this issue:

- Competition stimulates marketing
- Midwest Trip's Success
- Full Slate of Feeder Sales Set
- July Rodeos are Reported
- Beef Recipe Winners Are announced

A COPY • $2 A YEAR

AUGUST NINETEEN SIXTY-SEVEN

Marketing
All recent studies by Nutrena research experts both on a national and state level indicate the importance of a proper calcium-phosphorus ratio. With many Florida cattle on a diet that is heavy in citrus pulp with a high calcium content, a wide calcium-to-phosphorus ratio may result rather than the one-to-one ratio recommended by the experts.

New Vit-L-Flow 12-12 Mineral features a one-to-one calcium-phosphorus ratio developed especially for Florida dairymen as a result of this latest research and study. New Vit-L-Flow provides sources of phosphorus that are most readily available to the animal's digestive system.

Let your Nutrena man tell you how this complete balanced mineral with all minor elements can give you maximum persistency of production in Florida.
FLORIDA CATTLEMAN'S ASSOCIATION
A Report from the Executive Vice President

LOBBYISTS for meat importers appear to be behind a "timed" publicity and propaganda campaign designed to develop apathy at the Congressional level regarding passage of amendments to the import law which are supported by cattlemen across the nation. Evidently they will use the same tactics as in 1963 by screaming "high prices," etc. This is another item you can discuss with your Congressman, since we need to keep this important legislation moving.

RECENT USDA RELEASE ties in with this program. It said: "USDA announced further reduction in 1967 meat import estimate." This would appear to mean that imports were going to be less than in 1966. This isn't true because the release later states: "Secretary Freeman noted that imports during the first four months of 1967, are running about 14 percent ahead of 1966. But he said that imports during the balance of the year will approximate those during the same months last year." Actually, if the trend continues, we will wind up about four percent plus more imports than in 1966, which is contrary to remarks being made in Washington by importer lobbyists.

MIDWEST FEEDER TRIP was very successful (see story on page 28 of this issue). An estimated 800 head of top quality crossbred Florida calves will be moved into key areas in Indiana, Illinois, Minnesota, and South Dakota as a result of the trip. Jim VanGorp of Falstaff Brewing Co., and John S. Henry of Chicago (owner of Henry Ranch, Sarasota) toured Florida in late July buying calves for a feeders association, with Falstaff. Dr. Earl L. Butz, dean of Purdue University's School of Agriculture, thinks that long range benefit will be derived by Purdue working closely with a new experiment being conducted at the Jay Experiment Station, where intermediate feeding of lightweight calves will be conducted. This may create a new industry in southern Indiana for them to handle their own calves.

FCA EXECUTIVE VICE PRESIDENT Art Higbie left July 22 for southern South Dakota to visit with feeders who have potential demand for 3000 Florida feeder calves. Peavey Company has bought 100 top crossbred calves and will feed under controlled conditions. He'll travel to Denver July 24 for ANCA Secretaries' Workshop and other meetings, returning to office July 26. Other travels include meeting of southeastern cattlemen's associations at Columbus, Ohio, on August 4 to discuss industry problems; annual summer roundup of Ohio feeders, also at Columbus, on August 5; and annual vacation August 7-20.

FCA BRANDS AND THEFTS Committee Chairman John DuPuis has a campaign underway to get all cattlemen to post their land, at least that portion facing well-traveled roads, with $500 theft reward signs. This will give notice to the public that we intend to halt thefts and back up this effort with our dollars.

BEEF COUNCIL Chairman Thomas Sloan is well-pleased with Council projects, citing many improvements over similar projects in past years. Income is coming in fairly well at the present time, but he is concerned about frequency of contributions. He points out that regularity of cash flow is most vital to promotion plans. It doesn't matter if you give $1, $10 or $100, but please try to send it in on a regular basis.

- Art Higbie, Executive Vice President

For August, 1967
Vol. XXXI. No. 11

ROBERT S. CODY
Publisher

WILLIAM A. GEPHART
Editor

President—Albous M. Cody, Associate Editor—James J. Flanagan. Field Representative—Norwood B. Maddox, Advertising Coordinator—Mrs. Jane Stanko, Circulation—Margaret Schild. Address Correspondence to Box 1090, Kissimmee, Florida 32741. Phone 847-2803 (Area 305).

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NCHA Ranks Cutters

Dairy News

Guernsey Men Help Youth

The Cover for August, 1967

The annual trip to the Midwest for the purpose of promoting the use of Florida feeder calves has been of benefit to the livestock industry. Those who made the trip this year are shown on our cover for the August issue, as they inspected a pen of steers at the Chicago Stock Yards. They are, from left: FCA’s Art Higbie; Dr. A. Z. Palmer, University of Florida; Gifford Rhodes, Florida Department of Agriculture; Dr. Joseph Bertrand, Jay Experiment Station; Clarence Mills, Mills Auction Market; and Jim VanGorp of Falstaff Brewing Company (one of the hosts).

The Florida Cattleman and Livestock Journal

August, 1967

Robert S. Cody
Publisher

William A. Gephart
Editor

Service Issues of The Florida Cattleman

for 1967-68

September: Shorthorns
October: Herefords
November: Aberdeen Angus
December: Equipment
January: American-Bulls
February: Florida Horses
March: Brahmans
May: Forestry
June: Better Pastures
July: Better Cattle
August: Markets

The Florida Cattleman

O F F I C I A L P U B L I C A T I O N

Florida Cattlemen’s Ass’n, Latimer H. Turner, President, Sarasota Florida Brahman Association, W. G. Kirk, President, Osa\ Southeastern Brangus Breeders Association, Frank Smith, President, Sarasota Florida Holstein Breeders Association, Robert F. Derieg, President, Opa Florida Quarter Horse Association, Carol Harris, President, Redick Florida Santa Gertrudis Association, R. D. Estom, President, Pompano Beach Florida Shorthorn Breeders Association, Jack Hocker, President, Plant City Florida Hereford Association, George A. Zellner, President, Floral City Florida Meat Packers Association, Dan Stines, President, Tampa Eastern Charolais & Charalux Association, C. F. Shipton, President, Selma, Ala. Florida Beef Councel, 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. Ebersol, President, Eustis Florida Association of Livestock Merchants, Terry McDavid, President, Lake City.

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The Florida Cattlemen

FLORIDA CATTLEMAN
Visit our ranch August 19, 1967 for the annual Florida Angus Association FIELD DAY!

TROPICAL SKY

FLYING D RANCH

★ International Grand Champion and Supreme Champion of the All-American Futurity, undefeated throughout his Show Ring career.

★ 4th ranking Sire on the LIFETIME Scoreboard, and moving upward in rank each year.

★ Sire of these recent champions and many others:

**BULLS**

Grand Champions -
1966 Dutchess County Fair
1965 Cow Palace
1965 West Virginia State Fair

Reserve Grand Champion -
1965 Western National Futurity
1965 Atlantic Rural Exposition

Reserve Calf Champion -
1966 Ohio State Fair
1965 West Virginia State Fair

**FEMALES**

Grand Champions -
1966 Eastern States Exposition
1966 Dutchess County Fair
1966 New York State Fair

Reserve Grand Champions -
1966 International
1966 Eastern States Exposition
1966 Ohio State Fair

Reserve Senior and Junior Champions -
1966 International

DOR MACS BARDOLIERMERE 150

Owned jointly with A. E. Walker, Spruce Valley Farm, Mt. Sterling, Ky.
and
Frederick Knapp & Son, Congerville, Ill.

Why not come to the farm and buy at private treaty, at sound values, as others are doing? You will have a chance to see in person an outstanding herd, and thus know the kind of breeding you can expect - for "show ring or ranch".

Visit our ranch August 19, 1967 for the annual Florida Angus Association Field Day!
LABOR DAY RODEO at Okeechobee Sept. 3 and 4

FIVE CONTEST EVENTS
- Bulldogging
- Bull Riding
- Saddle Bronc Riding
- Bareback Bronc Riding
- Calf Roping
- $100 Day Money

RCA-Approved

GIRLS’ BARREL RACE
SHOW: 2:00 P.M. DAILY
PARADE: 10:30 A.M., SEPT. 4

General Admission
Adults $1.75, Children $1.00
Reserved Seats $2.50, including general admission.

1000 NEW SEATS
For Information, Write Box 365 Okeechobee, or Phone RO 3-3511 or RO 3-3556
Reserved Tickets on Sale at 11:00 A.M., Each Day.

Don’t Miss the Okeechobee Rodeo!

Editor’s Desk

FFA Representatives Express Thanks for Recent Fish Fry

On behalf of all the delegates of the Fort Meade Chapter, I wish to express our sincere thanks for the fish fry your magazine sponsored. It is our feeling that the fish fry adds greatly to the success of the convention.

Danny McClellan
President, Fort Meade Chapter, FFA

The Future Farmers from the Groveland Chapter enjoyed the fine fish fry held during the FFA convention at Daytona.

We appreciate the help that the friends of the FFA give our program.

Robert Campbell
Teacher, Vo-Ag.

Quincy

... thanks to you ... for making the annual fish fry at the Beach Rest available to delegates and advisors.

With best wishes...

Powell E. Woodberry
Advisor, Quincy-Leffall FFA Chapter

Agrico Official Requests Copies of July Article

In your July 1967 issue of THE FLORIDA CATTLEMAN and LIVESTOCK JOURNAL there is an article entitled “Fertilizers Important in Florida” by D. O. Spinks and G. M. Volk, Soils Department, University of Florida.

We would appreciate receiving 12 copies of this July article.

Latest Statistics

Commercial Slaughter and Average Weight (USDA)...

<table>
<thead>
<tr>
<th></th>
<th>Cattle</th>
<th>Calves</th>
<th>Swine</th>
<th>Sheep</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M Head</td>
<td>Wt. M Head</td>
<td>Wt.</td>
<td>M Head</td>
</tr>
<tr>
<td>May 1967 (Fla.)</td>
<td>36.0</td>
<td>934</td>
<td>17.4</td>
<td>316</td>
</tr>
<tr>
<td>May 1966 (Fla.)</td>
<td>34.0</td>
<td>883</td>
<td>15.4</td>
<td>276</td>
</tr>
<tr>
<td>May 1967 (U.S.)</td>
<td>2946.9</td>
<td>1026</td>
<td>455.3</td>
<td>236</td>
</tr>
<tr>
<td>May 1966 (U.S.)</td>
<td>2769.0</td>
<td>1010</td>
<td>485.6</td>
<td>246</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>June 1967</td>
<td>10,155</td>
<td>1971</td>
<td>26,919</td>
</tr>
<tr>
<td>June 1966</td>
<td>11,305</td>
<td>2318</td>
<td>23,807</td>
</tr>
</tbody>
</table>

Livestock Prices Per Hundred (USDA)...

<table>
<thead>
<tr>
<th></th>
<th>Cattle</th>
<th>Cows</th>
<th>Strs, Hfrs.</th>
<th>Calves</th>
<th>Swine</th>
<th>C'kens</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S., June 15, 1966</td>
<td>22.50</td>
<td>17.60</td>
<td>24.10</td>
<td>26.00</td>
<td>23.20</td>
<td>16.10</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., June 15, 1967</td>
<td>$1.45</td>
<td>$0.94</td>
<td>$2.75</td>
</tr>
<tr>
<td>Fla., June 15, 1966</td>
<td>1.30</td>
<td>.95</td>
<td>2.60</td>
</tr>
</tbody>
</table>

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

Your Most Economical Supplement
For Cattle on Pasture
Due to These 7 Features

1. Increased or extended carrying capacity of pastures by approximately 20% or more.
2. Increased consumption of unpalatable roughage and greater efficiency in the utilization of fiber (cellulose).
3. Increased rate of conception and percentage of weaned calves.
4. Increased weaning weights, with corresponding 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 . . .

Handi-Klasp Equipment & Supply Company, Webster City, Iowa, has added this calf creep feeder to its line of products. The unit has a capacity to hold 600 pounds of pellets, yet folds compactly so it can be moved easily in the bed of a pick-up truck or towed to a new location.

Copies of this article if possible.

W. B. Robertson, Jr.
Division Manager

We appreciate Mr. Robertson's interest and have sent him the copies requested.

Frey Bros. Adds McArthur to Sales Team

Arthur McArthur, a native of north central Iowa, presently residing in Port Deposit, Maryland, has accepted a full time job as representative of Frey Bros., Quarryville, Pennsylvania, livestock and farm equipment firm.

McArthur plan to continue with his Polled Hereford herd built from the original Rupert lines at the McArthur farm in Iowa.

Before going East, McArthur was employed at Robert Hazlett's, Eldorado, Kansas, and Oklahoma A&M University, Stillwater, Oklahoma, where he showed three International grand champion steers, as well as several reserve grand champions. While at A&M, he twice showed the first place trio of steers for all three beef breeds at the International.
GATOR C.A.N. is Calcium Ammonium Nitrate, a completely neutral product that will not build up yield-destroying soil acidity. Half of the nitrogen in GATOR C.A.N. is nitrate for instant use, and the other half is ammoniacal for the slower release of nitrogen during the rest of your pasture growing season.

GATOR C.A.N. contains no harmful salts that can build up in your pasture soils and reduce yields. Finally, GATOR C.A.N. is all plant food—completely usable. You don't waste fertilizer dollars by buying materials your pasture crops can't use and don't need.

What does all this add up to? Simply this. Whether you specify GATOR C.A.N. in your mixed fertilizer, or use it direct as a top dressing, GATOR C.A.N. is your best nitrogen buy for your pastures. Try some soon. You'll see the difference in your fields, and profit by the difference in your yields.

HERE ARE FOUR REASONS WHY
IS YOUR BEST BUY!

1 non-acid forming  
2 "balanced" source of nitrogen  
3 no harmful salts  
4 completely usable

"Specialists in Fertilizers Exclusively for the Soils of Florida"

KAISER AGRICULTURAL CHEMICALS  
formerly FLORIDA NITROGEN COMPANY

P.O. Box 2619  
Tampa, Florida
Your Service Market!

The Glades market is noted for a long history of service to sellers and buyers. It's backed by cattlemen and operated for cattlemen. Some of the many services we offer to our customers include:

- Selling yards completely under roof for less shrink.
- Improved Circular cutting pen.
- Selling in order of arrival.
- Board sales for large lots.
- Pen lot selling.

CAN WE BE OF SERVICE TO YOU?

Auctions Every Monday

Glades
Livestock Market Ass'n
Located North of Belle Glade on U.S. 441

Pete Clemons, Manager
Harold Brough, Ass't Mgr.
Belleville, Florida

LIVESTOCK HAULING

Hay for Sale

Fertilized
Georgia Coastal Bermuda
Any Amount—Delivered

Call
D. J. Baker
847-2501 Kissimmee, Fla.

Lice on Dairy Cattle Can Be Controlled by Shell Product

Shell Chemical Company, a division of Shell Oil Company, New York, New York, has announced it has received USDA acceptance of a label for its three percent Ciodrin® Insecticide Livestock Dusting Powder expanding usage to include direct application to dairy cattle for controlling lice. Additionally, it can be used in direct application to both dairy and beef cattle for the control of horn flies.

For controlling lice on dairy cattle, three percent Ciodrin should be applied thoroughly as a dusting powder directly to the animal. A conventional hand or power duster can be used. If necessary, a repeat application can be made in three to four weeks.

Where animals are being fed for slaughter, three percent Ciodrin may be used without feed-off period being required. Calves under six months of age and Brahman cattle should not be treated, it was pointed out.

Swanson Announces Appointment Of Assistant for Orange County

Henry F. Swanson, county agent, Orange County, located in Orlando, recently announced the appointment of Jay Hebert as assistant county agent in charge of educational programs in the field of beef operations.

Hebert received his BS degree in

McArthur was also employed at Essar Ranch, San Antonio, Texas, for seven years, having showed the grand champion bull at Denver in 1943. He went East from Essar as manager of Chino Farm, Chestertown, Maryland, and since 1953 has been in his own cattle operation.

Stepless Adjustment of ground speed provided by newly developed International 656 hydrostatic tractor permits operator to vary ground speed just the right amount to keep baler operating at full capacity, even though windrow size changes. Officials of International Harvester in Chicago, Illinois, point to a number of improvements on this model tractor.
Florida Feeder-Stockers Performing Well in the Corn Belt

Many thousands of Florida Angus and Hereford crosses have now been fed out in other states with good results. One group fed complete mixed-in roughage rations averaged 2.4 pounds average daily gain. Another fed on corn silage, supplement, and grain gained 2.15 pounds.

We stand ready to help you buy Florida Feeders with quality and do-ability to perform for you.

Some sales are mixed. Buyers should contact the livestock market for specific information on quality and number selling.
Here's the Payoff

Nothing's happened in your business until a cow drops a calf. Will she repeat, year after year? How good will her calves be? The answers to these questions are the difference between profit and loss.

Beefmaster mothers have their first calves as two-year-olds and many of them drop, raise and wean a good calf every year until the age of 14 or 15. And they are husky, healthy calves that average 600 pounds or more at weaning. That's the payoff with Beefmasters.

For your protection, get the prefix name before you buy Beefmasters. All real Beefmasters have first names.

BEEFMASTER BREEDERS UNIVERSAL
348H GUNTER HOTEL
SAN ANTONIO, TEX. 78206

GLADES LUMBER & WOOD TREATING CO., Inc.
- Fence Posts
  - Pressure Creosoted
  - Barn Poles
  - Lumber
  - Piling
Also Untreated Lumber
P.O. Box 1939
FORT MYERS, FLA.
Phone ED 4-2794

STALNAKER FARM & RANCH SUPPLY, INC.
TAMPA, FLORIDA
PHONE COLLECT 248-6238
Come see us at 33rd and East Broadway, Tampa.

Largest Inventory of Fencing for Farm & Ranch in Florida
FARM FENCING
BARBED WIRE
GAUCHO BARBED WIRE
POULTRY NETTING
FARM GATES — Galvanized steel, wood panel, wire filled, aluminum.
FENCE POSTS — Steel, pressure treated, creosoted.

ORNAMENTAL LAWN FENCE
GALVANIZED ROOFING — Republic Steel Blue Ridge Channel Drain — 29 gauge. Also 2½ inch corrugated roofing.
WELDED WIRE
HARDWARE CLOTH
NAILS — Bright or galvanized.
STAPLES

FREE DELIVERY

SUITABLE for grinding and mixing a wide range of livestock feeds, supplements and additives, including hay, with the added ability to blow ground material into silos, are highlights of the 115-bushel capacity Mix-All Feedmaker recently introduced by Gehl Bros. Manufacturing Company, West Bend, Wisconsin. The unit comes equipped with plain hopper, hay feeder, swinging auger feeder, or hay feeder combination.

animal science from the University of Southwest Louisiana in 1953, and his Master's from Louisiana State University in 1956.

Swanson said Hebert has worked in the nutritional field for the past 10 years with several commercial concerns. He has an excellent background in management, production, and nutrition as it pertains to beef cattle, poultry, dairy cattle, and swine enterprises, he pointed out.

Superior Employs Fennell As Sales Representative

J. LEROY FORTNER, account manager for Superior Fertilizer and Chemical Company, Tampa, has announced that John M. Fennell has joined the company and will serve Superior Fertilizer as sales representative in the Sebring area.

A graduate of the University of Florida at Gainesville, Fennell received both his B.S. and Master's degree in Agriculture.

Prior to joining Superior, he worked in development and production of citrus in South Florida for three years. Prior to that time he worked with growers in southwest Florida for a period of 14 years in fertilizer and chemical sales.

Hunt Named Veep of Red Brangus Group

JOHN W. HUNT, land utilization supervisor for International Minerals & Chemical Corporation's Florida phosphate operations, has been elected vice president of the American Red Brangus Association. Hunt headquarters
Mix RUELENE® 25E Pour-on Cattle Insecticide with water. Apply along the animal’s backline. That one application will control 94% to 100% of northern and common grubs. We guarantee it. If you’re not satisfied, we’ll give you enough additional to re-treat cattle. Or your money back.

The pour-on method lets you give each animal an exact dose at a cost of 7¢ per cwt. There’s no run-off or waste. No unusual handling problems. Controls lice and hornflies, too. And, there’s no marking of treated animals. No cold weather hazards. And you can treat young cattle. Your supplier has details. And RUELENE 25E.

The Dow Chemical Company, Animal Bioproducts Sales, Midland, Michigan, 48640.

Buy our grub control and we’ll cover you.
"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.

TENAZ-BOV

P. O. BOX 2381
TALLAHASSEE, FLORIDA 32304

FOR FAST DEPENDABLE SERVICE CALL

PHILLIPS LIVESTOCK HAULING CO.

Phone 528-3575

MODERN RELIABLE EQUIPMENT

Williston Florida

Hunt

WITH CAPACITY of 8-10 tons, here is the most recent hydraulically powered baled hay wagon introduced by the Hesston Corporation. Designated the Hesston-Lundahl Model 400, the model saves hand labor, while preserving the nutrient value of hay by building a tight, moisture-resistant stack. The product is being manufactured in the company's recently opened factory, located at Logan, Utah.

The Florida Cattlemen
Florida's livestock producers have learned to rely on their local auction market for up-to-date price information, and for an efficient, honest, accepted place to sell livestock of all kinds and all quality.

It's a fact! The auction is the place where you KNOW you will get a fair deal!

During the past 12 months 648,109 head of cattle sold at auction — a top percentage of all cattle sold in Florida. This is convincing evidence that Florida auction markets are performing a major service to the livestock industry of this state.

The auction market operator's main objective is to provide fair treatment and maximum service to both livestock producers and buyers at all times!

