



OCTOBER 1985

FOUNDATION
BEEFMASTER
ASSOCIATION

200 LIVESTOCK EXCHANGE BUILDING
4701 MARION ST.
DENVER, COLORADO 80216

Volume XIII, No. 10

FOUNDATION FACTS

Margo Ranch Success Keys On Quality

By Kathy Olivarez

This article first appeared in the August 23, 1985 issue of "South Texas AgriNews" and is reprinted with permission of the author, Kathy Olivarez.

"Decrease quantity and improve quality." That is the theory that Dr. Roberto S. Margo uses to keep his Margo Beefmaster operation on the Rancho Margo the successful operation that it is. Margo feels that strict culling of animals and good maintenance of the support factors (grass and water) are essential to having a successful ranching operation.

One of the older ranches in the Valley, it was founded before 1900 by Margo's grandfather, Ruperto E. Margo. The 7,200-acre ranch was then home to a regular commercial herd of cattle. At present it is home to approximately 500 mother Beefmaster purebred and commercial cows.

In 1919 Margo's father, R. T. Margo, took over the operation of the ranch when his father had him quit school and move to the ranch during a severe influenza epidemic which took a number of lives of persons living throughout the Valley. During the course of his operation, R. T. Margo made the decision to develop a purebred cattle herd.

He began experimenting with purebred Herefords in the 1940's. He soon discovered that purebred Hereford cattle do not do well in the extremely hot temperatures found in the Valley. He then began experimenting with Santa Gertrudis, a breed especially developed for this climate, but again was not entirely satisfied.

By the 1950's he had decided to develop his own herd of cattle with just the right characteristics to suit his climate. He crossed his purebred Herefords with Brahman for the ability to withstand the climate. To this combination he added Shorthorn because of their milking ability. Without knowing that there was such a breed being developed nearby, he developed his own herd along Beefmaster lines.

The Beefmaster herd developed by Tom Lasater of Falfurrias was based on a one-half Brahman, one-fourth Shorthorn, one-fourth Hereford combination. But R. T. Margo did not know of Lasater's work at the time he began developing his herd. He was simply developing an animal that worked well under his particular set of conditions.

It was a winning combination because of its ability to withstand extremes in temperatures, its drought resistance, the high fertility rate and high level of milk production.

In addition, the calves have higher than average weaning weights over other breeds. And most Beefmaster cattle have good dispositions.

By 1961 Margo had heard of Lasater and purchased nine heifers and a bull from Lasater. Margo had the start of his own purebred Beefmaster herd. Through the years additional animals were purchased from Lasater and other breeders to assure top bloodlines in the herd.

Since his return home in 1968 from obtaining a veterinary degree from Texas A&M University and serving in the Air Force in the Vietnam War, Roberto Margo has been actively involved in the running of the family ranch.

Margo devotes half of his time to his veterinary practice in Rio Grande City. The rest of his time, with the help of his wife, Minerva and their four sons, Ricky, Eddie, Carlos and Michael, he manages the ranching operation for his father, and brothers and sisters who all have careers that prohibit their being able to participate in the operation as much as they would like. One brother, Ray T. Margo, Jr., is the head of the Soil Conservation Service in New Mexico and lives in Albuquerque. A second brother, R. E. Margo, is a busy ophthalmologist in Weslaco. A sister, Ambarina Barrera, is a home economics teacher in Harlingen and second sister, Dilia Perez, is a medical technologist in McAllen.

The Margo name has come to mean quality for a number of Beefmaster breeders and other ranchers who have become regular customers of Rancho Margo. This is due to Margo's adherence to his theory that quality is more important than quantity. To this end, Margo will not sell another rancher, an animal that he would not like to put in his own herd.

He feels that while some commercial ranchers might be happy with an animal that he sends for slaughter, the calves produced by this animal might not be of the superior quality associated with the Margo herd. Other ranchers seeing those animals might question the quality of the Margo herd and in the long run, he might lose customers who feel that his cattle are poor on the basis of what they have seen elsewhere.

As a result of this policy, Margo makes a practice of selling at eight or nine years old. This is a holdover practice from his father who preferred to have young animals in his herd. His customers know that the animals are proven or they would not have remained in his herd as long as

Continued on Page 5



Editor's Memo's

Dear Mary,

Greetings from the Northwest! I wanted to thank you for sending Mrs. Shaw from Ag Images to visit our ranch. We had a nice visit.

I wanted to send you a photo of a steer we sold this young lady, Nicole Kraipowich, for a project steer for 4H. She did very well with him, winning Reserve Grand Champion at the Gem County Fair here in Emmett, over 50 other steers. He graded choice, yield grade #2. (And the Grand Champion Steer only graded good!). He was an *extremely* thick, big boned calf, 1,340 lbs. Needless to say, there has been more interest in steers with Beefmaster blood. This steer was a 3/4 Beefmaster coming out of our commercial herd.

We thought your readers might enjoy seeing a Beefmaster steer do well at a county fair in the Northwest as they are gaining popularity all the time. Please share the picture with them. He was quite an exceptional calf. Nicole is breeding up some half blood calves to purebreds. She has 5 cows of her own now.

Thank you,
John Herkner



3/4 Beefmaster steer chosen as Reserve Grand Champion at Gen County Fair in Emmett, Idaho is shown here with Shirley Fischer, holding daughter Jenny, Linda Herkner and owner Nicole Kraipowich.

Dear Mary,

I would like to express the Lasater family's appreciation for the excellent video film recently completed on Dad's history and the philosophy of the man behind the breed. The video "Tom Lasater; Nature's Partner" will be a special family possession and a great addition to FBA's marketing tools.

I would also like to comment on the excellent ranch signs offered for sale to FBA members. I have not seen a better buy for the money than these signs. We ordered three and they are well done and certainly worth the \$55.00.

Sincerely,
Laurie Lasater

Dear Mary,

Enclosed is the photo of the calf that you asked me to get for you. I'm really not in the business of selling Club Calves. This is a calf that they took out of a bunch of calves that I took to the Sale Barn. He weighed 640 lbs. when they purchased him, and 1,240 lbs. when he won the Grand Championship at the Lincoln County Sylvan Grove Fair. He is a 3/4 Beefmaster and out of a Casey bull I purchased from Dale Lasater. He was 17 months old, and was ready for slaughter. I guess this is about all the information that you will need. Calves are sure growing well out here. We'll have some huge calves to sell this fall.

