOND B RANCH, Morriston. Phone 489-4202. Donnellon, Troy E. Burrell, owner. Ranch located 11 miles north of Dunnellon off Highway 41. Herd was established in 1961 and contains approximately 25 brood cows. Main herd sire is Chobee 87/1. (*).

DIXIE PLANTATION, Quitman, Georgia. Mrs. G. M. Livingston, owner. (*).

EATMON RANCHES, K. D., 413 N.E. 12th Avenue, Pompano Beach. Phone 942-6728. R. E. Eatmon, owner. Louxathache cattle located two miles south of McArthur’s Dairy, Route 80, phone PC 305/683-7528, Harold McLeod, manager. Estemon Farms cattle located west of Delray Beach, calf herd raised by 800, phone AC 305/278-0913. Charles Wolf, manager. (*).

EL RANCHO GRANDE, c/o Hall Young Kaighin, 5514 Pine Tree Drive, Miami Beach. (*).

FLAAG, J. T., Blackwater Farms, Route 4, Jasper, Alabama. H. R. Brown, manager. Tom Donley, herdsman. (*).

FLYING D RANCH, Route 6, Box 958, Orlando. Phone 569-2774. Dietrich Brothers, owners. Fred Dietrich III, manager. Ranch located south of Bithlo. Herd was established in 1947 and now contains approximately 75 head. Herd ages include Flying D’s Lover Boy and ML 212.

GRAVES, C. S. (see Little River Ranch)

GULF COAST FARMS, Star Route C, Fort Myers, Norman Cox, owner. (*).

HAYNIA, CHARLES G., Route 2, Box 70, Moore Haven. (*).

HARRIS RANCH, H. L., P.O. Box 215, Brooksville. Phone 706-4151. H. L. Harrill, owner and manager. Harrill was established in 1961 and contains 45 plus brood cows. Herd sires are El Rojo 45/3, Frankie No. 49 and Felipke 58/9. (*).

HOLMAN, H. R., Blue Cypress Lake Ranch Inc., P.O. Box 698, Vero Beach. (*).

HOPSON, HOWELL C., 103 S. Sixth Street, Sebring. (*).

JORDAN & JORDAN, Box 415, Dale City. KENNARD, R. D. (see Lazy R Bar Ranch)

KENNARD, HAROLD C., 813 Hibiscus, Sebring.

LARKIN, W. M. (see Little Everglades Ranch)

LAWYER BAR RANCH, R. D., Keene, owner. J. R. McPherson, manager. Kirby Hancock, foreman. Ranch located on Biggery Creek Road, three miles east of Kissimmee. Phone 847-2400 or Winter Garden 6-2591. Office address: P.O. Box 398, Winter Garden.

LEAVINE, W. W., P.O. Box 5688, Tampa. (**) LITTLE EAGLE RANCH, P.O. Box 576, Dale City, W. M. Larkin, owner. Ranch located just north of Dale City. Herd was established 1951 and has been in Estes family since 1961. Ranch contains 300 head. Herd sire is Chobee 87/1. (*).

LITTLE RIVER RANCH, Route 1, Box 234, Webster. C. Graves Company, Inc., Tampa, owner. Ranch located north of Ridge Manor, P.O. Box 1373, Fort Pierce.

MASSEY, H. S. (see Stage Coach Ranch)

MCTAIFF, EARL, Route 1, Arcadia. C. Montgomery, owner. (*)

NORRIS CATTLE COMPANY, Ocala.

OCALA STUD FARMS, INC., P.O. Box 563, Ocala.

O’CONNOR, THOMAS H. (see Ruri-Mar Ranch)

O’NEILL, WILLIAM J., P.O. Box 784, Hialeah.

PANCOAST, J. ARTHUR, P.O. Box 406, Uleta.

PETERS, C. C., ESTATE, Rancho Gran Toros, RFD 1, Box 210, Lake Wales. (*)


PORTER, G. M., 103 S. Sixth Street, Sebring. (*).

RANCHO GRAN TOROS, 103 S. Sixth Street, Sebring. (*).

RINAIDE, STANDISH, 103 S. Sixth Street, Sebring. (*)

ROGERS, G. M., 103 S. Sixth Street, Sebring. (*)

RUSSEL, G. E., 103 S. Sixth Street, Sebring. (*)

RUNDLES, W. W., 103 S. Sixth Street, Sebring. (*)

SANTA GERTRUDIS CATTLE COMPANY, Ocala.

SANTA GERTRUDIS HERD BOOK, Box 518, Okeechobee.

SIMPSON, LINDA, 103 S. Sixth Street, Sebring. (*)

SMART, W. H., 103 S. Sixth Street, Sebring. (*)

SPENCER, J. E., 103 S. Sixth Street, Sebring. (*)

STEELE, J. E., 103 S. Sixth Street, Sebring. (*)

STRICKLAND, W. S., 103 S. Sixth Street, Sebring. (*)

TOMLINSON, R. C., 103 S. Sixth Street, Sebring. (*)

VAUGHN, R. E., 103 S. Sixth Street, Sebring. (*)

WALTON, R., 103 S. Sixth Street, Sebring. (*)

WATSON, H. L., P.O. Box 806, Vero Beach. (*)

WEITZ, M., 103 S. Sixth Street, Sebring. (*)

WHITE, D. W., 103 S. Sixth Street, Sebring. (*)

WILLIAMS, W. R., 103 S. Sixth Street, Sebring. (*)

WILSON, W. B., 103 S. Sixth Street, Sebring. (*)

WILLIAMS, W. H., 103 S. Sixth Street, Sebring. (*)

WILLIAMS, W. J. (see Flying D Ranch)

WRIGHT, A., 103 S. Sixth Street, Sebring. (*)

YODER, W. T., 103 S. Sixth Street, Sebring. (*)

Zimmerman, J. V., 103 S. Sixth Street, Sebring. (*)

SG Sale Is Set for Ocala

Plans have been finalized for the fourth annual sale sponsored by the Florida Santa Gertrudis Association at Ocala, January 21, starting at 1:00 p.m. in the recently renovated Southeastern Livestock Pavilion.

The annual sale event was a topic on the agenda at the annual meeting of the breed group held in Kissimmee on December 13. The final sale figure was 51 head, 23 bulls and 28 females, according to sale committee chairman Ed Watson of Arcadia.

Last year’s sale saw 37 lots gross $30,210 for an average of $816 per head. The 15 bulls consigned brought $18,925 for an average of $1128, while 22 females showed a gross amount of $13,285, averaging out at $604 per head.

Top selling animal was a bull, No. 70, consigned by R. D. Keene’s Lazy R Bar Ranch, Kissimmee and purchased by K. D. Eatman of Pompano Beach for $3100. Second highest selling animal was a female consignment of H. L. Harrell Ranch, Brooksville. She sold to Nine Bar Ranch of Cypress, Texas, for $1025.

Consignors to this year’s sale are as follows:

Stage Coach Ranch, Dale City; Harley Watson Ranch, Arcadia; Ringo Ranch, Immokalee; Diamond B Ranch, Morriston; Lazy R Bar Ranch, Kissimmee; E. H. Chapman, Plant City; H. L. Harrell Ranch, Brooksville; Ruri-Mar Ranch, Lucedale, Mississippi;

Winnebago Plantation, Thomasville, Georgia; Gulf Coast Farms, Fort Myers; K. D. Eatmon Santa Gertrudis Ranches, Pompano Beach; Blount and Hyde, Lake Placid; Sleepy Hollow Farms, Hollywood; Picnic Groves & Ranch, Inc., Lithia; Little Everglades Ranch, Dale City.
Here is Princess 44, our 1966 National Santa Gertrudis Grand Champion female with her bull calf, Mr. 44 (calved 6-12-66). He was weighed on December 9, 1966 and was checked at an even 800 pounds. We believe him to be one of the best of the breed!

Anybody needing size and doing ability should see these—

Our consignments to the 4th Annual Florida Santa Gertrudis Ass’n Sale, Ocala, January 21st:

Felipe Jr.—Calved 2-13-65. He's a 3/4 brother to our "Princess" and his dam was a daughter of Duke 11—out of a daughter of old El Torazo. He is fertility tested plus being proved with cows. Here's a line-bred El Torazo—out of a granddaughter and by a grandson of the King Ranch $40,000 El Torazo bull.

Duchess—Calved 9-24-64. She was senior heifer class winner at the 1966 National show at Houston. Sired by El Torazo, Jr., with Duke 11 breeding background, she sells bred to a son of Petit Red No. 133/1. Pregnancy certificate provided, too. "Duchess" is calfhood vaccinated and is classified $A. A real fine type heifer!

Breeders of Champions

H. L. HARVELL RANCH

2 Miles South on US 41—Just Across from the Hernando County Fairgrounds.

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8-T SERIES

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CLEANED AND PAINTED

$6,500

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Purebred Santa Gertrudis
FORT LAUDERDALE, FLORIDA
LIVE STOCK FARM
Tennessee Walking Horses
Santa Gertrudis Cattle
MEMBER: FCA-SGBI-FSGA
SANTA GERTRUDIS
Champion shown above, a Santa Gertrudis bull, gained 4.50 pounds per day in a beef testing report from the Georgia Coastal Plains Experiment Station at Tifton, Georgia. Perhaps such a sire is the one shown above and has plenty of size, muscle and bone, and is a regular feature of the breeding program at Ringo Ranch, Immokalee, owned by James W. Ringo.