**CONTACT THESE AUCTIONS, ALL MEMBERS OF THE STATE ASSOCIATION**

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

- **Chipley Livestock Company**
  - Auction Every Tuesday
  - E. D. (Buddy) Neel, Mgr., Ph. 638-0267, 638-4498
  - CHIPLEY, FLA.

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

- **Gainesville Livestock Market**
  - Cattle Auctions Every Mon.-Wed.
  - Hog Auctions Every Tuesday
  - J. W. "Buddy" Clark, Mgr., Ph. 372-3442
  - GAINEVILLE, FLA.

- **Tindel Livestock Market**
  - Auctions Every Monday
  - Claud Tindel, Mgr., Phone 263-3224
  - GRACEVILLE, FLA.

- **Jay Livestock Auction**
  - JAY, FLA.

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

- **Columbia Livestock Market**
  - Auction Every Thursday
  - H. Tom Willis, 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
  - J. Jones & C. Moore, 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 627-4454, 629-3662
  - OCALA, FLORIDA

- **Okeechobee Livestock Market**
  - Auctions Every Tuesday
  - Pete Clemons, 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. Robison, President
  - SEFFNER, FLA.

- **Hardlee 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
Make Kissimmee "A Must" on your list for selling and buying your livestock

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Kissimmee is centrally located for both out-of-state calf buyers and Florida calf producers! An old and established market served by the Sunshine State Parkway from North and South and Interstate 4, East and West, to Kissimmee. Let us help you save time, money and shrinkage in selling your cattle!

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MEMBER FLORIDA ASSOCIATION OF LIVESTOCK MARKETS

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LA CROSSE, FLORIDA 32658

FORT DODGE Laboratories, Fort Dodge, Iowa, recently won the Hermes trophy for its ads featuring the "Managed Horse Health Program." At left, Cecil E. Barger, of Sander Allen Advertising, Inc., Chicago, Illinois, presents the award to Dr. Merritt E. Skidmore of Fort Dodge Laboratories. It is the second Hermes trophy won by Fort Dodge in two years. The ads appeared in The Florida Cattleman.

It is available with choice of standard adapter or quick coupler which mounts the pump on the PTO shafts without tools. The pump can also be belt-driven by motor or gas engine.

**Manure Can Be Treated With Product from Puritan**

AMBROSE PERRIN, president of Puritan Laboratories, Inc., Des Moines, Iowa, has announced the availability of a newly developed product, PMT, for the treatment of manure from all livestock. When sprinkled on manure it eliminates offensive odors and the treated manure repels flies, liquifies solids, and makes manure a better fertilizer.

Perrin said the product makes a better fertilizer because it breaks down the elements in manure by reducing element losses by leaching of sun and rain and by making the elements more readily and completely available to plants.

A small amount of PMT sprinkled on the pile, on feeding floors, or in the pit, slat floors, or wherever livestock are kept, will do the job. After the original sprinkling has seeded, additional small amounts are recommended.

PMT contains no drugs or ingredients harmful to either man or animals.

**Cobb Gets Appointment At Dixie Lime**

WILLIAM COBB has been promoted to north Florida representative of Dolomite Products Division of Dixie Lime and Stone Company, Ocala, according to Fred Y. Montsdeoca, vice president. Cobb has been with the firm since 1965 covering southeast Georgia. He...
From here . . . to here

for about $25 total feed cost with MoorMan’s

Most of the ration can be grain you raise yourself or buy locally when you grow replacement dairy heifers to 4 months on a MoorMan Calf Development Program.

The result is a low total feed cost most other programs can’t match—usually no more than $23 to $25 per calf from 3 days to 4 months.

And the MoorMan Calf Program is a big first step toward building the body capacity and strong frames needed by high-producing cows.

Quick start for calves on MoorMan’s

MoorMan-fed calves get off to a fast start on Nursetrate®, MoorMan’s high-quality milk replacer fed from 3 days to weaning. And Nursetrate makes it possible to resume marketing of valuable cows’ milk as soon as colostrum is gone.

But the big feed-cost savings with MoorMan’s results from feeding a farm-built ration of grain and Calf Mintrate® Pellets from about 1 week of age to 4 months.

Mintrate helps stretch farmgrown feeds

It takes only a small amount of Calf Mintrate to fortify grain for sound, efficient growth. That’s because concentrated Calf Mintrate provides the added protein, minerals, vitamins and antibiotic needed to help digest grain and hay—and promote rumen development.

After 4 months, MoorMan-grown calves are in condition to take advantage of MoorMan’s Heifer Development Program. And that means further savings from a farm-built ration of your grain and roughage fortified with MoorMan’s Mintrate or Premix-trate®.

Heifers developed on a MoorMan Program usually mature early—so they can be bred to calve at 22 to 24 months.

And whatever the bred-in milk-producing capacity of your herd, extra care in growing calves into well-developed heifers can make an important difference in net profits.

Why limit future cow profits by short-changing replacements? Next time he stops by, do some figuring with your MoorMan Man on the low cost of MoorMan Calf and Heifer Development Programs.
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Order Today and SAVE!
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You save middleman’s profit - 5% discount on 10 or more in one order.

CHECK THESE FEATURES
-Made from 1-1/8” OD tubular galvanized (inside and out) steel and woven wire.
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-14’x4’2” $22.95 -14’x3’2” $20.95
-16’x4’2” $24.45 -16’x3’2” $22.95

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replaces Henry Dover. Prior to joining Dixie Lime he was affiliated with Shands and Baker, Inc.

He was born and raised in Brooksville and was graduated from the University of Florida at Gainesville, where he was a member of the Sigma Chi fraternity.

"We’re pleased to make this announcement," Montsdeoca said, "as we’re confident that Bill Cobb will give Dixie excellent representation in the agricultural market of the northwestern Florida area."

Electronic Record Keeping Service Now Available

AN ELECTRONIC record keeping service designed especially to provide detailed income, expense, production and profit summaries on individual farm enterprises to farmers, ranchers and livestock producers in all 50 states as an aid in making sound management decisions was recently announced by Henrie L. Miller, president of Agri-Data Processing Service, Danville, Illinois.

Miller, a former national vice president of the Future Farmers of America and more recently advertising and sales promotion manager of a feed company, spent nearly two years developing the system. He says there is probably no greater need today for a farmer and rancher than to have detailed cost, production and profit records on individual farm enterprises.

Miller said costs to the farmer vary from $75 to $195 annually, depending upon the number of different reports provided.

NOTING a first for North America, here is the first plow to combine the advantages of reversible and semi-mounted plows with a steerable tail wheel, the manufacturer says. The unit has just been introduced by Massey-Ferguson, Inc., Des Moines, Iowa.

18 The Florida Cattleman
BEST MAID PASTURE BALANCER with FLY-AWAY kills face flies, horn flies, and internal worm larvae... prevents the hatching of worms and flies which would reinfest the animals... SAFE... SURE... ECONOMICALLY!

In addition to positive Fly Control... BEST MAID PASTURE BALANCER furnishes a complete "Nutritionally Balanced" diet of Proteins, Minerals and Vitamins so the animals can make thrifty producers and return a greater profit! Just feed it Free Choice... It takes only a few ounces a day!

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377-3092 MIXON MILLING COMPANY CAIRO, GEORGIA

Mills
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OCALA IS MOST CENTRAL TO FLORIDA'S MEAT PACKING PLANTS AND TO ITS CATTLE AND SWINE PRODUCERS BOTH!

Our central location makes us easily accessible from every direction, and is an important point to both buyers and sellers. Being close to producers and packers gives us top buying power and top selling power.

ATTEND THESE COMING SPECIAL SALES
Marion Association Feeder Calf Sale: September 9–800 head
Stocker-Feeder-Veal Sale, September 30–1000 head

AUCTION EVERY THURSDAY

MILLS LIVESTOCK MARKET
Clarence Mills, Manager
OCALA, FLORIDA
Phone: 622-4454, 629-3662

Also come via the Sunshine Parkway and Interstate 75.
HARDEE—HIGHLANDS

FEEDER STEER CALF
SALE AND
BOARD SALE

Sat., Aug. 26

Offering 1000 head of feeder steer calves at regular auction, and 500 head on a special board sale (instead of our regular tour sale), at the Hardee Livestock Market in Wauchula.

All consignments will be inspected by the sifting committee to assure that all are quality feeder calves. We're offering high quality cattle that will perform in your feedlot!

Cattle will be grouped in pastures for inspection 10 days prior to the sale, and must be picked up by the buyer within one week following the sale. Minimum weight will be 300 pounds.

Co-sponsored by Hardee and Highlands County Cattlemen's Associations, this year we have combined the previously successful three sales—at the market and the two sales—into one big sale, with a board sale as a special feature, for the convenience of our buyers. So be sure and come to the Hardee Livestock Market, Wauchula, on Saturday, August 26, 1967, following your inspection of the cattle being offered.

For Further Information Contact
B. J. Harris Jr. EV 5-0945
P. O. Box 209, Sebring, Florida 33870

NOW IT'S HISTORY

1942: Details on Molasses Trials Given

An article by D. J. Smith gave details on feeding trial tests with blackstrap molasses in place of ground snap corn in rations of fattening steers at the Experiment Station... A total of 18 consignors were named for the annual Guernsey sale at Largo... Farm wage rates were noted to be the highest in 22 years.

1947: Appointment of Rhodes Announced

Gifford N. Rhodes, a University of Florida graduate, was appointed assistant marketing specialist with the State Marketing Bureau, with headquarters in Jacksonville... More than $700 in prize money for each breed was provided for Hereford, Angus and Brahman entries in the second Sumter County Breeders' show at Webster... The Florida Cattleman's Association reported a total of 36 local affiliated associations represented 39 counties containing some 70 percent of all the beef cattle in the state.

1952: Millions Sold Through Markets

More than $41,000,000 worth of cattle and swine were sold through Florida's 30 operating livestock auction markets in the 12 months ending in June, 1952... Florida's meat packers and slaughtermen reelected Lawrence Hendry of Tampa as president of the Florida Independent Meat Packers Association... Nearly 400 Escambia County residents and visitors viewed the county's agricultural wealth on a farm tour by Greyhound bus... Arthur Godfrey bought four registered Brahman bulls from A. Duda & Sons of Cocoa.

1957: Thompson Builds New Market

L. H. Thompson, owner of the Gainesville Livestock Market, announced a new facility would be built to house the "finest market in the southeast" at the highway junction north of Gainesville... General James A. Van Fleet of Auburndale, shipped cattle from his ranch to South Korea... 30 cows were slated to be sold in the sale sponsored by the Florida Jersey Cattle Club at Exposition Park, Orlando.

HORSEBACK TRAVEL was the way to go back in the "good old days!" The unidentified rider at the left posed for a photographer in 1890 on Union Street in Gainesville, while the rider at right is A. L. Jackson, who was snapped while looking over his stock in Payne's Prairie in 1900. The pictures were sent in by Archie L. Jackson of Gainesville. The Cattleman solicits old pictures for this space and will pay $2 for each one accepted, returning the photo undamaged.

The Florida Cattleman
There Has to Be a Reason Why This Is FLORIDA’S LEADING CATTLE MARKET!

In the past five years, this market has become the top market in the state for several reasons:

1. It's located in the heart of the cattle country—the best area in the state to draw all types of cattle every week.

2. Our good supply of cattle each week draws practically all prospective buyers. Our volume has averaged over 1600 head per week so far this year!

3. Fast, efficient handling of your cattle is featured at Okeechobee. We average selling approximately 200 head per hour!

4. We have a good demand for all types of cattle. Buyers know they can come anytime and get the kind of cattle they're looking for.

5. Owned and operated by cattle people who know the producers' and buyers' needs and problems. We treat all buyers and sellers fair and honest.

All-Steer Feeder Calf Sale sponsored by the ST. LUCIE COUNTY CATTLEMEN'S ASSOCIATION and the OKEECHOBEE COUNTY CATTLEMEN'S ASSOCIATION is combined this year and will be held at the Okeechobee Livestock Market on Friday, August 25!

REGULAR AUCTIONS EVERY TUESDAY AT 12 NOON

OKEECHOBEE LIVESTOCK MARKET

Pete Clemons, Owner-Manager
Murray Fulford, Ass't Mgr.

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OKEECHOBEE, FLORIDA 33472

Wayne Gilliard, Auctioneer
Dee Presley, Sec'y
Competitive Selling
Is Goal of Livestock Markets

Across the Nation

by RAYMOND SCHNELL
Past Pres., Certified L/S Market Ass’n

EDITOR’S NOTE—For this August markets issue, it is felt that this article by Mr. Schnell is most timely in view of the projected expansion of Florida’s livestock industry. We feel it may serve to point out and focus on the effectiveness of our livestock auction markets in the state regarding the competitive method of livestock merchandising and how the system assists the producers.

COMPETITIVE LIVESTOCK markets of North Dakota are becoming a major factor in the livestock industry with an $8 million sales volume recently recorded through the certified livestock markets throughout the state.

Nationwide, the more than 800 competitive certified livestock markets occupy an important role in the cattle and beef industry, the swine and pork industry, and the sheep, lamb and wool industry. In (1965) certified livestock markets throughout the United States sold some 100 million head of livestock. Total sales volume during the same period exceeded $7 billion and is expected to increase significantly, predicted upon figures to date.

Recent goals of the competitive livestock markets stress aggressive livestock merchandising. Livestock marketmen are exercising vigorous business leadership in translating best super-stock market values to the meat-consuming public.

In a recent joint meeting, representatives of the Certified Livestock Markets and the American Stock Yards associations set immediate mutual objectives for the nation’s competitive livestock markets. These were: Uniform expression of purposes and objectives, recognizing and aggressively explaining the services and values by industry, business research, and implementation of these goals.

Competitive selling by auction in North Dakota has shown tremendous growth. This growth, both in number of competitive certified livestock markets and in the volume of livestock handled, is a strong indication that these markets are offering the quality of services to the livestock industry that is needed and desired.

North Dakota has increased the numbers of its cattle very significantly in the past 10 years as is indicated by the cattle marketings. Statistics for the year 1965 show that 897,720 head of cattle were marketed in North Dakota, of which 359,152 (40 percent) were competitively marketed by auction. 1,507,530 cattle were sold in North Dakota in 1965, of which 829,744 (55 percent) were sold by auctions. Translating these increases into percentage figures we find that the increase in cattle marketings is a substantial 68 percent, which the increase in volume at the certified livestock markets is 131 percent.

A well financed, capably managed, efficiently operated competitive livestock market is of invaluable service to the livestock industry. The most important role of the competitive livestock market is to furnish the livestock producers and feeders of an area with a reliable market for their livestock production and a source of supply for their replacement needs. The market owner keeps in contact with all phases of the marketing picture and its demands and prices and encourages buyers from every area and for every class of livestock to attend his market and competitively bid on the livestock offered for sale.

The side effects to the business and livestock community as a result of the efforts of a well managed competitive livestock market sometimes seem as important as the market itself. Besides the actual selling of livestock, the competitive market and its owners are a convenient and accurate source of valuable information to producers regarding market trends and prices. Livestock producers are always inspired to produce better quality livestock by observing an auction in progress and noting the variation in prices between the better quality animals and the inferior kinds. Every competitive livestock market that has made significant growth has also been the factor that is most responsible for unprecedented improvement in the quality of livestock in that area. The market owner will, in the course of his advertising and promotion to obtain more buyers, tell of the quality of the livestock in his area and thus place further emphasis on quality production.

These competitive livestock markets with their spacious lobbies, pavilions, and restaurants are popular gathering places for farmers, ranchers and business people. Here they visit and exchange ideas and information. High livestock health standards are important to a healthy livestock economy and thus also to the market owner. As a result the competitive livestock marketman spends a good deal of cost and time in maintaining a healthy atmosphere for the livestock and works closely with livestock health agencies to maintain a disease-free livestock population.

Every successful competitive livestock market owner is also a real asset to his business and economic community. You will find him active in his chamber of commerce, service clubs, church, civic drives and any community betterment program. He will be actively promoting agricultural research, improved farm management practices, and new feeding methods. Also, the whole livestock industry benefits from these markets that handle the producer funds for the expanded activities of the National Livestock and Meat Board in their research and promotion programs for meat.

The competitive livestock markets have been good for North Dakota, and North Dakota has been good to its markets. The combination of modern facilities, capable management, highly competitive selling and the many additional services to the livestock industry have encouraged the use and have assured the future of the certified livestock markets in North Dakota.
Plan now to attend the 20th Annual

FLORIDA ANGUS
FEEDER CALF SALE

AT THE GAINESVILLE LIVESTOCK MARKET

GAINESVILLE, FRIDAY, SEPTEMBER 1, 1967

SALE STARTS AT 1:00 P.M.

Buy with confidence from Florida's largest and oldest Feeder Calf Auction.

Buy with confidence the BLACK calves that you can always count on to make you money. They grade higher, and the packers pay more for them.

OVER

2500

HEAD

ATTENTION CONSIGNORS! Get your calves ready to enter and sell now. Entry deadline is August 25. All animals must weigh at least 300 pounds, be steers or heifers (no bulls) and must show Angus characteristics other than an allowable white face. Calves must be of high quality and grade.

SPONSORED BY THE

FLORIDA ANGUS ASSOCIATION

For additional information

Henry M. Chitty
Sale Manager
Rt. 1, Micanopy, Florida

Gainesville Livestock Mkt.
P. O. Box 1175
Gainesville, Florida
Bidding Competition Boosts Cattle Prices

Current figures show that nearly one million Florida cattle, calves and hogs were marketed at auction during the past year, and Florida market people feel they know the reason why.

"It just sort of stands to reason that any cattleman is bound to get top money for his stock when there are a number of different people bidding on them," Pat Kelly, immediate past president of the Florida Association of Livestock Markets and manager of Arcadia State Livestock Market, declared.

"Add to it the fact that the market takes all the risk, and you just can't beat this system of selling livestock, whether it's a few head or a truckload." Kelly says that higher prices are paid for cattle at auction because there are always plenty of bidders on hand.

"Of course a buyer wants to get cattle as cheap as he can, and the seller wants to get the maximum amount of money he can," Kelly pointed out. "At auction, both can feel that they have had a square deal, since the law of supply and demand determines the prices."

Most members of the Association, Kelly believes, estimate that stockmen receive about eight percent more at auction—and that more than covers the commission, which is three percent or less at Florida markets.

Officials of the Association point out there are other reasons for selling at auction.

As an example, markets provide a source of replacement stock for producers, as they need them. Every type of animal finds a ready market at auction, and odd lots are no exception. Cattle will be graded before the sale by experienced men, if the owner desires to sell them that way.

Buyers also receive advantages from auctions.

They can select from large numbers of cattle thus reducing the cost of buying. Reliable weights are assured and fair treatment is always guaranteed, and facilities of the market are always available for loading and shipping and otherwise handling the cattle.

Buyers can also make only one settlement for their purchases, regardless of the number of producers who provide the cattle.

Another advantage which auctions provide to cattlemen, whether they sell there or not, is keeping stock owners up on current market prices. The market operator keeps in contact with all phases of the marketing situation, its demands and prices and works hard to encourage buyers from various areas to come and competively bid on the livestock being offered for sale. The

BLOCK AND BRIDLE honorary members for 1967 are flanked by club officers, left to right are: Larry Ford, President, B&B; R. D. Bennett, vice president FCA, Greenwood; Elmer Heubeck, Ocala; and Tom Christian, vice president, B&B.

TOP QUALITY ONLY for over 70 years
producer has the worry of raising the stock, but he has a good choice at hand in turning his cattle over in the hands of the marketian who will take the worry of selling for the best price on his experienced shoulders.

And, of utmost importance to all producers, is the knowledge of prompt payment because of the bonding requirements laid on the Florida markets.

As some cattlemen have put it, they receive their check almost when their cattle leave the ring.

Humphress Is Named

JOHN HUMPHRESS was elected president of the Leon County Cattlemen's Association during the annual meeting held at the Leon County Agricultural Center in Tallahassee on July 20. Chief speaker of the evening was FCA Executive Vice President Art Higbie.

Ed Willis, immediate past president, was elected vice president, while Lloyd Rhoden was reelected secretary and Grace Prete was reelected to serve as treasurer of the group.

Jack Pons was named to serve as state director, while other directors include Jamie Alford, Bill Boynton, Harry Lewis, Bill Faulk, A. M. Davis, and Ralph Proctor, Jr.

Before these young'uns grow up, they'll both need their shots

Obviously, where the boy's health is concerned, no one would try to skimp on vaccine costs. But what about the calf? Here the reasons are primarily economic but does it make sense to skimp on his protection? The diseases are different, of course, but its chances of exposure are greater. Take blackleg vaccination for instance. Protection of your investment requires a dependable, high level immunity you can count on — even in the face of serious exposure. Cutter Blacklegol vaccines have over 70 years of field-proven performance behind them. They're produced up to a standard of quality not down to a price.

There is rarely a substitute for experience, certainly not in vaccine production. Cutter has more blackleg experience than any other producer, especially where it counts. For example: Cutter was first with the "Deep Tank Controlled Culture" manufacturing process. In fact, this electronically controlled, closed system of laboratory production has been a Cutter processing technique for over 20 years. Our long-time technical experience is one reason Blacklegol vaccines have consistently higher potency, purity, concentration, safety and uniformity in every vial sold. Other firsts include exclusive Alhydro® fortification; seed strain selection from the oldest, most complete Culture Bank; Doubled Potency Testing where every lot is tested in cattle at twice the potency level of regular vaccine (it passes or it isn't sold). Add this to the fact that Cutter produced the first blackleg product made in this part of the world. That was over 70 years ago, and they've been getting better and better ever since.