Sincerely,
Gilbert Kowalke



3/4 Beefmaster steer came away from the Lincoln County Sylvan Grove Kansas Fair with four honors. Champion Crossbred, Grand Champion Market Steer, Reserve Champion Sr. Division, Reserve Champion Over-All. Shown here with owner Michele Vopat.

Another chapter in "Experiences in the Life of FBA's Executive Secretary"

The last two weeks of August was vacation time for my husband Bob and myself. So off we drive toward Florida. (My parents live in Tampa.) With no commitments or plans other than a few days visit with them, we were off for 14 fun-filled days. The first night we stayed in a motel in El Dorado, Kansas. I think at this point I should tell you exactly what happened so you can get a true picture of what my vacation was like. First of all, Bob pulled into the motel driveway and sent me in to see about a room. Now, this isn't usually my job, but I couldn't see why I couldn't handle it. "Yes," they had a vacancy, "would I like to see it?" "No," I was sure it would be fine! Husband said, "Aren't you going to look at the room before we haul in the suitcases?" "Naw," says I, "It's bound to be okay." Well, the temperature was 104° and the first clue to the rest of the night was, *The Air Conditioner Didn't Work*. The second horrifying fact was that the bed wasn't big enough for both of us. I was delegated to the cot in the corner. We then went out to dinner and the waitress asked if we wanted the senior citizen's menu. Since I am six months older than husband Bob I am eligible, but he isn't! Enough said.

We then went to a county fair where they announced a tornado was heading for town and we had to go back to our motel. When I pulled the drapes shut, the rod holder came out of the wall and the drapes fell down. It's still over 100 degrees and no air is moving, inside or outside. Plus the electricity went off and no TV.

Continued on Page 5



SATELLITE NEWS

Southern Beefmaster Association



FBA members attending the Southern Beefmaster Breeders recent seminar in the Ham Wilson Arena at Auburn University, Auburn, Alabama, are pictured from left to right: W. H. "Mutt" Gregory, Opelika, Alabama; Gerry Holmes, Falkville, Alabama; Charles Probandt, San Angelo, Texas; FBA President Jay E. "Jed" Flake, Snowflake, Arizona; Mary M. Wilkinson, FBA Executive Secretary, Denver, Colorado; Shelby Phillips III, Deming, New Mexico; James Gowan, FBA Vice President, Montgomery, Alabama; David Kistner, Snellville, Georgia; and Miller A. Dial, Covington, Georgia.

Heart-of-America Beefmaster Breeders

The National Guard Armory in Eureka, Kansas will be the site of the second seminar November 9th. Registration begins at 9:00 a.m. On the agenda are FBA board of director, Walter Truitt to speak on "History of Beefmasters"; Larry Hibbard, Toronto, Kansas, on "Crossbreeding with Beefmaster Bulls"; Oran Tracy, Secretary of the FBA will talk on FBA; and Mark Mayfield, Farmland Industries, Kansas City, Missouri will be a special guest speaker. Over 30 head of cattle will be on display, lunch will be available and a 16-20 month old Beefmaster bull will be given away. For more information contact: Oran Tracy, Route 1, Virgil, Kansas 66870, 316/645-2236.

Mortensen's Represent Foundation Beefmaster Association In China

Mr. & Mrs. Neal Mortensen of Monroe, Utah were guests of the Chinese Government at a recent "People to People, Citizen's Ambassador" program. This program was initiated by President Eisenhower and is held in cooperation with the Chinese and Korean governments. There were 20 delegates representing the beef industry, including educators, purebred breeders, feed lot owners and packers, as well as ranchers. The Mortensen's spent a week in Korea and two weeks in China. They met with local groups and through an interpreter and literature, explained the Lasater philosophy of cattle raising and the development of the Beefmaster breed. The Foundation Beefmaster Association office was given a list of 27 names in China who desire additional information.

Arkansas Beefmaster Satellite Group Holds Open House & Ranch Tour

The AFBA Open House and Ranch Tour was held on September 28th and 29th at the Ledgerrock Farm. A enthusiastic group arrived to look at a Beefmaster herd, this was an excellent opportunity for those in attendance to see a large group of purebred Beefmaster cows and their calves shown in a pasture environment. Members of AFBA talked with those present about the use of Beefmasters in commercial herds and they viewed the new video tape entitled "Tom Lasater; Nature's Partner." Everyone was impressed with the Lasater video tape and thought it was quite informative.

The drawing for a Beefmaster heifer was held at 5 p.m. on Sunday, with the winning ticket held by Lee and Louise Duncan of Wesley, Arizona, drawn by Beth Laurent, daughter of Glen Laurent who is from the SCS office in Harrison, Arizona.

The members of AFBA wish to express their thanks to the members of FBA who attended in an official capacity: Walter Truitt and Oran Tracy, FBA Board of Directors; Larry Buster, Heart of America President; Gerry Holmes, Southern Beefmaster Association Vice President; and from Oregon, Ernest Patjens, Foundation West Beefmaster Satellite and his brother Andy Patjens. Mrs. Brenda Tracy and Mrs. Linda Holmes were also in attendance. The support of the other FBA members from Missouri, Kansas, and Arkansas who attended is also appreciated. We also wish to thank the Arkansas Cattleman's Association for sending Candace Erickson to represent Arkansas Cattle Business Magazine.

CAPTION CONTEST



FBA's President, Jed Flake and wife Ruth pose with their 5 month old daughter Vickie at Tom Lasater's ranch during a recent bull delivery.

Send your caption into the office. The winning caption will receive a copy of "The Lasater Philosophy of Cattle Raising," written by Laurence M. Lasater. The five best entries will be published in next month's *Foundation Facts*.

Buyers' and Sellers' Guide

ARIZONA:

FOR SALE: Approximately 200 Bred and open heifers; 150 Cows; 160 Bulls.

PAT SPURLOCK

1822 E. Manhattan Dr. / Tempe, AZ 85282
(602) 345-8899

ARKANSAS:

FOR SALE: 21 yearling heifers, calfhooed vaccinated.

