

JULY-AUGUST 1989



FOUNDATION
BEEFMASTER
ASSOCIATION



FOUNDATION FACTS

Volume XVIII, No. 1

FBA Board Adopts New "Pride" Program

"Collectively, members of the Foundation Beefmaster Association have the best beef cattle herd in the world, and we ought to be proud of it." With those words from President Steve Flake, the FBA Board of Directors unanimously approved a new FBA membership "Pride" campaign.

The idea, which was presented to the Board of Directors at their annual mid-year meeting in Denver, came out of the Public Relations Committee which was held earlier in the day. Joyce Campbell, Chairperson of the Public Relations Committee, said, "In a way, I guess you could say that a program that is conducted by the association and aimed at its own members is not very important; however, those of us on the Public Relations Committee feel the long term affects of this program are potentially very important."

Joyce continued, "FBA members need to be proud of the product they bring to the market place. Beef is a staple in American diets and more and more studies now show that good, lean, red meat is vitally important to balanced nutrition. The need for this quality product is apparent and FBA members have—through their cattle, their philosophy, and their own personal integrity—created the most efficient beef producing 'machine' in the world. We, as members of the Foundation Beefmaster Association, need to be proud of that."

The Public Relations Committee pointed out that Tom Lasater started out over 50 years ago to create an efficient, profitable means of beef production for the family table. He promptly threw out a lot of traditional ideas and started working for things like the "perfect cow." One of his most famous quotes read, "The color of the hide doesn't matter when the meat is on the platter." Tom was purposely trying to breed LEAN meat long before it was popular. He established the Foundation herd and the philosophy we all follow today.

The important point to remember is that no other beef animal in the world has been as selectively bred, in this period of time, for this single purpose. In short, there is no other beef animal that can compare to a Beefmaster, bred and raised by an FBA member, who believes and follows the Lasater philosophy.



Like producers of goods all over the world, we have the right and the need to be proud of the product we produce. But sometimes we tend to take it for granted. It's kind of like a couple who have been married for a long time. They each know that they love and respect one another, but they don't always act accordingly.

With that analogy in mind, Campbell pointed out that we, as FBA members don't always act like we're proud of our cattle. She said, "A good example of this is the practice of selling an animal without certifying it. When we do that, we act like we're not proud of that animal. We should be very proud of it. It carries our own name as its surname."

In a discussion of this point, several members of the board acknowledged the fact that \$35.00 would probably never make or break a sale. It was stated that sometimes a member who is selling a cow might say, as an example, "Yes, I'll sell you that cow...the price is \$750 with the papers and \$715 without." As opposed to stating, simply, "The price of the cow is \$750." And then handing them the papers...with pride...at the time of delivery. Granted, many buyers of pure bred seed stock don't need or want the papers. That's not the point. The point is that papers are not available or even possible on an ordinary cow. This is **not** an ordinary cow. This is a Jones (or Smith or whatever) Beefmaster and Mr. Jones is proud of that fact. He's going to deliver that cow and everything that goes with it.

We have one member in FBA who probably sells more Beefmasters than any other individual member. It is interesting to note that he is proud of the cattle he

(Continued on page 7)



Editor's of Events

Memo's

Annual seminar at J&J Key Ranch at Lamoille,

their seminar at Carthage, MO. Details call

We try to share letters we feel will be of interest to most of the general membership, however, we receive so many there just isn't any way we can print them all. But, **don't stop**, and don't think I don't appreciate every little note. Somedays when we're bogged down with paper work or just simply have an attitude problem - here comes a note or letter from one of you and it makes an otherwise gray day turn bright. In today's hurly-burly business world it's indeed rare to have such a close and personal rapport within a business relationship. I just wanted to take this opportunity to thank all of you for your support and the many Christmas cards and letters we received.

Our office staff tries very hard to give you accurate and timely service. We have Mary Jo McCormick who works from 2 to 3 days a week. She has been with us three years. Her job is to stuff and mail inquiry packets, type the smaller batches of certificates, keep the filing up to date and anything else that needs to be done.

The cheerful voice who usually answers the phone is Phyllis Sherriff who will start her 3rd year in March. Her job is to type the larger batches of certificates on the word processor, open the mail, update the membership and mailing lists and be my girl Friday.