Blacklegol "S" for Blackleg & Malignant Edema  Blacklegol "S-HS" for Blackleg, Malignant Edema & Shipping Fever  Blacklegol "S-N" for Blackleg, Malignant Edema & Cl. Novyi  CUTTER Laboratories Berkeley, California 94710  Blacklegol® For Top Protection Against Blackleg
MARION COUNTY CATTLEMEN’S ASSOCIATION sponsored FEEDER CALF SALE Saturday, September 9 2:00 P.M. MILLS AUCTION MARKET Ocala, Florida 800 HEAD We sell steers and heifers in uniform lots. Minimum weight of the animals consigned to the sale will be 300 pounds. This is your chance to get quality feeders from a top quality cattle producing area.

For further information contact:

MARION COUNTY Cattlemen’s Association
EDSEL W. ROWAN
P. O. Box 511 Phone 629-3694
or
CLARENCE MILLS
Mills Auction Market Ph: 622-4454
OCALA, FLORIDA 32670

PAT KELLY of Arcadia State Livestock Market, in looking for improved operating methods, recently installed this sturdy 6-way cutting pen to facilitate the movement of sale cattle through the auction ring.

Arcadia Market Aids in Testing

WHEN THE cattlemen of DeSoto County petitioned to test under the brucellosis program, Pat Kelly, manager of the Arcadia State Livestock Market at Arcadia, offered the market facilities to the authorities for testing of the county’s cattle herds.

Kelly not only offered the facilities, but went ahead and invested funds for enlarging, renovating and air-conditioning office space for the inspectors with no rental charge. Additionally, he provided chutes for testing the cattle, and arranged to hire two men to help with the cattlemen in the county bringing their cattle to the market for testing, whether one or 100 head. This cost is pro-rated and amounts to some 34 cents per head, Kelly said. In this virtual elimination of testing at the ranch, approval was obtained from USDA for the use of the Arcadia market facilities. The testing is accomplished each Monday.

Since the testing program began on June 5 and up to June 26, a total of 82 herds consisting of 5171 head were tested. Of the number, 611 have been retested. Kelly pointed out that in one day, 10 herds can be tested which equals one week’s testing at the ranch.

A recent improvement designed to help expedite the movement of cattle through the auction ring at the market is a six-way cutting pen. One man can efficiently operate the pen and the movement of cattle is much faster than before. Kelly compared a recent sale when 1300 head sold beginning at 1:00 p.m. and concluding at 8:00 p.m. Under the previous system, the sale would have gone on much longer, he said.
"Alcohol makes the difference in our feeding"

By James & Jerome Boyle, Hershey, Nebraska, as told to Lynn Snyder, Feed Service Corp., Crete, Nebraska.

Boyle Ranch Company cattle are bred, fed, raised and sold quite unlike neighboring herds along the North Platte River near Hershey, Nebraska. Building up a Charolais herd, the Boyles breed artificially and feed liquid supplement. Their cattle are fed to market weight, too.

"Most folks around here buy 400 lb. calves, winter and summer them, then sell to a feedlot," Jerome Boyle explains. However, the Boyles produce their own calves and sell at 1,100 lbs. — mostly direct to the packer — usually in 15-16 months. Dressing yields run 62% or better, with a recent group of heifers averaging 64.33%.

Running a total of 1200 head of cattle, the 12,000-acre Boyle Ranch had been strictly Herefords until five years ago.

At the suggestion of their A. I. representative, Jerry then began breeding Charolais. His first load of Charolais crosses at the Lexington sale several years ago were heavier and brought more than his Herefords, even though the crossbreeds were younger. Jerry Boyle has been enthusiastic about crossbreeding ever since.

Raising bulls for the first time last year, he sold 21 head — most of them bringing $500 each. "I didn’t know but what I might have to eat them myself," he said. But the demand turned out good.

Thanks to their entry at the 1967 Denver Stock Show, Boyle bulls should be even more popular this year. Named the champion crossbred entry in the fed beef contest, the four Boyle Charolais-Hereford carcasses set several show records.

Now owning some 400 daughters of Sam 951, sired artificially through Curtiss Breeding Service, the Boyles visited the stud owner last year. At Litton Charolais Ranch near Chillicothe, Missouri, they were impressed with the feeding as well as the breeding. In spite of limited grazing space, Litton animals have been thriving on MOREA® Liquid Feed fed free choice for five years now.

A Feed Service Corporation representative was asked to call on the ranch after the Boyles returned home. Shortly afterwards, Boyle cattle were on MOREA free choice, fed from six wheel-type feeders.

This past winter was the first year that cake hadn’t been fed. "Our MOREA distributor kept the feeders filled, and the cows fed themselves," James, Jr. pointed out. "Our cows milked better than ever before. First calf heifers, always a problem before, nursed like ole milk cows."

Bred through the winter on MOREA, grass and hay, the cows — and replacement heifers — came through strong. So did the calves.

Weaned at five months, the last group of fall calves averaged 356 pounds. "We’re going more to creep feeding, so the early weaning allows us to get the cows bred back faster."

More concerned about the energy than the protein in the ration, Jerry says, "The alcohol is what impressed me about MOREA." By stimulating appetites and speeding up rumen digestion, the ethyl alcohol helps cattle to get more feeding efficiency out of the entire ration.

"Feed Service Corporation is the pioneer in liquid feeds," Jerome Boyle explains. "Some of the other feeds are new on the market, but MOREA is a proven and perfected product."

And MOREA alone contains alcohol!

It’s worth checking into. Write FEED SERVICE CORP., Box 270, 867 S. F. St., Crete, Nebr. 68333
MIDWEST Trip Boosts Florida Feeder Calves

**FCA group visits feeders in corn belt area during third annual tour**

by A. L. HIGBIE
Executive Vice President, FCA

For the third consecutive year and in the interests of promoting the schedule of feeder calf sales in the state, representatives of the marketing committee of the Florida Cattlemen’s Association again this year programmed a trip to the corn-belt area of the Midwest in an effort to further put the focus on Florida cattle.

In addition to the writer, those making the trip were: Dr. A. Z. Palmer, meats scientist, University of Florida, Gainesville; Gifford Rhodes, marketing specialist, Florida Department of Agriculture, Tallahassee; Clarence Mills, owner of Mills Auction Market, Ocala, and Dr. Joseph Bertrand of the Experiment Station at Jay.

Travel began on June 23 and terminated on July 2. A total of 3540 miles was covered by the group.

Objectives of the trip included: (1) the straightening out of supply lines for Florida feeder calves (at present nearly 400,000 move to Arizona, Texas, Tennessee, etc., where they are fed to heavier weights, and then shipped to feedlots in the Midwest—most lose their identity as Florida calves—FCA's goal is to direct-ship these feeders to the feeding area; (2) present proof to feeders in the Midwest of the excellent “doability” of quality Florida calves and advantages of feeding Florida crossbred calves; (3) discuss the assembly line method of production on Florida ranches; (4) sell groups of quality Florida calves representative of statewide production to various feeders and concerns contacted on the trip to assist in securing data as to their feeding record, and to obtain, where possible, the yield and grade of each group or animal, and the doability of Florida calves; (5) urge feeders and buyers to visit Florida and participate in the 1967 feeder calf sales.

Following arrival in the Indiana area on Sunday, June 25, the team visited Purdue University, Lafayette, Indiana, where they had lunch with Dr. Earl Butz, dean, School of Agriculture, and Mrs. Butz. Also attending the luncheon meeting were Dr. and Mrs. Max Judge, professor, meats division at Purdue; Dr. and Mrs. Wayne Perry, of the animal science staff, and Paul Lybrook, editor, *Journa! Carrier*, Lafayette. A $100 Stetson has been presented to Butz on behalf of the Florida Cattlemen’s Association.

In the discussions much thought was given to the possibility of expanding the intermediate feeding program now existing in Indiana to help straighten our supply lines between the Florida producer and the Midwest feeders. Butz assured us that Purdue would join in with the existing research program now being instituted within Florida designed toward improving research data to provide incentive for producers to engage in this new type of feeding operation. He said that preliminary study of the situation, that of feeding lightweight calves to heavier weights, appeared acceptable and indicated that considerable profit existed, possibly more than would accrue in the more accepted feeding programs.

On June 26 we met for a breakfast meeting with stockmen and feeders in the Washington, Indiana area, about 170 miles from Lafayette. A tour was also made of the Graham Brothers Farm, a farming, dairy and feeding operation. Much interest was shown in the Florida crossbred calves and the improvements in the quality of Florida production.

The group arrived in St. Louis that evening and were hosted by officials of the Falstaff Brewing Company. Travel arrangements were made by...
Falstaff through the use of the company airplane and several trips were made in the feedlot areas of Illinois. Included was the modern Falstaff feed plant in Chicago. All arrangements were made by Jim Van Gorp, assistant sales manager for Falstaff's feed division, who accompanied us. John S. Henry of Chicago also met the team and it was found that Van Gorp and Henry plan to tour a number of ranches in Florida to purchase around 700 crossbred calves that would represent the top 40 percent of Florida production. These would be fed out in three separate areas and Falstaff would like to feed the animals and then enter the top producers in the International at Chicago. Henry also has a ranch in Venice.

A meeting was held with Gray Daly, vice president and general manager, Interstate Producers Livestock Association. He and his association represent producers and in 1966 they purchased 225,000 head of cattle, 85,000 feeders and 2,898,017 total livestock. He said they were looking for 100,000 head of feeders in 1967 and expressed the belief that crossbred calves were becoming more acceptable as each day passes in the midwest. His group has entered into a 12-county program in southern Illinois that will offer a program to native feeder cattle producers. They are advising the producers in that area on the best method of producing feeder calves. He stated he was willing to work with the Florida cattle industry to help solve the problem of direct shipment to the feedlots and would make a special effort to secure some of the representative crossbred calves. He also said he would include the list of coming Florida sales in the organization's newsletter which is sent to better than 30,000 producers in the cornbelt area as a service to the Florida cattle industry. He also agreed to address our coming conven-

FEEDER CALF AND YEARLING SALE

AT THE MID-FLORIDA LIVESTOCK MARKET IN ORLANDO

2 P.M., FRI., AUGUST 18

The animals consigned to this year's Mid-Florida Feeder Calf and Yearling Sale are the best we've ever had up to this time. We have enlarged our pen facilities for both receiving and selling and are happy to report that this year's sale will have the best group of calves and yearlings ever consigned.

We hope to have 900 GOOD CALVES and 200 STEER YEARLINGS. If you have calves or yearlings that you think will make good feeders call Gilbert Tucker or Al Smith collect and we'll take a look at them.

All sale animals will be grouped according to grade, weight and class. If you can group yours before loading it will facilitate handling at the market.

DEMAND LOOKS GOOD! We've had one of the best feeder calf and yearling sales in the state each year, so make your plans now to attend. Call the market for further information.

YOU GET THE TOP DOLLAR!

COMPARE OUR PRICES week after week with any other market, or with your direct offer! Our regular Monday sales during the last three years are the best we've ever had. We've had a good group of buyers and a fine group of sellers of cattle to supply their needs. If you are our customer, we appreciate your business. If not, we ask you to try us with a load soon!

We assure you satisfaction!

MID-FLORIDA LIVESTOCK MARKET

Auctions Every Monday

3600 South Orange Ave., ORLANDO, FLORIDA

Gilbert Tucker, Mgr. Phone GA 5-0432
Res. Cocoa 636-2390


PRESENTING a cowboy hat to Dr. Earl Butz, dean, school of agriculture, Purdue University, at right are A. Z. Palmer, University of Florida, and Art Higbie on behalf of the F.C.A.

for August, 1967
PARTIAL VIEW of the Chicago Stockyards is shown above showing part of the building complex and outside pens.

tion in Tampa this October on the subject of some of the problems and techniques involved in representing the producer in purchasing and selling over two million head of livestock annually.

In other activities comments were made over area television by Mills and myself along with a series of tape recordings which I sent to Florida radio stations. A visit was also made to the Chicago Mercantile Exchange and it was brought out that the Exchange, working with feeders in the midwest might assist in solving that basic problem of introduction of Florida calves into the midwest.

A number of other places were also visited including the Arlington Heights headquarters of the A. O. Smith Harvestore Products where the feeding operation of the company was explained.

During the trip and with the contacts made, brochures were distributed by our group in addition to reviewing and explaining the objectives of the trip. Emphasis was made on the improved quality of Florida calves and each feeder was given a personal invitation to attend the sales in Florida.

PRI Adds Data Processing Service

M. E. Hammond, president of Performance Registry International, announced recently that PRI has authorized the installation of complete data processing equipment in the Denver offices. This equipment supplied by IBM will enable PRI to supply a complete prompt records service.

Hammond emphasized the fact that the installation of modern records processing equipment is not the end of the PRI updating effort. Hammond said, "The executive committee has charged PRI secretary, Glen Butts, with extending the study of methods of better serving PRI members and the industry."

The Florida Cattleman
FINEST FACILITIES  
LARGEST  OLDEST  
GAINESVILLE  LIVESTOCK MARKET  
TRAINED STAFF  MOST PEN SPACE  

More Feeder Calves Are Sold at Gainesville Than Any Other Market

COMING SALE EVENTS
Aug. 11—Feeder Calf Sale
Sept. 1—Florida Angus Feeder Calf Sale
Sept. 8—Hereford & Cross Feeder Calf Sale
CATTLE AUCTIONS EVERY MONDAY
AND EVERY WEDNESDAY
HOG AUCTIONS EVERY TUESDAY

You can be assured the buyers will be on hand at the Gainesville Market when you bring your cattle. We have consistently averaged 75 to 100 buyers at our sales. We want to be sure you get the prices you want, too, and bend our efforts in that direction so that you will remain one of our satisfied customers. Gainesville Market is in business to serve you, the cattleman!

CHECK THE RECORDS!
Our Prices Are Always Higher CONSISTENTLY!

We are very proud of all the buyers and sellers who patronize our market, and we want to take this opportunity and say “Thanks!” You know that you will always be warmly welcomed when you come to our sales.

The National Certified Livestock Markets Association Congress will be held at Clearwater in June, 1968!

For Further Information about GAINESVILLE LIVESTOCK MARKET
Contact L. H. Thompson, Sr., President
L. H. Thompson, Jr., Vice President
J. W. “Buddy” Clark, Auctioneer-Manager
Phone 372-3442
Post Office Box 1175
Gainesville, Florida 32601
1966 Calf Crop Brings $30 Million

Many are shipped out-of-state

by JOHN D. STILES
Fla. Department of Agriculture
and W. K. McPHERSON
Professor of Ag. Economics, U. of F.

Florida cattlemen last year received close to $30 million for the portion of the 1966 calf crop they sold as calves. This information, covering all livestock moving across the Suwannee River, was obtained at the Florida Department of Agriculture’s Road Guard Stations.

From April 1966 through March 1967, of the 806,000 calves born in Florida (27,000 head died), 265.9 thousand of these calves were sold to slaughterers for approximately $18.2 million.

Another 170,163 head valued at approximately $11.7 million were shipped north and west across the Suwannee River to out-of-state destinations. About 66,000 head — more than 38 percent of the calves sold out-of-state from points south and east of the Suwannee River — were shipped to Texas (Table I). Georgia was Florida’s second best calf customer, and Arizona third. Two-thirds of all calves shipped out-of-state were sent to these three states and more than 90 percent were consigned to destinations in 11 states, each of which received more than one percent of the animals shipped out of Florida. Fifteen counties received more than one percent of the calves shipped out-of-state (more than 1700 animals each), with one county being the destination of 20,180 head — almost 12 percent of all out-of-state sales.

It is clear that for the time being at least, the best market for Florida calves is in the southern and southwestern states. Cattlemen should give serious consideration to traveling to these marketing areas to study the conditions the cattle arrived in last year and how they performed for the owners. From this study, transportation plans could be developed to put clean, fresh calves in feedlots long distances away without excessive shrinkage, stress and sickness.

For the past several years, the Florida Cattlemen’s Association, the Florida Association of Livestock Markets, the Florida Department of Agriculture, and the University of Florida have made a concerted effort to introduce Florida’s feeder calves into the corn belt area states. Although shipments are still relatively small, more than 5500 calves were shipped into six of the nation’s major beef producing states from April 1966 through March 1967, (Iowa, Illinois, Minnesota, Missouri, South Dakota, Nebraska, and Kansas).

It is interesting to note that about the same number of 600-800 pound feeder cattle—17 percent of all feeder cattle shipped out of the state—went to Illinois, Ohio and Wisconsin. This suggests that cattle feeders in and near the Midwest may be more interested in buying heavier and more mature animals than feeder calves at weaning time. Florida cattlemen should find it desirable to develop separate promotional programs for feeder calves and for 600-800 pound feeder cattle.

Cattlemen interested in developing the out-of-state calf market are also interested in origins from which the calves are shipped. Almost half of the calf outshipments originated in Polk and Hardee counties and 78 percent were shipped from six counties (Table II).

Table I—Number and percent of all Florida calves shipped to selected states and counties to which more than one percent of the calves were shipped.

<table>
<thead>
<tr>
<th>State</th>
<th>Number</th>
<th>% of Fla. outshipments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taylor</td>
<td>65,937</td>
<td>38.8</td>
</tr>
<tr>
<td>Walker</td>
<td></td>
<td></td>
</tr>
<tr>
<td>McLennan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Runnels</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gregg</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Willacy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Austin</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Georgia</td>
<td>13,635</td>
<td>15.9</td>
</tr>
<tr>
<td>Sumter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lowndes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Appling</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arizona</td>
<td>20,642</td>
<td>12.1</td>
</tr>
<tr>
<td>Maricopa</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oklahoma</td>
<td>14,025</td>
<td>8.2</td>
</tr>
<tr>
<td>Le Flore</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grady</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alabama</td>
<td>6,283</td>
<td>3.7</td>
</tr>
<tr>
<td>Montgomery</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mississippi</td>
<td>5,188</td>
<td>3.1</td>
</tr>
<tr>
<td>Lauderdale</td>
<td></td>
<td></td>
</tr>
<tr>
<td>S. Carolina</td>
<td>3,353</td>
<td>2.0</td>
</tr>
<tr>
<td>New Mexico</td>
<td>2,702</td>
<td>1.6</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>4,295</td>
<td>2.4</td>
</tr>
<tr>
<td>Colorado</td>
<td>5,161</td>
<td>3.0</td>
</tr>
<tr>
<td>Arkansas</td>
<td>2,062</td>
<td>1.2</td>
</tr>
<tr>
<td>All other</td>
<td>170,163</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table II—Origins of calves shipped out of Florida by selected counties.

<table>
<thead>
<tr>
<th>County</th>
<th>Number</th>
<th>% of total</th>
<th>Cumulative percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Polk</td>
<td>49,284</td>
<td>29.0</td>
<td>29.0</td>
</tr>
<tr>
<td>Hardee</td>
<td>33,356</td>
<td>19.6</td>
<td>48.6</td>
</tr>
<tr>
<td>Alachua</td>
<td>25,844</td>
<td>15.2</td>
<td>63.8</td>
</tr>
<tr>
<td>Brevard</td>
<td>9,953</td>
<td>5.9</td>
<td>69.7</td>
</tr>
<tr>
<td>Hillsborough</td>
<td>7,204</td>
<td>4.2</td>
<td>73.9</td>
</tr>
<tr>
<td>Okeechobee</td>
<td>6,975</td>
<td>4.1</td>
<td>78.0</td>
</tr>
<tr>
<td>De Soto</td>
<td>5,123</td>
<td>3.0</td>
<td>81.0</td>
</tr>
<tr>
<td>Highlands</td>
<td>4,336</td>
<td>2.6</td>
<td>85.6</td>
</tr>
<tr>
<td>Duval</td>
<td>3,742</td>
<td>2.0</td>
<td>87.7</td>
</tr>
<tr>
<td>Marion</td>
<td>1,741</td>
<td>1.0</td>
<td>88.7</td>
</tr>
<tr>
<td>Other</td>
<td>19,278</td>
<td>11.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Totals</td>
<td>170,163</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>
ALL STEER FEEDER CALF SALE!
Sponsored by
ST. LUCIE COUNTY CATTLEMEN’S ASSOCIATION
and
OKEECHOBEE COUNTY CATTLEMEN’S ASSOCIATION

OVER 1000 TOP QUALITY FEEDER CALVES
(TO BE SOLD IN GRADED LOTS)
ENGLISH, CROSSBRED, BRAHMAN STEERS (NO BULLS) AND HEIFER CALVES

OKEECHOBEE LIVESTOCK MARKET
FRIDAY, AUGUST 25, 1:00 p.m.

These calves will come from some of the top ranches in this section of the country. They will be sold in graded lots for the most part, and the selection committee will assist in grouping. If interested in consigning or buying calves contact the selection committee of Jack Norvell, Bud Adams or Tommy Sloan, all of Fort Pierce; and Forrest Pearce, Howard Wise or Clyde Durrance, all of Okeechobee—or Pete Clemons, manager of the Market. Phone ROdeo 3-3127.

ALSO, 2000 SELL ON BOARD SALE!
This 2000 on board sale includes 275 head of Angus steer calves averaging 500 pounds from Stitt Ranch, Clewiston, and 1000 steer calves from Immokalee Ranch at Immokalee.

