

# Foundation Beefmaster Association



1994  
YEARBOOK



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BEEFMASTER  
ASSOCIATION

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# Evans Beefmasters

*Selling Quality Beefmasters Affordably Priced*

*What's Wrong With This Picture?*



**M**any would say the color of the hide is unacceptable. Others would say perhaps he lacks in the right Beefmaster characteristics ... maybe it's because he's a natural poll. Or is his sheath too tight?

Matter of fact, there's nothing wrong as far as his managers are concerned. This bull weaned second heaviest in the herd, grew well during feed test, had a scrotal circ. of 44.5 cm. as a yearling and had a pelvic area much above average. His dam was a 2-year-old and he was sired by a yearling bull.

Some are constantly tempted to extend the six essentials. Two of the most prevalent ideas are the color and selection for polled. Both of each have very little economic value and would drastically reduce the number of individuals from which to select.

What are Beefmaster characteristics? For us they are continually being defined. Many times we get caught up

in what our buyers feel is best, when in fact we must be mostly concerned with what works for us. Perhaps the middle ground is where we need to head.

If you can imagine, we have neighbors with other breeds of cattle who, year after year, help the same cows nurse their newborn because "they're my best cows."

My question is, "Surely you don't keep their heifer calves for replacements?"

What I consider one of Mr. Lasater's more meaningful opinions is we must decide what criteria we want our cattle to possess, and then go after it. What kind of looks the good Lord gives them to excel in that area is up to him and is of no consequence. It is our desire to stay as close to the Lasater Philosophy as our environment will allow.

Back to what's wrong with the picture ... we haven't had rain in eight months.

*Semen Available*

**For Information Call or Write:**

Gayle Evans 801/878-2355  
Mark Evans 801/878-2655  
Scott Evans 801/245-6895  
Don Evans 702-746-3618



P.O. Box 177  
Enterprise, Utah  
84725

***BEEFMASTERS SINCE 1953***

# Foundation Beefmaster Association 1994 Yearbook

## Foundation Beefmaster Association

Mary M. Wilkinson, Executive Secretary  
100 Livestock Exchange Building, Denver, CO 80216 (303) 294-0847



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Fertility

Weight  
Conformation

Hardiness  
Milk Production

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*They say a picture is worth a thousand words. What can we say?*



18-month-old bulls.



Two of five herd sires in use. Background is 4-year-old Watkins-bred bull. Foreground is Lasater 9357, our 1990 "Lasater Bull Plan" choice.



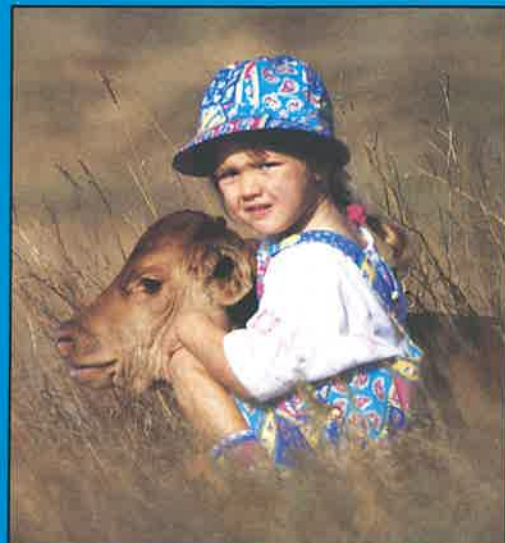
Mallory Lynn Blair surveying the six essentials at work among her first calf heifers.

*Man has nothing more precious than his name and his children.  
At Blair Farms, we trust our Beefmasters with both.*

*Semen now available on all bulls*



9-month-old bulls.



Mallory and 9-day-old calf. Our genetics speak for themselves.

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His philosophy covered everything...

# INCLUDING THE ENVIRONMENT.



**TOM LASATER**  
FOUNDER OF THE BEEFMASTER BREED

Tom Lasater started to worry about planet Earth way back in 1931. That's kinda' typical for Lasater philosophy. Somebody's always just "discovering" a practice that Tom was using over half a century ago.

*"NATURE IS SMARTER THAN ALL OF US".*

Tom Lasater stopped using insecticides years ago. If parasites caused an animal to fail, it would automatically eliminate itself and the result would be an insect resistant herd.

Writing about the Lasater philosophy, author Vine Deloria said, ... "The genius of returning the land to it's original state, including the cattle, is that the program cuts labor cost, maintains fertility, increases environmental stability, protects the land from soil and wind erosion and supports more life, both wild and domestic."

*Deer, Antelope and Cattle are all Part of Natures Plan.*

Animals that graze, fertilize, till and activate the land contribute greatly to the restoration of nature's balance. When that balance is restored, everyone benefits...the grass, the wildlife, the cattle and the rancher. At the Foundation Beefmaster Association, we believe the philosophy is as important as the cattle.

## FOUNDATION BEEFMASTERS

still selectively bred for the 6 profit essentials

- DISPOSITION
- WEIGHT
- MILK PRODUCTION
- FERTILITY
- HARDINESS
- CONFORMATION

**MAIL TODAY...**

For more information on the  
Foundation Beefmaster Association or breeders in your area.

Name \_\_\_\_\_

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Denver, Colorado 80216  
(303) 294-0847



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CLIP AND MAIL FOR MORE INFORMATION

# BUSTER BEEFMASTERS



LB 67

*Gone But Not Forgotten*

*Several years ago, Charles Probandt told me: "The best way to get an outstanding bull is to raise him." I think the 67 bull was outstanding. Out of a big-boned, good milking Buster cow and sired by a heavy-muscled Lasater bull, he displayed the correct conformation and a perfect disposition.*

*He's deceased now, but his impact will be in my herd for years through his many excellent daughters. His influence will be in several other herds through his sons, including the good polled bull O.C. Rampley used for several seasons, which is now owned by Jerry Hicks. Other sons are being used by Bill Ross in Arkansas, Karl Hutchison in Oklahoma and Stuart Dixon in Texas, to name a few. Three of his sons are in the 1994 Beef "ON" Forage Test and are to be sold at Brenham, Tx., in October, 1994.*

## **Member:**

Heart of America Beefmaster Breeders  
Arkansas Beefmaster Breeders  
Central Texas Beefmaster Breeders  
Panhandle/New Mexico Beefmaster Breeders

Private treaty sales at the ranch, as well as consignments to the four satellite auctions: HOABB, ABB, CTBB, PNMBB.

Larry Buster  
Box 12  
Oologah, OK 74053  
918/371-3385



# The Beefmaster Story

**T**he production of Beefmasters takes a functional approach in the cattle industry, since it is the only recognized breed of cattle in existence that has been selected solely for beef-making characteristics. The primary goal was to produce a large quantity of good beef that required the least in cost, care and attention.

Beefmasters are an exceptionally hardy and meaty animal, produced at a realistically low cost and sold at a realistically high price. The breed has gained acceptance throughout the beef-producing states and abroad.

Tom Lasater began to develop the Beefmaster in the early 1930s. Some of the concepts he used to create the breed go back to the early 1900s. In those years, some of the breeding and management policies behind the development of today's

Beefmasters were begun by Edward C. Lasater, Tom's father.

The breeding and management program followed by the Lasater Ranch is based on one of nature's oldest laws: the survival of the fittest. The Lasater concept of this natural law is intelligently applied through selection for six essential characteristics that have been stressed in the development of the Beefmaster breed. These characteristics are disposition, fertility, weight, conformation, hardiness and milk production. They are all equally important traits, according to Tom Lasater.