That leaves me. I do the budgeting, accounting, pay the bills, write letters, handle conventions, satellite work, Foundation Facts and the three of us overlap where we are needed. (However, I'm the only one who goes out on the ledge and washes windows - **they** don't do windows.) Ha! Ha!

In the past eight years, we have more than doubled our work and income and have only added 8-16 hours a week part-time work.

So, in essence, what I'm trying to say, is that we are busy, but happy. If we fail to mention something or someone in the FF you can be sure it was my oversight and absolutely unintentional.

Your FBA office is exactly that, **your office**. So let us hear from you and you can be certain that every letter, card or call is considered important. You have a "number" every place else, but, in FBA, **you have a name and we're aware of it**.

The 18th annual convention will be interesting and informative as well as fun. We are staying at the Doubletree Hotel in Monterey, CA and it is absolutely beautiful along the coast. We are having a tradeshow in conjunction with the convention and several seminars are planned. We need and want your participation so it will be a success. This year's meeting will be far more diversified and with your help and attendance we will all benefit from the activities.

Mary M. Wilkinson
Executive Secretary

Dear Mary:

I am enjoying my FBA membership.

asset. As

and I hope

an Saenz

available to

(512) 775-9629

Best regards!

Sincerely,
Laurence M. Lasater

Note: Some of you may not be aware that the office has bumper stickers available. They are red with FBA logo. First 10 are free, after that they are 33¢ each.

Tate Beefmaster Bull Tops Test

At the completion of the winter phase of the "Beef on Forage" bull test, a polled bull from Tate Foundation Beefmasters was tied for first in weight per day of age and adjusted 454 day weight with a bull entered in the test by a Laredo breeder. Tate Beefmasters are owned by Ed and Greg Tate of Groesbeck. Their entry gained 2.97 lbs. per day, which is excellent when you consider the harsh winter. The test is conducted according to guidelines set forth by the Texas Forage and Grasslands Council.

Ninety-five bulls, consigned by 21 individual breeders entered the test. All breeders are members of the Central Texas Beefmasters Breeders Association. CTBB is one of nine satellite organizations of the Foundation Beefmasters Association. This test is the largest one breed test of its kind (all forage) in the U.S.

These bulls will continue to graze on coastal bermuda throughout the summer and early fall. After the end of the test period, bulls meeting the requirements will sell at auction October 21, 1989 at the Washington County Fairgrounds in Brenham, Texas.



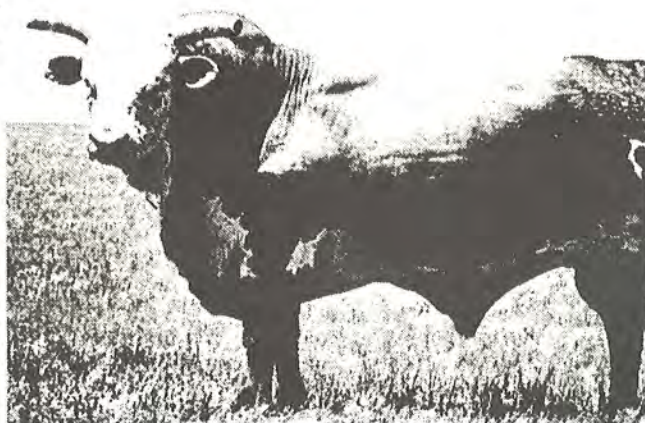
Roy Gene & George Ann Britt pose with Larry Buster when they purchased Beefmasters at the Buster Ranch.



BEEFMASTER SEMINAR



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



DATE: SATURDAY - AUGUST 12, 1989

PLACE: SIX BAR RANCH
SOUTHEAST OF LAMOILLE, NV
(SEE MAP BELOW)

SCHEDULE: 10:00 A.M. - 3:00 P.M.

GUEST SPEAKERS INCLUDE:

Dale Lasater, Colorado Spgs., CO

"PRODUCTION AND PROFIT"

DR. G. SCOTT MIDDLETON, WORTHINGTON, OH

"BEEFMASTER PERFORMANCE & MANAGEMENT FOR THE CONSUMER"

VIDEO PRESENTATION: "A PLAN FOR PROFIT & TOM LASATER; NATURE'S PARTNER" WILL BE SHOWN.

LUNCH WILL BE SERVED.

TAKE HIGHWAY 227 SOUTHEAST FROM ELKO TO ROAD TO HORSE PALACE (4 MILES) AND FOLLOW SIGNS TO 6 BAR RANCH.