Call the market (ROdeo 3-3127, if you need room reservations. Airport about one mile from the market.
BUY & SELL
YOUR
CATTLE
and
HOGS
at
LAKE CITY

BECAUSE—Columbia Livestock Market is easily accessible from most any direction. The map above shows the main highways and the Interstate highways, but there are also numerous farm to market roads that converge on Columbia Market. You’ll find it easy to bring your livestock to us! Experienced personnel are here to serve you.

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NEW!

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Now one vaccination with AMDAL IBR-BVD Vaccine protects your cattle against both Bovine Rhinotracheitis and Virus Diarrhea. You get lasting, high-level immunity while you save costs, time and labor . . . put less stress on the animal. Every AMDAL cattle vaccine features Identified Potency—extra-high potency built in, then listed in the package—your assurance of adequate protection when you vaccinate. Stop in. Ask us for details.

AMDAL
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U. S. CATTLE IMPORTS continue to decline. At 80,181 head, April cattle imports were down 14 percent from a year earlier, reports USDA.

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WAUCHULA, FLORIDA 33873

Your Headquarters for Charolais and Charbray Cattle
For Purebred or Commercial Herds
NFLA Urges Conditioning Of Cattle

The National Livestock Feeders Association of Omaha, Nebraska, is officially establishing a program to encourage the preconditioning of replacement cattle before their movement from range areas to feedlots, and in turn, is urging its members to seek feeder cattle that have been properly preconditioned.

Officials of the association pointed out the program has been adopted to promote the movement of healthier cattle from range to feedlot and, in doing so, to reduce costly losses evident so frequently in cattle subjected to the stress and strain of shipment. Such losses have been most common in the form of costly performance setbacks caused by disease or parasites, or by the absence of good management practices prior to shipment. Too often, also, death losses ranging from reasonable to tremendous, have resulted.

In recent years great scientific developments have occurred allowing for management practices which greatly diminish the "troubles" that often result when new cattle are moved into a feedlot. Primary in these new developments are vaccines and other preventative measures to deal practically with diseases and parasites for which there were previously only limited treatments available.

The entirely voluntary program of preconditioning urged by the National Livestock Feeders Association would put these management practices to work so that a grower would provide cattle prepared to stay healthier in shipment and be healthier when they reach a feedlot.

The management practices recommended by NFLA as standards for preconditioning are as follows:

1. Castration and dehorning of calves at an advisable and appropriate time.
2. Vaccination of calves for blackleg, leptospirosis and malignant edema after calves are three months old.
3. Weaning of calves 30 days prior to shipment, during which time they should be confined and put under observation for at least three weeks.
4. Vaccination for red nose, bovine virus diarrhea (BVD), and shipping fever complex (para-influenza 3).
5. Treatment for grubs.
6. Worming, if necessary, after checking fecals for worm eggs.
7. A statement certifying animals are in a healthy condition and that indicated management practices and treatments have been used.

The association recommends a preconditioning certificate, showing what management practices and treatments have been used, specific brand of treatment products employed, and dates of practices and treatments. This certificate—prepared by the producer—would be supplied to the feeder buying the cattle. The certificate would bear a certifying signature (that of the producer, or preferably of his veterinarian) along with a description of the cattle, the number, sex, breed and brand.

The question arises how is a feeder to know the whereabouts of replacement cattle which have been preconditioned for shipment. For the present, the NFLA, through its Omaha office, will serve as a clearing house for information concerning the availability of preconditioned cattle.

Growers with preconditioned cattle for sale can inform the NFLA office of their offerings, and time and place of sale. Feeder wishing to obtain preconditioned cattle can contact that office for the offerings listed. The NFLA will in no way enter into any transaction between the seller and the buyers, it was pointed out.

Regarding this preconditioning of cattle, cattle feeders need not be reminded of costly setbacks too often experienced in cattle moved into their feedlots following shipments from producer areas. Meanwhile, the producers, who year-in and year-out sell replacement stock, want to sell healthy stock that will promote repeat purchases from satisfied feeder-buyers. Also too often, this healthy atmosphere is helplessly lost to the stresses and strains replacement cattle undergo in shipment from range to feedlot.

Live Cattle Prices Up

During the past month, live cattle have steadily risen with prices generally above year ago levels. At Chicago, steer prices have been averaging about $1.50 per cwt. over last year. At the same time, wholesale beef prices have advanced to the highest levels since spring of 1966. However, heavier average slaughter weights have kept beef tonnage in recent weeks three to seven percent above year-earlier levels, although the rate of kill has shown a smaller percentage increase.

The high proportion of steer slaughter to total kill has been principally responsible for the high beef output. Total slaughter during May of 2.5 million head was six percent above last year, but beef production was up 11 percent. Reductions in cow slaughter, which has been running about 14 percent under year-ago levels thus far, has tended to act as a supporting influence on fed beef prices.

The monthly "Cattle on Feed Report" placed July 1st numbers on feed at 8,724,000 head, down two percent from last year, whereas in April's quarterly report there were three percent more on feed. Recent monthly reports have indicated a trend to smaller placements on feed so the reduction was in line with expectations.

Inventories in the heavyweight groups for marketing now are up 12 percent and those for August-September are up seven percent. However, the medium weight categories for marketing in the fourth quarter are down about seven percent. Thus, over the near term, slaughter supplies of fed cattle could remain large enough to prevent prices from advancing much further. However, by fall, reduced supplies could result in a significant strengthening in cattle prices.

Although live cattle prices have been advancing, futures in the past month have moved more or less sideways within narrow trading ranges. Nevertheless, the open commitment has continued to climb with speculative buying absorbing trade hedge sales. The deferred contracts have shown the greatest relative strength even though they already discount a considerable portion of any potential price rise in live quotations. However, as long as live cattle prices remain strong, futures are likely to hold their own.

<table>
<thead>
<tr>
<th>Month</th>
<th>Close</th>
<th>Open Interest</th>
</tr>
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<tbody>
<tr>
<td>August</td>
<td>$29.90</td>
<td>$25.95</td>
</tr>
<tr>
<td>October</td>
<td>29.70</td>
<td>26.25</td>
</tr>
<tr>
<td>December</td>
<td>30.25</td>
<td>26.50</td>
</tr>
<tr>
<td>February</td>
<td>29.45</td>
<td>26.80</td>
</tr>
<tr>
<td>April</td>
<td>29.42</td>
<td>26.95</td>
</tr>
<tr>
<td>June</td>
<td>28.80</td>
<td>27.75</td>
</tr>
<tr>
<td>July</td>
<td>28.75</td>
<td>27.90</td>
</tr>
<tr>
<td>August</td>
<td>28.40</td>
<td>27.40</td>
</tr>
<tr>
<td>Total</td>
<td>24,744</td>
<td></td>
</tr>
</tbody>
</table>

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

The Florida Cattlemen
Veterinarians servicing feeders have long advocated management practices, and disease preventive measures and vaccines, that would prepare feeder cattle for shipment in a way they could overcome stresses and strains to arrive at a feedlot in a healthy condition.

In terms of value, any animal believed healthy and expected to stay healthy is sure to be worth more than a similar grade animal that has not been properly treated and immunized—and so is an unhealthy suspect.

The NLFA takes the stand that a preconditioning advantage will surely exist—and should! It is an advantage that can accrue to both the buyer and seller.

**Wildlife Men Fight Diseases**

Wildlife and domestic livestock interests are merging forces to minimize the possibility of foreign diseases becoming established in the Southeast.

Diseases, now foreign to this country, could be disastrous to Florida’s deer and wild hogs as well as domestic livestock if allowed to obtain a foothold. The most probable are foot and mouth disease and African swine fever.

To help guard against this possibility, representatives of the Game and Fresh Water Fish Commission recently attended a Foreign Disease Surveillance Training Program sponsored by USDA’s Animal Health Division. The program was coordinated by the Southeastern Cooperative Wildlife Disease Study and held at the University of Georgia’s School of Veterinary Medicine.

Objective of the training program is to emphasize to game and fish personnel of the southeastern states the full ramifications of possible foreign disease outbreaks in this country and the effect on wildlife. They will be trained to immediately recognize and report evidence of a possible foreign disease outbreak.

USDA has established an operation to protect the nation’s domestic livestock, but wildlife represents a loophole through which a foreign disease could muster a sneak attack on both wildlife and domestic livestock.

U. S. red meat production totaled 2.96 billion pounds during March, up seven percent from a year earlier, according to USDA. Beef production, at 1.7 billion pounds, was up five percent; pork output, at 1.14 billion pounds, was up three percent from a year earlier.

**Order The Stockman’s Book Of Your Choice Today**

<table>
<thead>
<tr>
<th>Title</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beef Cattle Science</td>
<td>8.95</td>
</tr>
<tr>
<td>Crossover Breeder Beef</td>
<td>8.50</td>
</tr>
<tr>
<td>Cowboy Economics</td>
<td>5.95</td>
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<tr>
<td>The Stockman’s Handbook</td>
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Woods Is Elected by Market Men

Florida to host 1968 Congress

Named as president-elect of the Certified Livestock Markets Association for the 1968 term is Kenneth E. Woods, Henderson, Tennessee, who was elected at the annual meeting of the association held at Great Falls, Montana, June 22-25. The meeting was held in conjunction with the 10th annual Livestock Marketing Congress.

Ingvard Svarre of Sidney, Montana, is president of the trade body of over 800 competitive livestock markets this year.

Other officers elected were: Herb V. Rockhill, Eureka, Kansas, vice president; Jay R. Taylor, Amarillo, Texas, treasurer, and Morgan Beck, Ontario, Oregon, secretary. The new officers will be installed this December.

Aiming at better product prices and more realistic profits for the nation's livestock producers, marketmen from 35 states acted to support a "Declaration of Competitive Livestock Merchandising" at the annual meeting.

The declaration fixes three goals to be actively pursued by all competitive livestock market businesses. They are:

1. Establishment of a common business identity as a competitive livestock market business and industry, inclusive of all efficient and responsible business interests involved;
2. Development of competitive livestock market business facilities in natural economic trade areas and equal development of merchandising service for the profitable purchase and sale of livestock at competitive prices, all on a basis of expanding customer services;
3. Active promotion of the competitive livestock market business and industry with established business relationships throughout related industries.

The declaration states that competitive business enterprise applies fully throughout all elements of the livestock industry. Also, that continued growth and development of the industry rests upon the expansion of efficient production and of merchandising services which together balance with profits.

Two Florida livestock auctioneers participated in the world champion auctioneer competition held during the Congress, which was won by Kenneth Trout, Emmett, Idaho, followed by Robert Schnell of Leominster, South Dakota, as reserve champion.

James W. "Buddy" Clark of Gainesville, representing the Gainesville Livestock Market, Inc., was judged reserve southeastern regional champion. Gene Rawls of Leesburg, representing Mills Livestock Market, Ocala, and the Cattlemen's Livestock Markets of Lake and Tampa, was judged a runner-up.

During the Congress, major discussion sessions were held in the areas of animal health, livestock market banking and the competitive livestock marketing industry.

The sessions attracted leaders from many different segments of the livestock and related industries. More than 500 marketmen and others attended the event.

In addition to the competing auctioneers from Florida, others from the state in attendance at the Congress were Mr. and Mrs. L. H. Thompson of Gainesville; R. C. Hawkins of Monticello, representing the Florida Association of Livestock Auction Markets; John D. Stiles, director, division of marketing, Florida Department of Agriculture, Tallahassee; Mr. and Mrs.幼lence Mills of Ocala; Mrs. Gene Rawls and her sister, Mary Dry of Leesburg. Also attending was Bruce Johnson of Atlanta, Georgia, executive secretary of the Florida association, and family.

Stiles extended the official Florida invitation to the marketmen for the 1968 Congress scheduled to be held at Clearwater the latter part of June.

U. S. meat imports covered by the Meat Import Law are now expected to be 860 million pounds for 1967, Secretary of Agriculture Orville L. Freeman announced recently.
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Use of Tropical Legume Provides Advantages

by ALBERT E. KRETSCHMER, JR.

It seems evident from many ecological studies that legumes are of tropical origin, beginning in the Upper Cretaceous times with large trees growing under wet tropical conditions.

From these eventually came shrubs and woody climbers, then perennial herbs and then annual herbs. Another evolutionary way to look at the development is from the climatic standpoint, i.e.: wet tropics—dry tropics—sub-tropics—temperate—arctic.

Forage and grazing legumes that we are all familiar with, and consider to be representative of legumes in general—White clover, Red clover, alfalfa, vetches, trefoils, etc., actually are rather recent, ecologically speaking, and represent only a minor percentage of the total legumes potentially available for forage purposes. As a matter of fact, of the some 700 genera and 14,000 species of legumes, there are probably less than 200 genera and 4000 species that can be considered temperate; and of these probably less than 40 genera and 200 species that have been used in commercial agricultural programs.

The use of tropical legume species in forage crops is rather recent even though many have been unknowingly grazed as a part of native pastures. Recent work in Australia, Africa, Latin America, and other tropical areas has shown the value of several tropical species. In Florida the following tropical legumes were introduced or their forage value realized: Velvet bean (1894), Kudzu (1909), Crotalaria (1909), Alyce clover (1924), Cowpea (1928), Hairy Indigo (1931), and Early Hairy Indigo (1942).

Most of these are not widely used today in Florida, and except for Alyce clover and Hairy Indigo none are being used for grazing in permanent pastures. Hairy Indigo and Alyce clover have been used for grazing and for hay or silage. The former has been used extensively as a cover crop in new citrus plantings.

In a general comparison of tropical and temperate legumes, tropical legumes, compared to white or red clovers, generally are:

1) More susceptible to frosts; 2) more tolerant of hot temperatures; 3) more tolerant of soil borne diseases; 4) less susceptible to insect attack; 5) more drought resistant; 6) more wood-

y; 7) more tolerant of acid soil conditions; 8) more tolerant of low soil fertility; 9) less acceptable to cattle; 10) fix less nitrogen (per acre); 11) less tolerant to high water tables; 12) less specific in their nitrogen-fixing bacteria requirements.

In Florida, climatic differences from northwest to south are large. One of the main limiting factors of tropical legume survival in Florida is winter temperatures. Those species that are early fall seed producing annuals should be adapted to all areas in Florida. Some of the more frost resistant perennials also probably will survive the winter in north Florida. However, the majority of tropical forage legumes probably will not be adapted to the colder areas of Florida. The milder climate in central and south Florida, assures the choice of a larger number of summer growing legumes.

In contrast to the use of White clover, tropical legumes are probably adaptable to a wider range of soils because of the normal seasonal summer rains. Well-drained soils, properly fertilized and limed, should support good tropical legume growth; and flatwoods soils, with adequate surface drainage are adaptable for certain species of tropical legumes.

Although the research work with newer tropical legume introduction in Florida is only several years old, results from here and from abroad indicate the following advantages in their use in Florida, as follows:

1) Nitrogen production per acre in the above-ground plant portions has varied from about 50 to 125 pounds per acre annually when grown in mixtures with Pangola grass. The bulk of this production occurs from June to September.

2) Better utilization or acceptability of the accompanying grass (and weeds) by cattle.

3) Provide a higher quality pasture in late summer and fall.

4) Will not compete with White clover or other winter growing legumes.

5) Provide higher quality reserve feed in early winter for grazing or hay.

6) Under an already established moderate fertility program, some of these legumes can be grown without additional fertilizer or lime.

Referring to the effect of grass component on tropical legume growth, Alyce clover and Hairy Indigo have been successfully grown in combination with Pensacola Bahia grass, Pangola grass and Coastal Bermuda grass.

The newer introductions, Stylosanthes humilis, and Siratro, have been grown successfully in Pangola grass and should grow well in combination with Coastal Bermuda grass, but probably not as vigorously in Bahia grass or Carpet grass.

Generally, growth of tropical legumes with Pangola grass would be less on soils having a higher fertility status (clays and loams) than flatwood sandy soils, with least growth occurring in the organic peat and muck soils. The more nitrogen and other fertilizer elements present, the more vigorous and competitive will be the grass growth.

In tropical Latin America and elsewhere many tropical legume species would be expected to grow satisfactorily in mixtures with Guinea grass, Buffel grass, Jaragua grass and Setaria sphacelata.

In checking the characteristics of tropical legumes that have potential use in Florida and tropical America, tropical legume growth in Florida is restricted to the warmer months. Normally, rapid growth commences in June and terminates in September or October. The growth characterization in Florida of some are based on observations since commercial tests have not been made. Because of this, some values are subject to change.

Following are listed general characteristics of two summergrowing legumes that have been available for use in Florida since the 1950’s and two that have been tried commercially since 1965:

Alyce clover (Alysicarpus vaginalis) —This legume is a native of Asia and...
in Florida is an annual. It is a spreading and moderately branched plant attaining a height of about three feet under ideal conditions. It does not tolerate wet soils. Seedings can be made from March until June at a rate of from 10 to 20 pounds per acre broadcast. Commercial cowpea inoculant is effective. It has a crude protein content of about 15 to 20 percent and is acceptable to cattle. It is self-regenerating under certain undefined conditions, but cannot be counted on to maintain a good stand from year to year. It can be used for grazing and/or for a late-fall hay crop. Usually plant germination from seeds produced the previous fall is late in the spring which prevents initial grazings until mid-summer. Cattle should be removed during the flowering period to permit maximum seed production. Alyce clover is very susceptible to rootknot nematodes. This limits its effectiveness on "older" cultivated soils. Although first introduced in 1924, it has never been accepted by growers in a way similar to that for White clover.

Hairy Indigo (Indigofera hirsuta). —It is an erect branched annual legume that attains a height of from four to seven feet and is killed by the first hard frost. Leaves are produced on fine stems which become rather coarse in the later stages of development (fall). The early variety produces seeds about a month earlier than the regular variety. Seedings can be made from March to June at a rate of five to 10 pounds per acre broadcast or half this amount when drilled. Cowpea type inoculant is effective but little response to inoculation has been noted because Florida soils usually contain enough effective bacteria. Hairy Indigo can grow under slightly higher water tables than Alyce clover and is therefore more adaptable to flatwoods soils having adequate surface drainage.

Hairy Indigo has a crude protein content similar to that of Alyce clover, but is not as acceptable to cattle until they become accustomed to it. Continuous grazing of Hairy Indigo during wet periods has resulted in the occurrence of sores just above the hoofs. Removal of the cattle from the pasture has resulted in rapid recovery. No problems have been reported when cattle have had free choice to pastures with Hairy Indigo and with grass alone. Although it produces considerable quantities of hard seeds, self-regeneration is not a certainty under all conditions. Light disking in the spring has helped to improve plant stand. Hairy Indigo is resistant to root-knot nematodes and reasonably free of insect and disease problems.

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Hairy Indigo can be used for grazing, hay, silage, or as a cover crop. The largest use in recent years has been as a cover crop in new citrus plantings.

Stylosanthes humilis—This is a self-regenerating summer-growing annual legume that has trifoliate leaves and branched stems that are ascending or prostrate. It can attain a height of 30 inches or more. It has been naturalized in Australia since 1904 and was first introduced to the U.S. in 1950. Work at the Plant Materials Center, Arcadia, and at the Indian River Field Laboratory since 1962 has led to the commercial plantings in 1965 and 1966 of about 500 acres. Experimental and commercial results to date have been exceptional.

S. humilis appears to be highly self-regenerative even under heavy grazing pressures. It appears to be adaptable to a wider range of soil conditions than Hairy Indigo or Alyce clover, being able to withstand wetter soil conditions. Germination of seeds produced the previous fall result in plants that are ready to graze initially in June. Rapid growth continues until September when flowering and seed production begins. Because it is hard-seeded there has usually been sufficient seeds present in the soil to provide as good a stand as that of the initial seeding year. It is root-knot nematode, insect, and disease resistant.

Seeding rates of as little as two pounds per acre from March to August have provided a fair to good stand and good seed production in south Florida. Inoculation with cowpea inoculant is effective. It is believed that this legume is adapted to most areas in Florida and possibly in some of the Gulf Coast states.

Cattle eat S. humilis readily in all stages of growth even in its most mature stage. It can be used as a hay crop in late November or December, making a nutritious feed when grown with a grass. It also appears well adapted for use as a cover crop in citrus groves. It grows well in Pangola grass and presumably in Coastal Bermuda grass but its growth or persistence in Carpet grass or Bahia grass has not been fully determined.

In Florida, most of the larger scale commercial plantings have been made since 1965, but there have been small-plot plantings in commercial Pangola grass pastures for at least four years. In almost every instance plant populations of S. humilis have improved from year to year even under heavy grazing.

At present the only seed source is Australia with a price of from about $1.50 to $2 per pound. Several small areas in Florida were commercially harvested for seeds in the winter of 1966 but seed yields were low. The Florida Foundation Seed Producers, Inc., Gainesville, expects to have limited quantities of seeds in 1967 or 1968.

Siratro (Phaseolus atropurpureus)—Siratro is a long-lived perennial, summer-growing legume that has trailing stems of medium thickness. It was developed in Australia. It produces abundant viable seeds in south Florida during late fall through spring if managed properly. It is variably stoloniferous depending on competition and plant age. It has trifoliate leaves that resemble, but are smaller than green bean leaves. It produces dark red flowers that turn to dark purple on ageing, and seeds are produced in bean-like pods on stalks. These pods being about three inches long and slightly more than half the diameter of a pencil, mature unevenly and shatter upon natural maturity. This reduces the seed yields obtained by commercial harvesting techniques.

Although plants have lived for several years as far north as Gainesville, it is doubtful that they will survive in areas that are much colder.

Siratro requires drier soil conditions than S. humilis for maximum growth, but will survive and grow well on flatwoods soils where surface drainage is good. It is very drought resistant.