PIHTO, VINCE. 901 East 25th Street, Hialeah, Florida. (**) POWELL BROTHERS RANCH, P.O. Box 281, Fort Lauderdale. (**) R. BAR RANCH, Route 2, Box 456, Okeechobee. D. R. Danieli & Sons, owners. Ranch located just north of Okeechobee on U.S. 441. (**) RINGO RANCH, P.O. Box 1165, Immokalee, James W. Ringo, owner. (**) RUTHERFORD RANCH, Route 1, Loxahatchee, Mississippi. Thomas H. O’Connor, 1033 Brush Hill Road, Milton, Massachusetts, owner. Rufus Broaddus, manager. (**) RUST, PHILIP G. (see Winnstead Plantation) SAMPLE, DR. ADRIAN M., P.O. Box 897, Fort Pierce. (**) SANCHEZ, ALVARO, Jr., Big B Ranch, Belle Glade. (**) SAUNDERS, JOHN R., 480 Palmetto Drive, Miami Springs. (**) SHARTEL, JOHN A. (see St. D’Une Clef Plantation) SIMON, DR. S. M., P.O. Box 928, Fort Myers. (**) SLEEPY HOLLOM FARMS, 2931 Stirling Road, Fort Lauderdale, Lake I. Watson, owner. 300 First National Bank Building, Hollywood. Phone 952-1021 and 980-2579. Herd established in 1961 and now contains approximately 28 brood cows. Herd sire is El Maximo. (**) SNIVELY, JOHN & PATE, JR., Winter Haven. SOWELL, L. R., P.O. Box 407, Tampa. (**) STAGE COACH RANCH, P.O. Box 65, Dade City. H. S. Massey, owner. Irvin Sanders, manager. Ranch located on No. 861 between Brogsvale and Dade City. (**) ST. D’UNE CLEF PLANTATION, Smithville, Georgia. John A. Shackle, 510 E Water Street, Troy, Ohio, owner. (**) TAUCHEN, FRANK H. (see Triangle T Ranch) TOMLIN, LOY W., Mountain Lake Park, Lake Wales. (**) TRIFLE T RANCH, Route 1, Sebring. Frank H. Tauchen, owner. (***) WATSON FARMS, HARLEY, P.O. Box 71, Arcadia. Harley & Ed Watson, owners. Ranch located one mile east of Arcadia on State Road 70. Herd established in 1961 and now contains 300 brood cows. (**) WATSON, JAKE I. (see Sleepy Hollow Farms) WIDENER, P.A.B., Elk Hill Farm, Route 1, Box 152, Ocala. (**) WINNSTEAD PLANTATION, Route 3, Thomasville, Georgia. Philip G. Rust, owner. Phone 226-1528 and 226-6304. Herd was established in 1952 and now contains 250 brood cows. Herd sires include E. Capitan 099 and King Winn. (**)
Commercial Cattlemen Tell

WHY SANTA GERTRUDIS CROSSES PAY!

More commercial cattlemen are finding that it pays to crossbreed with certified Santa Gertrudis bulls. The rancher experiences related below illustrate the exceptional ability of Santa Gertrudis and Santa Gertrudis crosses to deliver the maximum pounds of quality beef in the shortest possible time. These are portions of actual letters from cattlemen.

First Cross Santa Gertrudis-Hereford Cows with Second Cross Santa Gertrudis Calves.

"I would like to submit the following statistics on some of our best Santa Gertrudis-Hereford cross calves. These calves made these weights and gains on dams' milk and pasture alone without benefit of any creep feed. Our entire fall crop of feeder steers averaged 500 pounds actual weaning weight, and after weaning they gained an average of 55 pounds each or 1.73 pounds per day on Coastal Bermuda pasture and some hay during 32-day period after weaning."

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Lea Farm, Inc.
Hoschton, Georgia

"As for the feeding information, these calves went into the feedlot off their mothers at an average age of eight months and a weight of 574 pounds. Of the 11 Santa Gertrudis-Hereford crossbred steers, four were sold after 130 days weighing 1,018 pounds and their yield was 60.8%. There was one Choice and three High Goods of these. The other seven were sold at 150 days weighing 1,011 pounds and yielding an amazing 62.6% grading six High Goods and one Good."

(NOTE: This means the steers averaged just over 1,000 pounds at less than 13 months of age.)

"If they ate the average of the group, which is probably very close to correct, they ate 21 pounds per day for a conversion ration of 6.74 to 1. The average daily gain over the entire feeding period was 3.115, at a cost of 15½ cents per pound."

Tom Barton
Baird, Texas

Third Cross Santa Gertrudis Female

TO SELL MORE BEEF, FASTER, CROSSBREED WITH SANTA GERTRUDIS

NAME: ........................................
ADDRESS: ......................................
CITY: ...........................................
STATE: .........................................

Why Not Mail This Coupon or Write for More Profit-Making Facts? Write Dept. FC-3.
The right combination for crossbreeding?

EATMON SANTA GERTRUDIS!

Buyer interest is definitely up on using Santa Gertrudis Bulls in commercial herds! The fast gains are there along with the dollar profit at the market. At one South Florida commercial ranch, Eatmon Santa Gertrudis bulls have been used to the best advantage on cross-cows. Here's how they topped three other breeds when the steers went to market—One breed group with average weight of 713 lbs. averaged $156.55; the next group averaged 728 lbs. and brought $157.23 on the average; the third group weighed 699 lbs. average and brought $150.69. The group of Santa Gertrudis cross-steers topped the weights at 781 lbs. and topped the price at $171.33 average.

When you stop and think that this is 68 lbs. average more per head and close to $17.00 average more per head and they were fed 30 days less than the others, you can see what crossing with Santa Gertrudis will do.

We weighed three Santa Gertrudis steers here at the ranch on December 13 with the following results: No. 608, born 11-2-65 weighed 1140 lbs. at 13 months, 11 days of age; No. 639, born 12-12-65 weighed 1090 lbs. at 12 months, 1 day of age; while No. 640, born 1-6-66 weighed 1045 lbs. at 11 months, 7 days of age! Try some Santa Gertrudis and see for yourself!

There'll be an opportunity for you to buy some Eatmon Santa Gertrudis at the Fourth Annual Sale of the Florida Santa Gertrudis Association on January 21st in Ocala. We will be selling 6 females, all Classified S, selling bred to our top sires with pregnancy certificates furnished. Also, we are offering 4 bulls, all Classified S and fertility tested. These are all excellent herd sire prospects!

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

K. D. Eatmon RANCH

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Loxahatchee cattle located 2 miles S. of McArthur's Dairy, Rt. 80, phone AC 305 683-7528, Harold McLeod, Mgr.

K. D. Eatmon Farms cattle located west of Delray Beach, 1 mi. S. on Road 809, phone AC 305 278-0913, Charles Wolf, Mgr.
LEE COUNTY cattlemen held their annual barbecue get-together recently at Fort Myers and a large gathering of over 300 enjoyed a menu of steak, swamp cabbage, fresh corn-on-the-cob and slaw.

Floridian Buys
At Burch Sale

The Burch Angus Ranch annual performance sale of (PRI and AHIR) cattle was held on November 7 at the ranch in Mill Creek, Oklahoma, with 57 bulls averaging $702 and 53 heifers averaging $301 for a total gross of $55,917.

One of the high selling animals went to a Florida breeder, Jim Hendrie of Hialeah, who purchased a one-half interest in Geordus of BAR 110 for $2100. The bull was sired by Geordus of BAR 321 and out of the dam Black Burgess. The dam's average on eight calves was 528 pounds.

Bidding was active at the sale and cattle sold into 10 states.

Irish Champ Sells

ADAMS-CANNING Land & Cattle Company, Staunton, Virginia, recently announced the sale of an interest in the Irish champion Elegance of Lisronagh, owned by Ben Few of Few Angus Farm, Staunton, Virginia, to Moss & Finley Angus Farm, Chattanooga, Tennessee.

J. C. McLEAN of Quincy, Illinois, was elected president president of the American Angus Association at the recent annual meeting held in Chicago, Illinois.

for January, 1967

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1. ANKONIAN PROJECTOR—1966 International Grand Champion, a one-third interest sold for $101,000.

2. BEST 10 HEAD—1966 American Royal Livestock Show.

3. BARRISTER—Caravelle's most promising herd sire, still only a March 1965 late junior yearling, but weighs more than 1700 pounds with world's of thickness and muscling, but carrying the trimness required of a truly great modern-day sire.

4. Forty other calves averaged over $17,000 in the recent Ankony dispersion.

5. More than 50 President daughters in the Caravelle breeding herd.
Why not add these "GENES" to your breeding program, and let them add money to your JEANS?

Perhaps you should consider acquiring, by private treaty, a selection from the following:

1) A group of open President heifers.
2) A group of daughters of Elevate of Eastfield bred to, or with calves at side by Ankonian President—the calves must be seen to be believed.
3) A group of daughters of Ballot of Belladrum, Picador of Barnoldby, Mr. Eileenmere, and other famous sires bred to, or with calves at side sired by Ankonian President.
4) B.W. President 239—An 11-11-65 show son of President and out of a granddaughter of O Bardoliermere 2nd, tremendous in size, scale and rear quarter.
5) B.W. President 273—An 11-9-65 show son of President out of a Ballot of Belladrum daughter—a truly great calf that shows his breeding.
6) Your selection from more than 50 President-sired bull calves—every one a prospective herd sire.

Caravelle Land and Cattle Company
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BOX 95, SOUTHERN BLVD., WEST PALM BEACH, FLORIDA
LOCATED ON U.S. 441, JUST SOUTH OF SOUTHERN BOULEVARD
Ag College Graduates Are Needed

by T. J. CUNHA
Dept. of Animal Science, U. of F.

RECENTLY we summarized what has happened to our University of Florida animal science graduates since 1950. Since then, we have trained 426 under-graduate B.S. degrees, 121 graduates with M.S. degrees and 44 with Ph. D. degrees in Animal Science.

Of interest is the fact that only 84, or about 20 percent, of our 426 B.S. degree graduates are now on the farm. This figure is about in line with the national average. Most of the remainder of our graduates are employed in industries closely related to farming. They are working as county agents, high school agricultural teachers, bank and insurance company agricultural representatives, feed and fertilizer companies, meat packing industry, agricultural magazines and other news media, livestock breed organizations, auction markets, etc.

All over the United States there is a scarcity of College of Agriculture graduates. A recent report in 1963 showed that 4700 students graduated from Colleges of Agriculture that year. Another report in 1964 indicated that 25,000 agricultural graduates could have been placed that year. This indicates that only about one-fifth enough graduates are being trained in the U.S. in the field of agriculture. Some animal science departments report even a wider gap between the number of graduates and the jobs available. At the University of Florida, we also have many more jobs available than graduates to fill them.

Why is the gap so wide? The gap is wide because the approximate 4700 agricultural graduates are being placed into an agri-business labor force of 22,700,000 workers. This group consists of 6,700,000 farm workers, 6,000,000 workers producing and distributing supplies used on the farm and 10,000,000 workers marketing and distributing farm products. Thus, yearly we are graduating one college student per 4,830 persons who are working in agri-business. This does not even replace those who die in this field each year. We are graduating only one person per 44 who die each year in the agri-business field. These figures indicate why the Colleges of Agriculture have so much demand for their graduates.

Another factor in the increased demand for animal science students is that the livestock business is becoming ever more complex, intricate and scientific. More technology, science, as well as business ability and training is required. College training is very helpful in this regard. Cattlemen, who only 15 or 20 years ago would not have a college graduate on their place, are now insisting that their herdsman, assistant farm manager or farm manager be a college graduate. They want at least one member of their staff to have technical training in order to keep them up to date on new developments in science and technology.