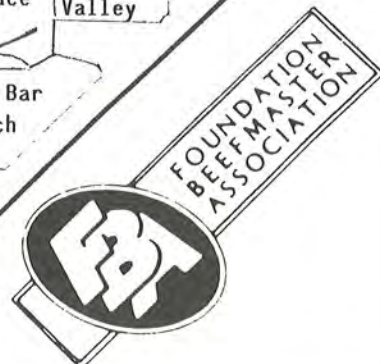
Now is the time to start your Beefmaster Crossbreeding Program

For more information: CONTACT J. KEY (702) 322-3366 OR
GAYLE EVANS (801) 649-9700

Seminar is sponsored by: BOISE EVANS (801) 768-3962

INTERMOUNTAIN BEEFMASTER BREEDERS, BOISE EVANS, PRESIDENT

A satellite organization of the Foundation Beefmaster Association



A Big WELCOME To New Members Who Joined In JUNE-JULY

William & Shirley Boeck
SUNRISE B BEEFMASTERS
645 N. Military Rd.
Winlock, WA 98531
(206) 785-4124

Rendition: 5
Origin: Wildflower Beefmasters

Tracy L. Henderson
CANDY HOLLOW BEEFMASTERS
Route 2, Box 26
Exeter, MO 65647
(417) 652-7108

Rendition: 25
Origin: Gayle Evans, Fred Farthing

Jim Whitlock
CARROLL CREEK BEEFMASTERS
Box 326
Groom, TX 79039
(806) 622-2275 (Office)

(806) 248-7552 (Ranch)
Rendition: 6
Origin: Spurlock, Rampley, Grona, Watts

Gary & Don Smith
G AND D BEEFMASTERS
Route 1, Box 71
Falkville, AL 35622
(205) 784-5165

Rendition: 7
Origin: Wayland Holmes, R. Owens

Ray B. Hardin
RAY B. HARDIN BEEFMASTERS
Rt. 4, Box 214-A
Kilgore, TX 75662
(214) 984-6659

Rendition: 10
Origin: Gus E. Jones, Dowden Beefmasters

Dan R. Kurtz
HI-TECH BEEFMASTERS
R.R. 1, Box 92
Bonzanza, OR 97623
Address Change

Previously resided in Flournoy, CA

George P. Denny, III, Trust of June 11, 1981
DENNY BEEFMASTERS
George P. Denny, III, Rep.
RANCH ADDRESS:

Goose Valley Ranch
Goose Valley Road
Burney, CA 96013

MAILING ADDRESS:

c/o Bain & Co.
2 Copley Place
Boston, MA 02116
(617) 572-2110

Rendition: 241
Origin: Laurence Lasater, Henry Martinez

Mark Hodges
MARK HODGES BEEFMASTERS
P.O. Box 376
Rosebud, TX 76570
(817) 583-4211

Rendition: 2
Origin: Ronald Ranly, Gary Frenzel

Clinton D. Myers, Sr.
CLINTON'S BEEFMASTERS
P.O. Box 133A
Jarrell, TX 76537
(817) 947-8047

Rendition: 9
Origin: Jasik, Barbon, House

Dams - VanGiel, Leo & Lief
Dams Leo & VanGiel Lief
EUROP D G BEEFMASTERS
Platbos 2, 2440 Geel
Prov. Antwerp

Belgium
0141-588759
Associate Member

Jimmy & Faye Hale
HALE'S BEEFMASTERS
Route 8, Box 230
McMinnville, TN 37110
(615) 563-2927

Rendition: 4
Origin: C. H. Love

Melviney Farm - Larry G. & Margie Piper
MELVINEY BEEFMASTERS
804 Brockman
Sweeny, TX 77480
(409) 548-2580

Rendition: 4
Origin: Olin Joe Seago

Bob & Alice Young
BOB YOUUNG'S BEEFMASTERS
Rotue 8, Box 810
Henerson, TX 75652
Address Change

Jeff Still
DRIPPING SPRINGS FARM BEEFMASTERS
Route 1, Box 36
Logan, AL 35098
(205) 747-2449

Rendition: 42
Reinstatement



FOUNDATION
BEEFMASTER
ASSOCIATION

1990

Foundation Beefmasters Association Yearbook

Over 5,000 cattlemen across the nation each year request one publication they want to make sure they receive. The FBA Yearbook.