Because of the high cost of seeds (about $3 per pound F.O.B. Australia), about one pound per acre broadcast or drilled should be planted simultaneously with Pangola grass or Coastal Bermuda grass from March to June (to August in south Florida). Its grow-

Cows Boosted

Marion County’s horse farmers are getting back into the cattle business—it’s cheaper than moving the grass.

Clarence Mills of Mill’s Livestock Market at Ocala claims credit for the idea: after all, when so many of the better farms were bought out for Thoroughbreds several years ago, the market dropped 25 percent of its business at first. "So I decided to go see the horsemen," he recalls. "And now I’m getting business from them again. I not only told them that the cows could mow the grass, but also that the cattle would pick up parasites which might otherwise disturb the horses, which are more valuable.

The diets of the valuable Thoroughbreds are carefully managed, and grazing does not provide a major part of their foods, of course.

The Florida Cattlemann
Ankony announces the sale of one-half interest in Ankonian Gay Jingo* — to Caravelle Land and Cattle Company.

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West Palm Beach, Florida
Calgary, Alberta, Canada
th in Bahia grass is not known. Only minimum grazing should be permitted after October the first year if maximum fall seed production is desired. Siratro is readily acceptable to cattle and good utilization appears to be made with Pangola grass-Siratro mixtures. This mixture also should make excellent hay. Insect damage from caterpillars sometimes is bad during the late summer period, but this and disease problems have not been a major problem under grazing.

Like S. humilis, the only commercial seed sources are in Australia. Limited seed supplies, however, will be available from the Florida Foundation Seed Producers, Inc., in 1967 or 1968.

In summary, the large-scale use of tropical legumes for forage purposes in Florida has been limited to several species. There is a large number of species that appear to have a potential for grazing, green-chop or stored purposes. Many of them are being successfully used in tropical areas in the world. Styllosanthes humilis and Siratro are two that appear to be adaptable to most areas in Florida.

Market Council Sets Meeting

The development of a new market information reporting service for the livestock industry will be a major topic of discussion at the quarterly meeting of the Competitive Livestock Markets Council in St. Paul, Minnesota, August 4.

A special committee of the council was charged with the development of plans for such a service as a result of the group's recognition of the industry need for augmenting currently reported price information with detailed volume information. Also on the agenda is the consideration of a recent livestock proposal concerning the pre-conditioning plan of the National Livestock and Feeders Association.

The Competitive Livestock Markets Council was formally organized in February after a number of months of development as the Advisory Board of Competitive Livestock Markets. The Council is composed of representatives from the four major competitive livestock market trade associations—The American Stock Yards Association, Certified Livestock Markets Association, The National Livestock Exchange and the River Markets Group.

R. B. McCreight, Chicago, Chairman of the American Stock Yards Association serves as chairman.

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M&M Gives Bull to Ona Station

M&M Angus Ranch at Loxahatchee recently donated their interest in Queen Harrison Heckettier to the Range Cattle Experiment Station, Ona.

The bull was originally purchased by M&M at the International Angus Bull Sale at Chicago, Illinois, in 1961 at a cost of $5100. He is a son of Dor Macs Bardoliermere 10th and out of Queenmere Lady H 31st of the noted Ohio State University Queen Harrison family.

The herd sire was bred and shown by Heckmere Highlands of Valencia, Pennsylvania. His show record included a third in the two year old class at the 1961 International, first in his class at the All American Futurity, and first in group of three bulls at the International.

Scott French, manager at M&M Ranch, said the ranch, which is owned by SuperService, Inc., recently sold their Angus breeding herd.

Robert Matlack, chairman of the board at SuperService, and E. Brooke Matlack, established the ranch in 1952, and for a number of years had one of the largest Angus herds in Florida.

Dr. H. L. Chapman, Jr., animal nutritionist and head, said the bull will be used in the cattle breeding research program at the Ona Experiment Station.

Schulz Is Named Bradford President

Art Schulz of Brooker was elected president of the Bradford County Cattlemen's Association during a recent meeting of that organization.

Other newly-elected officers, all from Starke, are as follows: E. M. Prevatt, Sr., vice president; G. T. Huggins, secretary-treasurer; and Maurice Edwards, Jr., state director.

Charles L. Anderson is the new herdsman at the Hughes Angus Ranch, Ellenton, according to an announcement made by Curtis Hughes, owner. Anderson comes to Hughes Angus Ranch as an experienced herdsman not only in Florida but Tennessee as well. He and his wife are making their home on the ranch near Ellenton.

for August, 1967

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Baldwin Angus Ranch
Our Herd Sire: Dor Macs Bardoliermere 65. "A TON OF ANGUS TYPE"
It'll pay you to Get a '65th' in '67!
Ranch 5 M. No. of Ocala near Hwy. 441.

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PHONE—WINTER PARK 305-647-0543
WASHINGTON Developments Affect Livestock Men

Import law revisions, Minimum Wage Law forms occupy ANCA attention

Editor's Note—This is another in the series of columns provided by the American National Cattlemen's Association.

Developments in Washington are affecting the economic future of the nation's cattlemen, resulting in a stronger push by American National Cattlemen's Association for any early hearing and favorable action in both the Senate and House on the beef import limitation measures. These developments, such as the social security changes that will require greater tax contributions, and the proposed income tax increases asked for by the administration, have held up the import bills.

As Congress stretches out its prediction of a closing time to late-late fall, ANCA is hopeful that the delay may favor passage of a meaningful law which will prove to be one important factor in meeting increasing inflation costs that seems sure to continue unabated.

The delay gives individuals cattlemen a further opportunity to contact their Senators and Representatives asking them to support S-1588 in the Senate and HR-9475 in the House. This is an urgent matter which ANCA hopes every producer and feeder will take upon themselves as essential to future successful operation of any beef business.

Slight increases in fed cattle prices have not dampened the enthusiasm of the beef industry in its efforts to organize a permanent price improvement program by the ANCA Market Development Committee. In fact, the opposite is true.

Increasing support is evidenced from all segments of the country as cattlemen learn the intent and mechanics of the program. Basically, producers and feeders realize there is little opportunity for halting increasing costs at all levels. These increasing costs must be passed on in the form of higher beef prices at the production, processing and retail levels, but they now know this can only be done through balancing supply with effective demand.

They realize, too, that success or failure of the program depends upon individual stockmen who will voluntarily cooperate in reducing tonnage of beef at this time in order to place emphasis on profit rather than non-profitable volume.

State marketing development committees are being set up to coordinate all factors from producer to banker in implementing a program seeking to reverse further cattle-on-feed trends such as the report released July 17 showing increased weights adding tonnage to the current numbers problem. The self-help marketing program is designed to cite economics of production and feeding on a short and long-range basis, with an "open end" for improving or changing the plan as conditions warrant.

ANCA is still working on proper accounting phases of the Fair Labor Standards (minimum wage) Law, and is now in the process of setting up a special labor committee to assist cattlemen in the continuing problems that now exist and it is anticipated will increase in the future.

Meanwhile, uniform forms have been developed by ANCA and are currently being reviewed by the Labor Department in Washington. Hopefully, the forms will be approved by the end of July, after which cattlemen will be sure they are keeping a set of records acceptable under the minimum wage law.

Major shifts in U. S. agricultural and trade policies have been recommended to President Johnson by the President's Food and Fiber Commission in a report issued July 16.

The Commission pointed out that new technology in U. S. agriculture is displacing people and land, and creating a need for structural adjustment. A majority and minority report expressed varying plans to accomplish its stated purpose, with the majority calling for improving support and supply management programs to be more closely oriented to markets than in the past.

The minority recommended phasing out or modifying the present commodity programs with producers incomes (Continued on page 81)
Waterproof Cardboard or Long-Lasting Metal Signs

HELP KEEP TRESPASSERS OUT!

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

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

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

FCA Reward Signs

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

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Some associations prefer to make up their own reward offers, and individual ranch name may be inserted if desired, or complete new designs can be made to order. When groups pool their order, separate shipments will be made without penalty and quantity price applies. (When individual ranch name is changed in such cases, add $300 for each change.)

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The Cattleman Press
Box 1030 Phone 847-2801 KISSIMMEE, FLORIDA
Diversified Farming Techniques Used by

Henleys’ Devondale Farms

“IN 1937, I became dissatisfied with institutional work. I wanted a farm for myself. I was anxious to raise hogs in a big way. So I bought this farm and started with hogs, but had so many disease problems that I had to get out of the business. It wasn’t until 1957 that we took another hard look at hogs and decided we would do it only this time we would have complete disease control and crossbreeding programs to make it profitable.”

That’s how W. W. Henley of Devondale Farms at Campbellton, describes how he finally made the permanent switch to farming and hogs after serving as an instructor in animal husbandry on the staff of the University of Florida. Today, Henley and his son, Bill Jr., have expanded their brood sow operation to where they are selling more than 1000 market hogs annually. In addition, they produce row crops and beef cattle on their spread of more than 2000 acres in northwest Florida.

But they would rather be known as hog specialists. Henley recalls, “In 1957, we bought 40 Yorkshire gilts and two boars. Our plan was to farrow 12 sows every six weeks. It worked just right, but we didn’t have enough hogs to make it worthwhile. So we have gradually built up until we are farrowing about 20 sows every six weeks. We have 60 sows and gilts at the moment and plan to keep up to 100 in the future.”

The Henleys have a crossbreeding program designed to produce a meat-type hog at an early age. They use Yorkshire, Duroc and Spotted Poland China breeds. Most of their hogs are sold to one packer and the price is based on dressing percentage. This usually means a premium ranging from $1 to $1.50 per hundredweight.

To maintain their premium, the Henleys go to great lengths to keep introducing the type hogs that will produce the meat type carcass at an early age, requiring less feed per pound of gain. Their theory is that they can get more efficient gains on meat types, and they prove it in the finishing pens. They go as far away as Kentucky and Ohio to purchase breeding stock.

DEVONDALE FARMS features a crossbreeding program designed to produce a meat-type hog at an early age. The Henleys use Yorkshire, Duroc and Spotted Poland China breeds.

W. W. HENLEY and Bill Jr., are always on the lookout for new developments in the swine industry. They frequently buy some of the highest priced boars in purebred sales. On one trip back from the North, the senior Henley stopped at a Louisville, Kentucky, sale and picked up 15 Yorkshire gilts. “They came from a packing-house research unit and sold worth the money,” said Henley.

To insure a high rate of survival at farrowing, the Henleys have a 20-crate farrowing house with both fans and heat lamps. After they are weaned, pigs are finished in a 500-head capacity pig parlor, 40 by 144 feet. It’s equipped with sprinkler for hot weather and automatic waterers and self-feeders.

“We feel we have to protect our pigs, so naturally we rely on antibiotics,” says Henley. “We have fed Aureo S-P 250 to approximately 3000 pigs and find it highly effective for the control of scours that normally occur at eight to 10 weeks. Too, we get faster and more efficient gains.”

The Henleys feed rations containing Aureo S-P 250 to pigs up to approximately 90 pounds. Then they switch over to 50 grams of Aureomycin per ton of feed, and continue this program up to 125 to 150 pounds in weight. After that, 20 grams per ton is fed until market time. They feel this total feeding program is giving them better disease control and extra weight gains.

With all their experience and training, the Henleys are constantly on the lookout for new developments in the swine industry. The younger Bill Henley, Jr., 34, is college trained in animal husbandry, with special work experience at the Florida experiment station swine unit. His father says, “The whole project centers around Bill Jr. He gets the job done.”

Actually, the Henleys have a smoothly operating family operation in which everyone contributes. Daughter
Martha, a junior at nearby Chipola Junior College in Marianna, acts as secretary. Mrs. Henley is both bookkeeper and treasurer. She reports, “We make many decisions across the coffee table. The family has always worked together.”

It takes a lot of family planning and execution to keep the Henley enterprise operating profitably, for they own 1729 acres. Between 1100 and 1200 acres planted in soybeans, peanuts, corn, wheat, oats, and pastures.

The farm name, Devondale, was coined from the breed of cattle adopted by the Henleys. Their herd of Devons is the only such purebred herd in northwest Florida. Although Devons are classified as both dual purpose and beef types, the Henleys have been selectively breeding beef types for many years.

But hogs are their first love, even when prices go down. “One thing we always remember,” Henley emphasizes, “is that we are getting a monthly income, even if we only break even. That’s a hedge against a bad crop year. And we don’t intend to get out if prices do get lower. That way we would be out when prices are up. With us it’s a continuous operation. It’s too expensive any other way.”

Feed Production Highlights Tour

The round-up Cattlemen’s tour for Madison County was held July 16, starting at 1:30 p.m. at the Madison agricultural center. The tour was designed this year to primarily focus attention and to share experiences concerned with cattle and feed production. The agenda was confined to the western portion of the county.

The group composed of over 100 made their first stop at the Robert Andrew farm to study his production methods, and then went on to the Vernon Wells farm and saw his purebred Herefords with offsprings of Angus-Hereford cross, and his 50 acres of Bahia and 10 acres of Coastal Bermudagrasses. Wells said that his cows are “a profitable part of our farm operations—our easiest money.”

Howell Waring, president of the Madison County Cattlemen’s Association and partner in Hillcrest Dairies, showed the visitors the family projects of dairy and beef cattle on their farm unit which is located north of Madison. The tour was able to inspect and study the silo of reinforced concrete, which has a holding capacity for enough silage to feed the 150 cow herd for 365 days.

for August, 1967
We congratulate and thank the owners of Rock Hollow Farm, Ocala, Florida for their selection of a group of RWJ bred females, and 3 outstanding herd sires which have proven their ability to sire calves with excellent growth rates.

We are proud that Rock Hollow Farm has decided to start a progressive performance tested herd of Polled Herefords using our breeding stock as a foundation. They will continue to maintain them along the lines on which they have been developed, adding carcass and cutout studies. We will fully cooperate with them in their program. We feel that Robert F. Crane, Jr., part owner and manager of the farm, has the qualities of a sound constructive breeder and that in the future, Rock Hollow Farm can offer for sale Polled Herefords with superior beef making qualities.

We will continue to try to build and develop better Polled Herefords.

We have official performance and progeny records on the herd since 1956. Their pedigrees represent descendants of Anxiety 4th, through several prominent Register of Merit sires. Present animals in the herd carry Beau Perfection and Victor Domino breeding, being especially strong in that of Victor Domino and his sons.

Excellent bull prospects for sale on the farm

We will have about 80 cows, several senior herd sires and a group of very promising young herd bull prospects, in particular RWJ Victor J90 4121, grandson of RWJ Vlc Domino F74 weighing a ton at 3 years of age.

Some have adjusted 205 day BCIA weight of over 600 lbs. and actual weights of over 1100 lbs. at 365 days. We suggest that you consider the purchase of an RWJ bull for herd improvement and increased profits. Linebred RWJ bulls impart hybrid vigor to their calves, not only in crossbreeding programs but in many commercial and purebred Hereford herds.

Herd Checked as Free of Known Dwarf Carriers. No Nurse Cows—No Barn Feeding TB and Bangs Accredited.

MR. & MRS. R. W. JONES, JR.
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LESLE, GEORGIA
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Leslie is on Rt. 280 between Americus and Cordele
In our desire to provide the Florida cattleman with bulls of proven, predictable performance and of highest meat type quality, we have contracted a large portion of the famed Jones Polled Hereford herd of Leslie, Ga. Bulls from the Jones herd have done great jobs in our commercial herd and several throughout Florida for the past decade. Included in the transaction are 99 breeding age females, 11 yearling heifers, some of which are bred, and 74 calves. Also included and pictured below are 3 senior RWJ herd sires. Jones retains an interest in RWJ Perfection J84.

We paid $30,000 for these 3 bulls and the entire transaction exceeded $100,000. We feel these are some of the greatest cattle in the world. They are linebred cattle strong in Victor Domino, Anxiety 4th and Beau Perfection bloodlines. The Jones' have not used an outside bull in their herd since 1961 and the animals purchased are sired by 27 different sires. This is a real tribute to the total performance of RWJ cattle. We hope to continue the fine progress the Jones' have made and hope to implement carcass evaluation as an added tool for selection of superior individuals. Some calves and yearling heifers are here at the farm now. The herd sires will arrive in December and the cows after the first of the year.

TO OUR ANGUS FRIENDS: We are continuing our Angus program. We also have great faith in Elban Barbo and Emulous Bob V104. We will still be supplying their sons which have done so well the last few years. These two purebred herds will supplement a large commercial operation on our several hundred acre improved pasture operation.

Our sincere thanks and appreciation to the Jones' with whom we hope to work closely in the future.
Jones and Crane Report
Large Sale Agreement

The sale of a good portion of the female herd of Polled Herefords and several herd sires of R. W. Jones, Jr., of Leslie, Georgia, to Rock Hollow Farm, Ocala, was recently announced by the principals.

Mr. and Mrs. Jones, operating as a partnership, and the Robert F. Crane family made the announcement of the transaction which involved three herd sires, 99 breeding age females and 11 heifers, some of which have been bred, and 74 calves.

The price involved for the herd sires was $30,000 and the entire transaction represented a sum well over $100,000. The contract was signed on July 11 by the principals. The calves are scheduled to be delivered to Florida shortly, the herd sires in December and the main breeding herd after the first of year. The complete transaction was handled by the principals.

The sellers have retained several herd sires and a sizable number of breeding age females and plan to continue the program which has proved successful to date.

Rock Hollow Farm has a large crossbred operation, involving the use of Polled Hereford bulls on Angus females, as well as a substantial number of registered Angus which they plan to continue with. Both registered Angus and Crossbred cattle have been on official performance tests with the Florida BCIA.

The Jones’ have followed the Georgia BCIA program for many years with the entire Polled Hereford herd registered and performance tested with records both in BCIA, the APHA Guidelines program and Performance Registry International.

Rock Hollow Farm won the Florida Bankers Association award for the best production testing program during 1966.

Sunny Acres Buys Lazy D Herefords

SUNNY ACRES Ranch at Polk City, owned by James M. Wellman, recently purchased the entire herd of Polled Herefords of Lazy D Ranch near Waverly, Texas, according to an announcement. Included in the transaction were more than 200 head. Among the animals were 80 cows, many with calves at side, four herd bulls, together with the show herd, sale cattle and replacement heifers.

It was also announced that Sunny Acres purchased two bulls from the Storm Ranch, Dripping Springs, Texas and a bull from N. M. Mitchell & Son, Sanderson, Texas.

Hereford Exports Up

HEREFORDS RANKED first in the beef cattle export market in 1966 with a total of 4375 head going to 12 countries, according to the American Hereford Association.

The breed took the lead in the export market despite the fact that the total number of exports for all breeds of U. S. beef cattle in 1966 dropped 19 percent from 1965. Mexico, the leading U. S. beef cattle importer, ranked as the number one Hereford customer, taking 74 percent of the cattle, and Canada ranked second with 28 percent. Total figures for 1967 are not yet available.
New P&S Group Is Organized

Secretary of Agriculture Orville L. Freeman recently announced the establishment of a Packers and Stockyards Administration in USDA to enforce the P&S Act. He said the new organization will report to him, through the Assistant Secretary of Agriculture for Marketing and Consumer Services.

Donald A. Campbell, a 17-year career employee of USDA and for the past five years director of the C&M's P&S division, was named acting administrator of the new agency by Freeman.

The P&S Act, originally enacted in 1921, currently extends safeguards against monopoly, fraud, and restraint of trade over transactions that total nearly $36 billion annually. It covers the marketing of $13 billion worth of livestock and $1.5 billion of live poultry—one-third of the cash income of the nation's farmers. And it covers the marketing of $20 billion worth of meat and dressed poultry—30 percent of consumer expenditures for food.

Suwannee Shows May Be Combined

A plan to combine the Suwannee River Fair and Livestock Association's fall youth fair and the spring beef cattle show into one annual event to be held in February, is in the offing, according to an announcement. It is being done in an effort to eliminate duplication of expenses and premium money.

A committee is presently studying the change and will report their recommendations to the association's board of directors. Expansion of fair facilities at the town of Suwannee River will also be considered along with the committee report.

It was also announced that the officers of the association have been re-elected for another year. Forrest Beach of Trenton will serve as president, with Charles Hardee of Chiefland, as vice president, and Leonard Cobb, Bronson, secretary.

The 561,300 head of calves slaughtered during March in the U.S. was 15 percent less than March 1966, according to USDA.
Beef Council Collections Are Listed

Beef Council collections and financial status for the period June 16 to July 15 showed an income of $2650 with expenses for the period listed at $2442.05. Checkbook balance at the opening of the period was $548.12, with a closing balance of $569.09.

Expenses during the month included operating Beef Wagon $292.99, R. L. Reddish $100, Dr. Earl Butz, convention expenses $174.90. Dave's Body Shop, refrigerant cooler $56, A. Higbie midwest trip $320, Petty Cash $35, Autrey Motors, jack for trailer $23.57, Flowers for Sweetheart $114.85, Greyhound Bus $39.20, Dr. Joe Bertrand expenses midwest trip $182.07, Benito Advertising $700, Tarcari Store, $72.41, Pylar Body Shop $36.05, Forrester Smith tie clasps $324.32, Southern Signs $41.20, Queen contest trophies $59.72, Bank Service Charge $2.65.

Income for the period was as follows:

Hereford Evaluation Conference Is Held

The American Hereford Association Evaluation and Judging Conference was held in Kansas City, Missouri, June 15-16. Approximately 800 Hereford cattlemen and educators studied the future of the beef cattle business and through six panels, representing various segments of the industry, and several individual experts probed for answers to industry questions.