"You could develop any five of those six essentials to perfection and, without the one you left out, whichever one it is, that animal would have no value as a breeding animal,"

Lasater said.

The importance of disposition is obvious. Any rancher can improve his herd by selecting cattle with good dispositions. They pay off on the ranch and in the feedlot. Gentle cattle are easier and cheaper to handle, make better gains and bring better

prices. Nervous, unruly cattle do not gain well and cause cowmen trouble and expense. High-strung, temperamental females have more

THE BREEDING AND MANAGEMENT PROGRAM FOLLOWED BY THE LASATER RANCH IS BASED ON ONE OF NATURE'S OLDEST LAWS: THE SURVIVAL OF THE FITTEST.



## C.R.I.B. Creek Beefmasters

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We Have Polled & Horned Bulls & Cows For Sale.

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Unretouched range photograph by Watt M. Casey Jr.

## Sire 6-56

This unusually muscular bull weighed 850lbs. when weaned, and has continued his development into a very impressive beef animal. His mother has produced four other sires that have also been used on Casey Beefmaster females. She is still going strong as a thirteen-year-old with her twelfth calf at side.

Semen from 6-56 is available through Lasater Brothers Cattle Company, Box 60327, San Angelo, Texas 76906, (915) 949-3763.

DISPOSITION - FERTILITY - WEIGHT  
CONFORMATION - HARDINESS - MILK PRODUCTION



**CASEY**  
**BEEFMASTERS**  
SINCE 1948

Watt M. Casey, D.V.M. • Box 458 • Albany, Texas 76430 • (915) 762-2440

difficulties breeding and calving. Beefmasters have been managed and selected for disposition; they are gentle, intelligent and responsive.

Fertility, from an economic standpoint, is the most important trait to consider when selecting beef cattle. An unproductive animal is an expense to its owner.

Weight is an important factor because the more an animal weighs at market time, the more profit he turns for the breeder. Beefmasters weigh more where it matters: on the hook and on the platter.

Conformation, in Beefmasters, simply means the carcass will yield the most pounds of lean, tender beef per pound of live weight. The more pounds of the more desired cuts of beef the animal produces, the more the breeder and packer make.

Hardiness is the hallmark of the Beefmaster breed. Hardy cattle are animals with the ability to stay healthy and productive on the range

under various climatic conditions, with little assistance from man. Beefmasters have proven themselves under varied harsh conditions.

In selections for milk production, the emphasis is placed on a cow's milking abilities. More milk means heavier calves at weaning. The Beefmaster cow must suckle her calf and maintain her own body vigor under range conditions until weaning time.

The six Beefmaster essentials represent a practical and profitable standard for use in efficient beef production. To disregard or overlook any one of the essentials is to risk the loss of maximum beef production. Concentrating on such non-essentials as hide color merely complicates the breeding program without adding any real value to the animal.

The Lasater Ranch practices a multi-sire system of breeding. The Lasaters have worked to convert

other breeders to the multi-sire system of breeding because they believe it is a superior method of developing an improved strain of beef cattle.

Tom Lasater patented the Beefmaster name in 1949, and developed the Name Franchise Contract in order to control unauthorized and indiscriminate use of the Beefmaster name. The prefix name becomes the sole property of the first breeder authorized to use it. Thus, there are "Lasater Beefmasters," etc. The prefix name places responsibility for the quality of each individual herd on each individual breeder.

In 1954, the Beefmaster was recognized as an American breed by the United States Department of Agriculture. Beefmasters are the only three-way cross cattle recognized as an American breed.

*The above article was excerpted and adapted from "The Beefmaster Story" by Kathy Probandt. ♦*

## Southern Beefmaster Breeders

### Hillview Beefmasters

Gerry and Linda Holmes  
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Falkville, AL 35622  
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### Dial Beefmasters

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### Gowan Beefmasters

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4375 Sunshine Drive  
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### Mountain Air Farm

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(804)823-4242

### Prasse Beefmasters

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### Beau Branch Beefmasters

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### War Eagle Beefmasters

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### Phyl Ann Ray Beefmasters

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### A&J Beefmasters

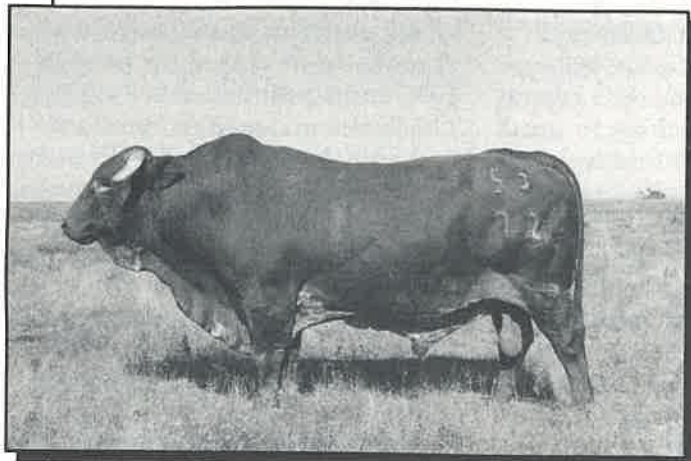
Anthony Brown  
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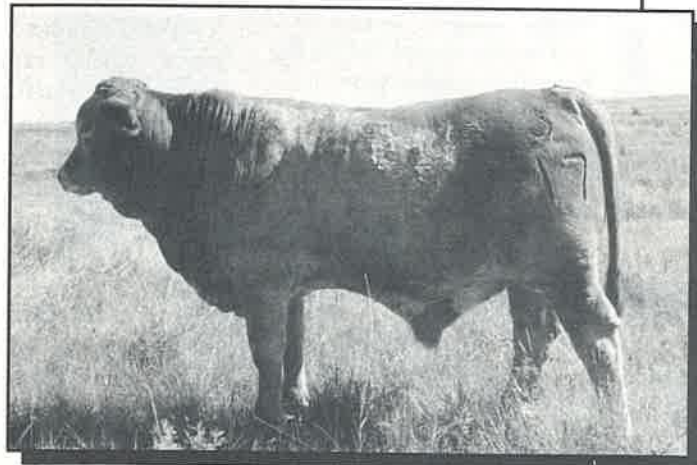
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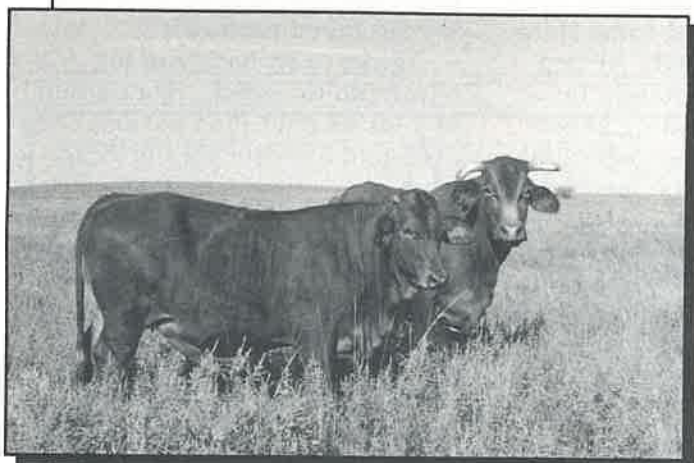
**With L.G. Hargis and David Hargis Beefmasters,  
you can expect calves like this every year.**



One of our Lasater herd sires.



A stout, 8-month-old bull calf.



Mama can almost hide behind this 8-month-old calf.



A Hargis cow with bull calf at 7 months.