Whether you are an FBA member with breeding stock to sell, or a commercial advertiser with a message for progressive cattlemen, this is your one opportunity in 1990 to send your magazine message to these cattlemen.

The core of the circulation is nearly 600 Foundation Beefmaster Association members in 33 states plus Mexico, South Africa, Zimbabwe and Botswana, who breed FBA-certified cattle. These members breed Beefmasters because they need profitable, practical, working cattle — no fancy shows or tracing ancestors over 5 generations removed here. This is the breed Tom Lasater founded to breed for the 6 profit essentials: disposition, fertility, weight, hardiness, milk production and conformation. The members average over 75 head per operation.

The balance of the circulation are cattlemen who have submitted a request in writing to the association office to be placed on the Yearbook mailing list.

Editorial material deals with association activities and membership; as well as stories of interest to Beefmaster breeders and buyers.

The Yearbook is a valued reference piece used all year to locate breeders, advertisers and Beefmaster information. In addition, FBA members use it all year to promote the breed at cattlemen's meetings and shows nationwide.

Cattlemen's Communications associated with CALF News *Cattle Feeder* magazine, is publishing the Yearbook for 1990. They will be available to assist you in revising or designing your ad. They are also offering special, very competitive rates on color separations.

The advertising close for this year's Yearbook is October 1. Publication date is January 2, 1990. Rates, demographics and mechanical requirements are on the reverse. Call us at Cattlemen's Communications if we can help.

Don't put it off. Contact us now to reserve your ad space in the 1990 FBA Yearbook.

Foundation Beefmasters Association

1990 Yearbook

Rates and Circulation

FOUNDATION
BEEFMASTER
ASSOCIATION

Advertising Deadline: October 1

Mailing Date: January 2, 1990.

FBA 1990 YEARBOOK -- RATE CARD

Space Rates

Full Page	\$365
2/3 Page	\$265
1/2 Page	\$215
1/3 Page	\$170
1/4 Page	\$135
1/8 Page	\$80

Color

2-Color (Standard Process Blue,
Process Red or Process Yellow) \$100

Matched PMS 2nd Color \$140

4-Color \$200

Special Positions

Back Cover (Includes 4-C) \$675

Inside Front or Back Cover (Includes 4-C) \$625

4-C separations will be available at the following rates:

2x3	\$65
4x5	\$73
5x7	\$79
6x9	\$92
8x10	\$105

A minimal charge for shipping and handling may be added into price of separation.

MECHANICAL REQUIREMENTS

Trim Size -- 8 1/2" X 10 7/8" Before Trim Size -- 8 5/8" x 11 1/4"
 Page Live Area -- 7 1/4" wide, 10" deep
 Column width -- 2 1/4" single (14 picas); 4 7/8" double (29 picas). Three column page
 Halftones -- 110 line screen 4-c seps -- 133 line minimum
 Negs -- Right side reading, emulsion side down.
 Printing is offset; binding is saddle stitch Paper stock -- 60 lb. Westvaco Sterling

CIRCULATION INFORMATION

Total Circulation = 5,000

FBA Membership

State Members Count

AL	16	561
AZ	17	2,843
AR	32	1,087
CA	34	2,625
CO	10	1,246
FL	8	1,998
GA	21	713
HI	1	51
ID	9	1,906
IL	10	201
IN	1	10
IA	1	35
KS	18	1,126
LA	6	97
MS	20	443
MO	36	1,190
MT	1	117
NV	5	300
NM	22	3,589
NY	1	5
NC	11	117
ND	1	8
OK	24	1,969
OR	15	1,517
PA	1	103
SC	3	24
SD	1	21
TN	5	52
TX	193	15,413
UT	18	1,663
VA	2	50
WA	5	66
WY	3	303
FOREIGN	20	3,131

TOTAL 552 44,364

TOTAL CIRCULATION: 5,000

Cattlemen's Communications

...associated with CALF News
Cattle Feeder Magazine

Steve Dittmer - Editor & Publisher
 B.J. Geiger - Associate Editor
 Jill VanAlstyne - Assistant Editor
 Debra Dittmer - Operations Mgr.