Judges and breeders alike were almost unanimous in their conclusions that they will tend to select, from within, the breed, with substantial size and "stretch." However, they cautioned cattlemen to keep an eye on the danger of going to any extreme in size. They pointed out that extra big cows become inefficient producers due to excessive maintenance requirements just to keep them fed, and that their calves do not wean heavy enough to offset this added maintenance feed consumption.

According to USDA the number of cattle slaughtered during March totaled 2,851,600 head.
Processing Facilities Expanding

Beef processing in Florida is expanding a bit faster than beef production, according to a recent report by a DARE committee studying the state's economy.

A. Z. Palmer, meat scientist with the Florida Agricultural Experiment Stations, said that new plants, plant additions and automated equipment have all contributed to the expansion.

According to Palmer, the problem now is to keep a reasonable balance between the amount and seasonality of beef production and processing capacity.

The DARE animal and animal products processing committee is made up of industry representatives and scientists from the University of Florida, and is one of a number of DARE committees set up by the University's Institute of Food and Agricultural Sciences to keep abreast of the state's fast-moving agricultural economy—now over the $4 billion mark annually.

It was pointed out that because of the increased processing capacity of the plants here in the state, there is sharp competition among packers for the available cattle, making the supply problem more acute.

The committee said there is a need for packers to have a year-around supply of cattle. It was pointed out that ways have to be found to put summer finishing programs in practice.

Increased capacities from these new and bigger packing plants have upped the need for a large and less seasonal supply of livestocks and meat in Florida.

Automation, the group said, has brought about the need for better trained and more reliable key employees. With automation, perhaps less labor is needed, but lack of key people is more critical.

The committee pointed out the problem now is one of locating qualified personnel and when this fails, developing in-plant training programs aimed at improving skills of the workers already on the payrolls.

There were 61 million pounds of lamb and mutton produced during March, three percent more than a year earlier and seven percent more than the previous month, according to USDA.

October 30, 1967
Feeder-Stocked Sales Slated For Aug. and Sept.

Two feeder sales in July kicked off the annual schedule of feeder-stocker sales in Florida slated to run through the end of September.

The sales are sponsored by auction markets and by local and state associations. The two held thus far were too late for publication of results in this issue. These were the sales at Gainesville and Kissimmee, respectively.

Again this year it appears that most marketmen are optimistic in regards to getting good prices at the sales in view of fairly steady prices in recent months. Overall beef cattle prices in Florida during June were $21.50 per hundredweight which was $1 above the prices in May, although 70 cents below a year ago, when all beef cattle listed at $22.50 per hundredweight. Steer and heifer prices at $23.50 per hundredweight in June were 60 cents off a year ago, but showed an increase of $1.10 over May. Calves during June sold for $26.60 per hundredweight, an increase of 60 cents over a year ago and 50 cents over May.

The prices received at last year’s feeder sales reflected generally higher prices than the previous year, but volume varied at several of the sales. Some markets had an increase in numbers and others showed a lesser volume, but quality was notable at all of the sales in 1966.

For the third year, representatives of FCA’s marketing committee traveled to the midwest the latter part of June to make personal contacts with feedlot operators. Also, the Florida State Department of Agriculture published a brochure covering the 1967 sales listing the schedule of sale events and a general buildup of the industry.

Those making the trip were Art Higbie, Kissimmee, executive vice president, FCA; Dr. A. Z. Palmer, meat specialist, University of Florida, Gainesville; Dr. Joseph E. Bertrand, associate animal scientist, West Florida Experiment Station, Jay; Gifford Rhodes, livestock specialist, division of marketing, Florida Department of Agriculture, Tallahassee, and Clarence Mills, owner of Mills Auction Market, Ocala.

Sales of stocker-feeder cattle at last year’s sales to midwest feedlot operators were considered fairly strong and the cattle have done well, according to officials. It is expected there will be another good turnover of out-of-state buyers at the sales this season.

Sales scheduled to date, under sponsorship of local livestock markets, are as follows:

- August 4, Feeder Calf Sale, Glades Livestock Market, Belle Glade;
- August 9, 2nd Feeder-Stocker-Veal Sale, Kissimmee Livestock Market, Kissimmee;
- August 11, Feeder Calf Sale, Gainesville Livestock Market, Gainesville;
- August 12, Columbia Graded Feeder Sale, Columbia Livestock Market, Kissimmee;
- September 8, Hereford & Cross Feeder Calf Sale, Gainesville Livestock Market, Gainesville;
- September 12, Columbia Graded Feeder Sale, Columbia Livestock Market, Kissimmee;
- September 13, 3rd Feeder-Stocker-Veal Sale, Kissimmee Livestock Market, Kissimmee;
- September 30, Stocker-Feeder-Veal Sale, Mills Livestock Market, Ocala.

Market managers and other sale officials pointed out that it would help the buyers if they called the market prior to coming in order to get a more accurate estimate of type and number of cattle available on that particular sale day, even though every effort is made to describe the type of cattle to be offered prior to sale day.

Association sponsored at the state and local level on the schedule are as follows:

- August 25, Manatee Association Feeder-Stocker Sale, Cattlemen’s Livestock Market, Tampa;
- August 25, St. Lucie-Okeechobee Association’s Steer-Calf Sale and Board Sale, Okeechobee;
- August 26, Highlands-Hardee Feeder Steer Calf and Board Sale, Hardee Livestock Market, Wauchula;
- August 31, Leon Association Feeder Calf Sale, Gadsden County Livestock Market, Quincy;
- September 1, Florida Angus Association Feeder Calf Sale, Gainesville Livestock Market, Gainesville;
- September 6, Jefferson Association Feeder Sale, Monticello Livestock Market, Monticello;
- September 9, Marion Association Feeder Calf Sale, Mills Livestock Market, Ocala;
- September 21, Jackson Association Feeder Calf Sale, West Florida Livestock Market, Marianna;
- September 29, Madison Association Feeder Sale, Madison Livestock Market, Madison.
ECCA Sets Sale

C. F. Shuptrine of Selma, Alabama, president of the Eastern Charolais and Charbray Association, has announced the first sale of all-purebred Charolais and Charbray and recorded Charolais-cross cattle ever to take place in Alabama will be held October 6, at Montgomery.

The site of the sale will be the Hooper Stock Yards, one of the most modern and complete facilities of that nature in the country, Shuptrine said.

It is expected that at least 60 lots will be offered by the association's membership which presently consists of members from 12 states.

The sale will be managed by John Culbret of Brooksville.

Litton Bull Gets

CMS Rating

PERFORMANCE REGISTRY International in Denver announced recently that LCR Perfecto Sam 139, owned and bred by Litton Charolais Ranch of Chillicothe, Missouri, has received Certified Meat Sire recognition with a rating of 100 percent.

CMS certification is based on carcass evaluation of progeny of a sire. Areas considered include marbling, rib eye area, carcass weight per day of age, fat thickness and cutability. Bulls receive CMS certification when 50 percent or more of the progeny tested meet all standards. A 100 percent rating is possible only when all progeny meet all requirements in all areas without a single miss.

AICA Members Told

SEVERAL FLORIDIANS have recently joined the American-International Charolais Association, according to AICA's Norris Jackson.

The new members include: Thomas and Marlene McLeod, St. Petersburg; William M. Wells, Clearwater; Mr. and Mrs. James S. Williams, Penney Farms; John M. Diamond, Jay; McCormick & Ledbetter, Tampa; and Thomas and Esther Brown, Clearwater.

LYNN HORNE has replaced E. M. Gilbert as herdsman for George H. Miller, Upson Shorthorn Farm, Thomaston, Georgia.

Horne, married and the father of two children, attended Abraham Baldwin College and the University of Georgia.

for August, 1967 57
MIDNIGHT TAYLOR

Mare

This fine Mare is carrying the Service of Jessie Man P76,816 by Poco Bueno P3,044 for her 1968 Foal. We are happy to add this Mare to our brood Mare band.

Captain Midnight 10,850

MIDNIGHT TAYLOR 253,832—

My Taylor Maid P30,858

(My Taylor Maid is a full sister to Poco Bueno).

"Taylor" will stand at our farm for the 1968 Season at $100.00.

We have bred fifteen of our mares to "Taylor" for 1968 Foals. We invite you to inspect our Mares with "Cody" Colts at side and carrying the Service of Taylor.

FOR SALE

THREE OUTSTANDING YOUNG HORSES

Brandy Zan AQHA 409,807, Line Breed King Filly, 13 mo. old.


Mr. Thistle-Sandy Rimbo by Rimbo Clegg.

4 W Gold Lady 435,855, Palomino Mare, Foaled Spring 1965.

Faster Napoleon-Arrow, Good coloring and well started.

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CARLA BETTIS, a Shorthorn Lassie from Marietta, Georgia, acted as a hostess at the Shorthorn field day.

Upson Hosts

Field Day

THE SOUTHEASTERN Regional Shorthorn Breeders Association held their annual field day program at the Upson Shorthorn Farm, owned by George H. Miller, of Thomaston, Georgia, on June 28.

The program got under way at 10 o'clock with a welcome by Miller, and O. W. Burns, county agent for Upson, who acted as master of ceremonies. The first official speaker was M. K. Cook, agricultural extension service, University of Georgia, who spoke on the value of records for herd improvement. Cook stressed that "any business uses records", and discussed the value of accurate bookkeeping.

Following Cook to the roster was Bob Nash, executive vice president, Georgia Cattlemen's Association, who talked with the over 200 guests about promotion and public relations.

Among those in attendance at the program was C. D. "Pete" Swaffar, executive secretary, American Shorthorn Association, who told those in attendance that the future of the Shorthorn breed could not be brighter, and emphasizing the increased consumer demands for beef coupled with the exploding population of the nation.

After a barbecue lunch served by Mr. and Mrs. Miller the afternoon program was started by a talk given by Robert D. Searth, animal science department, University of Georgia who spoke on "The Heritability of Traits For Beef Cattle Improvement." The final speaker on the agenda was area extension livestock specialist Clyde M. Trippett, talking on the total value of a truly superior sire.

The program closed with a tour of the Upson Shorthorn Farm's pasture.
FSGA Field Day Held at Brooksville

Harvells, Station host event

Weekiwachee Springs, the Beef Cattle Research Station at Brooksville and the H. L. Harvell Ranch at Brooksville were the sites of the annual get-together and Field Day of the Florida Santa Gertrudis Association held June 23-24 hosted this year by Mr. and Mrs. Harvell and Cal Burns, station superintendent at the USDA facility.

The two day event began with an informal social hour compliments of the hosts, followed by a "Dutch Treat" broiled steak dinner. Close to 100 were in attendance during the social portion of the program.

The business meeting of the association was held at the Research Station beginning at 10:15 a.m. Saturday, June 24, presided over by K. D. Eatmon, Pompano Beach, president. Around 200 persons heard comments from R. P. Marshall, executive secretary, Santa Gertrudis Breeders International, Kingsville, Texas; Dr. Marvin Koger, animal geneticist, University of Florida, and Burns.

Koger discussed current experiments at Brooksville and elsewhere in the state, and of particular interest to the group was an experimental herd of Santa Gertrudis acquired by the station in 1956. It was pointed out that in selecting replacements for the herd, primary attention was given to reproducing the right combination for crossbreeding.

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FLORIDA CATTLEMEN presented awards to winners in the cattle judging contest at the Santa Gertrudis Field Day. First place winner was H. C. Woolfolk, shown at left. Presenting the award were K. D. Eatmon, president, center, and Jim Flanagan, Cattleman staff member.
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DS Registered Brahman cattle
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The Florida Cattlemans

F. Bull Gains Over 500
OFFICIALS OF Santa Gertrudis Breeders International, Kingsville, Texas, recently announced the 200th bull to gain over 500 pounds on an official 140 day rate-of-gain test was weighed at a feedlot and testing station in Edroy, Texas. The young bull tipped the scales at 1120 pounds, adding up to a gain of 590 pounds for the last 140 days.

The bull was part of a group of 46 from Armstrong Ranch of Armstrong, Texas, that completed the test. The overall average gain per head for the period was 497 pounds.

STANDARD OF EXCELLENCE as set forth by Santa Gertrudis Breeders International was described by R. P. Marshall, far left, executive secretary, as part of the annual FSGA Field Day held at H. L. Harvell Ranch.

PHILIP RUST, Jr., of Winnstead Plantation, Thomasville, Georgia, third from left, won second place in the Santa Gertrudis judging contest. Others, from left, are Jim Flanagan, K. D. Eatmon and R. P. Marshall.

New members elected at the meeting included: Sr. Maia of Brazil, S. A.; John R. Penn, Jr., Fort Worth, Texas; Nash R. Hightower, Vernon, and John Armstrong, Armstrong, Texas.
Duda Hosts Brahman Directors

Members of the board of directors of the Florida Brahman Association gathered at the ranch of A. Duda and Sons at Cocoa on June 28 for a tour of the ranch and a called meeting of the board, according to a report from Dr. W. G. Kirk of Ona, FBA president.

George Francis, Duda ranch manager, and Andy Duda, manager of the ranch's purebred Brahman operation, conducted a tour of both the purebred and commercial portions of the ranch.

Following the tour, board members were guests of the ranch for lunch at the Neptune Restaurant in Cocoa. Directors held a short business meeting following the lunch.

Two new members, Guillermo Acosta, operator of Montura Ranch near LaBelle, and S. L. Waters of Bartow, were welcomed to membership in the association.

The board discussed preliminary plans for the 1969 National Brahman Show, which is scheduled to be held in Tampa in conjunction with the Florida State Fair. Members of the board of directors of the American Brahman Breeders Association were invited to hold their February 1969 meeting, which normally precedes the annual ABBA membership meeting in Houston, Texas, each year, in Tampa during the week of the National Brahman Show.

It was announced that prize money for the national show will be the highest ever offered in Tampa. Total will be $7000, including the money offered by ABBA.

Directors also voted to pay for 25 table model Brahman bulls which will be used by Commissioner of Agriculture Doyle Conner on a trip to Australia this summer. Conner gives the bulls to government officials and dignitaries as momentos of his visit in their country.

Max Hammond of Bartow, FBA director and chairman of the sale committee for Florida International Agricultural Trade Council's AgriTours Sale, reported that plans for the 1968 sale were progressing, and that 10 Brahman would be offered among the total of 46 to 48 head of livestock that will be consigned to the sale. Hammond suggested that all members of the board assist in getting top animals consigned to the sale.

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Meat Grading Up

If every man, woman and child in
the U.S.—about 200 million people—
to sit down and eat one pound
of meat a day for seven consecutive
days, they would be eating just about
as much meat as was quality graded
during a recent four-week period by
USDA’s Consumer and Marketing
Service.

C&M’s Livestock Division reports
that it graded more than one billion
pounds of meat on a voluntary, fee-
for-service basis—a new record—and
up about 13 percent from the com-
parable period last year.

FQHA Sale
Set for Ocala

Plans are progressing nicely for
FQHA’s annual sale scheduled for
the Southeastern Pavilion at Ocala on Sat-
urday, October 28, according to Kay
Gago of Gainesville.

Entry deadline is August 15, but
some top horses have already been
consigned.

“Entries already received include
Wimp’s Jewell, AQHA champion
that is bred to Snap’s Pablo, a
cutting champion and sire of cutting
champions,” Mrs. Gago points out.

She said Plain Slats, well-known
cutting gelding, has been consigned, plus
many yearling running prospects and
several well-broke young geldings and
mares that have already been shown
and are ready for future show ring
entry.

The sale will be held in conjunction
with the FQHA annual show, and the
Florida Cutting Horse Association’s
annual finals and banquet. The three-
day affair will get underway on Octo-
ber 27.

Ozona Louie Killed

OZONA LOUIE, the leading roping horse
for 1967 in FQHA’s standings, was
struck and killed by lightning June
17th. The horse owned by D. R. Dan-
iel and Sons of Okeechobee, was eight
years old, and was sired by their chief
quarter horse stud, Johnny Nance, out
of Ozona Pam.

THE CONSUMER and Marketing Service
of USDA has bought 5,144,310 pounds
of canned beef for distribution to
schools taking part in its national
school lunch program, and 4,320,000
pounds of canned chopped meat for
distribution to needy families.
Q' Horse Shows Are Scheduled

Chiefland and Gainesville are having Quarter Horse shows during the months of August and September. Both events have the official sanction of AQHA, NCHA, FCHA and FQHA.

The Lions Club will sponsor the Chief and show at the White Farms new indoor arena August 19-20. Halter class competition will get underway at 9 a.m. the 19th followed by the youth performance classes beginning at 1 p.m. the same afternoon with evening competition starting at 7 p.m. The adult performance events will begin August 20, at 1 p.m. Judge for the show will be Willard Davis, Jr. of Waxahachie, Texas, and Harriet Lott, Chiefland will be secretary.

September 2-3 are the dates set for the Gainesville show, which will be held at the Waldo Roads Show Grounds. Competition will get underway Saturday morning at 8:00 a.m. with open cutting followed by the halter futurity at eleven and trail class at 12:30 p.m., and the youth events at 3 p.m. Sunday beginning at 9 a.m. the halter classes will start, with performance events slated for eight in the evening. Judging the show will be Ralph Howe, Seymour, Texas.

Classes offered at both shows, with entry premiums and added money, are as follows:

<table>
<thead>
<tr>
<th>Chiefland</th>
<th>Gainesville</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Class</strong></td>
<td><strong>Entry</strong></td>
</tr>
<tr>
<td>Halters (12 classes)</td>
<td>5.50</td>
</tr>
<tr>
<td>Jr. Sr. Pleasure</td>
<td>10.00</td>
</tr>
<tr>
<td>Sr. Reining</td>
<td>10.00</td>
</tr>
<tr>
<td>Jr. Reining</td>
<td>10.00</td>
</tr>
<tr>
<td>Reg. Working</td>
<td>7.50</td>
</tr>
<tr>
<td>Cowhorse</td>
<td>10.00</td>
</tr>
<tr>
<td>Reg. Barrels</td>
<td>10.00</td>
</tr>
<tr>
<td>Reg. Calf Roping</td>
<td>10.00</td>
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<tr>
<td>Jr. Cutting</td>
<td>10.00</td>
</tr>
<tr>
<td>Sr. Cutting</td>
<td>15.00</td>
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<tr>
<td>Novice ($500)</td>
<td>15.00</td>
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<tr>
<td>Laimi</td>
<td>10.50</td>
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<tr>
<td>Open Cutting</td>
<td>25.00</td>
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<tr>
<td>Champion</td>
<td>25.00</td>
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</tbody>
</table>

| Youth Events | Showmanship | at Halter | Pleasure | 7.50 | Trop. & Rib. | 
| | Reining | 7.50 | Trop. & Rib. | 
| | Barred Race | 7.50 | Trop. & Rib. | 
| | Horsemanship | 7.50 | Trop. & Rib. | 
| | Cutting | 7.50 | Trop. & Rib. | 

<table>
<thead>
<tr>
<th>Chiefland</th>
<th><strong>Entry</strong></th>
<th><strong>Add.</strong></th>
<th><strong>Prizes</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Gainesville</strong></td>
<td><strong>Entry</strong></td>
<td><strong>Add.</strong></td>
<td><strong>Prizes</strong></td>
</tr>
<tr>
<td><strong>Class</strong></td>
<td><strong>Entry</strong></td>
<td><strong>Add.</strong></td>
<td><strong>Prizes</strong></td>
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<tr>
<td>Halters (16 classes)</td>
<td>5.50</td>
<td>Trop. &amp; Rib.</td>
<td></td>
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<tr>
<td>Jr. Sr. Pleasure</td>
<td>10.00</td>
<td>Trop.</td>
<td></td>
</tr>
<tr>
<td>Sr. Reining</td>
<td>10.00</td>
<td>Trop.</td>
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<tr>
<td>Team Roping</td>
<td>10.00</td>
<td>Trop.</td>
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<tr>
<td>Open Roping</td>
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<tr>
<td>Jr. Cutting</td>
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<tr>
<td>Sr. Cutting</td>
<td>20.00</td>
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<tr>
<td>Open Cutting</td>
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<tr>
<td>Reg. Roping</td>
<td>10.00</td>
<td>Trop.</td>
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<tr>
<td>Reg. Barrel Race</td>
<td>10.00</td>
<td>Trop.</td>
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<tr>
<td>Budly Pickup</td>
<td>10.00</td>
<td>Trop.</td>
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</tbody>
</table>

| Youth Events | Showmanship | at Halter | Pleasure | 7.50 | Trop. & Rib. | 
| | Reining | 7.50 | Trop. & Rib. | 
| | Barred Race | 7.50 | Trop. & Rib. | 

| U.S. Red Meat production totaled 2.96 billion pounds during March. | 63 |
Arcadia, Kissimmee and Manatee Shows Reported

Results of summer Quarter Horse events shows strong competition

Arcadia, Kissimmee and Parrish were the sites for Quarter Horse Shows held during June and July.

June 24-25 were the dates for the Manatee show held at Parrish. Carroll Williamson of Winnisboro, Louisiana was the judge and he picked Eternal Dell, owned by Bo Bett Farm, Reddick, as the grand champion stallion, and Panhandle Bar, owned by Albert and Joyce Pankhurst of Tampa, as reserve. Hobo's Luck, owned by Mildred Murphy, Avon Park, took champion honors in mare competition, with Lottie Bar taking reserve honors for A. R. Hill of Miami. In the gelding event, it was Speck Daniel, D. R. Daniel and Sons, of Okeechobee, who took honors, while reserve spot was won by Bobo De Oro, for Kenneth R. Anderson, Frostproof.