BRITT BEEFMASTERS / ROY GENE BRITT

Route 1, Box 201-A / Okolona, AR 71962
(501) 274-3202

COLORADO:

FOR SALE: 125 head of spring calving purebred cows and heifers.

DARBY CREEK BEEFMASTERS

DON SIMMS, Production, CORY TEMPLEMAN, Marketing

16621 County Rd. 46, R.R. 2, Box 164A / Sterling, CO 80751
(303) 522-6192 (ranch) / (303) 576-2709 (marketing)
(303) 759-3303 (Denver office)

LOUISIANA:

FOR SALE: 5 Beefmaster cows with calf on and bred to calve Nov.-Dec., 1-18 mo. old open heifer; 2 bred heifers coming 1st calved Oct.-Nov.; 1 first cross heifer with second cross calf and bred Oct.-Nov.; 2 Bradford cows with 1st cross Beefmaster calves; 1 first cross heifer open.

JOHN BROWN / BROKEN J BEEFMASTERS

Rt. 1, Box 277 / Ethel, LA 70730

(504) 634-5621 / (504) 928-9436 / (504) 775-2822

MISSISSIPPI:

FOR SALE: Good selection of quality performance tested bulls. Very gentle with average 205 day gain on ryegrass 2.77 bls. No creep \$900-\$1300 13-16 months old.

WALLACE BEEFMASTERS / T. J. WALLACE & SONS

Route 4, Box 122 / Magnolia, MS 39652
(601) 783-3105

NEW MEXICO:

FOR SALE: Approximately 80 pregnancy tested first cross bred to Beefmaster bulls. These are running ages, presently 2s to 6s. Early October delivery. \$600.00.

TOM ELLINWOOD / ELLINWOOD BEEFMASTERS

Star Rt. 1, Box 590 / Deming, NM 88030
(505) 546-3706

FOR SALE: Bulls; 40 Weaner heifers; 40 Bred cows all certified; 45 Brangus and Brangus Cross Hereford heifers bred to Beefmaster bulls.

SHELBY PHILLIPS, III / PHILLIPS BEEFMASTERS

Box 109 / Deming, NM 88031
(505) 546-2293 / (505) 545-3690

OKLAHOMA:

FOR SALE: 30 head Beefmaster heifer calves for November 1st delivery.

L. G. HARGIS

Route 2, Box 226 / Waurika, OK
(405) 228-2540

SO. CAROLINA:

FOR SALE: Twenty head of Beefmaster cows, 2½ to 5 years old, will start calving November, 1985. Some polled. Also 4 year old polled Beefmaster bull. Excellent herd sire, all cows bred to this bull.

SOUTHWIND BEEFMASTERS / O. S. McCARTY

P.O. Box 68 / Aiken, SC 29801
(803) 648-4843

TEXAS:

FOR SALE: 12 head young Beefmaster cows, will calve this Sept.-Oct.; also 19 head young Beefmaster cows to calve Feb.-Mar. 1986.

PYEATT BEEFMASTERS / JOHN B. PYEATT

Route 2, Box 219 / Detroit, Texas 75436
(214) 674-5645

FOR SALE: 10-18 mo. old heifer at \$600.00 each; calfhooed vaccinated 3-2 yr. old bulls at \$1,000.00 each. Heifer calves available as weaned, \$500.00 each. Lasater, Miller Ranch and Casey bloodlines.

BUNKY SMITH

Route 1 / Detroit, TX 75436
(214) 632-5760

FOR SALE: Six bulls 24-26 month. Performance data available \$800-\$1200. Also four head of mature cows.

KUYKENDALL BEEFMASTERS / DOUG KUYKENDALL

Route 2, Box 188-A-1 / Omaha, Texas 75571
(214) 884-2880

DISPERSAL SALE: Ten polled Beefmaster cows. Four baby calves. One 18 month heifer. One 10 month heifer and one herd bull. All for \$10,000. Forced to sell due to ill health.

GLASSCOCK BEEFMASTERS

Route 1, Box 37 / Cotulla, TX 78014
(512) 378-5343

UTAH:

FOR SALE: Complete dispersal sale of 27 head of Beefmaster cows.

BLACK'S BEEFMASTERS / PHILLIP BLACK

35 No. 500 W. / Lehi, Utah 84043
(801) 768-9257

FOR SALE: 50 Beefmaster yearling bulls and 80 spring calving cows (all ages).

PLUS 7 BEEFMASTERS / NEAL MORTENSEN

Rt. 1, Box 63 / Monroe, Utah 84754

(801) 896-6927 (Eve.) / (801) 529-3281 (Day)

AUGUST AND SEPTEMBER CERTIFICATE AND TRANSFER TRANSACTIONS

State	Certs.	Trans.	Total
ALABAMA	54	54	108
ARIZONA	19	16	35
ARKANSAS	11	14	25
CALIFORNIA	23	21	44
COLORADO	243	134	377
FLORIDA	24	24	48
GEORGIA	15	22	37
ILLINOIS	18	6	24
KANSAS	5	5	10
LOUISIANA	3	3	6
MISSISSIPPI	14	11	25
MISSOURI	2	1	3
OKLAHOMA	22	24	46
OREGON	3	3	6
SO. CAROLINA	2	10	12
TEXAS	123	117	240
TOTAL	581	465	1046

MARGO RANCH...

Continued from Page 1

they did. Throughout the years Rancho Margo has developed many satisfied customers from Mexico and all over Texas.

Strict herd culling is, of course, another part of maintaining the quality of a herd. While color is not a characteristic on which Beefmasters are judged, animals are culled at weaning, again at eight months and later at one year on characteristics such as their bone density, length, width, and weight gain confirmation.

Margo, who does not sell an animal before it is 18 months old, feels that by that time he has been able to weed out any animal that will not produce well in his herd or for another rancher. If he culls an animal, it is sent strictly for slaughter with instructions that it may not be sold to a commercial rancher.

Being a veterinarian, Margo is strict on the quality of health his animals have. He maintains one of the few certified brucellosis free herds in Starr County. All of his animals receive the Seven Way vaccination at two months of age and again at weaning to protect them against black leg and other diseases that are common in the area.