11477 Hungate Road
 Colorado Springs, CO 80908
 (719)495-0440

NEW BEEFMASTER OWNERS SINCE JUNE 1, 1989

Johnnie L. Jones
3053 Gardenia
Ft. Worth, TX 76119

Jesus Robles
204 W. Broad
Mansfield, TX 76063

L. G. Rawl
18 Sandy Lane
Greenwich, CT 96831

Marie Adelle Moss Smith
Rt. 1, Box 888
Big Sandy, TX 75755

Mrs. Felton L. Harry
Rt. 1, Box 266
Daviston, AL 36256

Harvey Williams
HC 69, Box 464
Hugo, OK 74743

E. W. Thomas
5928 Baylor
Ft. Worth, TX 76119

Clifford O'Farrell
Montrosa,
Missouri 64770

Wallace Bartlett & Randell Still
P. O. Box 202
Oakwood, GA 30566

Todd Hunt
Beryl,
Utah 84714

Mike Olsen
1070 So. Hoytsville Rd.
Coalville, UT 84017

Arthur D. Flynn
Rt. 1, Box 89
Waverly, AL 36879

Yalonda Patterson
Rt. 4, Box 43
Stillwell, OK 74960

Leonard Janke
P. O. Box 12
Davilla, TX 76523

Danny Hallmark
Rt. 1, Box 571
Town Creek, AL 35672

Charles Newmans
Rt. 1, Box 3677
Gainesville, FL 32609

Ozella Wilkins
P. O. Box 95
Bronte, TX 76933

Kenneth Cornelius
Rt. 2, Box 296A5
Rockdale, TX 76567

Wayne Walker
15768 No. Tully Lane
Lodi, CA 95240

Robert Self
Rt. 3, Box 604
Broken Arrow, OK 74012

Gary Peterson
ASR 868-1
Springtown, TX 76082

R. O. Smith
P. O. Box 104
Westoff, TX 77994

Joe Thomas
Box 961
Tahoka, TX 79373

D. M. Martinez, Jr.
General Delivery
Roy, NM 87746

Thomas Barbone
Box 125
Crownpoint, NM 87313

Don Harrington
5210 Tapo Canyon Rd.
Santa Susana, CA 93063

Gary Maxwell
Rt. 1, Box 382A
Bowman, GA 30624

J. D. Barnett
Rt. 1, Box 187
Bogata, TX 75417

Walter Wayne Redman
Rt. 1
Pangburn, AR 72121

Russ Santos
15419 Claribel Rd.
Waterford, CA 95386

Don Kopetsky
1914 Vinewood
Bryan, TX 77802

Tangle Cross Trust-Dick Manning
701 W. Pine
Deming, NM 88030

Robert Patterson
Rt. 4, Box 43
Stillwell, OK 74960

Triple Rafters Cattle Co.
Rt. 1, Box 72A
Enterprise, OR 97828

Douglas Corum
Rt. 3, Box 248
Moulton, AL 35650

Robert & Margaret Baker
Rt. 3, Box 153
Bogue-Chitto, MS 39629

Arthur Cook
856 Hickory Dr.
Rogers, AR 72756

Charlene Scott & Lucille Packard
Rt. 1, Box 305A
Beckville, TX 75631

Mark B. & Kathleen Appel Nicholson
P. O. Box 3271
Gillette, WY 82717-3271

(Continued on page 6)