Competition is getting harder, and it is becoming more difficult to make a profit without using up-to-date practices. There will still continue to be some successful livestock producers without college training in the future. However, they will become the exception rather than the rule and college training will make the job of the farmer and rancher much easier.

A 1963 report showed the following lifetime average income obtained by persons with the following levels of education: Person who finished grade school, $184,000; Person who finished high school, $247,000; Person who finished 1-3 years of college, $293,000; Person who graduated from college, $417,000.

These figures indicate that the person who finished college had about 2-1/2 times the income of the person who only finished grade school. These are average figures and exceptions would occur to them. However, they certainly indicate the increasing value of getting as much education as possible.

In addition to increased earning power, there are also many other advantages to being a college graduate. These do not wear dollar signs but add much to the life and career of the person involved.

Fortunately our enrollments in agriculture throughout the U.S. have been increasing. In the late 1950's, scientists in the field of agriculture became concerned with the declining enrollments in the nation's Colleges of Agriculture. Shortly thereafter programs were initiated to determine what might be done to increase agricultural enrollments. As a result, many universities have initiated programs designed to acquaint high school graduates with the many opportunities available in agriculture. These programs have been effective in stopping the declining enrollments and in most universities have caused enrollments to increase.

Herefords to Sell in Ocala

GEORGE A. ZELLNER of Floral City, president of the Florida Hereford Association, has announced plans for the association's 29th Annual Spring Show and Sale to be held at the Southeastern Livestock Pavilion, Ocala, on January 31.

He said there would be 50 Horned and Polled Herefords consigned, both bulls and females, from herds in Florida and Georgia. Zellner commented, "We believe this promises to be one of our best quality fitted sales yet. There'll be bulls for purebred breeders and the commercial cattlemen ready to go to work the next day."

Zellner said the Hereford show would get underway at 9:00 a.m. January 31.
**Question—**

**Where Can I Find Out About ...**

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Or any other information about Florida's $233 Million Livestock Industry?

**Answer—**

If you need up-to-date, accurate information about anything pertaining to Florida's Livestock Industry — technical research, legal developments, personnel activities, breed information, or other facts gained from on-the-spot personal interviews, and articles written by experts in the field—your best bet is *The Florida Cattleman*.

Others are accustomed to looking there first — and finding what they need to know. How about you, did you check *The Cattleman*? If you have a message to get to others in the industry, *The Cattleman* is the best means to get it out, too. For more information, write *The Florida Cattleman*, Box 1030, Kissimmee, Fla. 32741. Ph. 847-2802.

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needs in the state in the near future.

Sometimes those in agriculture do the least to encourage their children or their friend's children to remain or enter the field of agri-business. Thus, a great deal can be done by those in agriculture to encourage more young people to seriously consider and look into the opportunities available in agriculture. Dr. M. A. Brooker, Dean, College of Agriculture, University of Florida, Gainesville, Florida has information available for any prospective student interested in the agri-business field. This information can be obtained by writing to him.

U.S. agriculture is the most advanced and efficient in the world. In the U.S. we spend the least amount of our income for food of any country in the world. We spend 18 percent of our income for food whereas the world average is 60 percent. Our efficient farmer accounts, in large part, for the high standard of living in the U.S. We have over twice the amount of income to spend on items other than food as compared to the world average. Some countries spend as high as 80 to 90 percent of their income for food.

One American farmer now produces enough food for himself and 31 others, whereas the Russian farmer produces only enough for four or five others. By 1975, each U.S. farmer will be producing enough food and fiber for himself and 42 others.

Only eight percent of our population is needed on our farms, whereas about 50 percent of the Russian and 85 percent of the Chinese are needed on theirs. Even then they are not able to produce all the food they need.

The American farmer has accomplished all this in spite of the fact that he continues to get a smaller percent-age of the food dollar. The farmer now receives less than 40 cents of each food dollar, whereas it was 50 cents only 13 years ago.

Food is the world's greatest problem right now. Approximately two-thirds of the world's population goes to bed hungry every night. The world population is now doubling every 35 to 40 years. In Latin America, the population is the fastest growing in the world and is doubling every 20 years. Therefore, food production throughout the world will need to be increased dramatically or some very serious food shortages will occur. Even in the U.S. where everyone was talking about food surpluses a few years ago, we are now thinking about food shortages as we export more of our food to the world's hungry people. The U.S. can certainly produce much more food if it needs to do so. However, the big problem is in the developing countries where food production is low and is not keeping up with population growth.

This brief discussion was given just to open up the subject a little and to show that agriculture and food production will have an increasingly important and challenging job in the future. Splendid opportunities exist for those interested in agri-business. We hope more students in Florida will give serious consideration to careers in animal science or to other aspects of agri-business.

According to USDA there were 23,539 million pounds of red meat produced during the first nine months of 1966.

U.S. exports of breeding cattle to Peru will probably total 1500 head this year, according to USDA.
The FLORIDA HEREFORD ASS'N

Presents

20th Annual SPRING SHOW & SALE

50 HORNYED and POLLED HEREFORDS BULLS and FEMALES

1:00 p.m., January 31, at the Southeastern Livestock Pavilion, Ocala, Florida

FROM THESE CONSIGNORS

ARTHUR S. GARBER—Ocala, Florida
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CIRCLE Z RANCH—Floral City, Florida
SANTA FE RIVER RANCH—Alachua, Florida
STONES THROW RANCH—Ocala
LAKE MARGIE RANCH—Lake Geneva, Florida

CANNAFAX FARMS—Barnesville, Georgia
RUSH BROTHERS—Kathleen, Georgia
PINE ACRES RANCH—Citra, Florida
QUINN FARMS—Doctor's Inlet, Florida
HOUSTON HEREFORD FARM—Perry, Georgia
JIM LOWERY—Panama City, Florida
DALLAS N. MALLOY—Marianna, Florida

We believe this promises to be one of our best quality fitted sales yet. There'll be bulls for purebred breeders and the commercial cattleman ready to go to work the next day. Also, we'll have outstanding herd sires, as well as a substantial number of bred and breeding age females that will do well for anyone. We are enthused about this group of Herefords selling in this sale.

Come early—see the Hereford show at 9:00 a.m., Tuesday, January 31st, followed by the sale at 1:00 p.m.

For Catalogs Write . . .

FLORIDA HEREFORD ASSOCIATION

Geo. A. Zellner, Pres., Rt. 1, Box 63, Floral City, Florida
BULLS FOR SALE

36 years line-breeding, clear pedigreeed Plato Domino 1st Polled Herefords with the best in Prince Domino, Hazlett, Battle Mischief, Woodford, Victor Domino, Domestic Mischief, and English bloodlines.

Increased weaning weights by 100 lbs. average in hot coastal region and top winners at the Georgia and Alabama performance bull tests are reported by the continued use of our Plato Domino 1st bulls.

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Located 5 Miles S. of Groveland off Hwy. 33

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VERO BEACH, FLA.--8 Mi. W. on Rd. 60

University Judging Team Scores

Livestock group places ninth

The livestock judging team of the University of Florida at Gainesville set a record at the Chicago International Contest by placing ninth in a field of 35 universities competing.

This is the highest ranking a Florida team has ever achieved at the Chicago event, officials said. The team also placed fifth in the sheep division.

Leon Nobles, Marianna, placed fifth in individual competition, and also ranked third in the sheep division and seventh in the cattle competition. Marcus Shackleford, Wauchula, ranked sixth in the sheep division. Other team members were Tom Christian, Lake Placid; Larry Ford, Malone; Wayne Sumner, Lithia; Alec Fulford, Okeechobee, and Richard Wynn, St. Petersburg.

Don Wakeman, assistant professor in the animal science department at the University, was coach of the Florida team.

Pennsylvania State University was the winner of the contest, with Michigan State; University of Georgia, and Ohio State University following in that order.

Sponsors of the University of Florida team are the Florida Angus Association; Florida Hereford Association; Florida Brahman Association; State Department of Agriculture, and the University of Florida Student Government.

National Show Held

Over 3500 cattlemen and their families attended the 44th annual American National Polled Hereford Show and Sale in Oklahoma City, Oklahoma, December 8-10. Almost 300 head of Polled Herefords from 21 states from coast to coast competed in the event.

The world’s Polled Hereford Bull of the Year for 1966 was AAB Superol, a son of SFR-CEK Superol.
Why HEREFORD Bulls
With HB₁ Cows?

Because the Texas A&M "Technical Monograph 1," May, 1964, reveals:

2,088 Extra lbs. Calf Weight at Weaning,
PLUS 2,690 Extra Pounds In The Feedlot!

What would happen if you combined the Potent Productivity of Hereford bulls with your HB₁ cows? After extensive official tests there is an amazing success story on this new development.

An average of 4,779* extra pounds per 100 head! Extra

A good calf, sired by a Hereford bull, weighed 17.68 pounds more at weaning than the average calf sired by Brahman bulls and weighed over 33 lbs. more after 140 days in the feedlot.

weight like that is worth around an extra $1,000 — maybe more. Think what that much extra income for each 100-cow-unit could mean to you!

No Small Test—Nearly 3,000 Head!
Tests were conducted by Texas A&M in cooperation with the USDA. They were held at East Texas Pasture Laboratory at Lufkin, and Forage Research Center at McGregor.

A total of 2,815 calves were used. Calving percent, birth weights, weights at weaning, weights after 140 days in the feedlot were analyzed by computer. The results:

The HB₁ cows weaned an average of 1.6 more calves per 100 cows when bred to Hereford bulls. And these calves weighed an average of 17.68 more pounds at weaning age.

These calves gained 2,690 extra pounds in the feedlot. They put on 2.24 pounds daily, compared to 2 pounds daily for calves from other breed bulls. ¾ Herefords did the best! (See chart above.)

Extra Productivity Means Extra Profits.
All over America, Hereford bulls are producing more calves, more pounds, more profits. What kind of improvement can Hereford bulls make in your herd? We'll supply you with information that will help you answer that question. Write us.

PRODUCTIVITY COMPARISON of HEREFORDS
(Based on Texas A&M Tests at McGregor, reported in Texas A&M Technical Monograph No. 1.)