**Bull calves and a few heifers are sold at private treaty after weaning.**

L.G. and Frances Hargis  
Rt. 2, Box 226  
Waurika, OK 73573  
(405)228-2540



David and Kathleen Hargis  
601 North 18th Street  
Frederick, OK 73542  
(405)335-2685

# Lasater- Still The Foremost Beefmaster Breeder

Compiled by Ceela McElveny  
and Lee Pitts

**T**om Lasater is one of the foremost cattle breeders in the world, and one of those rare individuals who has made a lasting impact on the cattle business. But he is and always has been a maverick. His



Tom Lasater is the legend.

ranch today, under the management of his son, continues that tradition.

Tom was born in Texas and raised on his father's 400,000-acre ranch near Falfurrias. His grandfather had been ranching in south Texas since 1882. Before losing most of what his family owned in the Depression, Tom's father Ed Lasater had built up reputation herds of Brahman cattle and good milking Herefords. When Ed died in 1931, Tom came home from college at Princeton to take over management of what was left of the family's ranch.

A few of the good Brahmans and some Herefords remained. At that point, Tom brought in some outstanding Shorthorn bulls and mated them to both the Brahmans and the Herefords. Later, when faced with a bull shortage, he bred the Brahman/Hereford crosses to the Brahman/Shorthorn

crosses. Tom could tell just by looking at his cattle that the three-way cross animals were vastly superior to their two-way parents, so he closed his herd in 1937 and continued breeding the 1/2 Brahman and 1/4 Hereford and Shorthorn cattle. In 1954, the USDA officially recognized the cattle Tom had been breeding as a distinct breed of American cattle.

Tom Lasater's ideas were thought eccentric at first. Well, that is being too kind ... many thought he was just plain crazy! Tom believed in multiple-sire herds from the beginning; he maintained only nature should make the choice as to which bull should breed each cow.

"I like to sit back and let nature do the work. She's a hell of a lot smarter than we are," he once told a writer for the Sierra Club.

From the beginning, Tom thought breeding animals should be selected solely on their functional ability -- not on how many ribbons they won in the show

## CONFORMATION isn't everything...



The high-weaning calf from last year's ad has grown into this high-performing bull on the CTBB Beef "ON" Forage Test. Pretty is as pretty does.

It's only one of the six essentials we strive for. Come by and see for yourself how the Lasater philosophy translates into everyday cattle production.



# BOSWELL BEEFMASTERS

Bob and Caro Boswell • Gorman, TX • (817) 734-2631

ring. Whether it be coyotes or cattle, he has always believed in survival of the fittest. Any animal that wanders away from her calf at birth or does not bring a calf to the weaning pen is culled. That is for any reason, including lightning strike.

"If you make excuses for your cows for one reason, pretty soon you'll be forgiving them for other reasons," Tom explained.

Lasater Beefmasters are dog gentle and have been bred for disposition, fertility, weight, conformation, hardiness and milk production ... characteristics that have now become Lasater's famous six essentials.

When land values began to skyrocket in the 1940s, making expansion difficult, Tom looked around for a new location. He found the high and dry country around Matheson, Co., appealing, and in 1948 bought the first land

he had ever owned — a 28,500-acre ranch. Tom paid for the ranch with cash from cattle; he claims the Beefmasters have made money every year since 1932.

In 1950, Tom brought his entire family to the new home of the Beefmasters. He is fond of saying, "We just came up for the summer and forgot to go back home." His wife, Mary, was a partner in the Lasater Ranch until her death in 1980.

Tom Lasater literally put the tiny town of Matheson on the map. With a population of less than 100 citizens, this town 50 miles northeast of Colorado



*Dale Lasater, right, carries on the tradition.*

Springs has attracted cattlemen from all over the world to the foundation herd of the Beefmaster breed.

Each year, 100 bred Beefmaster females and 200 bulls are sold off the ranch in a unique sale called the Lasater Beefmaster

## Anvil Beefmasters



Casey 4-58



Casey 9-102

**We have added two more former Watt Casey herd sires to our Casey and Lasater-originated herd.**

**Anvil Beefmasters**  
**Bob & Bernadette Stangl**  
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 Sparks, OK 74869  
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| <b>Bettencourt Beefmasters</b><br>Klamath Falls, CA<br>(503)884-0596 or<br>(503)885-9193 | <b>Mills Beefmasters</b><br>Woodlake, CA<br>(209)564-2797                                 |
| <b>Blackjack Cattle Co.</b><br>Solvang, CA<br>(805)888-7792                              | <b>M&amp;M Beefmasters</b><br>Napa, CA<br>(707)224-9202                                   |
| <b>Blair Farms Beefmasters</b><br>Soledad, CA<br>(408)678-3095 or<br>(408)671-4479       | <b>Oak Ridge Beefmasters</b><br>Santa Barbara, CA<br>(805)682-7717                        |
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| <b>Camarache Beefmasters</b><br>Clements, CA<br>(209)759-3551                            | <b>Scheller Beefmasters</b><br>Los Alamos, CA<br>(805)344-5901                            |
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| <b>Cominos Beefmasters</b><br>Salinas/Soledad, CA<br>408/678-2503                        | <b>Snowflake Beefmasters</b><br>Snowflake, AZ<br>(602)536-7115                            |
| <b>Denny Beefmasters</b><br>Red Bluff/Burney, CA<br>(916)527-9520 or<br>(916)335-4090    | <b>Sparrow Beefmasters</b><br>Clements, CA<br>(209)759-3521 or<br>(209)759-3530           |
| <b>Rien Doorenbal</b><br>Escalon, CA<br>(209)838-7108                                    | <b>Sparrow &amp; Watkins</b><br>California & Arizona<br>(209)759-3530 or<br>(602)945-3367 |
| <b>Indian Springs<br/>Beefmasters</b><br>Clovis, CA<br>(209)323-7626                     | <b>Torres Beefmasters</b><br>Santa Maria, CA<br>(805)937-4704 or<br>(805)925-7475         |
| <b>J.G. 4 Ranch</b><br>Angies Camp, CA<br>(209)754-1208                                  | <b>Vista Livestock<br/>Beefmasters</b><br>Denair, CA<br>(209)874-9446 or<br>(209)874-1309 |

Sierra Pacific Beefmaster Breeders  
P.O. Box 648 • Bieber, CA 96009  
408-678-2503 • 916-294-5399

Plan. Interested buyers send in a bull contract with a deposit prior to the bull sale date. A drawing sets the order in which the bulls are chosen. Buyers come from throughout the world for a random drawing that will determine their future breeding programs.

Tom still makes his home on the ranch in Matheson, with Pikes Peak framing the western boundary and the rolling prairie and grassland stretching to the east for 12 miles along the Big Sandy Creek. One thousand mother cows run on the initial 28,000 acres, and an additional 30,000 acres have been added in southeastern Colorado.

After spending 55 years developing his herd, Tom has turned the day-to-day management over to his son, Dale. The ranch is owned in a family partnership between Tom and his six children, Laurie, Dale, Lane, Sally, Alan and Brian.

After graduating from Princeton University, Dale received a Fulbright Scholarship to the University of Buenos Aires. He spent two years with the Peace Corps on cattle improvement programs in Colombia, and then several more years in feedyard management in Kansas before returning to the family ranch.

In 1984, Dale had the good fortune of hearing a talk presented by Allan Savory in Albuquerque, NM. Dale realized his father had already

been practicing much of what Savory was preaching. Tom has never allowed hunting, trapping or poisoning of predators on his land, including coyotes, prairie dogs and rattlesnakes.

"The ranch operates as a wildlife sanctuary," Dale explained, "protecting all wildlife, including predators and rodents commonly referred to as pests."