In the Manatee performance classes Bar Bob San, ridden by Garry Brookshaw, owned by A. R. Hill of Miami was the winner of junior reining, while Dear's Beach Bar, another Hill entry ridden by David Hill was the winner of senior reining. The junior pleasure event was won by Tam Daniel, owned by D. R. Daniel and Sons of Okeechobee and ridden by Di Gil, with senior honors going to Miss Ellen 53, ridden by Nancy Smith, owned by Mrs. William H. Smith, Pompano.

May So John, ridden by Buck Daniel, and owned by D. R. Daniel and Sons was declared the winner in the registered roping, while the winner of the registered barrel race was Bobby Sox Adams, owned by C. T. Adams of Bradenton, and ridden by Maxine Adams. In the cutting competition, it was Rooster Clegg, ridden and owned by Mann Bailey of Oxford, taking the senior event, and My Dream’s Baby, ridden by Bobby Sites for M G N Ranch, Advance, North Carolina.

The Florida Quarter Horse Show was held June 30-July 1 with John Carter, Celina, Texas judging, and he placed Eternal Dell, owned by Bo Bett Farms, Reddick, grand champion stallion. Reserve stallion honors went to Heza Rock-et, owned by Sunny Acres Ranch, Polk City.

The grand champion mare was a D. R. Daniel entry, Francette Daniel, was reserve honor going to Lottie Bar, belonging to A. R. Hill. In gelding competition, it was Carbine Adams, owned by L & L Farms, Dothan, Alabama taking the champion laurels, while the reserve winner was Senor Raymond, owned by Charles Champion, Jr., Ardmore, Oklahoma.

Keen competition was seen in the performance events with Poco Delleta, and rider Carol Harris taking honors for Bo Bett Farms, in the junior western pleasure competition, while senior honors went to King Lucky Bar, ridden by Jack-mie Miller for A. R. Hill. Junior reining was won by Lottie Bar, also ridden by Miller for Hill, with senior reining going to Francette Daniel, ridden by Ben Gill for Daniel and Sons. The cutting competition saw Misty Melody, owned and ridden by Spencer Hardin of Sanford taking junior honors, while the senior and open events were won by Snappy Dun, ridden by Willard Davis, for Brown and Davis, Fort Pierce. In the $500 novice horse cutting, Holly’s Fox, ridden and owned by Salty Langford of Belleview was the winner, and Wes White rode Boggie Do owned by White Construction Company of Chiefland to first place in the $500 novice rider cutting event. The barrel race was won by Shirley Reaves of Kissimmee riding her own horse, Jenny’s Jasper. In the youth competition, Kathy Taylor of Fort Pierce was the winner in youth showmanship, while Stephanie Stanfield, riding Goldust Gal, owned by Kathleen Stanfield, Dade City, won the youth western pleasure event. Youth barrel race was won by Major’s Poncho, ridden by Beverly Bass, owned by Bob Bass, Fort Myers.

C. O. McKerely of Baton Rouge, Louisiana was the judge for the Silver Spurs Show held in Kissimmee July 3-4. McKerely picked Wilda Jing Jing, owned by E. R. Crossman of Plantation as grand champion stallion while reserve honors went to Eternal Dell, entered by Bo Bett Farms, Reddick.

Grand champion mare was Katies Dream, owned by Harvey Martin of Pompano Beach, and Francette Daniel took reserve for D. R. Daniel and Sons. Carbine Adams was the gelding champion, owned by L & L Farms, and Chubby Hornet was the reserve winner for Don Stalvey of Ocala.

Winners in the performance events included Francette Daniel, ridden by Di Gill for D. R. Daniel and Sons, winning in senior western pleasure, while junior honors went to Poco Delleda, ridden by Carol Harris for Bo Bett Farms. In reining competition, it was Jay Caponey riding Pistol’s Machete, for Slant Bar J Ranch taking the senior event, and the junior event was won by Carbine Adams, owned by L & L, ridden by Roy Nolen. Shirley Reaves of Kissimmee riding Jenny’s Jasper was the winner in the barrel race. Winners in the youth events were Chris-tine Copelen, Winter Garden, winner of youth showmanship at halter; Karen Pridemore of Pompano Beach in the western pleasure competition; Teresahead for the Silver Spurs Show held in Kissimmee July 3-4. McKerely picked Wilda Jing Jing, owned by E. R. Crossman of Plantation as grand champion stallion while reserve honors went to Eternal Dell, entered by Bo Bett Farms, Reddick.

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FRANCETTE DANIEL owned by D. R. Daniel and Sons was the champion mare at Arcadia and reserve at Kissimmee.

Barker took honors in the youth barrel race, while George Williams of West Palm Beach was the winner of the pole bending event.

Complete results for the three shows to three places with number of entries in parentheses, are as follows:

**Manatee**

1966 stallions (8) - Cooter’s Jing, Glenn O. Murphy, Avon Park; Hickory Reyes, Walter Poole, Crawfordsville; Dongvieldam, M. H. Scott, Fort Pierce.

1965 stallions (5) - Eternal Dell (grand champion); Bo Bett Farm, Reddick; John Daniel, D. R. Daniel and Sons, Okeechobee; Ten Leo’s Skippy, Arnold F. Saraw, Tampa;

1964 stallions (4) - Panhandle Bar (reserve grand champion), Albert and Joyce Pankhurst, Tampa; Hickory Glo King, Gerald Chavers, Jr., Panama City, My Brother Joe, Vick Woodard, Riverview; Aged stallions (6) - Wilda Jing Jing, E. R. Crossman Farm, Plantation; Bit O Nubbin, Olin Mott, Tampa; Heza Rock-et, Sunny Acres Ranch, Polk City;

1966 mares (11) - Fancy Deb Lea, M. H. Tyner, Lakeland; Miss Burger Rey, Juliet and Wilber Wood, Alachua; Miss Last Hank, C. A. Long, Orlando;

1965 mares (10) - Wee Wilda, Murphy; Hickory Stampede, Hickory Hill Farm, Gainesville; Jesse Daniel, Daniel; Tom Daniel, Daniel; Lady Duson, A. Duda and Sons, Cocoa; Poco Delleda, Bo Bett;

Aged mares (13) - Hoho’s Luck (grand champion); Mildred Murphy, Avon Park; Lottie Bar (reserve grand champion), A. R. Hill, Miami; Jet-ty Nick, Saraw.

1965 geldings (3) - Crest Daniel, Daniel; Wilda D L, Edmund Charles Harrell, Lake Wales; Bae-meo Bailey, Elaine Flaherty, Palmetto;

1964 geldings (3) - Speck Daniel (grand champion), Kenneth R. Anderson, Frostproof; Meadow Trouble, Sally Davidson, West Palm Beach; Aged geldings (4) - Senator Raymond, Ken and Vivi Alderman, Brandon; Dennis Blair, Linda Lo-man, Tampa; Don Check, Mrs. Leroy Shelton.
Miami; Junior reining (7)-Bar Bob San, ridden by Garry Brookshaw, owned by Hill; Jacque Duz, ridden by Jim Dungan, owned by W. E. Stanley, Dade City; My Gal Molly, ridden by Jimmy Glenn, owned by Scott Harper III, Winter Haven; Senior reining (8)-Dare's Beach Bar, ridden by David Hill, owned by Hill; Francette Daniel, ridden by Ben Gill, owned by Daniel; Pistol's Machete, ridden by Gay Capony, owned by Saint Bar J Ranch, Fort Lauderdale; Junior pleasure (9)-Tom Daniel, ridden by Di Gill, owned by Daniel; Poco DeLila, ridden by Carol Harris, owned by Hill; Hully Gully Gal, ridden by Jackie Miller, owned by Hill; Senior western pleasure (13)-Miss Ellen 53, ridden by Nancy Smith, owned by Mrs. William H. Smith, Pompano; King Lucky Bar ridden by Miller, owned by Hill; Miss Ellen 65, ridden and owned by Alfred Meeks, Belle Glade; Reg. roping (5)-Maybe So John, ridden by Buck Daniel, owned by Daniel; Miss Roxanna 86, ridden by Ray Turner, owned by Saraw; Johnny Run Up, ridden and owned by R. T. Adams, Bradenton; Reg. barrel race (all ages) (8)-Booby Sox Adams, ridden by Maxine Adams, owned by C. T. Adams; Jenny’s Jaipur, ridden and owned by Shirley Reaves, Kissimmee; Blaze Fisher, ridden by Linda Jones, owned by A. H. Anders, Myakka City; Junior cutting (5)-My Dream’s Baby, ridden by Bobby Sikes, owned by M G N Ranch, Advance, North Carolina; Bill’s Miss Star, ridden by Joe Lott, owned by White Construction Company, Chiefland; Commander’s Boy, ridden by Jack Newton, owned by White; Senior cutting (25)-Rooster Clegg, ridden and owned by Mann Bailey, Oxford; tie for second and champion), Bo Bett Farm, Reddick; Senior reining (3)-Unnamed, (1962 World Champion) -Top Cutting Horses - ROM Race Horses- 20 three in one packages (mares with colts at side and rebr�)

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for August, 1967 65

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Gainesville
Quarter Horse
Show

Sponsored by the Gainesville Roping Club for the benefit of the Florida Sheriffs Boys Ranch.

SEPT. 2-3

Events:

Sat.
8:00 a.m. open cutting
11:00 a.m. halter futurity
12:30 p.m. trail class
3:00 p.m. youth western pleasure, youth barrel race, youth reining
4:30 p.m. barbeque
7:30 p.m. presentation of judges and Queen's goat tying

Sun.
9:00 a.m. 15 regular halter classes plus produce-of-dam, get-of-sire, exhibitors group and youth showmanship-at-halter.
6:00 p.m. Queens western dress contest
7:30 p.m. Presentation of youth trophy, reg. team roping, jr. western pleasure, reg. team roping (2nd half), sr. reining, presentation all-around trophy, jackpot calf roping (2nd go-round)

All halter classes entry fee 5.50, all youth classes 3.00, performance classes except cutting 7.50 office and 10.00 entry with 50.00 added money; jr. cutting 10.50 office plus 15.00 entry with 50.00 added; sr. cutting 10.50 office plus 20.00 entry with 100.00 added; open cutting 15.50 office plus 25.00 entry with 200.00 added.

Entries should be mailed to:

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RR 2, Box 13
Alachua, Fla.

GELDING CHAMPION at Manatee was Speck Daniel owned by D. R. Daniel and Sons of Okeechobee.

Copeland, Winter Garden; Allison Harris, Reddick; Alfred Meeks, Belle Glade;

Youth western pleasure (15) — Karen Pridemore, Pompano Beach; Stephanie Stanfield, Dudie City; Youth barrel race race (10) — Teresa Barker; Marion Little, Okeechobee; Eddie Campbell, St. Cloud; Youth pole bending (6) — George Williams; Eddie Campbell; Stephanie Stanfield.

Systemic Can
Boost Weights

A SYSTEMIC insecticide used in fly bait can boost weight gains of fattening cattle if used correctly, according to a report given by a team of Washington State University scientists during the recent 39th Annual Meeting of the American Society of Animal Science at the University of Nevada, Reno.

Nutritional benefits of the organic phosphate insecticide were discovered during experiments aimed at pinning down the chemical's effect on enzymes that control nerve impulses and bone and energy metabolism.

Research is continuing to establish the reason for faster weight gains and improved feed utilization that occur when the insecticide, DDVP, is added to the ration of cattle on feed.

Results of the study were reported by E. J. Bris, animal science research assistant at Pullman, who pointed out that the insecticide is similar in action to malathion, parathion and other organic phosphates.

The chemical has been used in fly baits marketed under the trade name, Vapona, since 1957, and has been used by veterinarians to control internal parasites in swine and dogs since 1960.

The Washington State team studied the influence of DDVP on 107 yearling cattle in three 84-day feeding experiments.

THE UNIVERSITY of Florida's School of Forestry received another $500 fellowship from the Rayonier Foundation, Fernandina Beach, which will be awarded yearly to an outstanding senior in the School of Forestry.
Malone CowBelle Is Active

In this article, we introduce Bubba and Angie Garrett. Angie is now serving her second year as president of the Jackson County Cowbelles. Their chapter sponsored a recipe contest for the high school girls and won third third place in the state. Angie won first place in the beef recipe contest last year in the county, and went on to place fifth in the state. Her entry was a Swiss steak recipe.

Angie and Bubba love the cattlemen’s conventions and try not to miss too many. She says they enjoy visiting with all the South Florida cattlemen and their families. They are looking forward to seeing everyone at the fall convention.

Bubba and Angie have three children; John III, 15 years; Angela, 12 years; and Cindy; six years. The family works together and plays together. They enjoy all outdoor sports. Their favorites include fishing, hunting, picnicking and swimming.

On a hunting trip last season, Angie bagged one of the two turkeys that were killed. You can imagine the “ribbing” the men took.

The Garretts live in Malone, Florida, which is located nine miles off the Georgia line and six miles from the Alabama line. They have no ranch name and Angie mentions that ranch names are not as popular in the northern part of the state as they are in the south. They own a mixed herd of Angus and Hereford, and raise commercial cows, for the most part. Both of the older children, John and Angela, are 4-H members and have a steer for their project. Being outdoorsmen and cattlemen too, they enjoy attending the shows with their fine beef. Mom and Dad are real proud that the kids accept this responsibility and have such fun too!

The Garretts attend the Baptist church and have just completed two weeks of Vacation Bible School. The rest of the summer promises some good fishing trips.

According to USDA, the 2955 million pounds of red meat production during March was seven percent above the March 1966 total of 2750 million pounds, and 12 percent above February 1967.
Arcadia, Kissimmee Rodeo Results Listed

Annual event is set for Okeechobee on Labor Day weekend

There was action aplenty at the rodeo events held over the Fourth of July holiday period, with shows at Kissimmee and Arcadia.

A number of participants took part in the Silver Spurs sponsored Kissimmee rodeo, which took place at the arena on Highway 441, with keen competition shown in the various events by top rodeo cowboys and cowgirls from both in and out-of-state.

Named all around cowboy at the Silver Spurs was Chipley’s Cary Carter. The 39th annual All-Florida Championship Rodeo at Arcadia saw the various contests vied for in heavy competition, with the all-around cowboy honors going to Joe Johns of Moore Haven, Beth Crosby, Ocala being named champion cowgirl.

The annual Labor Day Okeechobee Rodeo has been announced by the rodeo committee for the event. The dates will be September 3-4, and it is an RCA sponsored feature with all the regular program events. Reserved seats for the rodeo will be on sale each day at 11:00 a.m.

Winners at both Arcadia and Kissimmee, listed in order of events, were as follows:

**Arcadia**

Clowerleaf barrel race—Tie for first between: Maxine Adams, Bradenton, and Beth Crosby, Ocala (20.6 seconds); Lynn Harmon, Moore Haven; tie for fourth between: Nancy Platt, Melbourne, and Mary Jane French, Fort Myers; Bareback bronc riding—David Morgan, Davie; Charlie Driver, Arcadia; tie for third between: Joe Johns, Moore Haven, and Goat Mullis, Palatka; Bull riding—V. J. Underhill, Okeechobee; tie for second between: Don and Scott Tucker, Charlotte, North Carolina; Jerome Mizhoe, Zolfo Springs; Saddle bronc riding—First go-round: Tucker; Edgar Stokes, Florida; Johns; Second go-round: Buddy Altman, Jacksonville; Johns; Ground money split six ways: Alan Parker, Tampa; Driver; Buck Adams, Jacksonville; Jerry Belles, Miami; Stokes; Tucker; Average: Altman; Johns; Tucker; Calf roping—Tie for first between: Charles Harmon, Moore Haven, and Dave Logan, Zephyrhills (12.8 seconds); Adams; Ehrick Goolsby, Okeechobee; Bull dogging—Gene Alford, Palatka (4.7 seconds); Larry Matthews, Lakeland.

**Kissimmee**

Bareback bronc riding—First go-round: Cary Carter, Chipley; Jim Myers, Thedford, New Jersey; Sonny Ellison, Opelika, Alabama; Matt Condo, Arcadia; Second go-round: Carter; Condo; Clint Barber, Kissimmee; Ronnie Brown, Gainesville; Average: Carter; Condo; tie for third between: Ellison; Barber and Brown; Saddle bronc riding—First go-round: Jack Hammett; Gaffney; Condo; Dick Bolling, Placitas, Texas; Barber; Second go-round: Hammett; tie for second between: Jerry McMinn, Kissimmee; Myron; Third go-round: Hammett; Barber; McMinn; Bolling; Average: Hammett; Barber; tie for third between: Bolling and McMinn; Bull riding—First go-round: Carter; Bill Yarborough, Davie; ground split eight ways; Second go-round: Carter; ground split eight ways; Third go-round: Dominick Moretti, New York, New York; Carter; ground split seven ways; Average: Carter; Yarborough; ground split seven ways; Calf roping—First go-round: Bobbi Sapp, Plant City; Pee Wee White, Pompomano Beach; Dick Hookston, Kissimmee; Jay Matthews, Lakeland; Second go-round: Robert Sanders, Jade City; Barney Faircloth, Trenton; Kenny Patterson, Nashville, Tennessee; Paul Sasser, Dale City; Average: Sanders; Sasser; Faircloth; Steer wrestling—First go-round: Matthew: Jimmie Knowles, Miami; Lawrence Hebing, Selma, Alabama; Freddy McCullers, Plant City; Second go-round: Virgil Grimes, Orlando; Sanders; McMullers; Faircloth; Average: McCullers; Addy Jones, Trenton; Matthews; Sonny Lambert, West Palm Beach; Senior barrel race—tie for first between: Shirley Ream, and Charlotte Liddon; Sonya McManus; Judy Alman; Allison Wadley; Dixie Green; Junior barrel race—First go-round: Karen Kelley; Christine Copeland; Judy Wills; Angele Hardy; Second go-round: Kelley; Copeland; Wills; Hardy; Third go-round: Kelley; Copeland; Wills; Hardy; Average: Kelley; Copeland; Wills; Hardy; Wild horse race—First go-round: Jimmie Knowles, Miami; Eddie Calderon, Kissimmee; Ham Brown; Second go-round: Brown; Faircloth; Knowles; Third go-round: Knowles, Brown; Calderon; Chuck wagen race—First go-round: Buck Tyson, Red Simpson team; Billy McClellan, D. R. Daniel team; Billy Weatherby; Simpson; Second go-round: Pooler; Weatherby; McClellan; Third go-round: Weatherby; McClellan; Tyson.

Florida Cutters Ranked by NCHA

Three Florida horses are listed among the top 20 cutting horses in the nation as compiled from points computed in National Cutting Horse Association cutting contests. Two of the entries are in the top 10, according to the figures.

Sven Miss 16, owned by White Construction Company, Chipeland, and ridden by Jack Newton, has earned $3726.56 in 12 shows and is holding down eighth place. Snappy Dun, owned by Edgar Brown of Fort Pierce and Willard Davis of Waxahachie, Texas, ridden by Davis, is in tenth position, and in 14 shows has earned $2433.02.

The other Florida entry, Rooster Clegg, ridden and owned by C. W. "Mann" Bailey of Oxford is in nineteen-place and in nine shows, has won $1518.40.

The nation’s cutting leader is Heart 109, owned by Sonny Braman, Shaker Heights, Ohio. Ridden by Jimmy Bush, the horse has won $8,822.99 in 30 shows.

Commercial production of red meat in the 48 states during March totaled 2955 million pounds, according to USDA.

The Florida Cattlemen
Can you think of anything more handsome than your horse when the sunlight dances along his coat as the muscles ripple underneath? Top Form Shampoo & Coat Conditioner helps work this beautiful magic. And it's good for horses, too. It not only floats off dirt and grime but helps control bacteria often found on horses' coats.

And Top Form Shampoo & Coat Conditioner contains lanolin, actually replaces the oils old-fashioned shampoos take out, helps give your horse's coat a rich, brilliant natural gloss. And there's no need to rinse! Use just before showing and dazzle the judges and the spectators.

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Free stable chart—Reminds you what to do for your horse, week by week. Write Top Form Products, Dept. 7822, Merck Chemical Division, Rahway, N. J. 07065.
FBC Recipe Winners Are Named

The 11th annual Florida Beef Council recipe contest was won by Mrs. Charles Lickton of Brooksville for her recipe named Hearty Party Roll. Mrs. Lickton won a total of $120-$20 as the Tampa Tribune winner, and $100 as the statewide cook-off champion.

The annual contest is one of the methods by which the Florida Beef Council works through the state to promote the sale of beef. The final cook-off was held at the Leisure House of the Tampa Electric Company, Tampa, with the recipes prepared by Tampa Electric's home economists and submitted to a panel of judges for selection of the winners and runners-up.

Judges for the cook-off were: Miss Rose Brister, home service director, Tampa Electric Company, Tampa; Mrs. Catherine Bobrow, assistant director of home services, Florida Power Corporation, St. Petersburg; Thomas L. Sloan, Fort Pierce, Beef Council chairman; Mrs. Mary Caruthers, Oxford, president of the Florida Cow Belles Association, and Lewis L. Fraser, St. Petersburg, president of the Plaza Food Corporation, owners of the Driftwood and Colonial cafeterias, and vice president of the Florida Restaurant Association.

The judging panel tasted all recipes and then selected the winner for this year.

Second place winner was Mrs. Frank Bateman of Orlando for her Florida Patio Steak. Third place winner was Miss Rita Long, Bascom, for her recipe named Barbecue Meatballs with Noodles, while fourth place was won by Mrs. Hortensia Suarez of Gainesville with a recipe for Suarez' Holiday Eye Round Roast. Fifth place was captured by Mrs. Vernon L. Williams, Fort Pierce, with her savory recipe for Tereyaki Steak. Sixth place in the statewide contest was awarded to Carl Helm of Neptune Beach, for his recipe for a stew known as Epicurean Beef Stew.