<table>
<thead>
<tr>
<th>Sire</th>
<th>Hereford</th>
<th>Brahman</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of HBₑ Cows</td>
<td>100</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>No. Calves at Weaning</td>
<td>80.1</td>
<td>78.5</td>
<td>+ 1.6</td>
</tr>
<tr>
<td>Av. Weight at Weaning (180 days)</td>
<td>437.81 lbs.</td>
<td>420.13 lbs.</td>
<td>+ 17.68 lbs.</td>
</tr>
<tr>
<td>Total Gain after 120 days Feeding Period</td>
<td>21,530.88 lbs.</td>
<td>18,840.00 lbs.</td>
<td>+ 2690.88 lbs.</td>
</tr>
<tr>
<td>Total Production at Weaning</td>
<td>35,068.58 lbs.</td>
<td>32,980.20 lbs.</td>
<td>+ 2088.38 lbs.</td>
</tr>
<tr>
<td>Total Plus Advantage from Hereford Sires</td>
<td>+ 4779.26 lbs.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

What would happen if you combined the Potent Productivity of Hereford bulls with your HB₁ cow herd?

A good calf, sired by a Hereford bull, weighed 17.68 pounds more at weaning than the average calf sired by Brahman bulls and weighed over 33 lbs. more after 140 days in the feedlot.

A good calf, sired by a Hereford bull, weighed 17.68 pounds more at weaning than the average calf sired by Brahman bulls and weighed over 33 lbs. more after 140 days in the feedlot.
3 sons of Donagh Austin

These three sons are extremely fast gainers—all of Donagh Austin’s offspring have been proven gainers reflecting top weaning weights and very correct conformation.

1 son of CS Ckato 61

Calves by this fine bull have been truly outstanding. The “61st” is the son of CK Ckato 166, a great sire and record-maker at Coddington-Armour in Oklahoma and the University of Georgia.

Watch for these offerings!

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Herdsmen
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All Clean Pedigrees
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Ben and Jane Smith
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Registered Hereford BULLS
They’re fat and ready for service!
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Located on Lake Kissimmee

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25 SERVICE AGE BULLS

with performance records and bred-in ability to grow and gain fast. Several of these bulls were sired by a bull whose average calf on our Georgia BCIA in 1966 exceeded 600 lbs. adjusted to 205 days. They are also half-brothers to the sire of the bull which made a record gain for a Hereford of 4.5 lbs. per day on an official feed test. SURVIVAL IN CATTLE PRODUCTION DEPENDS LARGELY ON EFFICIENCY AND A
HEAVY CALF AT WEANING

Try an RWJ Bull in your herd!

Particulars on request. Pedigrees checked as free of known dwarf carriers. No nurse cows—all calves pasture raised and fed. Herd TB and Bangs Accredited.

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Leslie, Georgia 31764
Phone: 912-874-6105

Commercial production of red meat during September in the 48 states totaled 2837 million pounds, according to USDA.

FCA Directors
(Continued from page 44)

had been an active member of the council before his death. The directors voted to contribute toward the scholarship loan fund.

Leroy Fortner, Sarasota, chairman of the convention committee, announced a plan to hold directors’ meetings in various areas of the state rather than just at the FCA offices at Kissimmee. He said that many counties were unable to host the semi-annual conventions, but would like to host a directors meeting, with a meal and perhaps a tour of local ranches. He said it would also afford a better chance for local members to attend an occasional directors meeting, and could serve to stimulate more interest in the state association. The directors voted to have Fortner proceed with the plan.

As a matter of information, Turner announced that grass “feedlots” could not be exempted from brucellosis testing of cattle purchased from outside the area. A USDA ruling allows only drylot feedlots to move in untested cattle.

AITC member Griffin explained a request from Dr. James B. Healy of USDA, that FCA agree to eliminate its request for monthly summaries of the brucellosis backtagging program. The board voted to honor his request provided that the information would be available on request.

FCA also received a letter from Dr. C. L. Campbell, state veterinarian, stating that he would like to amend a part of the state regulations pertaining to brucellosis testing of cattle going from an open area into a modified certified area. The question was delegated to the brucellosis committee for study and a report.

Senator Irlo Bronson, Kissimmee, chairman of the legislative committee, led a discussion of the problems that may arise with a heavy concentration of urban legislators at Tallahassee, many of whom will be serving their freshman terms.

He felt that all of them would welcome sound information from their constituents, and that each rancher should make it a point to discuss agricultural problems with his senator and representatives. He said that group functions sponsored by agricultural associations are good, but that individual personal contact is much more fruitful.

The Florida Cattlemen
**Hereford Bull Sale**

**Scores $501**

Top 25% Averaged $708  
Top 50% Averaged $629

The Florida Hereford Association held its 20th annual bull sale in Ocala on December 15 with 58 head bringing a gross of $29,035 for an average of $501 per head.

Top selling bull was QF Silver Victor 149, a consignment of Quinn Farm of Doctors Inlet, and purchased by Bermuda Plantation of Leary, Georgia, for $1000. Second high seller was TSF Super Rollo 19, consigned by Tidwell Stock Farm, Marianna, going to Granger Lumber Company, Lake City, for $935.

The top individual buyer at the sale was H. G. Pinder of Okeechobee with purchases of 18 bulls for a total lay out of $8250. Second high buyer was Wesley Davis of Sebring purchasing 13 bulls for $3985.

Consignors of bulls to the annual sale were:
- Cannafax Farms, Barnesville, Georgia; Circle T Ranch, Clermont; Circle Z Ranch, Floral City; Lovette Jackson, Gainesville; Lake Margie Ranch, Lake Geneva; W. H. McBride, Seville; Pine Acres Ranch, Ocala; Quinn Farms, Doctors Inlet; Paul E. Rhoden, Mcclellan; Rush Brothers, Kathleen, Georgia; Santa Fe River Ranch, Alachua; Sam Sells & Sons, Moultrie, Georgia; Theo. B. Sellier, Crescent City; R. W. Shuman, Plant City; Sunny Acres Ranch, Lakeland; Tidwell Stock Farm, Marianna; White Face Acres, Vero Beach.

Buyers with number of head purchased, if more than one, shown in parentheses, and total amount paid, follows:
- H. G. Pinder, Okeechobee (18) $8250; Wesley Davis, Sebring (1) $5985; Bermuda Plantation, Leary, Georgia (2) $1000; B & D Ranch, Sebring (3) $1775; Richardson Brothers, Evinson (3) $1700; Gilbert C. Slaughter, Oxford (4) $1325; W. T. Bland, Lake Jen (2) $1005; Granger Lumber Company, Lake City $995; R. K. Harmon, Winter Haven $990; Carl Bleder, Sarasota $700; Re-Leo Hereford Ranch, Micanopy $635; Hickory Hill Farms, Gainesville $900; George Beck, Winter Garden $575; Goode & Bryan, Alachua $525; C. J. Crenshaw, Ocala $525; J. D. Lant, Ocala $400; Otis Swearingen, Belleview $350; Tom Shaw, Alachua $300; M. L. Carlton, Leesburg $300; Jack Faris, Ocala $300.

**Louis Myhre Buys From R. W. Jones**

Polled Hereford breeder R. W. Jones, Jr., of Leslie, Georgia, recently sold one bull and cow with calf to Louis Myhre of Brooksville. Additionally, he sold a two year old bull to Jack Hill of Houston, Texas, and a bull to Dr. Hilton Tatum of Opepika, Alabama.

Jones said the Georgia BCIA’s last report on his herd covering 39 calves showed an average final adjusted weight of 594 pounds, or about 44 pounds heavier than similar weight taken last year. On the report, the top calf had a final adjusted weight of 708 pounds and an index of 171.4.

---

**DOUBLE T RANCH**

**REGISTERED HEREFORDS**

Is Consigning

7 Bulls to the Ocala Bull Sale, Jan. 10th

These are good pasture-raised bulls, 2 years old or better and highly suitable for work in commercial herds.

6 Heifers to the Florida Hereford Association Spring Sale, Ocala, Jan. 31st

3 are by Morlunda Matador 62--3 are by DH Zato Superior 630.

They are bred to FO Battle Intense 754, the 1966 Florida Premier Hereford Bull.

**Be sure and see these!**

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**Golden Anxity 4th and Colorado Domino Herefords**

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DADE CITY, FLORIDA

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- Big Bone and Growthy

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**BELLEVIEW, FLORIDA**

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**Polled Herefords**  
Chief Herd sire  
Gay Hills Victor LS8

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MARIANNA, FLORIDA

**Shorthorns—Polled Shorthorns**

More of the essentials practical cattlemen everywhere are demanding.

For a list of the top sources of supply in Georgia, Alabama, Florida, and South Carolina address Richard Irvin, Sec'y, SE Shorthorn Breeders Ass'n, P.O. Box 110, Sandersville, Ga.
Santa Fe Slates Sunshine Sale

Santa Fe River Ranch at Alachua has set Saturday, January 14, 1967, as the date for its fourteenth annual "Sunshine Sale" of Polled Hereford bulls and females.

Manager W. F. "Bill" Snead said this year it's a "Better Than Ever" offer and believes the 60 heading, 10 bulls and 50 females, make up one of the finest sets of cattle to be offered in a sale. They will sell under auctioneers Jewett Fulkerson, Liberty, Missouri; A. W. "Ham" Hamilton, Lewiston, West Virginia, and Bryan L. "Bo" Swilley of Memphis, Tennessee.

The sale will feature the get and service of the top herd bulls at Santa Fe. Among them are: CMR Superol 20; TWD Super Rollo 32; CPH Woodrow 16; SFR Crall Perl Vctor; CMR Rollotron 129; SFR CEK Superol; CMR Superol 76; CMR Superior 1; and, CEK Rex Mix.

The top price had been realized at $2141 on 50 head. Females averaged about $2356, while the bulls averaged $2190. The top price was paid by Sunny Acres Ranch of Polk City, with the purchase of the herd sire prospect, SFR Perfect Mix, for $8000.

Over the years many of the cattle purchased at the sale have been donated by the buyers to herds at the University of Florida, the Florida Sheriff's Boys Ranch, and to other non-profit organizations and educational programs in both Florida and Georgia.

This year's sale event at Santa Fe River Ranch is slated to get underway at 1:00 p.m.
FROM A PILL TO A TRUCKLOAD
PHENOTHIAZINE CATTLE WORMER

BOLUSES  DRENCH  FEED GRADE

No matter how small or large your needs may be, or whether you prefer tablets, drench, or feed grade cattle wormers, you may be sure that your local dealer or Poultry Health Service can fill your needs fast and efficiently.

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"For your total livestock requirements"  
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OCALA BULL SALE – JAN. 10, 1967

Consigning ELEVEN SHORTHORNS 3 1/2 to 3 years old sired by grandparents of the $50,000 BAPTON CONSTRUCTOR and a Perth (Scot.) Supreme Champion.