In addition, there is no artificial seeding of rangeland and no

**"I LIKE TO SIT BACK AND  
LET NATURE DO THE  
WORK. SHE'S A HELL  
OF A LOT SMARTER  
THAN WE ARE."**

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Member  
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Breeders

use of chemicals for weed control. Goats are used to control the leafy spurge on creek banks. Lasater cattle are only vaccinated for Blackleg and the heifers are Bangs-vaccinated.

"We let Mother Nature do most of the work," Tom and Dale have said.

After the Albuquerque experience, Dale went home and began practicing Holistic Resource Management on the Lasater Ranch, as outlined by Savory. With traditional pastures now subdivided by electric fencing, the cattle are moved more frequently, allowing longer rest periods and complete recovery on grazed areas.

"Using a three-part goal, the ranch is trying to optimize cattle production while paying particular attention to the long-term health of the land, as illustrated by such things as ground cover and diversity of species," Dale explained. "We were used to driving out in the pickup or riding out on horseback, looking across a pasture horizontally and seeing what looks like a lot of grass. The first thing you learn to do with HRM is look straight down to the ground. When you see bare ground between grass plants, the goal is to get it grassed over." For his efforts, Dale and the Lasater Ranch were given the Leonard Horn Range Livestockman of the Year Award by the Colorado Cattlemen's Association in 1989.

Like his father, Dale Lasater is a forward-thinking individual. He is a past president of the Pikes Peak Cattlemen's Association, and former director of the Texas Cattle Feeders and the National Cattlemen's Association.

"My greatest concern in looking to the future is that in defending our industry from various attacks, we will lose the ability to recognize our own past errors ... such as the evils of continuous grazing," Dale said. "We need to increase our understanding of the natural world in which we operate. In addition, it is essential to our survival that we stop responding mechanically to each new 'problem,' whether it be brush, noxious weeds or

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ASSOCIATION

- DISPOSITION
- FERTILITY
- WEIGHT
- CONFORMATION
- HARDINESS
- MILK PRODUCTION

predators. We need to begin to understand the 'ecosystem' processes that control the destiny of this land we inhabit."

Many people thought Tom Lasater was crazy when he initiated the basis for what was to become an accepted method of raising beef cattle and the very popular Beefmaster breed. Today, many reading the preceding comments may think Dale Lasater, too, has gone a little overboard in his thinking. But over time, Tom Lasater was proven right and his name became legend in our industry. One gets the feeling Dale Lasater's deeply held convictions will also one day become common practice.

The diversity of grasses that wave in the Colorado wind, and the wildlife that have made the Lasater Ranch their home, are living proof: The Lasater legend lives on. ♦

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Central Texas Beefmaster Breeders

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The Beef "On" Forage Test & Sale has taken an innovative approach to developing breeding age bulls, with no preferential pampering, by growing and performance-testing their top end bulls on a 300-day forage program. They are tested under the guidelines of the Texas Forage and Grassland Council Forage Bull Development Program.

The purpose of this test is to identify those bulls having a superior genetic ability to convert forage to beef by comparing contemporaries within an age

and breed group in a uniform grazing environment.

The bulls entered in this program are within 90 days of age of each other and will average 22 months at sale time. Each bull will sell with complete performance evaluation, including adjusted 205-day weaning weights, gain weights, yearling weights, weight per day of age, ratios, ultrasound ribeye measurements and scrotal circumference.

This year's test includes **160 top end bulls** from 30 consignors that will sell **October 15, 1994, in Brenham, Tx., in our 8th Annual Beef "On" Forage Sale.**

We welcome those of you inquiring and invite you to try one of our bulls ... *from the real world.*



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Central Texas Beefmaster Breeders

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# Beefmaster Cattle Flourish In Any Climate

## Those Beefmasters Do Just Fine In Cold Weather

**J**ack and Joy Fullenwider look after a lot of cattle in the middle of a lot of country. They actually operate three ranches. The home place is Eden Valley Ranch, located 35 miles northeast of Winnemucca, Nv. That's north central Nevada, and cold country in the winter. Jack said the temperature can go down to 15 degrees below zero and stay that way for a good, long while. The Fullenwidiers also have two other places, where they summer up to 2,500 pairs.

The home ranch alone is enough to keep most people pretty busy. Jack has 400 mother cows on over

1,100 square miles of country. In fact, that's one reason why he decided to start using Beefmaster bulls on his mostly Angus cows.

"We have not had any calving problems, and that's important to us," Jack explained. "We calve year-round, so when we turn them out, they have to pretty much take care of themselves. We definitely don't pamper our cattle.

"I like the Beefmasters because they are good, hardy cattle. I also

like their size. We sell the heifers we don't keep, and our steers, as yearlings. The Beefmaster cross yearlings are much bigger."

Jack said the thing he likes most about his Beefmasters is their marketability.

"The feedlots like the way these cattle perform. We deal with several of them in Colorado and Nebraska, and they buy everything I can raise just about as fast as I

can raise it."

As for using Beefmaster cattle in cold country, Jack is satisfied.

"WE'VE HAD TEN DAYS OF 40  
TO 50 DEGREE BELOW  
TEMPERATURES, AND OUR  
BEEFMASTERS ARE DOING FINE.  
THAT'S A LOT OF COLD, BUT  
THOSE BEEFMASTERS ARE A  
LOT OF ANIMAL."

## Placing Quality Before Quantity

*Inquiries welcome*

*Visits preferred*



A Hillview 10-year-old cow and her eighth calf.

## The Six Essentials

Disposition  
Fertility  
Weight  
Conformation  
Hardiness  
Milk Production

## Hillview Beefmasters

Since 1966



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## Hillview Beefmasters

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"We have not had any problem at all. They do just fine. In fact, they're better than a lot of other breeds I know about."

Greater marketability, greater size and hardy cattle that take care of themselves and "do just fine" in cold weather. If a man says those kinds of things about his cattle, they must be pretty good.

### Cold Weather Doesn't Bother Hank Filippini's Beefmasters

**H**ank Filippini, his wife Marian and his daughter and son-in-law, Angie and Shawn Mariluch, raise a big bunch of Beefmasters on a big bunch of country. Their cow/calf operation runs about 1,200 cows on over a half million acres 20 miles south of Battle Mountain, Nv. Hank's other daughter Jill, and her husband Bert Paris, also use Beefmaster cattle on their nearby ranch.

This is high, windy, dry desert country, and it can get cold in the winter. It's common to see the temperature drop down to 10 or 15 degrees below zero and stay there

for awhile. Even though it is unusual, a couple of years ago it dropped to 40 degrees below for two straight weeks. Through all these cold "droughty" conditions, the