Nellodeam Greene
1814 Limerick
Grapevine, TX 76051

Gail W. or Patty Jo Smith
Rt. 1, Box 104
St. David, AZ 85630

Hector de Ochoa
P. O. Box 481
Los Fresnos, TX 78566

Charles Keeton
193A Glenwood Springs Rd.
Eatonton, GA 31024

Bob & Sandra Fitzsimmons
Rt. 4, Box 428
Temple, TX 76501

J. R. Williams
2740 Handley
Ft. Worth, TX 76112

Clarence Smart
P. O. Box 174
Nordheim, TX 78141

Stevie Drew
1301 W. Jackson
Clarksville, TX 75426

Lazy R-M Beefmaster Ranch
Rt. 75, Box 68
Drasco, AR 72530

Tom Brooks
1975 West 5800 So.
Wellsville, UT 84339

Dr. H. E. Blazek
331 Ballantra
Houston, TX 77015

John Gilbert
Route 1
DeLeon, TX 76444

Billie Daniels
Rt. 2, Box 34
Vian, OK 74962

James D. Peater
Rt. 5, Box 215
Decatur, AL 35603

Desmond Smith
Rt. 2, Box 28
Lampasas, TX 76550

Norris E. Wheeler
R. R. #2, Box 48
Leon, KS 67074

Anthony Pollreis
29007 - 73rd Ave. N.
Hillsdale, IL 61257

William S. Knigsten
Rt. 2, Box 52A
Foreman, AR 71836

Jim Self
Rt. 3, Box 604
Broken Arrow, OK 74012

Albert Hyatt
Clawson,
Utah 84516

Buyers' and Sellers' Guide

CALIFORNIA

FOR SALE: 24 Long-Yrlg. Bulls, Lasater sires, Foundation dams;
30 Bull Calves, Avg. Wean. Wt. 645 Lbs.;
30 Fall-Yrlg. Bull Calves, Casey sires, Lasater dams;
40 Bull Calves, Avg. Wean. Wt. 602 Lbs.;
26 Females, 2-6 Years Old, Foundation Genetics;
18 Females, 4-7 Years Old.
Carson E. Scheller
SCHELLER BEEFMASTERS
P.O. Box 408
Los Alamos, CA 93440
(805) 344-5901

TEXAS

FOR SALE: 2 Year Old Bulls for Sale.
James Courtney
COURTNEY BEEFMASTERS
1102 S. 19th St.
Copperas Cove, TX 76522
(817) 547-4158

GEORGIA

FOR SALE: 142 head total. Will sell all for \$100,000 or individually. All are top quality. Lasater, Evans & Dowden genetics. Inventory is as follows:
95 Females - 2-7 years old - includes:
32 - 20 month-old bred heifers
15 - year-old bred cows
29 - 3 year-old bred cows w/calves at side
10 - Lasater cows w/calves at side
9 - 3-7 year-old Evans cows w/calves at side
13 - 6-8 month-old weaned bulls
1 - 5 year-old Lasater herd bull
1 - 3 year-old Lasater herd bull.

OREGON

FOR SALE: 50 Yearling Bulls.
Kelly Creek Ranch, Inc.
KELLY CREEK BEEFMASTERS
HC 10, Box 790
Lakeview, OR 97630
Bert Weldon (503) 947-4767
Drake Dixon (503) 947-4457

?? INQUIRIES ??

NC	- National Cattleman	WFS	- Western Farmer Stockman
PF	- Progressive Farmer	WLJ	- Western Livestock Journal
CM	- Cattleman	TEL	- Telephone
MM	- Mail & Miscellaneous	BF	- Beef
E	- Educational	ACB	- Arkansas Cattle Business
FC	- Florida Cattleman	SS	- Stock Show
HPJ	- High Plains Journal	AC	- Alabama Cattleman
LMD	- Livestock Market Digest	MBC	- Missouri Beef Cattleman

ALABAMA

MM Don and Gary Smith, Rt. 1, Box 71, Falkville, AL 35622
TEL Rudy Smith, Rt. 3, Box 485, Russellville, AL 35653

CALIFORNIA

Y-BK1 Gary McKenzie, 2559 E. Gerard Ave., Merced, CA 95340
CSC Christine Serrano, 200 N. Santa Rosa St., #110-C, San Luis Obispo, CA 93401
MM Amy M. Polikowsky, Adver./Prom. Dept., World-Wide Sires, Inc., P.O. Box 149, Hanford, CA 93232

COLORADO

TEL Jennifer Ridgeway, P.O. Box 577, Lyons, CO 80540
MM Clint Kolz, 1298 G Raod, Delta, CO 81416
NMS Don Palmer, Box 30, Boyero, CO 80806

GEORGIA

MM Lisa Montgomery, 285 Shake Rag Road, Pine Mountain, GA 31822
PF Jeff Caudell, Rt. 2, Box 2670, Carnesville, GA 30521

IDAHO

CSC Ross Tucker, 15569 Mink Rd., Caldwell, ID 83605

KANSAS

BF Hank Hayes, Rt. 2, Box 66, Ellinwood, KS 67526

MINNESOTA

ED Justin Miller, Rt. 4, Box 152, Hutchinson, MN 55350

MISSISSIPPI

MI Doyle Nowell, 281 College St., Ackerman, MS 39735

MISSOURI

MC John Gillman, R.R. 2, Box 29, St. Catharine, MO 64677

MONTANA

WLJ Suelee Robbe, 157 Quartz Rd., Libby, MT 59923

NEBRASKA

BF Bert Petersen, R.R. 1, Box 34, Curtis, NE 69025

NEW MEXICO

NMS Alfred W. Nelson, P.O. Box 1493, Las Vegas, NM 87701

NORTH DAKOTA

BF Scott & Brian Udby, R.R. 1, Box 66, Lankin, SD 58250

OREGON

CSC Merlyn L. Ostrander, Rt. 4, Box 4109, Hermiston, OR 97838
CSC James Loudon, 20361 Tumalo Rd., Bend, OR 97701
CSC Steve Whipple, 2887-B N.E. Rene, Gresham, OR 97030