Owner, Graham Hunter
Manager, H. P. Scroggins
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Making their living on FLORIDA PASTURES since 1953

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Bud Fraser 813/422-4769
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Dade City Sale
Averages $285

Top 25% Averaged $460
Top 50% Averaged $377

THE COMBINED El Dorado and Leandimere Hereford "Opportunity Sale" held at El Dorado Farm, Dade City, December 14 saw a total of 94 lots gross $26,800 for an average per head of $285. The Leandimere Polled Herefords offered constituted a complete dispersion while the El Dorado consignments made up the production portion of the event featuring Anxiety 4th breeding from the El Dorado Horned Hereford herd.

The 74 females brought $18,260 for an average of $247 while 20 bulls grossed $8540 for an average per head of $427.

The highest priced bull was an El Dorado offering with Prince Dom Misch 12 going to Dudley Putnam of Bartow for $850. Putnam also purchased the second high selling bull, Prince Dom Anxiety 4, from El Dorado for $560.

High selling female, Leandimere Lady was purchased by Corrigan Ranch, Vero Beach, for $450.

The largest buyer was Seminole Indian Reservation, Fort Lauderdale, with purchases of 12 animals for $5580. The second highest buyer was Dudley Putnam of Bartow with a total outlay of $4700 for 12 lots.

Auctioneer for the event was A. W. "Ham" Hamilton of Lewisburg, West Virginia. Sale manager was Max Cox of Fort Worth, Texas.

Buyers with number of head purchased, if more than one, shown in parentheses, and total amount paid, follows:

Seminole Indian Reservation, Fort Lauderdale (12) $5580; Dudley Putnam, Bartow (12) $4700; Corrigan Ranch, Vero Beach (11) $3500; S. J. Barthle, Dade City (11) $3075; Wayne Greenlee, Tampa (14) $2965; T. D. Tisdale, Winter Garden (9) $1695; Ursula Hart, Sarasota (9) $1300; Charles P. Garris, Zephyrhills (4) $1080; Frank Carr, Tarpon Springs (4) $800; Barthle Brothers, San Antonio (3) $450; John Aiton, Dade City (2) $450; Bob Sprinkle, Tampa $400; Simons Ranch, Zephyrhills $300; A. J. Strubaker, Zephyrhills $200; Fabokey FFA $210; Z. J. Gano, Dade City $140.

FEDERALLY inspected calf slaughter in September was 389,800 head, 18 percent less than the same month a year ago, USDA reports.

for January, 1967
Brahman Award Goes To Partin

Henry O. Partin of Kissimmee, was presented the "Brahman Man of the Year" award by Dr. T. P. Chaires, Bradenton, committee chairman, at the board of directors meeting of the Florida Brahman Association held in Tampa on December 16.

In his remarks, Chaires noted that Partin was one of the pioneer Brahman breeders and was well known for his selfless devotion to the breed over the years.

A general discussion was held on promotional activities of the group through the use of the model bull on the trailer, and the FBA display booth.

A. D. Boyd of Palm Harbor, reported the model bull has been used in the Tarpon Springs Christmas parade and was favorably received. He suggested that all members make use of the bull in parades, in banks and other public buildings to promote Brahman cattle.

Following a discussion by Dr. John S. Allen, president, University of South Florida, and Dr. R. T. Bowers, director of the athletic department, University of South Florida, the group decided against any further action to provide a model Brahman bull as mascot to be erected on the University campus on the basis of past experiences as explained by the faculty members.

Duda Cow Named to Register of Renown

A. Duda & Sons, Inc., of Cocoa, recently had ADS Queen de Manso 676/0, a 10 year old registered Brahman cow bred and owned by the firm named to the American Brahman Breeders Association "Register of Renown."

The cow was the second female and the second "Register of Renown" animal in the Brahman breed. The association established the register in 1964 to recognize sires and dams of worthy show animals.

ADS Queen de Manso is by JDH Wheel de Manso by JDH Rex A Manso by Aristocrat Manso 20th by Aristocrat Manso and out of Lady Emperor Manso 24th by Emperor Manso by Emperor by Imparistre. She has produced seven calves in 10 years, two being consistent show winners.
A FEATURE OF THE
1967 HOUSTON LIVESTOCK SHOW AND RODEO
FEBRUARY 22-MARCH 5
HOUSTON, TEXAS

JUDGING FEBRUARY 23, 9:00 a.m.
OVER $7,000 IN PREMIUMS

NATIONAL BRAHMAN SALE
6:30 p.m. THURSDAY, FEBRUARY 23rd.

FOR SALE INFORMATION CONTACT
LEON LOCKE, SALE CHAIRMAN, HUNGERFORD, TEXAS 77448
16 Registered Brahman Bulls For Sale!

*This a complete liquidation of our Brahman herd sires. These animals are top quality, Manso-bred, proven herd sires. They range in age from four to six years old and average about 1700 pounds in weight. We invite your inspection.

S. Y. HARTT & SON, INC.
Phone GLendale 3-3659 (day) or GLendale 3-6134 (night)
P. O. BOX 1025, AVON PARK, FLA.

White Has Entry in Futurity

A Florida cutting horse, Commander's Boy, owned by White Construction Company, Chiefland, participated in the Fifth Annual National Cutting Horse Association Futurity held December 3 in Dallas, Texas, and won over $1500.

The Florida entry was ridden by Jack Newton and earned $1587.44 by virtue of an eighth place tie with War Bond Leo, owned by Dave Martin, Denton, Nebraska, ridden by J. T. Fisher.

The top winner was Rey Jay's Pete taking the championship title and winnings of $9,353.27. The first place winner was owned by Kenneth Peters of Fort Wayne, Indiana, and ridden by Buster Welch of Roscoe, Texas, who chalked up an unprecedented third Futurity championship ride. Welch also rode winners in the 1962 and 1963 Futurities.

The fifth annual event was the richest cutting event of all time with a purse of $64,129, according to officials of the NCHA.

Winner of the reserve title in this year's Futurity was Waddy Wolf, a red roan mare owned by Barry J. Holsey of Crockett, Texas. She won $8205.05 with Leroy Ashcraft up.

Bellotto Reelected By Polk Cattlemen

Al Bellotto of Lakeland, was reelected president of the Polk County Cattlemen's Association at the group's recent annual meeting.

Elected as the association's vice president was Earl Norton of Lake Wales, with Martin Whidden of Bradley to serve as secretary-treasurer.

FCA President Lat Turner was on hand to present Polk's 1966 Outstanding Cattlemans award to Ed Sanders of Lakeland.

The following were elected to serve as directors for the new year:

Arthur Bissett, Winter Haven; Harris W. Fussell, Polk City; Bellotto; George Hancock, Alturas; W. M. (Billy) Keen, Lake Wales; Norton; Jean Bowen, Davenport; Dudley Putnam, Jr., Bartow; Leo Charms, Lake- land; J. B. Thornhill, Jr., Winter Haven; Earl Davis, Frostproof, and Whidden.
Curtiss Buys Flying S Sale Topper

One of the largest sales in Brangus history was held at Frank Smith’s Flying ‘S’ Ranch in Sarasota on November 10 with 63 bulls selling for an average of $788.41, and 423 heifers bringing an average of $588.86.

Bidding was active with buyers from eight states purchasing cattle. The top selling bull went for $10,000 and the top selling pen of females brought $1225 each.

FSR Zero’s Lad 153 was purchased by Curtiss Breeding Service, Cary, Illinois, for $10,000, and Duke of Sarasota 178 was also purchased by Curtiss for $8000. These were the two proven herd sires being used in Smith’s artificial insemination program. The third highest selling bull was FSR Zero’s Lad 128, a full brother to the sale-topper, going to Bollinger Brothers of Brookshire, Texas, for $3000.

A southeastern breeder, R. J. Mitchell of Quitman, Georgia, paid $1250 for FSR Zero’s Lad 211, a half brother to the top selling bull.

Other sale highlights saw Ray Moody of Rock Springs, Texas, buying the two top-selling pens of females, paying $1225 each for 10 half sisters, all daughters of the foundation sire, Clear Creek Zero 110, and paying $1200 each for a pen of 11 females, all half sisters and all bred the same way. Mehler Cattle Company of New York and Kansas City, Missouri, was the major purchaser of females, buying 217 of the foundation cows in addition to four bulls.

In pre-sale ceremonies, Smith presented the University of Florida with 10 third-generation half sisters, which were accepted by Dr. T. J. Cunha, chairman of the animal science department at the University. Also, the International Brangus Breeders Association presented a silver tray to Dr. Marvin Koger of the University staff. Both presentations were made in appreciation for contributions to the genetic improvement of Brangus cattle.

USDA estimates world corn production for 1966 is a record 216 million metric tons (8.5 billion bushels), or four percent above the previous record crop of 1964, five percent above the 1965 output and 10 percent above the 1960-64 average.

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Gainesville Futurity Entries Told

Mrs. Kay Gago, Gainesville, has announced that with the December 15 closing for the third annual Gainesville Roping Club Halter Futurity, a total of 11 stallions and 23 fillies have been nominated thus far.

Mrs. Gago said breeders may still enter the futurity by making payment of $25 late penalty plus the regular fees which are as follows: $10 to nominate; $10 on March 15; $10 on June 15; and $20 on August 15. After March 15 the penalty for entering goes up to $75 plus the regular fees. She stressed that no entries will be accepted after June 15.

This year will see 10 percent of the total purse split between the winning breeders. Following the third payment, the owners will vote for the judge of their preference from a list supplied by the futurity committee.

The following breeders have entered stallions, as follows, for the annual event:

- M. H. Scott, Fort Pierce, one stallion, two fillies; Double E Ranch, Oklawaha, one stallion; Walter Poole, Tallahassee, one stallion; Charles Petty, Jacksonville, one stallion; Richard Robisch, Jacksonville, one stallion; Arnold F. Saraw, Tampa, one stallion, one filly; Dorothy Turecy, Pampa Beach, one stallion, two fillies; A. F. McDaid, Brooker, one stallion, three fillies; Andy and Ted Moorman, Alachua, two stallions; April Gift Farm, Alachua, one stallion.