Margo feels that it is easier to produce good females than it is good males. Of 50 females in a given calf crop, 40-44 will have the desired features for the breed while only about 10 bull calves will have the qualities desired in a future herd sire.

Margo feels that ranching is a profession that is learned more from experience than from books. While he does not discount the knowledge that can be gained from book study, ranching and the tricks that make a man a top quality rancher or a poor one come from on the job experience.

The ability to recognize certain characteristics that make an animal superior is a talent that is not necessarily learned from a book. Margo feels that his foreman, Daniel S. Garza, has an in-born talent for recognizing just which of two animals will turn out to be a superior animal and which will be mediocre.

Garza can look at two calves which seem to be equal in quality and will inevitably be able to pick the one which will turn into the superior animal later.

Garza is also able to walk into Margo's herd and immediately tell which calf belongs to which mother or which cow is missing by their individual characteristics rather than numbers. All the book learning in the world will not give a rancher that ability. And Margo feels that it is definitely an asset to have someone with this talent working for him.

Keeping abreast of what is going on with the breed is another way of assuring a top quality herd. Margo served as a director of the Foundation Beefmaster Association from 1981-84 and is a former president of its local satellite association, the Border Beefmasters Association.

Following in his father's footsteps, Margo still works with the SCS in testing grasses that might be useful to Valley ranchers. At present Margo has an experimental patch of Klein 75, a drought resistant high protein grass, located on the same 11 acres where buffel grass got its start in the Valley.

High quality grass production is an important aspect of Margo's operation. He maintains a ratio of one animal to approximately 10-12 acres, a slightly higher ratio of acres per animal than is favored by the majority of Valley ranchers. He does this to preserve his grass stem. The shorter the stem above the ground, the shorter the rootstock below the ground.

In drought conditions and the hot summer days always found in the Valley, it is essential to see that the cattle do not overgraze the grass. If the root stock is destroyed, it will be virtually impossible to get it to come back without reseeding the field. If the rootstock is a sufficient depth, a good rain will bring the grass back into full production.

The quality of the grass is of essential consideration. A field of low protein content grass will do little to enhance the growth of the animals. Margo's father, R. T. Margo, was the first rancher in

the Rio Grande Valley to experiment with buffel grass. In cooperation with the Soil Conservation Service, he planted an 11 acre test pasture with the native African grass that is now found on nearly every ranch valleywide.

Klein 75 shows good potential but is much harder to start than buffel grass and requires special equipment for handling.

An ample supply of water is essential for the cattle all the time but this is especially crucial during the hottest part of the summer. But this is the very time that many ranchers who are dependent on windmills have the most trouble getting adequate water for their herds because many of the hottest summer days are also windless.

Because of this Margo has been installing submersible pumps in place of the windmills. He feels that the relatively small electric bills (approximately \$12 per pump) far offsets the continuous breakdown and repair costs of the windmills.

High quality management of his cattle herd is not the only concern of Margo. He is currently cooperating with the Texas Wildlife Department in an effort to raise the quality of wildlife found in the Valley. For several years hunters on the Rancho Margo have only shot does and spikes in an effort to develop the animals with the big racks.

Margo also plans much of his pasture land around the abundant deer and quail production. Unlike many Valley ranchers who clear most of their land, Margo purposely leaves brush for the wildlife. One large pasture on the ranch is divided into 18 strips which each contain a certain area of open space for grass production. Some pear cactus is left for drought times when grass disappears and pear must be burned to provide food for the animals. Mesquite, wild olive trees and other brush favored as food and cover by the deer and quail is left in the back away from the roads. Cattle are allowed to graze the pastures but the level of the grass is closely monitored to be sure that the strip is not overgrazed.

Margo is currently installing deer proof fencing around the perimeter of much of his property. At present, Rancho Margo is not leased to outsiders for hunting. However, Margo sees a day in the future that a rancher, beset with high taxes and production costs, will be able to make almost as much money from his wildlife management as from his ranching operation. When the family moves in that direction, Margo will be ready with top quality animals on his property produced as the result of careful wildlife management.

For Margo, quality is the name of the game. And it may be the very characteristic that will keep him in business long after other ranchers who strive to have the most animals on the least amount of land are gone.

Experiences of Executive Secretary . . . *Continued from Page 2*

It was in my mind that we would stop by and visit Brenda and Oran Tracy the next morning as they were only 15 miles or so down the road. However, after getting up and eating breakfast and loading the car and driving down the road 15 miles, I thought they would not appreciate unexpected guests at 4:00 AM! (Even with an early start, it was the longest night I ever spent.) On down the road Walt and Barbara Truitt should be home and we can stop by and see them a bit. Now it's 8:00 AM Sunday morning and since Walt teaches Sunday School they are sure to be home, right? Wrong. "No need to call them," I tell Bob, "they're home." First of all, I can't remember which road to take to their farm . . . it is pouring rain . . . I finally find a phone and all the lines are down and phones are out. Two hours later we are silently riding down the highway toward Arkansas.

When we got to Branson, Missouri Bob's better nature got the best of him and he started talking to me again. We spent two

Continued on Page 6

Experiences of Executive Secretary . . . *Continued from Page 5*

days in the Ozarks and had a good time and our marriage had time to heal. As we approached Dogpatch, Arkansas, I said, "Oh, we absolutely have to stop and see Luane Schroeder so you can see where I was two years ago when I visited her." The Schroeder's Ledgerrock Beefmaster Farm is off the highway, four miles on a dirt road. It had been two years since I was driven there by Luane after dark. We started up a dirt road which looked vaguely familiar. I was there in April the first time and this was August, which meant that there was a great deal more growth lining the road on both sides. After a bit, Husband says, "Are you sure we are on the right road?" "I think so," I reply. A little further on he repeats the question and now I'm not really sure. I see a house that I don't remember and doubt shows on my face. He very quietly says, "Mary, are we on the right road?" We've been married long enough that when he speaks in that tone, I know he is building up to a louder one. Just then we drive out of the forest into a beautiful clearing with the Schroeder home in full view. (Luane tells me the house on the road in was moved in last winter so that was why I didn't remember it.) She gets Bob a pair



Husband Bob and Luane Schroeder as we toured the upper pastures admiring the Ledgerrock Beefmasters.

of old boots and we take off to see Beefmasters in the back pastures. I am wearing long pants which have big legs and it is the height of the grasshopper season . . . you guessed it. A grasshopper went up my pant leg . . . clear up! I am dancing around and Bob is rolling in the field. Luane said, "Drop your pants, no one can see you." I drop them and Bob runs to the truck and then I hear a camera click . . . Divorce is not always the answer so we are still married. However, he is on probation.