TENNESSEE

PF Jeff Martin, Rt. 1, Box 149, Duck River, TN 38454
MM Tony Tidwell, Rt. 1, Box 249-1, Celina, TN 38551

TEXAS

CM James M. Saunders, 1802 Beaumont St., Jacksonville, TX 75766
CM Michael G. Walther, Sr., Rt. 1, Box 624, Elm Mott, TX 76640
TFS Bob Walters, The Cherokee Star Ranch, R.R., Box 622, Troup, TX 75789
TFS Keith Hardwick, Rt. 3, Box 2330, Bryan, TX 77802
MM Bob Mobley, Loma Alta Motel #114, 3915 San Bernardo Ave. Laredo, TX 78041

UTAH

MM Brent Gordon, P.O. Box 237, Huntington, UT 84528

WASHINGTON

WFS Douglas Rogers, 1819 - 188th NW, Arlington, WA 98223
WFS Jean Smith, 5600-E West Canal Place, Kennewick, WA 99336

WEST VIRGINIA

TEL Woodrow Lee, Rt. 1, Box 520, Farmington, WV 26571

FOREIGN

MM Mariano Fernandez All, C. de Correo 1863, (1000) Buenos Aires, Argentina
MM Enrique Cubillas, P.O. Box 342, Hermosillo, Sonora, Mexico

New Beefmaster Owners

(Continued from page 5)

Paul F. Wood
P. O. Box 672
Huntington, UT 84528

William C. Maxey
Rt. 3, Box 426
Bedford, VA 24523

Hilton Robbins
Rt. 1, Box 301
Deer Park, AL 36529



Heart-of-America Beefmaster Breeders

H.O.A. will have a director's meeting at 4:00, Friday, September 8 at the 4-H youth building. Ladies tour at 4:30.

H.O.A. annual fall dinner meeting at: Sirloin Stockade, 7:00; meeting 8:15.

Jasper County Youth Fairgrounds are in the Municipal Park on West Oak, Carthage, MO.

SALE REPORT

11th Annual H.O.A. Sale - 4/8/89 - Mt. Vernon, MO.

Ninety-three lots of bulls and females. Total \$99,650 for average of \$1,072. Forty buyers from eight states; there were 150 registered bidders.

Top two-year-old bull - Lot 8 - Buster Beefmasters, Oologah, OK consignor; sold to John Robertson, South Haven, MI, for \$2400.

Top one-and-a-half-year-old bull - Lot 40 - Ziler Beefmasters, Reeds, MO consignor; sold to Willie Moody, Syracuse, MO for \$1550.

Top yearling bull - Lot 40 - Fred Clearwater Beefmasters, La Cyger, KS consignor; sold to Dean Freeman, Oregon, MO for \$1400.

Top females - Lot 66 (pair) - Buster Beefmasters consignor; sold to James Stone, Royville, MO for \$1450. Lot 63 (pair) - Anvil Beefmasters, Sparks, OK consignor; sold to John Robertson for \$1450.

Futurity heifer show and sale: 1st - Lot 108 - Buster Beefmasters; sold to John Robertson \$975. 2nd - Lot 110 - David Hargis Beefmasters; sold to T. O. Beefmasters \$800. 3rd - Lot 111 - Muddy Creek Beefmasters; sold to Charles Rainwater \$750.

The volume buyers: 07 Ranch, Pittsburgh, KS - 13 lots; John Robertson, South Haven, MO - 11 lots; Charles Rainwater, Conway, MO - 8 lots.

Walter Truitt was the sale manager and Hoover Case was the auctioneer.

For All Those Born Before 1945

WE ARE SURVIVORS!!!! Consider the changes we have witnessed:

We were born before television, before penicillin, before polio shots, frozen foods, Xerox, contact lenses, plastic, Frisbees and the Pill.