- W. P. Ball, Sanford, two fillies; Dr. I. G. Cloud, Lakeland, one filly; Romane Goft, Jacksonville, one filly, Buck Harris, Reddick, one filly; Ray White, Tallahassee, one filly; Winfred Chandler, Jacksonville, one filly; Hickory Hill Farm, Gainesville, two fillies; W. H. Kemp, Green Cove Springs, one filly; Julie Wood, Alachua, one filly; Oscar Babcock III, Sarasota, two fillies; Howard O'Steen, Oxford, one filly; Myron Bryan, Alachusa, one filly.

Additional information on the Gainesville Club's third annual halter futurity can be obtained by writing Mrs. Kay W. Gago, Route 1, Box 304, Gainesville.

Manatee Elects Thurmond Smith

Recently elected president of the Manatee County Cattlemen's Association for the coming year was Thurmond Smith, with Henry Parrish serving as vice president.

Others named, all from the local area, were: Roger Murray, secretary-treasurer; Vick Blackstone, state director, and Dr. T. P. Chaires, alternate state director.

Elected to serve on the local board of directors were: Callon Keen; Thomas S. Chaires; Clarence Harrison; T. J. Carter; Murray Harrison, and John McClure.

USDA recently purchased 2,835,000 pounds of canned chopped meat for distribution to needy families.
Beef Promotion Projects

On The Schedule For '67!

Arranged by your Florida Beef Council for the following purpose:

1. To increase consumption of all types of beef in the State of Florida, and particularly the consumption of beef produced in Florida.
2. To help make all Floridians aware of the importance of the Florida Beef Industry to the economy of our state.

Check These Projects and Activities!

- Public Relations Programming
- Printing Materials for Outdoor and Indoor Promotional Purposes
- Participation in the "Master Chefs on Stage" Promotion
- Florida's Beef Cookout Contest
- Beef Stew Promotion
- Beef Roundups in stores and super-markets throughout the State
- Awards Program
- Annual Beef Recipe Contest
- Florida Festival of Foods
- Food Show in St. Petersburg
- Coordinate efforts with other companies to further promotion of beef
- Florida State Fair activities
- Beef for Father's Day promotion
- Cattlemen's Sweetheart Contest
- Beef Cooler on display in Florida
- Beef Wagon Promotion and Schedule
- Beef Napkins and Bumper Sticker materials
- Special Display Materials, Banners and Recipe Books
- Joint Beef Promotion with Allied Associations
- Special Feature Releases over the State
- Continuation of the Highway Sign Program
- Publication of the Monthly Newsletter of the Beef Council to all FCA members
- Continued use of The Florida Cattleman magazine to highlight special events through monthly messages

Programs and endeavors such as the ones planned above for the coming year are made possible only through your continued support of the Beef Council. We have a $250 million cattle industry in Florida, and the time and dollars we cattlemen spend today promoting our product, BEEF and the industry, will pay tremendous dividends to all concerned.

A dime now could mean the difference between profit and loss in the future!

The Florida Cattlemen's Association, the Florida Beef Council, a committee of the Association, and the Florida CowBelles, all thank you for your support in the past and solicit your continued help in the future.

Let's all make 1967 the biggest year since the Beef Council was formed over 12 years ago!
McLeod Is Elected to BCI Post

The EIGHTH annual meeting of the Florida Beef Cattle Improvement Association was held in McCarty Hall, University of Florida, Gainesville, on December 2. The yearly meeting was preceded by a board of directors meeting held at the Holiday Inn, Gainesville the evening of December 1.

Members and guests were officially welcomed to the University by Dr. A. C. Warnick of the College of Agriculture staff. The meeting was presided over by T. J. Carter of Palmetto, president. Following a review of past business a general discussion was held on the merits of production testing and record-keeping.

Dr. R. L. Reddish, extension meats specialist at the University, showed a film strip with accompanying sound entitled “The Dollars and Sense of Cattle.” Reddish then explained the yield grade system and gave a general review of the program of carcass evaluation underway at the University.

Jim Pace, extension animal husbandman and secretary of FBCIA, spoke briefly on the use of records in the program and procedures to be followed by the members when submitting papers and forms.

Mrs. Jeannette Chitty of Micanopy, member of the sales committee, spoke for Ralph Sexton, Vero Beach, chairman, and told of the past activities and recommendations for the future and promotional aspects highlighting the association.

The principal speaker for the day’s program was Dr. Charles W. Nichols of the extension division of Oklahoma A&M University who spoke on the testing program used in Oklahoma for over 10 years. He especially highlighted the “Oklahoma Certified Feeder Calf Program” to give clear proof of the value of testing through sampling of calves in commercial herds.

Nichols gave a graphic description showing statistics noting feedlot increases with neat profits of $1.50 per head where testing had been used as a guide. He said basically the program was a random sampling consisting of five percent of the calf crop at weaning time every other year, with either heifer or steer calves being sampled. The minimum sample size is five head which sets a good degree of accuracy.

Nichols warned that eventually everything goes back to the producer in the way of good or bad points, but a sound testing program based on accurate records can keep a producer on firm ground.

He closed by saying that there are 60 commercial herds now on test in Oklahoma and 10,000 calves will be sampled this season. Nichols said there is no doubt such a program will help the cattle industry in any area.

Election of officers and directors was held with the following named to hold office for the coming year: Harold McLeod, Loxahatchee, president; J. B. Starkey, Jr., of Odessa, vice president; Willis Evans, Marianna, treasurer. Pace was retained as secretary.

Directors, in addition to the officers, include M. E. Hammond, Bartow; Walter Richardson, Evinston; Evans; Sexton; and Orie Lee of St. Cloud.

Oxford Rancher Succumbs Recently

P. P. Fore of Oxford, veteran rancher and farmer, died recently in an Ocala hospital. He had lived in Oxford for more than 50 years.

Fore was named an honorary director of the Florida Cattlemen’s Association in 1963 during the annual midyear convention held in Orlando.

He is survived by his widow; sons, Troy of Madison, Pete, of Ocala; daughters, Mrs. J. A. Maines; Mrs. Harry Halstead, Jacksonville; Mrs. Hansen Barker, Vero Beach, several grandchildren and great-grandchildren.

The number of stocker and feeder cattle and calves shipped into the eight north central states during October 1966 was 1424 thousand, up 13 percent from October 1965, according to USDA.
Top Production Of

Chief Plaudit

Having sired 12 colored colts, "Chief" is now a Foundation Sire with permanent registration.

Presenting Two Of His Offspring:

PLAUDIT'S BILLY CLEGGS—Here is a fine young colt by "Chief" and out of an own daughter of Billy Clegg. He'll be a year old in March and shows great promise.

PLAUDIT’S LUCKY LADY—She was 1965 Florida State Champion filly. She's one of the better examples of a top colt out of a registered Quarter Horse mare by an Appaloosa sire.

The two horses pictured above show the calibre of production from permanent registered Quarter Horse mares sired by Chief Plaudit, we firmly believe. This will be the first year since owning "Chief" that he will not be shown. He has won many honors, including Florida cutting and roping championships and was awarded the title of Tri-State Halter Champion in 1961-62. He will now be standing at the farm at all times!

The Tops In Appaloosa Horses At

Sunbeam Farm

NORMAN EDWARDS, Owner

Route 1, Box 454
Fort Lauderdale, Florida

Residence Phone: 583-1050
Farm Phone: 581-5169
Rodeo Is Slated at Fort Myers

The SEVENTH Annual Lee County Sheriff's Posse Rodeo is scheduled to be held in Fort Myers on Saturday and Sunday, January 21-22. Site of the annual event is the Terry Park Arena located on Palm Beach Boulevard.

Mrs. Margaret Johnson, secretary, said that books will close at 12:00 p.m. Wednesday, January 18. She said the rodeo will feature calf roping; bareback bronc riding; saddle bronc riding; bulldogging; bull riding, and barrel racing.

Entry fees will be $30 for calf roping and $20 for all other events. There will also be $150 added to each event, Mrs. Johnson said.

As part of the two-day rodeo affair, the annual rodeo dance will be a feature of the Saturday night festivities starting at 8:00 p.m. at the Armory. Additional information can be obtained by contacting Mrs. Johnson at WY 5-2970, North Fort Myers, or the Lee County Sheriff's Posse at P.O. Box 3173, North Fort Myers.
O'Horse Show Set For Tampa

A number of Quarter Horse shows are on the schedule for the coming weeks including the FQHA approved show held in conjunction with the Florida State Fair February 15-18.

Judge for the Tampa event is Roger Rutenik of Vermillion, Ohio, who will place halter classes starting at 9:00 a.m., Thursday, February 16. Showmanship classes will be held at 10:00 a.m. Friday, February 17 followed by performance events. Youth events will follow the regularly scheduled classes.

An open cutting will also be held at Tampa with the go-rounds set at the Sheriff's Posse Arena, 10 miles east of Tampa on Highway 92, with the finals being held on the fairgrounds in the Nathan Myer Arena at 10:00 a.m., Saturday, February 18. The top five horses in the open go-rounds will compete in the finals for the championship.

Junior and senior cutting will be held at 7:00 p.m., Thursday, February 16. Other cutting events will be held on Friday, February 17, at 2:00 p.m. and 7:00 p.m., concluding with the finals on Saturday.

Class entries for the Tampa Quarter Horse Show close Saturday, January 28. Post entries will be accepted subject to the regular established rules and penalty payments.

Several rule changes have been made governing the youth show with the age limit being not more than 18 years. Also, any horse exhibited by a youth must be owned by the contestant showing the horse or by the contestant's father, mother, sister, brother, grandparent, or guardian.

Complete details of the Quarter Horse show at Tampa follow:

<table>
<thead>
<tr>
<th>Class</th>
<th>Entry</th>
<th>Add.</th>
<th>Prizes</th>
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<tbody>
<tr>
<td>Halter (11 classes)</td>
<td>$5.50</td>
<td></td>
<td>Trop. &amp; Rib.</td>
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<tr>
<td>Jr., Sr. Western Pleasure</td>
<td>5.50</td>
<td>Monies &amp; Rib.</td>
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<tr>
<td>Jr., Sr. Reining Barrel Race</td>
<td>5.50</td>
<td>Monies &amp; Rib.</td>
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<tr>
<td>Pole Bending (all ages)</td>
<td>5.50</td>
<td>Monies &amp; Rib.</td>
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<tr>
<td>Jr., Sr. Cutting Novice-Novice</td>
<td>15-10</td>
<td>$100</td>
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<tr>
<td>Cutting (4000 limit)</td>
<td>15-10</td>
<td>100</td>
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<tr>
<td>Open Cutting</td>
<td>25-15</td>
<td>300</td>
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<td>Youth Events</td>
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Showmanship at Halter, Western Pleasure, Barrel Race, Pole Bending, FQHA all-round trophy to top horse in three or more events.