Driving thru Mississippi I decide I really should stop in Fayette and meet Sam Bullen (FBA member). We go to a service station and I ask how to find Bullen's Beefmasters. The man said his place was just down the road-a-ways and I *couldn't miss it*. "Sign?" I asked . . . "No," he said, but there would be a light blue pickup in the yard and he lived on a small hill. It is still raining . . . Mississippi rain comes in buckets . . . and we are going slow looking for a blue pickup by a house on a hill . . . several cars behind us would like to go faster than 15 miles per hour . . . husband is looking a bit peaked. I wasn't aware how many folks have blue pickups and live on a hill. Mr. Bullen, in case you are reading this, I still hope to meet you and see your Beefmasters some day.

After eating lunch in Natchez I called Mr. D. S. Breeland to say hello. We had spoken on the phone several times and he said if I was ever in Mississippi, to be sure and let him know. Well, he said to stay put and he would be right down to the restaurant. I said, "How will I know you," and he said he'd be in a silver LTD. Bob and I sat in the parking lot . . . it's still raining . . . and the folks that don't own blue pickups own silver LTD's. A short time later a silver LTD pulled up beside us and we got to meet not only D. S. but his wife Dora and their grandson. The rain finally stopped



Mr. & Mrs. D. S. Breeland, of Natchez, Mississippi pictured here with me.

and we had the nicest visit for about an hour. It was too muddy to get out and see their Beefmasters but since my old home town is just 30 miles from them and I still have to go back and meet Mr. Bullen someday, I'll see their Little Dee Bee Beefmasters then. I called Margie Atkisson, Mrs. Paul Coleman, Hyland Brumfield, Hal Fortenberry, Ted Lumpert and Oldmixon's and they were all attending a Mississippi get-to-gether (I guess, since they weren't at home).

After a week in Florida, swimming in the gulf, visiting Cypress Gardens and Epcot Center, etc., we head north for home. We stopped in Illinois and visited Ray and Tanya Schoenbeck for 3 hours and toured their Beefmaster operation. They are very dedicated to the Lasater Philosophy of cattle raising and have a lovely farm and we enjoyed our visit.

Coming back through Kansas, I remembered meeting Mr. Gilbert Kowalke at the FBA convention in San Angelo, Texas in 1983, so I call his place and his mother said he was selling cattle over in Sylvan Grove and she would tell him I called. We drive on toward Colorado and suddenly I see a sign that says Sylvan Grove next exit. I tell husband, "that must be where Gilbert is." He replies, "If you really want to see him go ahead, it's OK with me." So I veer off of the Interstate and head down a country road. Bob is looking at me like I have two heads and asks me, "just how do you expect to find a man you only met once, who is driving heaven only knows what kind of vehicle and in a strange town?" Being a "Miss Smarty Pants" usually doesn't work but this time it did. I drove up to the only thing in town that looked like a sale barn and told husband I'd be back in a second. I asked the first man I saw if he knew Gilbert Kowalke and if he was still in town. "Sure," replied the gentleman, "he's sitting inside having coffee. Just follow me and I'll take you to him!" I smile at husband like the cat that swallowed the canary and go inside. I wouldn't have recognized Mr. Kowalke except he was wearing a FBA hat. So of course he didn't know who I was. He was talking with a nice looking lady when I walked up and put out my hand to shake his. I asked if he was Gilbert Kowalke and he said yes. I still had his hand in mine and I said, "You're sure a hard man to find. I've been looking all over Kansas for you. Don't you remember me?" He said, "No, I'm sorry, I'm afraid I don't." The nice looking lady immediately said goodbye and made a hasty exit. We visited a bit and then I took Gilbert outside to meet husband Bob. We had a good laugh over the way I tracked him down and I hope Gilbert's good reputation has been restored since "that city woman" cornered him in town.

Last day on the road home we get to Goodland, Kansas. Can't be this close to Gerald and Shirley Anderson and not go see them. We got to their ranch about 9:00 AM and spent the next 3 hours touring their Beefmaster and farming operation. What a beautiful spread they have. We eat a fabulous home cooked dinner including chocolate cake and head for Denver at noon.

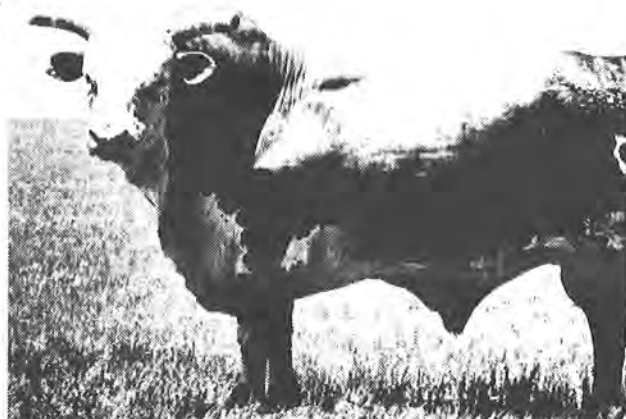
Vacation time is over for another year. But the memories will last forever. I personally feel I not only met some more Beefmaster breeders but made some new friends. It was especially nice for my husband to be able to meet and visit with "my breeders." Bob's a pretty good ole guy and I think I'll keep him.



BEEFMASTER SEMINAR



This seminar will give cattlemen of the area an opportunity to see top quality Beefmaster Breeding Stock.



DATE: Saturday, October 26, 1985

PLACE: Humberto Garza's
VIOLETA RANCH

SCHEDULE: Registration 9:30-9:45
Seminar 9:45 - 3:30

Speakers:

- Dr. Robert Rupp- Body Condition Scoring of Beef Cattle
- Shelby Phillips III - Cross Breeding With Beefmaster Bulls
- Jay E. "Jed" Flake - What Beefmasters Can Do For A Commercial Cattleman

\$5.00 Registration Fee includes Lunch, Ranch Tour, and Ticket for Door Prize Drawing on a SQUEEZE CHUTE.