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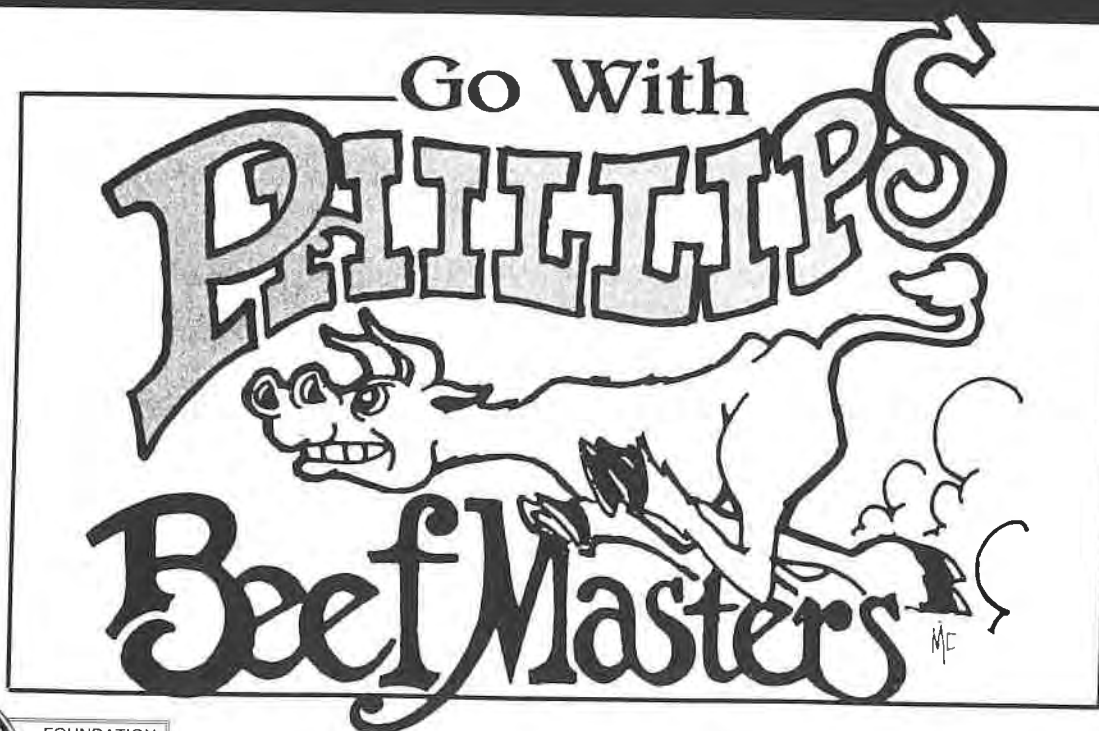


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Shelby Phillips III

505/546-6052

Filippini's Beefmaster cattle do well. "We've had a drought for the last seven years, but the Beefmasters are still on the gain and goin'," Hank

commented. "They are really hardy cattle."

A number of years ago, Hank was having some herd problems.

"We select the replacement heifers we want to keep, and sell the rest of our heifers and steers as yearlings," he explained. "But our bulls kept getting smaller and smaller. As they went down in size, so did my yearlings. I had seen these Beefmasters before. I liked the looks of the cattle, so we bought a couple of bulls and put them on our Hereford cows. We saw a big difference with our very first cross. The calves were a lot heavier, they did better and we had no calving problems.

"Today, all our cattle are bigger. Our cows are bigger, our bulls are



## DOUBLE HEART BEEFMASTERS

"Twice The Heart Of All The Rest"

### Bulls For Sale

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## Mark Your Calendar...

**April 16, 1994:** Sixth annual Six L Cattle Co. bull sale. Selling 100 yearling and long-yearling bulls produced in Lasater partnership herds. Offering includes top-end bulls and good, solid bulls for use in commercial herds. Bred females also available.

**September 13, 1994:** Auction of retired Lasater herd sires. This will include approximately ten bulls ranging in age from two to six years. The auction coincides with the delivery of our bred females and 75 yearling Beefmaster Plan bulls. These bulls, from the top end of our calf crop, are offered for sale in a contract mailed out each November 15.

**November 15, 1994:** We mail out our annual bred cow contract, offering 60 outstanding heifers and cows from the foundation herd for September delivery. They are bred to our top Lasater Beefmaster herd sires, and will be palpated safe in calf.



# LASATER *"The Pedigree Is In The Name"* BEEFMASTERS

Foundation Herd Of The Beefmaster Breed

The Lasater Ranch

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### The 6 Essentials

- Disposition
- Fertility
- Weight
- Conformation
- Hardiness
- Milk Production

bigger and, most of all, the yearlings we take to market are bigger."

In Hank's case, it's more than just size. He also feels the quality of his herd has improved.

"They're just nicer cattle. This year, all of my heifers are good -- I'd like to keep every one of them. Also, I've been told I've got the best bunch of steers in the state of Nevada. I don't know about that, but I do know this for sure: I've never had any trouble selling my cattle. There are always lots of buyers for them."

The Filippinis are taking heavier yearlings to a market where buyers are waiting to write the check. As far as Hank is concerned, that's the bottom line.

Mannix Ranch, Avon,  
Montana

**F**rancis Mannix runs his cattle operation near Avon, Mt., about 45 miles northwest

of Helena. He is in high mountain country, only 30 miles from the Continental Divide.

Francis starts calving around mid-March. He holds his calves for sale until they are yearlings, and his yearling weights average a little better than 1,000 lbs. Each year he holds back about 50 replacement heifers.

"We've had no calving problems," Francis said of his Beefmaster cross heifers.

"Last year we had 52 bred heifers and only lost one calf."

Francis started with a Hereford herd over 30 years ago.

"In that time, I've tried just about every kind of bull there is.

When I went to the Beefmasters, I liked the looks of the bulls, I liked the looks of the calves and I liked the way they grew out to yearlings. My first cross calves were huskier, stronger and heavier."

Francis reported his Beefmasters do exceptionally well in cold weather. He recently wrote a letter to a friend, stating: "We've had ten days of 40 to 50 degree below temperatures, and our Beefmasters are doing

## Happy Tooth Beefmasters

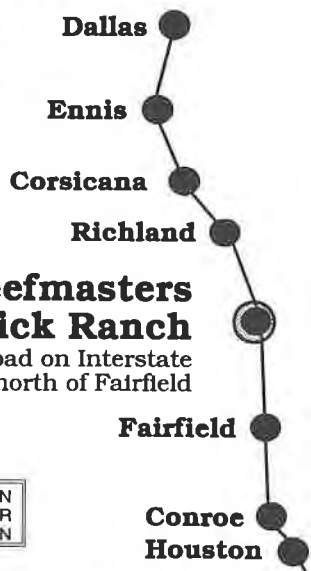


**Dr. Larry Warren**

1161 Church Ave.  
Corydon, IN 47112 (Near Louisville, KY)  
office: (812)738-2166 • home: (812)738-3419

## Foundation Beefmasters Raised In Central Texas

- **Easy To Buy**
- **Easy To See**
- **Easy To Find**



**Patrick Beefmasters  
Patrick Ranch**

Westside service road on Interstate Hwy. 45, four miles north of Fairfield



**Arthur Patrick Jr.**  
Rt. 1, Box 166 • Richland, TX  
(903)362-3883



CURRENTLY USING SEMEN FROM  
this bull, owned by Annette and Laurie Lasater  
LB443 / FBA Certificate 69735

**GEORGE N. DOMINOS  
BEEFMASTER CATTLE CO.**

**Quality Not Quantity  
PRICED FOR THE  
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RANCH: 34800 METZ ROAD AT HWY. 146  
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AND SEE THE 6 ESSENTIALS  
AT WORK!





**Panhandle-New Mexico  
Beefmaster Breeders  
TENTH ANNUAL SALE**

**Amarillo Livestock Auction Co. • March 26, 1994**  
All these breeders have purebred cattle for sale.  
For more information, PLEASE contact them.