Interest in Horses
Is Enriching for

McClearys
Of Marion County

by ETHEL HALES STANCIL

MARY HALBORN (Mrs. Bill) McCleary has been interested in horses for as long as she can remember, and has been working with them for almost that long. Born in New York state near the Aqueduct Race Track she used to spend her spare time at the track watching the action.

“The watchman used to chase me away,” she says, “and dodging him became a game. I guess I got my first job, walking the horses, because he got tired of chasing me and decided I’d be less trouble if I were hired.”

“At fifteen,” Mary says, “I was working part-time at a riding stable, teaching children to ride. At seventeen I was doing freelance riding on the racetrack. This means I was exercising Thoroughbreds every morning.”

Mary met her husband in New York at the race track where he was employed. Both are intense lovers of horses who enjoy no other work as well as that which has to do with them.

The McClearys moved five years ago to Jacksonville where they worked with Quarter Horses. Moving to Marion County, they have been working with Thoroughbreds at Llangollen Farms and Harbor View.

Except for the 10 years when Mary stopped work to have her family she has worked alongside her husband— with horses. The children are: Billy, 11; Terri, nine; Danny, five; Kathy, four; who all have real interest in horses.

With Mary working, the children are learning independence and are genuine helpers around the house. Terri cooks “French toast, scrambled eggs, pork and beans and soups.” Billy cooks, too, but delights more in sewing—not real clothes, but bean bags, gloves.

For the CowBelles

HAROLD is becoming a good typist. I think all boys (and girls) should learn to type well enough to at least take care of their own business correspondence. I wish Hale and Renn had had time for more typing lessons. They seemed not to have enough time to squeeze in fulltime courses in high school and the few lessons they took one summer were really insufficient to give them a good background for fast efficient typing.

ONE GRANDMOTHER lamented to me, “My daughter-in-law left the aspirins on the dining table and the baby got them and emptied the bottle. I have told her and told her to keep all medicines UP! Those young mothers today do not care for their children as we did!”

Is she right?

RENN will be intern-teaching next year at the Highlands School, first grade. When she graduates, after this she will be qualified to teach the first six grades.

CUT EYE-HOLES in a carton which will fit over your young children’s or grandchildren’s heads. What fun the toddler will have walking around “hid” peeping through the slots. You won’t need to show him how to put it on “right.” He’ll learn unassisted in a few minutes. These little ones are smart!

We have bought three of the children typewriters. Perhaps one day I can have a new one myself. I am using a portable which I bought new over 25 years ago. All of its parts seem to work except the—“whateveritis”—which causes the ribbon spools to reverse. Sometimes a spool won’t reverse and I type on the same portion of the ribbon over and over and over and over. Do you know how to renovate old ribbons? Moisten the outside ribbon area with a few drops of glycerin (can be bought for a few cents at the drug store) and wrap tightly in aluminum foil. Leave for 2-3 weeks. Use. The first typing will be slightly smudgy but will clarify. This process may be repeated with good results. It seems that ribbons do not wear out—the ink in them merely dries out.
The day of a groom is interesting. The horses are fed and the stalls cleaned and filled with clean straw. Then the animals are brushed and made ready for the exercise boys. When back from their exercise they receive a bath, after which the hot walkers are walked until they are dry. The animals then go out to pasture or stall, where they stay until about 3:00 p.m. undisturbed barring emergencies. Then they are brought in if in the pasture, fed and made-ready for the night.

Colts and fillies (females) are known as sucklings until about six months old. During this period they are taught to eat out of their own feed trough, to walk properly and lead on a shank—same as a leash to the dog. They are generally brushed a little each day. At six months they are usually weaned and become labeled "weanlings."

After one has worked with and trained a horse, how does he or she feel when he is loaded onto a van for the races? Mary says, "Often we wish we could go along and watch him run but we keep up with his record. One does miss such an animal—often comes to feel real close to him."

But for all of Mary’s horsemanship and love for her work she is a homebody too. She likes to cook. Italian foods are her specialty, maybe she says, because her mother never made such dishes.

Mary feels that the family’s life is much richer than it would be were she and her husband not employed by the Thoroughbred industry. They live in the country. The children ride horseback, own pets, romp and play unhampered by traffic dangers.

Would she trade places with a secretary or a saleslady who must spend her days working inside? You bet not!
Three Dairy Shows Set To Start Off New Year

Most breeds of dairy cattle are expected to be exhibited at the coming fairs and shows to start off the winter season of shows.

Three of the shows slated to have adult dairy cattle competition in addition to youth activities during January and through part of February are the Manatee Fair at Palmetto, January 23-28; the South Florida Fair and Providencia Fiesta at West Palm Beach, January 27-February 4, and the Florida State Fair, Tampa, February 7-18.

All breeds of dairy cattle are being accepted for showing at the Manatee County Fair with adult dairy cattle judging scheduled to get underway at 7:00 p.m. Wednesday, January 25. Youth judging of dairy cattle will be held at 7:30 p.m. Monday, January 23. Again emphasizing dairy cattle this year, a daily milking show and demonstration will be held in the milking parlor on the grounds. There will be several demonstrations each day, both during the daytime and at night.

At the South Florida Fair dairy classes will be judged opening with District X 4-H event with Dr. C. B. Browning, dairy science department, University of Florida, Gainesville, placing the classes. The open dairy show will be held starting at 11:00 a.m. February 1. Livestock superintendent will be R. K. Price, associate county agent, Palm Beach County.

The State Fair at Tampa will have dairy cattle highlight the livestock portion of the show starting the second week of the fair, a change from previous years when dairy cattle were exhibited the first week. Kicking off the dairy activities will be the annual Jersey Promotional Sale under the sponsorship of the Florida Jersey Cattle Club to be held on Tuesday, February 14 at 7:30 p.m. in the Lykes Livestock Building.

Four breeds are programmed to be exhibited in the dairy show with Ayrshires, Guernseys, Holsteins and Jerseys being represented. Dairy superintendent is Larry Bennett of Tampa and assistant superintendent is W. T. Carpenter of Black Mountain, North Carolina.

Ayrshire and Jersey judging will get underway at 2:00 p.m. Wednesday, February 15, alternating in bull calves and immature females, and again at 6:00 p.m. for the same two breeds, alternating in mature females and senior groups.

Guernsey and Holstein judging will follow a similar pattern on Thursday, February 16, beginning at 2:00 p.m. alternating in bull calves and immature females. The evening show will get underway at 6:30 p.m. for the same two breeds alternating in mature females and senior groups.

John W. McKitrick of Columbus, Ohio will judge all classes of dairy cattle at the Tampa show.

J. McK. Jeter, assistant fair manager, has reported that premium money will hit $2659 for each breed for total premium monies of $10,636.

Boosting the stature of this year's dairy show at Tampa was the announcement that the American Guernsey Cattle Club of Petersborough, New Hampshire, is recognizing the Guernsey show as one of the approved Guernsey shows for 1967.

Special awards being offered again this year by Florida dairymen will be "The Lakemont Trophy" presented by Carroll L. Ward, Sr., Lakemont Dairy, Winter Park, to the Florida exhibitor showing the best three females in the Guernsey show. Also "The Lay Laine Trophy" will be awarded to the Florida exhibitor for the best dairy herd of Guernseys. This permanent trophy is given by Carroll L. Ward, Jr., Lay Laine Guernsey Farm, Astatula.

Additionally, "The Walter Schmid Trophy" is offered as a permanent trophy by Walter Schmid & Son, Talllevast, for the Florida exhibitor of the...
best get-of-sire in the State Fair Guernsey show.

At the three fairs reported, 4-H and FFA organizations will also compete in several breed showings, along with fitting and showmanship contests and cattle judging competition.

Kenaf Silage Is Checked as Feed

SCIENTISTS AT the University of Florida, Gainesville, recently started feeding kenaf silage to 700 pound dairy steers in experimental trials to check the crop as a possible livestock feed.

It appears the animals go for kenaf in a big way with each animal eating an average of 132 pounds of the silage during the testing period.

“I’ve never seen animals this size eat more feed,” Dr. James Wing, associate dairy husbandman at the University said. He explained that this year’s crop has much better quality and a higher protein content than the crop grown last year.

The kenaf was ensiled when six feet high and very leafy. The result is a high protein content, according to Wing.

Dr. Gordon Killinger, associate agronomist at the Main Station, said the silage idea came about when it was found that the plant’s leaves and their stalks were high in total nitrogen and ran more than 25 percent in crude protein.

The kenaf plant has been used for other things besides cattle feed. It has been called a “magic plant” by some because of its potential as a paper-pulp product.

Yarn and fabric have already been made from kenaf. Attractive articles of clothing made from the plant’s parts have been blended with synthetic fibers such as dacron.

CowBelles Offer Gift Knives

COMMITTEE OFFICIALS of the Florida CowBelles Association have announced the organization has some stainless steel knives available for sale at the present time.

The supply consists of paring and steak knives and a 13 inch slicer, all at reasonable prices. The ladies feel the items would make excellent gifts for teachers and other individuals.

Further information can be obtained by writing directly to Mrs. Gene Fulford at 195 N.W. Norfolk Avenue, Port Charlotte.
LIVESTOCK NOTEBOOK

by T. J. CUNHA
Department of Animal Science, University of Florida

Will Grinding, Steam Rolling Increase Value of Grains for Beef Cattle?

It is well established that when grains are fed whole that their feeding value is lower than when they are ground or rolled. The fineness of grind affects the feeding value and how fine or coarse it should be will vary with the grain used. If the grain is ground too fine so that it becomes dusty, this will lower its palatability and consequently its feeding value. Thus, the grain should be coarsely ground. The degree of coarseness will depend on the grain involved as well as the remainder of the ration.

It is apparent now that even better results than grinding or cracking grain can be obtained by a moist heat treatment of the grain. This has led to a great deal of work on flaking or steam rolling grains. The heat treatment affects both the carbohydrate and protein fraction of the grain. The results obtained to date indicate some increase in the feeding value of corn, milo and barley by steam rolling. However, there has been a great deal of variation in the response obtained. A few investigators have not obtained favorable results. This has been due to the use of varying processing conditions by the different research workers. This means that research in the future on processing grains should take into consideration proper temperature and moisture, length of steaming time, thickness of flake and other factors. These criteria should all be specified with each experiment so that eventually exacting specifications can be determined for steam rolling each grain in order for it to give the maximum nutritional value for cattle feeding. Evaluation of results on steam rolling grains will not mean much unless one defines the time, temperature, pressure and moisture level used. As an example of the value which can be obtained is the finding by Dr. W. H. Hale of the University of Arizona that steam rolling milo resulted in a 10 percent increase in gain with five percent less feed required per pound of gain. Thus, feedlot operators need to closely follow the results of research on steam rolling grains during the next few years.