Now is the time to start your Beefmaster Crossbreeding Program

For more information: Call Charles Schroeder (512)486-2531

Seminar is sponsored by: BORDER BEEFMASTER ASSOCIATION

A satellite organization of the Foundation Beefmaster Association



??INQUIRIES??

ALABAMA

AC Billy Ray Clanton, Rt. 1, Box 209E, Collinsville, AL 35961
PF Felix W. Davis III, Rt. 2, Box 390T, Theodore, AL 36582
PF Jason Ketcham, Rt. 1, Box 337, Riton, AL 36311
PF Brian Parker, Rt. 3, Box 596, Town Creek, AL 35675

ARIZONA

PF Alonzo Archie, 3610 N. 6th Ave., Apt. #11, Phoenix, AZ 85013
MM Jack Begay, P.O. Box 680, Many Farms, AZ 86538

ARKANSAS

WLJ Charles Cunningham, Star Rt., Box 53, Dewitt, AR 72042,
501-282-3386
WLJ Richard Fox, Rt. 3, Box P75, Charleston, AR 72933
WLJ Billy Meier, 7019 Stateline Rd., Ft. Smith, AR 72901,
501-646-4455
PF Robert Sims, Box 54, Plumerville, AR 72127

CALIFORNIA

WLJ Al-Hand Ranch, P.O. Box 1556, Moreno Valley, CA 92388
WLJ Dennis Chism, Rt. 1, Box 77-E, Loleta, CA 95551
WLJ James Dalebout, P.O. Box 29, Seraloma, CA 91752, 714-685-4136
WLJ G. Englebrecht, Rt. 1, Box 884, Vallejo, CA 94591, 707-644-2644
WLJ Sean Funston, 5020 Alumrock Ave., San Jose, CA 95127,
408-926-9142
WLJ Frank J. Grammer, 8148 N. Crane Rd., Oakdale, CA 95361
WLJ Paul Huges, 2121 Lincoln Blvd., Tracy, CA 95376
WLJ Tim Murray, 9755 Sierra College Blvd., Roseville, CA 95678
BF Robert W. Neal, 10859 Valle Vista Rd., Lakeside, CA 92040
WLJ David B. Oxley, 4631 S. Hwy 3, Etna, CA 96027
WLJ Harold B. Parker, 2243 Los Encinos Rd., Ojai, CA 93023
WLJ Rohall Ranch, Rt. 1, Box 237-B, Taft, CA 93268
WLJ Mike Sandevson, 814 Toyopa, Pacific Palasade, CA 90272,
213-454-8775
WLJ T. Shum, 1124 W. Adams Blvd., Los Angeles, CA 90007
WLJ R. Slack, 20 Harmony Ct., Danville, CA 94526, 415-820-0479
WLJ W. Sodza, Rt. 2, Box 623-A, Morgan Hill, CA 95037,
408-779-9483
MM Tonascia, P.O. Box 1221, San Juan Bautista, CA 95045
MM Bill Warren, P.O. Box 181, Rio Dell, CA 95562
WLJ Jo P. Van Der Meer, P.O. Box 1982, Mariposa, CA 95338

COLORADO

ED Leon Bolt, Northeastern Jr. College, Williams Hall #306,
Sterling, CO 80751
WLJ John Coats, Box 23, Crawford, CO 81415, 303-921-0195
TEL M.D. Gillfellan, 1109½ Portland Pl., Boulder, CA 80302
TEL Mr. Hiroshi Mishimura, Chief Representative, Livestock
Industry Promotion, Suite 805, 650 S. Cherry St.,
Denver, CO 80222
WLJ Helmut Rabis, 30938 Niakwa Rd., Evergreen, CA 80439

FLORIDA

PF E. R. Ballard, P.O. Box 343, Maitland, FL 32751
MM Francis S. Dees, P.O. Box 176, White Springs, FL 32096
ED Melanie Fisher, 3226 Welborn Way, Tampa, FL 33619
PF Gregory L. Penton, Rt. 3, Box 259, Milton, FL 32570
FC Tim Rogers, 8011 A Pinus Ln., Pensacola, FL 32504

GEORGIA

ED Billy Moss, Jackson County High School, P.O. Box 159,
Jefferson, GA 30549
MM G. W. Waring, 1145 Brittany Way, Fayetteville, GA 30214

HAWAII

WLJ Debbie Chinna, 44-748 Malulani, Kaneohe, HI 96744

IDAHO

MM Idaho Land & Cattle, Inc., Box 89, Jerome, ID 83838
MM Grant & Mabel Dobbs, Dobbs Ranch, P.O. Box 159,
Challis, ID 83226

ILLINOIS

WLJ Gary Verner, 1715 West Springfield, Champaign, IL 61821,
217-352-3312
BF Charles W. Wilson, Box 4, Piasa, IL 62079

INDIANA

BF Joyce Dusenberry, P.H.H.S., R.R. 3, Jct. 67 & 38,
Pencleton, IN 46064
ED Suzi Howard, 1015 Arvin Ave., Seymour, IN 47274
BF Jeff Tepool, R.R. 1, Wadesville, IN 47638

IOWA

BF Mark Amundson, Box 207, Roland, IA 50236

KANSAS

BF Dave Braun, R.R. 1, Victoria, KS 67671
BF John W. Dewey, Box 276, Fowler, KS 67844
BF Allen J. Dinkel, Box 519, Stockton, KS 67669
BF Carl Jolly, Rt. 1, Box 50, Norcatur, KS 67653
WLJ Roger Porter, Rt. 2, Box 635, Galena, KS 66739, 316-783-1843
BF Thomas Sehl, P.O. Box 385, Jetmore, KS 67854
WLJ J. Robinson, Equi II Inc., 9071 Metcalf, Suite 188,
Overland Park, KS 66212

KENTUCKY

PF Willard Ashworth, Jr., Box 170, Blackhawk Rd. Happy, KY 41746
ED Shane Board, Rt. 1, Box 64, Princeton, KY 42445

LOUISIANA

BF Herman Grant, Jr., Rt. 1, Box 806, Rayville, LA 71269
PF Mike Laird, 5319 Evangeline St., Baton Rouge, LA 70805