**TENTH ANNUAL SALE**

**Amarillo Livestock Auction Co. • March 26, 1994**

**Buster Beefmasters**

Larry Buster  
Box 12  
Oolagah, OK 74053  
(918)371-3385

**Canadian River Beefmasters**

Joe & Jeannine Ray  
P.O. Box 98  
Roy, NM 87743  
(505)666-2289

**Carroll Creek Beefmasters**

Jim & Sue Whitlock  
2818 Hayden  
Amarillo, TX 79109-3507  
O: (806)622-2275  
R: (806)248-7552

**Currycomb Beefmasters**

Jerald B. & Debby Pardue  
Box 777  
Carlesbad, NM 88220  
(505)677-2368

**Dixon Beefmasters**

Stuart & Frances Dixon  
Box 180  
Matador, TX 79244  
(806)469-5347

**Donnell Beefmasters**

Steve & Donna Donnell  
Box 65  
Umbarger, TX 79091  
(806)499-3287

**Duree Beefmasters**

Charles & Cheryl Duree, III  
Box 81  
Solano, NM 87746  
(505)673-2241

**Hargis Beefmasters**

L.G. & Frances Hargis Jr.  
Rte. 2, Box 226  
Waurika, OK 73573  
(405)228-2540

**J&M Beefmasters**

Merle L. & Jan D. Miller  
Rte. 2, Box 263  
Booker, TX 79005  
(806)658-9338

**Jack's Beefmasters**

Jack or Pansy Jones  
Route 2  
Melrose, NM 88124  
(505)372-6512

**Langton Beefmasters**

Don & Gayle Langton  
Rte. 6, Box 623  
Lubbock, TX 79412  
(806)863-2398

**Martinez Beefmasters**

Henry E. & Ann Martinez  
4909 Erik  
Amarillo, TX 79108  
H: (806)352-6098  
O: (806)358-5108  
R: (806)779-2371

**Owens O-4 Beefmasters**

Robert Owens  
Box 391  
Wellington, TX 79095  
H: (806)447-2261  
O: (806)447-2581

**Palo Duro Beefmasters**

Gene & Ramona Reynolds  
Box 386  
Gruver, TX 79040  
(806)733-2597

**Phillips Beefmasters**

Shelby & Katherine Phillips, III  
Box 2099  
Deming, NM 88031  
(505)546-2293

**Quisenberry Beefmasters**

J.E. & Gene Quisenberry  
Box 615  
Robert Lee, TX 76945  
(915)453-2428

**Rampley Beefmasters**

O.C. & Faye Rampley  
Box 597  
Silverton, TX 79257  
(806)847-2635

**Ramsey Beefmasters**

Greg & Susan Ramsey  
Box 354  
Quitaque, TX 79255  
(806)455-1331

**Randals Beefmasters**

Randal K. Smith  
Box 3  
Melrose, NM 88124  
(505)253-4560

**Rivercamp Beefmasters**

Maxie & Judy Baker  
Rte. 1, Box 312  
Childress, TX 79201  
(817)937-3742

**Robert Cochran Beefmasters**

Robert T. & Rhonda Cochran  
Box 74  
Quitaque, TX 79255  
H: (806)455-1308  
Mobile: (806)423-1247-759

**Salt Creek Beefmasters**

Don Fields & Troy Wimberley  
Box 98  
Robert Lee, TX 76945  
(915)453-2638

**Schott Beefmasters**

John & LaQuetta Schott  
Box 495  
Silverton, TX 79257  
(806)823-2233

**Shockey Beefmasters**

Pete & Wanda Shockey  
Rte. 2, Box 532  
Alamogordo, NM 88310  
(505)437-8568

**Stafford Farms Beefmasters**

Gale & Lindy Stafford  
Box 333  
Matador, TX 79244  
(806)347-2804

**Starr Beefmasters**

Jerry & Mary John Hicks  
Box 79  
Quail, TX 79251  
R: (806)447-2601  
Amarillo: (806)381-9351

**Swanner Beefmasters**

Stephen & Jacque Swanner  
Rte. 2, Box 64  
Balko, OK 73931  
(405)646-3518

**Triple L Beefmasters**

Robby & LaMoss Lambert  
622 S. 8th St.  
Memphis, TX 79245  
(806)259-3799

**VP Beefmasters**

Virgil & Joanna Phillips  
403 Mesa Circle  
Plainview, TX 79072  
(806)293-7904

**Watts TD Beefmasters**

Danny L. & Tanja Ann Watts  
Rte. 2, Box 118  
Wellington, TX 79095  
(806)447-2696

**Wes-Mar Beefmasters**

Wesley & Martha Barnes  
HCO 1, Box 15  
Plainview, TX 79072  
(806)293-1230

**Zap Beefmasters**

Zeb & Patsy Roberson  
Box 723  
Wellington, TX 79095  
(806)447-5485



fine. That's a lot of cold, but those Beefmasters are a lot of animal."

Webb Ranch, Jerome, Idaho

**K**irk Webb, along with his brother Todd and his dad Tom, run a commercial cow/calf operation near Jerome Id. That's right next-door to the famous Sun Valley ski area, and that's cold country.

The Webbs started using Beefmaster bulls on their cows several years ago.

"We like the Beefmasters for a lot of reasons," Kirk said. "With Beefmaster bulls, our pregnancy rates went up, we had no calving problems and we got a little better price for our feeder steers.

"Our country can get very cold in the winter. We especially like the fact that our Beefmaster animals hold their weight and generally do better in the cold weather."

Roberts Ranch,  
Walsenburg, Colorado

**J**ulius Roberts, his wife Mildy, his son Tim and Tim's wife Tobie take care of about 700 head of mother cows on over 50,000 acres by themselves. That's a lot of cattle, a lot of country and not very many people. They need a breed that can take care of itself without any "baby-sitting."

Julius starting using Beefmaster bulls on his Hereford and Longhorn cows about 12 years ago.

"We haven't had any calving problems and that's good, because our cows have to calve on their own, without any help from us.

"Here in Colorado, it can get down to 25 degrees below zero in the winter, and our Beefmasters do better than anything else on the place. They're just good doin' cattle. They've got a good disposition and good fertility, and they give us about 60 extra pounds at weaning. Now that's hard to beat." ♦

**PANHANDLE-NEW MEXICO BEEFMASTER  
BREEDERS IS AN FBA SATELLITE**



# Appel Ranch Beefmasters



Appel Ranch has used Beefmaster genetics since 1968. Our cattle are bred and maintained on the six essentials of the Beefmaster breed. Each year we select the top percentage of the bull calves and forage-test them. All bulls are guaranteed breeders. Videos and pictures available.

**Appel Ranch  
Beefmasters**  
Mark & Kathy Nicholson  
Box 3271  
Gillette, WY 82717  
307-682-2401



# An Invitation From The FBA

**H**ere's your invitation to get to know the Foundation Beefmaster Association on a first name basis.

Beefmaster is the only breed of cattle with a first name, and that's only the beginning of their unique story. Beefmasters are the only beef cattle in existence today that have been selected solely for beef-making characteristics, without reference to unrelated features such as color or pedigree.

## Six Essentials For Quality

Beefmasters have been developed on the philosophy that there are only six essential elements in a cow: disposition, weight, fertility, conformation, hardiness and milk production. Because they have been

selected for these things for years, Beefmasters are rugged, practical cattle that do an excellent job on the range, in the feedlot and at the packing house. The Foundation Beefmaster Association is an organization of Beefmaster breeders who subscribe to the basic philosophy used by Tom Lasater to develop the Beefmaster breed.

## First Names For Integrity

Beefmaster cattle are as individual as the men who breed them. In all cases, the first name of the animal is the prefix name of the breeder. This makes the individual breeder completely responsible for the animals he produces. Each animal and each breeder stand on their own merits and integrity.