The contest, sponsored by the Beef Council and in coordination with the newspapers throughout the state, is an annual affair that has steadily gained in popularity, officials pointed out. The contest is limited to recipes using Florida beef as the major ingredient.

**Hearty Party Roll**

- 2 pounds Florida Beef Round Steak
- 1 pound ground Florida Beef
- 1 egg
- 2 slices bread
- 1/4 cup sweet pickle relish
- 2 tablespoons catsup
- 1 tablespoon prepared mustard
- 1 package dry onion soup mix
- 1/2 cup Sherry or Florida grapefruit juice
- 1/2 cup catsup
- 1/2 cup water
- salt and pepper

Have your butcher cut two 1/4 inch thick slices from his largest round, or if you are good with a knife buy a two-pound round steak and slice through it horizontally, not cutting quite through the widest side so you can open it up and form one big sheet of meat about 12 inches by 14 inches. If you have two slices lay them side by side overlapping just a little. Sprinkle the meat sparingly with salt and generously with black pepper. Place the ground beef, bread which has been dipped in water and squeezed out, egg, pickle relish, catsup, mustard and half of the package of onion soup mix in a bowl and mix well. Spread this mixture on the round steak and roll up like a jelly roll, starting from the more narrow side. Tie securely like a rolled roast and brown well on all sides in your favorite grease or shortening; bacon grease is good. Use a large skillet that has a lid, dutch oven, electric skillet or pressure cooker. Mix the remaining onion soup with sherry, catsup and water and pour over meat. Simmer covered, very slowly, turning occasionally, for about 45 minutes. If pressure cooker is used, brown roll in skillet then put on rack in cooker and cook 20 minutes after steam is up. If you wish, thicken the gravy, adding more water if necessary. Remove string before serving. Serve with mashed potatoes and a salad. Also very good sliced cold if there is any left.

**Florida Patio Steak**

- 3 pound chuck roast 2 inches thick
- 2 teaspoons seasoned meat tenderizer
- 2 tablespoons instant minced onion
- 2 teaspoons thyme
- 1 teaspoon marjoram
- 1 bay leaf, crushed
- 1/2 cup Burgundy wine
- 2 tablespoons vinegar
- 3 tablespoons Florida lime juice
- 1/4 cup salad oil

Sprinkle tenderizer evenly on both sides of the beef.
sides of meat and pierce with fork. Place in a shallow baking pan and cover with mixture of remaining ingredients. Let stand in refrigerator overnight. Turn several times. Let stand at room temperature 1 to 2 hours before cooking. Grill about 6 inches above hot coals. Brush often with marinade. Cooking for about 20 to 30 minutes on each side will give rare meat.

For a festive occasion, place the meat on a warm platter and pour over it a box of sauteed-in-butter mushrooms, using a stick of butter or margarine for sauteing the mushrooms. Dredge the steak with 1/2 cup finely chopped parsley. Serves 4.

Barbecue Meatballs with Noodles

1 pound ground beef
1/2 cup chopped onion
1 can "drained" tomatoes
1 teaspoon salt
1/2 teaspoon pepper
1/2 cup bread crumbs
1 beaten egg
1/2 teaspoon Worchestershire sauce

Preheat oven to 375 degrees. Mix the above ingredients well. Form into balls. Place in casserole.

Sauce
1 tablespoon Worchestershire sauce
1/2 teaspoon pepper
1/2 cup seeded prunes
1/2 cup bleached slivered almonds
1/2 cup Florida orange juice
1 teaspoon cayenne pepper

With a sharp, thin and long knife, twist three holes through the length of the meat in screwdriver fashion, but do not penetrate the opposite end of the roast. Marinate the Eye of Round with the wine for 24 hours in a covered, non-metallic bowl in the refrigerator. Pat the meat dry with a paper towel after this period and reserve the wine. Insert the prunes and almonds alternately in the three holes through the length of the meat. Blend the sugar and butter. Add the pepper to this mixture, and spread the mixture all over the meat. Place it in a shallow pan and add the wine and orange juice. Roast at 300 degrees until tender and glazed. This will take about two hours. Baste every 20 minutes while roasting. Cool to room temperature and cut into very thin slices. Place them in a serving dish. Pour the drippings over the slices and garnish with orange sections and parsley sprigs. Serve with saltine crackers. This meat can be prepared in advance and kept in the refrigerator, but must be taken out of refrigerator at least 30 minutes before serving in order to enjoy its full flavor.

Reynolds Sells Herd

THE J. P. REYNOLDS Angus Farm dispersion at Foley, Alabama, June 17, averaged $377 on 91 lots, with 16 bulls averaged $404 per head, and 75 females averaged $362. The top 10 head hit an average of $652.

Top selling bull at $1500 was PT Vanguard 60, selling to G. T. Wilson, Irvington, Kentucky. Top selling female was MH Blackbird, purchased by Otto Thompson, Eupora, Alabama, for $575.

The animals sold to cattlemen in Florida, Alabama, Kentucky and Tennessee.

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Rodeos and Horses
Are Common to the

Petersons
Of Marion County

by ETHEL HALE STANCIL

Peter and Mary Elizabeth Peterson live on the Salt Springs Road near the Oklawaha River in Marion County.

Pete has been entertaining fans for 20 years at rodeos all over the nation. Until three or four years ago he rode wild bulls and bucking bronces, and for the past 15 has been a rodeo clown.

Mary and Pete met in North Dakota. Mary danced, sang and played the piano in a stage show which followed state fairs. They were married six months later in Aiken, S. C., after their fourth date!

The Petersons have traveled over 700,000 miles since they were married nearly 15 years ago. For nine or ten years they traveled in a trailer but more recently they carry only the horse trailer which is for Snuffy, the sorrel trick mule and Hussy, the trick pony. They stop at motels.

Daughter Candee, 13, and son, Peter, Jr., eight, are both excellent horsemen. Little Pete is his father’s clown assistant, which position he has held for five years—having begun his work at age three. He works with his father in the mule act, in a musical performance with the “beetles and monkeys” and other numbers.

Mary learned to trick ride after she and Pete were married and she used to accompany him in all his travels, and performed along with him. The children’s coming of school age changed this somewhat, but nevertheless the family does accompany him frequently.

Pete has a commercial sign business at Silver Springs. Especially skilled in sign making for ranches and horse farms he is in demand to design stationery, brands, etc. A freehand artist he paints captivating signs on store windows, etc., to advertise rodeos.

Mrs. Peterson is an adept western tailor. Besides making most of her own clothes, the children’s, and the western outfits of her husband, she sews for others. E. M. Dickey, “Ne-

For the CowBelles

RENN is now qualified to teach kindergarten through grade six. She dreamed of going west, probably to Phoenix, Arizona, and teaching for a year there. It seems that each town there hires its own teachers and she began too late to secure a school for the 1967-68 season. She has decided to go back to the University and get her master’s degree, which she should accomplish in another year.

When we had our last pork prepared for the freezer the butcher labeled some packages “fresh side pork.” I had no idea what these contained but had an idea the meat would be suitable for boiling. Instead it is fresh sliced bacon, ready to fry. It is delicious, fried in the usual way, and sprinkled with salt.

The trouble with “saving money” is that most times we can’t find it after we have saved it.

I save grocery money by buying my supermarket’s brand of flour, detergent, bread, etc., which I find as good as advertised brands. Where is the money I’ve saved? I guess I spent it elsewhere where I saved further funds—

For years we had few kittens. Then Wickums (which we raised from a kitten on a bottle) had kittens and now some of them have kittens and 2 orphans whom we adopted. At last count we had 13 kittens. About half are solid white and I hope will not be difficult to give away. Want one?

An aluminum foil coaster for the bottom of the shortening can will prevent muss. I also use one around my bacon-drippings can.

Trying studying a page or two in the dictionary a night. Such will broaden your reading and writing and talking skill and you will be surprised to find such reading and studying not really dry.
vada Dick," a retired cowboy who writes for Western Horseman (and true horse stories they are!) taught her the rudiments of the craft and she took the art from there.

Hunting and fishing are favorite sports of the family. Pete, Jr., enjoys cub-scouts. Candee, like her father, is interested in commercial art and is very talented.

I was interested in hearing Pete’s clown-psychology. "Nobody likes a show-off," says Pete. "I impersonate an old man in the arena, an old man who has no business being there in the first place. I act humble, endeavor to get the audience on 'my side.' The clown is never a hero—heroes don't wear makeup! The whole idea of the clowning acts is to keep the cowboys from getting hooked, otherwise hurt—that's our job. If we can get a laugh while doing that, so much the better."

The Petersons estimate that there are about 10,000 professional cowboys and of that number about 4,000 work fulltime. The average bullrider works at his trade until he is around 40, but many calf ropers and bull-doggers and team-ropers work until 60. Lawyers, dentists and doctors frequently play the sport as a relaxing hobby.

The new home of the Petersons is largely their own handiwork and they have reasons to be proud of it. Not carpenters, they felt their way along and had outside help only on the cabinets and electrical work. It is of blocks, and has a tile roof. The fireplace has rocks in it which they gathered from 44 states. The 25 x 25 living room-kitchen-dining room is divided by a table 12 feet long and 4 feet wide that will comfortably seat 16.

Mrs. Peterson makes her family's favorite spaghetti sauce from wild pork and venison, about 3/4 lb. of each. Besides the usual seasoning and tomato puree and tomato paste she adds mushrooms or mushroom soup near the close of the cooking process.

for August, 1967
Florida Guernsey Club
To Aid Youth Program

The Florida Guernsey Cattle Club has adopted a program to assist approved 4-H and FFA members to secure approved registered Guernsey heifer calves for their project work and to guarantee those members a reliable marketing outlet upon completion of the project.

Basically, the plan embodies the provision of well bred four to six month old registered Guernsey calves to 4-H and FFA members for $100 each.

Members must be approved by their extension agent or vocational agriculture teacher and agree to grow out the heifers according to good husbandry practices of feed and care. The Florida Guernsey Cattle Club will assure each member a sale for at least $350 for the animals two years later, if the youth has done a reasonable job in feeding and caring for the heifer in the opinion of a committee composed of C. L. Ward, Jr., chairman, C. W. Reaves, Jack Dodd, W. J. Casey, and Richard Kelly.

Objectives of the Guernsey youth heifer project are to provide educational training in the knowledge and skills of feeding, breeding, developing and showing dairy cattle, encourage youth to utilize good registered animals and to handle them properly for a profit, to improve the number and quality of cattle in the dairy shows for constructive competition, and to assure a reliable market outlet in two years if the youth wishes to sell the animal.

The larger objective is to raise better boys and girls by providing opportunity for pride of ownership, responsibility, and constructive competition as they raise better animals.

The first group of heifers was slated to be distributed to 4-H and FFA participants at a field day event set for Lay Laine Guernsey Farm at Astatula on July 27. The youngsters will inspect Lay Laine’s Guernsey herd and see demonstrations in clipping, fitting...
JUNE Dairy Month festivities included the presentation of a registered Guernsey calf to Governor Claude Kirk, Jr. Dairy Princess Elaine Moore and Commissioner of Agriculture Doyle Conner join Kirk in inspecting the calf, which was donated by Sam Foster, Tallahassee dairyman.

and showing cattle. A session in judging practice and type analysis will also be conducted.

The heifers which have been approved by the committee will be distributed to the participating 4-H and FFA members by drawing numbers from a hat, with the youngster to get the heifer that corresponds with the number that has been drawn.

**High-Mark Farm Sets Records**

**JOHN J. JOHNSTON** and Hi-Mark Jersey Farm of Kissimmee have been recently recognized by the American Jersey Cattle Club for production records achieved with his registered Jersey herd. The Hi-Mark production level far exceeded the average for all United States dairy cows.

The animals named for setting this production record level were Herald Advancer Thankful, Herald Advancer Peachie, Dreamer Action Snowflake, Hi-Marks Betty, and Etta Star Dandy Doreen.

**Prices Received** for dairy cows sold for slaughter through 16 Florida auctions averaged $17.48 per hundredweight in April, which was 56 cents lower than the preceding month and $1.15 below April 1966.

According to USDA calves slaughtered during March averaged 210 pounds per head, 10 pounds lighter than a year earlier and 20 pounds lighter than February 1967.

for August, 1967
Use Blue-Lotion Bomb to dry superficial wounds, cuts, Cowpox sores, and abrasions on all livestock. Antiseptic action promotes faster healing, reduces possibility of superficial infection. Pressurized one pound can permits easy treatment. Ask your dealer for TPC Blue-Lotion Bomb tomorrow.

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LIVESTOCK NOTEBOOK

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

London Meat Markets Label Imported Meats

In a trip to Europe in June, the writer visited a number of meat markets in London. It was interesting to note that beef, pork and lamb had little signs indicating where the meat came from. At one shop they had beef from Argentina, Scotland and England. The lamb was either from New Zealand or England. All the fresh pork was labeled English. It was also interesting to note that the price of all the imported meats was below that of the English product. On June 30, 1967, the following prices per pound were on these cuts: steak $1.20, hamburger 64 cents, lamb chops 61 cents and pork chops 92 cents.

Many livestock men have indicated to me they think this would be a good idea to consider in the United States. It allows the buyer to know whether or not they are purchasing a U. S. or a foreign product and gives them a choice. Moreover, it allows for a differentiation in price between the U. S. and foreign product, if it is justified. The final selection is, of course, up to the consumer.

The labeling of meat is optional in London, since I saw other meat markets where the country of origin was not listed on the meat. The meat in London was all very lean. The pork chops and lamb chops had a large eye muscle and thus provided considerable lean meat with very little fat in a chop.

Swine Industry Trends in Europe

The trend is for larger swine operations and toward confinement feeding of the growing-finishing pig, such as is occurring in the United States. They still use pasture for sows and feed chopped forage to them in summer and slide during the winter. A much leaner, meat type pig is produced in most of Europe than in the United States. Spain, Portugal and Italy still have some improvement to make in catching up to the rest of Western Europe on carcass quality with the pig. Denmark produces the highest quality carcass pig in Europe. Holland, England, Scotland, Germany and France follow Denmark in carcass quality. Most of the pigs are limited in feed intake in order to produce a top quality carcass. This means the pigs are always hungry. As soon as one enters a hog barn they all start squealing for food. I told them that if this doesn’t cause ulcers in the pig that the noise probably might cause them in the person who works around them and feeds them twice a day.

Breeding Self-Fed Pigs Is Underway

Dr. H. Clausen of Denmark told me that he has already bred and selected some pigs which can be self-fed all the feed they want and will still have as good a carcass as the limited fed pig. This is good news since it means that producers can concentrate on breeding and selecting pigs that can be self-fed all the feed they want and still produce the best quality carcass possible. This is what we should follow in the U.S. now as we strive to produce a leaner, meat type pig.

European Beef Is Lean

The beef in Europe is very lean. About 80 percent of it comes from dairy cattle. Their dairy cattle are more of a beef type animal than ours. All of the male cattle are fattened as bulls. This is because the bull gains faster on less feed and produces a leaner beef. The European prefers lean beef and any change to our type beef would require a program involving many years of work and education. I personally prefer U.S. beef, and the difference was very obvious when occasionally one could order a U. S. steak in a few of the better restaurants in Europe.
During the FCA Mid-Year Conference in Hollywood, the Florida Cow-Belles were quick to take advantage of the promotional opportunity to put the focus on BEEF! Headed by committee chairman Marjorie McBride of Ocala, an In-Store Beef Promotion was arranged at the Publix store in Hollywood and a number of beef industry officials were on hand. In the picture at top is Mrs. McBride with from right, Beef Council Chairman Tommy Sloan of Fort Pierce; J. O. Pearce, Jr., Okeechobee, southeastern representative to the national Beef Industry Council; John Armstrong of Armstrong, Texas, chairman of the national council, and the Publix meat manager. In the picture at left, the manager is showing the packaged meats to Mrs. McBride, Armstrong, and Lat Turner, Sarasota, FCA president. The center picture shows the manager; Mrs. Wanda Toussaint, Punta Gorda; President Turner, and Bob Price, Graceville, northwest area chairman, Florida Beef Council. The picture at right shows the group discussing the promotional venture, from right, Price; Mrs. Eva Knowles, Miami; Mrs. Peggy Fulford, Port Charlotte; President Turner; Mrs. Toussaint; and the Publix meats manager.

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Disease Treatment Discussed

by WM. L. SIPPEL, V.M.D.
Florida Dept of Agriculture

ANAPLASMOSIS is a disease that can be expected in August through the remainder of the fall months until shortly after the first freeze. The biting insects that carry this disease are most common during this season of the year.

The period between the infection of a cow by an insect that transmits infected blood from another cow until the first symptoms appear is usually about one month. Blackleg is another condition that has appeared with regularity at this time of year and calves should be vaccinated no later than five months of age.

In areas where "wolves" in the back are frequent, this is a good time to treat cattle for these fly warbles or grubs that reach their back later in the year. Systemics, such as Co-Ral, Rutene and Ronnel (Trolene), can be used as dips, sprays or poults in accordance with the manufacturer's directions to kill these parasites.

During June, we encountered a case of nitrate poisoning in cattle on Sudax. The case appeared shortly after the rains started and the forage had made a spurt of growth. It was preceded by about three days of cloudy weather that allowed the nitrate to build up in the forage. Hybrid sorghums and Sudan grasses should be managed in accordance with the seed producer's recommendations and not grazed or fed until they have reached the required degree of maturity.

An increased number of positive tests to vibriosis and leptospirosis was experienced in June. Additional cases of an unknown disease of cattle marked by the elimination of red urine, weakness, anemia and death if handled, have been observed. This appears primarily in south Florida and there is some evidence to indicate that it is a plant poisoning. Our toxicology laboratory is investigating this condition. A toxic mold in a sample of feed was demonstrated.

Among horses, we noted several cases of leeches. Various types of cancer, strangles, salmonella infection in an aborted foal, pneumonia in newborn foals and an infection of the intestinal tract that resulted in a rupture in the intestine was seen.
ANCA Report
(Continued from page 46)

Swine cases were numerous during June and cases of pneumonia, peritonitis, arsenic poisoning, salt poisoning and hog cholera were observed.

June was marked by a number of exotic species being presented. An outbreak of botulism in alligators in a commercial exhibit, strychnine poisoning in some wild bears, pneumonia in a porpoise and specimens from a giraffe, a tiger and a bush baby were examined during this period.

Market Figures Up

According to a study conducted by Certified Livestock Markets Association, Kansas City, Missouri, through Agri Research, livestock transactions in this country during 1966 totalled 218.7 million head and carried a value of $18.8 billion.

The study defines competitive livestock markets as public markets, both auction and central, where sales transactions are the result of competitive bidding on price, and this nation's competitive markets, merchandising 109.7 million head, were responsible for better than half of the 1966 transactions.

Livestock transactions, according to the study, increased by 5.7 million head in 1966 over 1965, with cattle transactions of 97.1 million head, being up 1.9 million head.

for August, 1967

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Markets Are Major Factor

Competitive livestock markets in Florida are a major factor in the livestock industry in the state with an estimated total of 945,000 head of livestock selling through the Florida auction outlets in the 12-month period ending June 30, 1967. The figures, furnished by Gifford Rhodes of the Florida Department of Agriculture’s Market News Section, include cattle, calves and hogs.

This becomes even more impressive in terms of poundage and dollars. The total number of head moved through the auction markets represented an estimated total weight of 300 million pounds and estimated total cash amounting to $73 million.

It’s putting it mildly to say the auction markets just perform the service of selling—they do a lot more than that for the producer of livestock in Florida. The market operator is ever on the watch to give full protection to the producer and ensure that he will get the top dollar for his stock. Price information is one of the services rendered by the auctions. While price information is available from many different sources, the one which is probably used most by the average livestock producer is the method of “eye-balling.” He looks at the cattle or swine selling in the auction ring, compares them mentally with his own animals, and notes the price. This is a tried and true index to the current market picture.

Some Other Benefits Noted

The auction market manager is primarily concerned with selling livestock all of the time. He’s the best person to check with before you market your livestock. Recent goals of the competitive livestock markets stress aggressive livestock merchandising. Our livestock marketmen are exercising vigorous business leadership in translating the best in values to the meat-consuming public as the ultimate customer. They’re constantly improving their facilities to afford the most efficient methods of moving cattle through the auction ring and provide the producer and buyer with all of the modern conveniences while at the sale.

One of the most important roles of the livestock market is to furnish the livestock producers and feeders of an area with a reliable market for their livestock production and a source of supply for their replacement needs. The marketman keeps in contact with all phases of the marketing picture and its demands and prices. He encourages buyers from every area and for every class of livestock to attend his market and competitively bid on the livestock for sale. In a nutshell, he’s really hard at work all of the time for you, the producer! We feel he’s deserving of your thanks.

FCA Is Aided, Too!

Of the 23 livestock auction markets in Florida, 21 of them (at this writing) are members of the Florida Association of Livestock Markets, which was organized in 1950.

It has always been a policy of the association to cooperate 100 percent with the Florida Cattlemen’s Association, and this policy has been followed with consistency through the years.

Some of the aid given over the years includes the first $1000 given in support of the Florida Beef Council when it was first programmed by FCA. The individual markets then stepped forward and implemented the 10 cents per head deduction which was instrumental in getting the Beef Council on its successful path.

It’s a good relationship—the markets benefit from the livestock industry, and the industry benefits from an active auction market system.
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