Is Roughage Needed in Fattening Cattle Rations?

In feeding beef cattle, one must remember that nature originally intended for cattle to live on roughages. As we have intensified and mechanized beef cattle fattening, the trend is toward eliminating as much roughage as possible from the ration. This is because roughage is more difficult to handle and the TDN it supplies is usually more costly than that supplied by the grains and other energy feeds.

It is true that a number of laboratories in the U.S.A. have been able to feed young cattle on all concentrate rations without any roughage. It is also true that these preliminary findings indicate that sometime in the future cattle may be fattened without any roughage in the ration. However, it should be stressed that these preliminary tests were conducted under special conditions which were very well controlled. The application of these preliminary findings to the average feedlot is still a long way off. This means that cattle feeders need to move slowly in decreasing the amount of roughage used in their usual feedlot program which will vary from 20 to 30 percent. The best recommendation for the feeder who is interested in using less roughage in the ration is for him to gradually lower the amount of roughage fed in line with the success being obtained. If a small decrease in roughage works, then one can continue decreasing it until a satisfactory level is reached. It must be stressed, however, that a low level of roughage may work well for many months until some stress factor comes along and then trouble begins. Unfortunately, just what the stress factor may be is not known. The trouble encountered with too low a level of roughage involves bloat, founder, digestive tract disturbances and animals going off feed. Thus, a proper level of roughage in cattle rations is good insurance. Only experienced feeders should try to get by with very low roughage rations.
Auction Men Name
R. D. Cooper

ROBERT D. COOPER of Sarasota was elected president of the newly formed Auctioneers Association at the group's initial meeting held at the Cherry Plaza Hotel in Orlando on December 10.

Others named to hold offices in the new organization were: P. Frank Stuart, St. Petersburg, vice president; N. Albert Bond, Orlando, secretary-treasurer. Named to the board of directors were: Joseph F. Sedmera, Lakeland; Gerald G. Finnell, Orlando; C. E. Drake, Fort Lauderdale, and Brooks Thornton, Pensacola.

Cooper has been in the livestock and general auctioneering business in Florida for over 25 years.

Members attended from over the state and the National Auctioneers Association was represented by Bernard Hart, executive secretary of that group.

Harney Platt Dies At Melbourne Home

HARNEY CALVIN PLATT, member of a pioneer family in the Melbourne area died recently at his home.

A native of Melbourne, he was the grandson of the late Mr. and Mrs. Calvin Platt.

At the time of his death he was serving as a director of the Brevard County Cattlemen's Association. Platt was also a member of the Silver Spurs Riding Club of Osceola County.

He is survived by his wife, Joan Suhl Platt, West Melbourne; parents, Mr. and Mrs. F. Marion Platt, Palm Bay, five sisters and two brothers.

Angus Average $850

THE SIXTH annual Black Magic Angus Bull Show and Sale was held at Nashville, Tennessee, December 16-17 with 107 lots going through the sale ring to average $850. The first 100 bulls sold averaged $887.

Top bull at $3500 was the reserve grand and bull calf champion, Schearbrook 150-62, a consignment of Schearbrook Farms, Clayton, Ohio. He sold to Lovana Farms of Clarksville, Georgia.

A total of 13 states were represented by buyers at the annual sale event.

for January, 1967

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Another condition that can be expected in January is salmonella infection that results in diarrhea or a septi-
cemic condition and death. Should calves be dying with diarrhea, this condition should be suspected. We continually receive calves dying from scour caused by a disease producing strain of a common intestinal germ, Escherichia coli.

In these cases, it is necessary to separate the sick calves from other calves with the condition and, in dairies, to separate the calves from the vicinity of older cows. Unfortunately, this condition is appearing with greater frequency in beef herds and is very difficult to handle.

During November, parasitism, including stomach, intestinal worms and flukes, was by far our most frequent diagnosis. The relatively wet summer of 1966 contributed greatly to this situation. Poisonings included alkaloids, nitrate, senecio, nightshade and unidentified toxic agents. Two additional outbreaks of redwater disease were identified, as well as cases of blackleg and malignant edema. Feedlot conditions have included hardware disease in a large steer and a brain disease called listeriosis which is diagnosed infrequently in this area.

What was probably our last case of acute anaplasmosis for the season was found during November. Cases of acute anaplasmosis usually cease to appear one month following the first frost that eliminates the horseflies that carry the disease. Other conditions noted have been pneumonia, enteritis (scours), dwarfism in a purebred calf, Johne's disease, leptospirosis and vibriosis.

Diseases of horses have included infectious anemia, which has dropped off considerably, probably due to the weather and the use of individual disposable needles, numerous cultures from mares being prepared for the breeding season, senecio poisoning, encephalitis, and a foal that was stomped shortly after birth resulting in severe trauma and death.

Strongyloides infection in baby pigs has been the most common condition in swine. Others have included navel ill and pneumonia. No cases of hog cholera were detected.

According to USDA the farmer's share of the consumer's dollar spent in retail food stores for farm-originated food this year will average 40-41 cents, the biggest annual share since 1958.

Production of the four feed grains in 1966 is expected to total 159 million tons compared with the previous estimate of 158 million made in October 1966.
HAVE A PROFITABLE NEW YEAR!

with TIME and LABOR SAVING EQUIPMENT

* BULK STORAGE
Bulk Bins and Grain Storage Tanks eliminate the need for costly bags and time consuming handling. Let's you buy on a more competitive basis.

* FEED HANDLING EQUIPMENT
Our Augers, Conveyors and Elevators help eliminate costly labor problems—assures you of continued inexpensive, dependable service.

* MIXING AND GRINDING EQUIPMENT
Our Vertical or Horizontal Mixers, Hammer Mills, Roller Mills, and Molasses Mixers assure you of positive quality control on a push button basis. We can design machinery to operate with minimum labor to fit your exact needs.

* PORTABLE MIXERS
Our Heavy Duty H-Quality Portable Mixers that can be inexpensively incorporated into a stationary type operation assure you of maximum service throughout future expansions.

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If your volume dictates it, we can design, manufacture and install a complete feed processing and feeding system, with a minimum of lost motion and expense.

How Will Reapportionment Affect Us?

EVERYONE SEEMS to be an authority on what we can expect from our almost completely renovated state government. Not only do we have a Republican governor for the first time in the memory of Florida cattlemen, but also we have a legislature so re-apportioned that it's hardly recognizable.

We have an undying faith in the voter and his ability to be right more than wrong in his selections of people to represent us. And we owe respect to anyone who can pull a majority of the votes. Certainly each lawmaker wants to earn the confidence placed in him by his constituents. So we needn't be too concerned about the ability and sincerity of our new legislators. But we should definitely assure ourselves that they have complete and accurate information on which to base their judgements.

Legislators Need Our Help

ONLY AS our representatives know the details of our business can they effectively legislate it. Each new member of our government will be besieged by countless individuals and groups offering information and ideas on topics of particular interest to them. We must be an important part of those furnishing information, and it must be accurate and logical, complete but brief. There is no place for biased or unreasonable requests. Agriculture must take its place with other industries of our state. It must not be overlooked or pushed aside as a "few farmers who don't have many votes." Our legislators must understand that these farmers and ranchers produce all of the most essential elements of life—food!

Only as long as it's profitable to produce food, will it be produced! We in agriculture cannot, must not, and do not want to have to exist under governmental handouts and accompanying controls. We do want to operate profitably and contribute our share to our economy and society.

To live up to our responsibility of producing food for our neighbors, we must have a reasonable chance to profit from our efforts and investment. We cannot manifest this responsibility with unreasonable controls or malapportioned taxes. We cannot contribute an excessive share toward financing our government and other institutions and still find a profit at the end of the year. These are the things our new legislators must find out. Only we will tell them.

See the Man in Your Area!

But how can we make our voice heard? We are a minority group. We can't afford professional lobbyists or others to drum our story into our officials.

We can, however, meet our own elected representatives, and apprise them of the agricultural facts of life. Every elected official is most responsive to those who put him in and keep him in office. Your representatives will listen to you. But his time is valuable and in much demand. So be prepared to present him with hard facts and figures when you talk to him. What percentage of your investment is your profit? What percentage of your sales is profit? What percent of your gross profit goes in for taxes, other regulated costs? How much can an acre produce in your operation? How much of your land would be totally useless if it were not producing something in agriculture? What can unexpected and unfavorable weather conditions do to your operations? Tell him why you are unwilling to accept unreasonable governmental protection and accompanying controls. That you want only a reasonable chance and not a whit more.

Tell him today. Tell him regularly—in person and in writing!

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The Florida Cattleman
Mr. Billy Peeples, successful commercial cattleman at Moore Haven, reports good results from using P. D. Q. on his herd bulls: “I have been using 20 percent P. D. Q. and plenty of good, fertilized grass for a number of years on my breeding bulls, starting them when I take them up from my cows, usually the last of July, until I put them out in February.”

Above are the results late in December.

Mr. Peeples explains that he wants his bulls in good flesh, hard, and accustomed to the conditions of his breeding pastures. Ample grass and P. D. Q. does the job.

How about you? Won’t healthier cows and bulls mean more profit and less cost to you? P. D. Q. can make the difference!

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See Your Local Dealer or Phone MU 2-6144, P. O. Box 116

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LAKELAND, FLORIDA
Superior is a very service-minded man because he wants his customers to be completely satisfied with the Superior products he sells. Sam knows that fertilizing at the wrong time of the year can be extremely ineffective. Because of this, Sam employs Superior Pasture Representatives, true experts in the field, who are capable of advising you as to the best method to improve your pasture. Sam’s Representatives will analyze your pasture and grazing problems. Then he will recommend the proper you money at the Superior Extra-Value Fertilizers to save greatest benefit to your pastures. Also, he assures that your order will be delivered when, where, and how you want it. To insure your livestock profits call the folks with Superior know-how.

SUPERIOR SAM SAYS:
GET SOIL pH’s up now so that pastures will respond to early spring fertilization.
USE SUPERIOR’S special clover fertilizer mixtures. Try out coarse granular potash for top-dressing clover pastures.
CONSTRUCT AMPLE cross-fences to insure good rotational grazing of improved pastures.