MINNESOTA

WLJ Ronald Altrichter, Randall, MN 56475, 612-749-2154

MISSOURI

BF Harry Cope, Rt. 1, Box 93, Truxton, MO 63381
BF Frank Mahoney, Jr., R.R. #4, Box 412, Fulton, MO 65251
BF Richard A. Roberts, Rt. 1, Box 92, Callao, MO 63534
WLJ James E. Rice, Rt. 2, Box 120, Miller, MO 65707, 417-452-3389
MM Mahlon Wallace, III, 2001 S. Hanley Rd., St. Louis, MO 63144

MONTANA

WLJ Charles Adams, Box 194, Melstone, MT 59054
WLJ Leroy Hill, R.R. 1, Geysey, MT 59447

NEBRASKA

BF Larry Beutler, Rt. 2, Box 49, Bancroft, NE 68004
WLJ David Cherry, Rt. 1, Genoe, NE 68640
BF Gerald M. Molte, Rt. 2, Humboldt, NE 68376
ED Kevin Reiman, c/o Mark Joy, Lewiston High School,
Lewiston, NE 68380

NEVADA

ED Don Daley, Animal Science Dept., University of Nevada,
Reno, NV 89557, 702-784-6644
WLJ Kenneth Taylor, Star Rt., Box 35, Alamo, NV 89001

NORTH CAROLINA

MM Jeremy Hood, Rt. 2, Box 525, Maiden, NC 28650
MM Rodney Howell, Rt. 1, Box 81A, Deep Gap, NC 28618

NORTH DAKOTA

ED Tracey McConnell, c/o Harvey Vo-Ag, Harvey High School,
Harvey, ND 58341

OKLAHOMA

WLJ A. Leake, Rt. 2, Box 403, Inola, OK 74036
CM Metcalf & Metclaf, Box 746, Hollis, OK 73550
WLJ Ronald Stevens, Rt. 6, Box 161, Broken Arrow, OK 74011
PF Eddie Ward, Rt. 2, Box 730, Mannford, OK 74044

OREGON

WFS Fred Gilbertson, Walker Farms, 32873 England Rd.,
Creswell, OR 97426
WLJ Zack Keys, MSR, Spray, OR 97874
BF LeRoy Surcamp, General Delivery, Fort Rock, OR 97735

SOUTH DAKOTA

BF Herb Vaske, R.R. 1, Box 57, Aurora, SD 57002
MM Lance Lesmeister, Box 847, Eagle Butte, SD 57625

Continued on Page 9

A Big WELCOME to New Members Who Joined In September

GOSS BEEFMASTERS
TEX GOSS
 Rt. 3, Box 356-A
 Henderson, TX 75652
 (214) 854-2744
 Rendition: 11
 Origin: Lynn C. Dowden

JAMES & JOAN HUCKABAY
2 J BEEFMASTERS
 Rt. 2, Box 745
 Crystal Springs, MS 39059
 No Phone
 Rendition: 2
 Origin: Paul Coleman,
 Jenn J Beefmasters

CORY TEMPLEMAN
T HEART BEEFMASTERS
 P.O. Box 383
 Colorado Springs, CO 80901
 (303) 576-2709 (res.)
 (303) 522-6192 (ranch)
 Address Change:
 Old: 220 W. Cheyenne Mt. Blvd.

WARREN AND JUDY HOOPER
HOOPER BEEFMASTERS
 12176 Lakeside Ave.
 Lakeside, CA 92040
 (619) 561-2759
 Rendition: 8
 Origin: Jack Gregory

KEVIN & CATHY MILLER
K & C MILLER BEEFMASTERS
 Rt. 2, Box 382 A
 Farmington, MO 63640
 (314) 756-7107
 Rendition: 3
 Origin: Bill R. Wester

MEL & NEEDE ANDERS
MN RANCH BEEFMASTERS
 Rt. 1, Box 86
 Gustine, TX 76455
 (817) 386-5335
 Rendition: 21
 Origin: Moore, Rocky River Chitwood,
 Gravel Hill Cook

CENTI ACRES BEEFMASTERS
DWYANE MURPHY
 Rt. 6, Box 609
 Gilmer, TX 75644
 (214) 762-6597
 Rendition: 8
 Origin: David Haas

BROWN'S RED POLL BEEFMASTERS
L. B. & RUTH BROWN
 107 Steven Campbell Rd.
 Elgin, SC 29045
 (803) 438-3188
 Address Change:
 Old: Rt. 3, Box 108

INQUIRIES . . . Cont. from Page 8

TENNESSEE

PF Dan Caldwell, Rt. 2, Box 371-D, Johnson City, TN 37601
 PF Paul A. Davis, Rt. 7, Box 147, Crossville, TN 38555
 PF Jimmy Edwards, Rt. 1, Humboldt, TN 38343
 PF Bobby Oakley, Rt. 1, Box 200B, Lyles, TN 37098
 PF W. C. Tomerlin, 721 E. College St., Pulaski, TN 38478

TEXAS

WLJ Bobby Cook, Rt. 2, Box 52, Booker, TX 79005
 PF Gary Day, 188 Lancewood Cr., Lufkin, TX 75901
 PF Larry Dirks, Rt. 6, Box 210-C, Amariuo, TX 79106
 ED Michael Ferguson, Rt. 4, Box 28, Flint, TX 75762
 ED Wesley Hancock, P.O. Box 296, Snook, TX 77878
 TEL Oscie Johnigna, Rt. 22, Box 816, Tylar, TX 75704
 ED Greg Johnson, 603 Cypress St., Teague, TX 75860
 MM Terry B. Lewis, Rt. 1, Box 245, DeBerry, TX 75639
 WLJ Howard E. Logan, P.O. Box 504, Italy, TX 76651
 MM Barbra Mason, 8130 Collier, Beaumont, TX 77706
 ED Michael Maxey, Rt. 1, Box 60, Driftwood Cove,
 Jefferson, TX 75657
 CM Adrian T. Perez, P.O. Box 892, San Diego, TX 78483
 MM Dennis Powell, 1105 Santa Rita Ct., College Station, TX 77840
 BF Gerald Radtke, 18 Crosslands Rd., Fort Worth, TX 76132
 MM Greg Smith, Rt. 9, Box 111, Huntsville, TX 77340
 ED Linda Sralik, Rt. 3, Box 73, Hallettsville, TX 77964
 MM Texas Farm Bureau, Jim Pearson, P.O. Box 489, Waco, TX 76703
 WLJ Shannon G. Thompson, 1400 Cottage, Brownwood, TX 76801,
 915-643-6500
 BF Guinn Tillery, Rt. 2, Box 2790, Nacagdoches, TX 75961
 WLJ Kim Wagner, 100 Jersey St., Apt. 34, College Station, TX 77840
 CM Rene E. Yzaguirre, Jr., 8007 Swindon Lane, Austin, TX 78745