We were before radar, credit cards, split atoms, laser beams and ballpoint pens; before pantyhose, dishwashers, clothes dryers, electric blankets, air conditioners, drip-dry clothes and before man walked on the moon.

We got married first and then lived together. How quaint can you be?

In our time, closets were for clothes, not for "Coming out of." Bunnies were small rabbits and rabbits were not Volkswagens. Designer Jeans were scheming girls named Jean or Jeanne, and having a meaningful relationship meant getting along well with our cousins.

We thought fast food was what you ate during Lent, and Outer Space was the back of the Riviera Theatre.

We were before house-husbands, gay rights, computer dating, dual careers and computer marriages. We were before day care centers, group therapy and nursing homes. We never heard of FM radio, tape decks, electric typewriters, artificial hearts, word processors, yogurt, and guys wearing earrings. For us, time-sharing meant togetherness - not computers or condominiums; a 'chip' meant a piece of wood; hardware meant hardware, and software wasn't even a word!

In 1940, "made in Japan" meant junk and the term 'making out' referred to how you did on your exam. Pizza, McDonald's and instant coffee were unheard of.

We hit the scene when there were 5 and 10 cent stores, where you bought things for five and 10 cents. Sanders or Wilson's sold ice cream cones for a nickle or a dime. For one nickel you could ride a street car, make a phone call, buy a Pepsi or enough stamps to mail one letter and two postcards. You could buy a Chevy coupe for \$600, but who could afford one; a pity too, because gas was 11 cents a gallon!

In our day, cigarette smoking was fashionable, GRASS was mowed, COKE was a cold drink and POT was something you cooked in. ROCK MUSIC was a Grandma's lullaby and AIDS were helpers in the Principal's office.

We were certainly not before the difference between sexes was discovered, but we were surely before sex changes; we made do with what we had. And we were the last generation that was so dumb to think you needed a husband to have a baby!

No wonder we are so confused and there is a generation gap today!

BUT WE SURVIVED! What better reason to celebrate

Mary M. Wilkinson

FBA 'Pride' Program

(Continued from page 1)

handles; he is proud of his operation; and **he certifies everything he sells.**

Campbell explained that certification is only one of the many ways we can express pride in our association and the cattle we raise. She said, "We do it when we talk to our neighbors, we do it when we work to improve our herds, and we do it when we affix our own name to the cattle we sell. The continuation and promotion of 'FBA PRIDE' is important to each of us as individuals, and it is equally important to our Association."

Two other items were developed as a result of the P.R. Committee's recommendation to the Board. First, the Committee instructed our ad agency to develop an "FBA PRIDE" logo. That has now been accomplished and the pride logo is making its first appearance in this edition of Foundation Facts. As members, you will see this logo every so often on material you receive from the office. It's just a little reminder to all of us that we deserve to be proud of our cattle. They are the best.

There is no question that a large, strong association can offer more benefit and service to its members. For that reason, everyone is working for the growth of the organization. Growth starts with pride. When your pride shows...FBA grows.

At this time the Board of Directors has taken the appropriate action, and now it's up to you, each individual member. The key word is PRIDE. We, as members of the Foundation Beefmaster Association, need and **deserve** to be proud...proud of our cattle, proud of our association, and proud of our youth.

Corral of Events

August 12, 1989 - IBB will hold annual seminar at J&J Key Ranch at Lamoille, NV.

September 9, 1989 - HOA will have their seminar at Carthage, MO. Details call Mike Ziler (417) 246-5604.

September 13-14, 1989 - 40th Annual Lasater Beefmaster Plan bull delivery, Matheson, Colorado.

September 23, 1989 - CTBB will hold 6th annual seminar at Fairfield, TX. Details next month.

September 30, 1989 - BBB will hold their 5th annual field day at Rancho Margo. Details later.

October 7, 1989 - Isa Cattle Co.'s Annual Bull Sale.

October 14, 1989 - SWBB will hold their 5th annual seminar at Socorro, NM.

October 21, 1989 - CTBB annual Beef "On" Forage Bull sale will be held. Contact Gary Frenzel for more details. (817) 983-2901.

October 27, 1989 - Isa Cattle Co.'s Florida Fall Bull Sale.

November 9-12, 1989 - FBA Convention, Monterey, Calif.

Foundation Beefmaster Association
200 Livestock Exchange Building
Denver, Colorado 80216
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**BEEFMASTERS
A PLAN FOR
PROFIT**