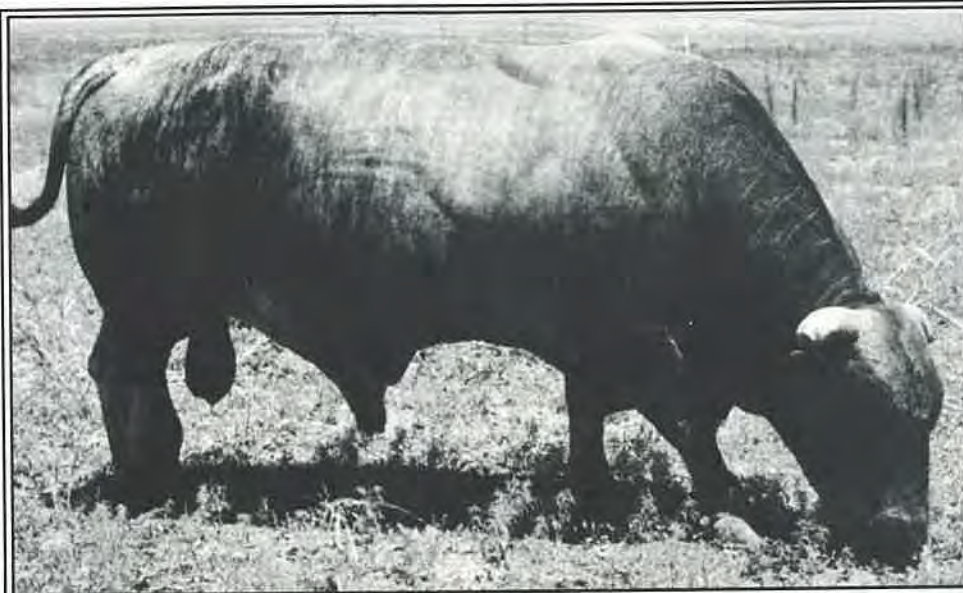
## We Welcome You

If you purchase recognized Beefmaster cattle or get into a breeding program using recognized Beefmaster bulls, you should consider joining the Foundation Beefmaster Association. We welcome members who will join us in the continuation of this philosophy, which has produced a truly unique breed of cattle bred by unique breeders. See pages 27-30 for membership information and forms. ♦

For more information, contact:

**Foundation Beefmaster  
Association**

100 Livestock Exchange Bldg.  
Denver, Colorado 80216  
(303)294-0847



**Producing fourth  
generation Lasater  
genetics with  
23 Lasater Ranch  
"Top Thirty"  
herd sires.**

## Stafford Brothers Beefmaster

P.O. Box 333 • Matador, Texas 79244

### Gale Stafford

Box 333  
Matador, Texas 79244  
Home: 806/347-2804  
Ranch: 806/689-2290



### Bob L. Stafford

2301 Teckla  
Amarillo, Texas 79106  
806/352-2997 (night)  
806/355-9887 (day)

*"... in business to produce the best ..."*



# Application For Active Membership

The undersigned hereby applies for an active membership in the Foundation Beefmaster Association, with all the rights and privileges and subject to the obligations thereof, as more fully set forth in the bylaws of the Association.

The undersigned subscribes to the purpose of the Association, which is continuing the growth and improvement of the Beefmaster breed throughout the world, using as a standard of excellence the six essential characteristics upon which the breed was built.

The undersigned agrees to adhere to the spirit of individual integrity and fully understands the recognition of breeding, which is as follows.

The Lasater Beefmaster herd, owned by the Lasater Ranch of Matheson, Colorado, formerly of Falfurrias, Texas, is recognized as the foundation herd of the Beefmaster breed. Cattle, other than individuals of or from this foundation herd, shall be recognized as being of Beefmaster breeding provided:

a) They are purebred descendants of the foundation herd,

or

b) They are produced by at least three consecutive crosses of recognized Beefmaster breeding and, therefore, embody at least seven-eighths (87.5%) Beefmaster blood,

or

c) They are produced by one or two crosses of recognized Beefmaster breeding and, therefore, embody one-half (50%) or three-quarters (75%) Beefmaster blood. The Association does not certify first or second cross Beefmaster bulls.

The origin of my Beefmasters is:

---

---

Signed \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_  
Name of Membership (*Individual, Corporation, Firm*)

\_\_\_\_\_  
Name of Authorized Representative (*If membership is that of corporation or firm*)

\_\_\_\_\_  
Street or P.O. Box Number

\_\_\_\_\_  
Post Office                      State                      Zip Code                      Country

\_\_\_\_\_  
Telephone No. (*Please include area code*)



FOUNDATION  
BEEFMASTER  
ASSOCIATION

# Name Franchise Contract

I (we) understand that it is to our mutual benefit to protect the name Beefmaster and the integrity of the individual breeder. I (we) agree to select a prefix name, to be approved by the Board of Directors, and to abide by the following rules.

1. In applying the name Beefmaster to cattle of which I am (we are) the breeder\*, I (we) will use the prefix name \_\_\_\_\_ Beefmasters.
2. The name, \_\_\_\_\_ Beefmasters, will apply to the following classifications of cattle, of which I am (we are) the breeders.
  - a) Purebred descendants of the foundation herd,  
or
  - b) Cattle produced by at least three consecutive crosses of recognized Beefmaster breeding, and therefore, embodying at least 87.5% Beefmaster blood,  
or
  - c) They are produced by one or two crosses of recognized Beefmaster breeding and, therefore, embody one-half (50%) or three-quarters (75%) Beefmaster blood. The Association does not certify first or second cross Beefmaster bulls.
3. All \_\_\_\_\_ Beefmasters will carry some permanent identification.
4. In advertising, it is understood the name Beefmaster may be used without the modifying prefix name only by two or more authorized Beefmaster breeders or by the Foundation Beefmaster Association.
5. In all other advertising, I (we) will use our prefix name to modify Beefmaster.
6. I (we) further agree to notify the Foundation Beefmaster Association every five years as to whether I am (we are) still breeding Beefmasters and using our prefix name. If I (we) do not so notify you, you are hereby authorized to discontinue protecting our use of this prefix name.

Signed \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_  
Name of Membership (*Individual, Corporation, Firm*)

\_\_\_\_\_  
Name of Authorized Representative (*If membership is that of corporation or firm*)

\_\_\_\_\_  
Street or P.O. Box Number

\_\_\_\_\_  
Post Office                      State                      Zip Code                      Country

\_\_\_\_\_  
Telephone No. (*Please include area code*)

\* The breeder is that entity who owned the dam at the time of the birth of the animal in question.



FOUNDATION  
BEEFMASTER  
ASSOCIATION

# Inventory

I (we) hereby certify that on the \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_  
(month) (year)

I (we) owned the cattle listed below. I (we) further certify that all the cattle mentioned are rendered in accord with Article II of the bylaws of the Foundation Beefmaster Association.

- \_\_\_\_\_ Beefmaster Cows
- \_\_\_\_\_ Beefmaster Heifers (12-24 months)
- \_\_\_\_\_ Beefmaster Bulls (12 months or older)
- \_\_\_\_\_ First Cross Cows (50%)
- \_\_\_\_\_ Second Cross Cows (75%)
- \_\_\_\_\_ First Cross Heifers (50%)  
(12-24 months)
- \_\_\_\_\_ Second Cross Heifers (75%)  
(12-24 months)

Annual Dues: \$ \_\_\_\_\_

Inventory: \$ \_\_\_\_\_

Total Due: \$ \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_  
Name of Membership (*Individual, Corporation, Firm*)

\_\_\_\_\_  
Name of Authorized Representative (*If membership is that of corporation or firm*)

\_\_\_\_\_  
Street or P.O. Box Number

\_\_\_\_\_  
Post Office                      State                      Zip Code                      Country

\_\_\_\_\_  
Telephone No. (*Please include area code*)



**Effective November 1, 1991**

Cattle Age	Certificate Cost	2nd Cross Certificate Cost	1st Cross Certificate Cost
Cattle under 12 months old	\$12.00	\$12.00	\$12.00
Cattle 12-24 months old	\$50.00	\$30.00	\$15.00
Cattle 24 + months old (Includes cost of first transfer)	\$100.00	\$50.00	\$25.00

All cattle born before 12-31-90 may be grandfathered at a \$35.00 fee.  
Month and year birthdate required on all certificates.