UTAH

LMD Keith Evans, 480 N. Main 14-3, Hurricane, UT 84737
 WLJ Earl E. Henrie, P.O. Box 229, Panguitch, UT 84759

VIRGINIA

PF Wayne Divers, Box 298, Rt. 1, Montvale, VA 24122
 PF Jonathan Keesee, Rt. 2, Box 312, Evington, VA 24550

WASHINGTON

WLJ Ralph Iodings, 431 Stella Rd., Longview, WA 98632,
 206-425-6309
 TEL Karl H. Marzlust, P.O. Box 68666, Seattle, WA 98168
 WLJ W. Pitt, Rt. 1, Box 71, Edwall, WA 99008, 509-236-2367
 ED Naomi Rogers, Touchet High School, P.O. Box 1135,
 Touchet, WA 99360
 WFS Farrell Thomas, Box 382, Silvercreek, WA 98585

WISCONSIN

ED Brett Heding, Rt. 4, Box 87-1, Beaver Dam, WI 53916
 BF Robert R. Robbins, R.R. 1, Fall River, WI 53932

WYOMING

WLJ David J. Petersen, Mountain View, WY 82939, 307-782-3192

FOREIGN

MM Mr. Ray D. J. Travis, 492 Highbury Rd.,
 Mt. Waverley Vic 3149, Australia
 WLJ Bill Freding, Box 14, Big Creek, BC, Canada VOL 1KO

PF — Progressive Farmer
 DJ — Drover's Journal
 C — Cattleman
 MM — Mail & Miscellaneous
 E — Educational
 OC — Oregon Cattleman
 CC — California Cattleman
 I — Independent
 FC — Florida Cattleman
 ACCGO — Arizona Outlook
 HPI — High Plains Journal
 LMD — Livestock Market Digest
 OK — Oklahoma Cowman
 CBM — Cattle Biz in Mississippi

WL — Western Livestock
 NWFU — Northwest Farm Unit
 NM — New Mexico Stockman
 TEL — Telephone
 NR — Nevada Rancher
 B — Beef
 ACB — Arkansas Cattleman
 SS — Stock Show
 AC — Alabama Cattleman
 GC — Georgia Cattleman
 MBC — Missouri Cattleman
 KS — Kansas Stockman
 IC — Iowa Cattleman
 NC — Nebraska Cattleman

CORRAL OF EVENTS

October 26, 1985 — Border Beefmaster Association seminar to be held at Humberto Garza's ranch in Hebronville, Texas. More details inside this issue.

November 9, 1985 — Heart of America seminar, Eureka, Kansas. Details inside.

February 20-23, 1986 — FBA's 14th Annual Convention will be held at La Mansion Hotel in San Antonio, Texas. Start making plans now to attend.

February 15-16, 1986 — E Lazy T will hold its second annual Sale and Field Day at Peppermill Western Village at Mesquite, Nevada. Contact Glenn Haven at 801-628-2200 for information. More details next month.

PRESS RELEASE:

Isa Cattle Company's 13th Beefmaster Bull Sale held Saturday, October 5th, at San Angelo, Texas was a tremendous success. One hundred forty-five spring 1984 bulls sold at auction averaged \$2,226.00. Eighty-nine fall 1984 bulls sold at private treaty averaged \$1,507.00. Eight bulls sold for over \$4,000.00. Buyers of these bulls were Gary Frenzel, Temple, TX; Max Watkins, Santa Barbara, CA; William Broussart, Melbourne, FL; Lykes Bros., Okeechobee, FL; J.D. Cage, Muleshoe, TX; and Angelo State University, San Angelo, TX.

Volume buyers from six states included Max Watkins, 34 bulls; Lykes Bros., 30 bulls; Concho Livestock, San Angelo, TX, 20 bulls; Carl Johnson, Tatum, NM, 20 bulls; Stormy Stone, Raymondville, TX, 16 bulls; Eddie Lumpkin, Okeechobee, FL, 12 bulls; Rocker B Ranch, Barnhart, TX, 10 bulls; Deerbrook Company, Brooksville, MS, 10 bulls; Riley West & Company, Tucson, AZ, 7 bulls; Bobby Straub, McNeal, AZ, 5 bulls; Sam Cowden, Santa Rosa, NM, 5 bulls; Broseco Ranch, Omaha, TX, 5 bulls; Lorin McDowell, Big Spring, TX, 3 bulls; Charles R Ranch, Las Vegas, NM, 3 bulls; John Cargile, San Angelo, TX, 3 bulls; Sparrowk Livestock, Clements, CA, 2 bulls; Throckmorton Land & Cattle, Throckmorton, TX, 2 bulls; J.D. Cage, 2 bulls; and Anderson Ranch, Pecos, TX, 2 bulls.

The auction was conducted by Ron Ball of Brush, Colorado. Laurie Lasater announced that Isa has sold over 300 bulls since September 1st, experiencing the strongest demand to date for Beefmaster cattle.

Foundation Beefmaster Association
200 Livestock Exchange Building
Denver, Colorado 80216
Tele: (303) 294-0847

**BEEFMASTERS
A PLAN FOR
PROFIT**



Ronald & Lanette Ranly
RANLY BEEFMASTERS
Route 2, Box 17
Lott, TX 76656

Published by: Foundation Beefmaster Association, 200 Livestock Exchange Building, 4701 Marion St., Denver, Colorado 80216, Mary M. Wilkinson, Executive Secretary, Editor. Editor's note: The views and opinions expressed in all articles and comments included in this publication are not necessarily those of the Foundation Beefmaster Association.