Duplicate Certificate .....	\$15.00
Transfer of Ownership (second & subsequent transfers) -- FBA Member .....	\$15.00
Transfer of Ownership (second & subsequent transfers) -- Non-Member .....	\$20.00
Transfer of Ownership-first cross female (second & subsequent transfers) .....	\$10.00
Transfer of Ownership-second cross female (second & subsequent transfers) .....	\$10.00
Exchange other certificate for FBA Certificate .....	\$15.00
*Annual Membership Dues .....	\$45.00
Membership Dues-Reinstatement (After March 1st) .....	\$55.00
*Inventory Fee (Cows over 24 months) .....	\$2.00
*Inventory Fee (Bulls over 12 months) .....	\$2.00
*Inventory Fee (All others over 12 months with 50% Beefmaster Blood) .....	\$1.00
Application for Certificate of Breeding forms (Set of 25) .....	\$5.00
Bill of Sale transfer forms (Set of 25) .....	\$5.00

\*New members joining after July 1st pay only 1/2 of dues & inventory

**Note:** Requests for Certificate of Breeding should be put on Application for Certificate of Breeding form, which certifies the authenticity of the Beefmasters. Yellow copy of bill of sale should be sent with request for transfer of ownership. These copies are used to process requests and serve as permanent records.

**Note:** Members outside of U.S. pay only 1/2 of all above-listed fees.

**Attention:**

Please complete all three forms when applying for membership.

Please enter on the top line (name of membership) the exact listing you desire your membership to be listed under in the new membership book.

To help and assist in computing your inventory fee, please see the following example:

\$2.00 x 20 Beefmaster Cows .....	\$40.00
\$1.00 x 10 Beefmaster Heifers (12-24 months) .....	\$10.00
\$2.00 x 3 Beefmaster Bulls (over 12 months) .....	\$6.00
\$1.00 x 2 First Cross Cows (50%) .....	\$2.00
\$1.00 x 5 Second Cross Cows (75%) .....	\$5.00
\$1.00 x 5 First Cross Heifers (50%) (12-24 months) .....	\$5.00
\$1.00 x 5 Second Cross Heifers (75%) (12-24 months) .....	\$5.00
	<hr/>
	\$73.00

Annual Dues:	\$45.00
Inventory Dues:	\$73.00
Total Due:	\$118.00

# A Plan For Profit **What Makes The Beefmaster Breed Unique?**

**T**here are three points that make the Beefmaster breed unique and different from other breeds.

1. The Beefmaster has evolved from a three-way crossbreeding program. The three-way hybrid proved to be far more functional than a two-way hybrid.

2. Beefmaster is the only breed that, from its inception, has been selected solely for beef-making characteristics. Since 1937, the foundation herd of the Beefmaster breed has been closed and selection for sires and replacement females has come from within the herd.

3. Beefmaster animals have been selected for only six characteristics: fertility, weight, milking ability, disposition, hardiness and conformation. These characteristics have become known as the six essentials.

Unlike other Brahman hybrids, a Beefmaster cannot be recreated today. All Beefmasters are purebred descendants of Tom Lasater's foundation herd, or are produced by at least three consecutive crosses using certified Beefmaster bulls.

Weaning and yearling weights in the Beefmaster breed increase for two reasons. First, Beefmasters have been selected for heavy weaning and yearling weights — weight being one of the six essential characteristics. Due to years of selection for weight, a Beefmaster bull's own gaining ability can be predictably transferred to his offspring.

Second, breeding Beefmaster bulls to your cows will maximize hybrid vigor. This results from the fact that no other breed is closely related to the Beefmaster today, and the more distantly related two parents are, the greater the effects of hybrid vigor in the offspring.

Beefmasters have been selected for fertility. This is carried beyond conception figures to include the ability to calve unassisted at two years of age. To accomplish this difficult task, nature has designed the Beefmaster calf to be relatively small at

birth and tubular in shape. Newborn calves look like wet jack rabbits — all legs and ears. Beefmaster bulls are prepotent; the size and shape factors will be evident even in first cross calves.

With the demand for leaner beef, buyers do not discriminate against fast-growing, high-yielding

Beefmaster steers. In many areas they bring a premium because feedlot operators know they will convert feed efficiently and have a yield grade two carcass — just the kind demanded by packers.

Keep your heifer calves as replacements. The basic Beefmaster characteristics of fertility and milking ability,

## Scherer's T<sup>BAR</sup>S Ranch

BEEFMASTER • EMU • LLAMA BREEDERS



**LASATER'S Retired 7012**  
Is Our Herd Sire

**ULTIMATE™ EMUS - Canyon Ranch Genetics**

**CLASSIC LLAMAS - Registered Stock**

Emus and Llamas can increase your ranch profits ....

**Call us!!**

*Barb Scherer, Gen. Partner*  
Rt. 1, Box 131  
210-685-3397

*Ted Scherer, Jr., Mgr.*  
Fredericksburg, TX 78624  
FAX 210-997-9955

Central Texas Beefmaster Breeders

## T4 Beefmasters



**Jack Murrell**

Veguita, New Mexico

(505)864-6260



plus the added production boost from hybrid vigor, will make these first cross females excellent brood cows.

Slow maturing rates may or may not be characteristic in Brahman hybrids, but in the foundation herd and most other Beefmaster herds, both bulls and heifers are bred as yearlings, with heifers dropping calves at two years of age. This has been the case for many years, so there has been long-

term, selective pressure on the breed to reach early sexual maturity. Beefmaster bulls will pass this characteristic on to their crossbred progeny.

Beefmasters originated on the Gulf Coast of Texas, and over the years have been accepted throughout the hot, humid Southeast. The foundation herd has been on Colorado's eastern slope since 1949. Other major breeders also have herds throughout the

Plains and the West, where severe winters and droughty conditions are the rule. Having been selected for hardiness, Beefmasters have proven they will adapt to a wide range of environments.

### **The FBA Welcomes You**

If you purchase recognized Beefmaster cattle or get into a breeding program using recognized Beefmaster bulls, you should consider joining the Foundation Beefmaster Association. We welcome members who will join us in the continuation of this philosophy, which has produced a truly unique breed of cattle, bred by unique breeders. The FBA has added no other standards to the original six essential: disposition, fertility, weight, conformation, hardiness and milk production.

The FBA has nine satellite organizations. These are chartered by groups of members in various locales for the purpose of engaging in local activities for promotion and improvement of the Beefmaster breed. Members of these satellites conduct seminars/field days with noted and knowledgeable speakers to help promote and market their FBA Beefmaster cattle.

The FBA is a nonprofit service organization whose primary interest is promotion and improvement of the Beefmaster breed.

### **First Names For Integrity**

Beefmaster cattle are as individual as the men who breed them. In all cases, the first name of the animal is the prefix name of the breeder. This makes the individual breeder completely responsible for the animals he produces. Each animal and each breeder stand on their own merits and integrity. ♦

*For more information about the FBA, contact:*

**Foundation Beefmaster Association**  
Mary M. Wilkinson  
Executive Secretary  
Suite 100  
Livestock Exchange Building  
Denver, CO 80216

# Ziler Beefmasters

**Mike and Patsy Ziler**  
**Bulls and Females For Sale Private Treaty.**  
**Annual Consignments and Arkansas**  
**Beefmaster Breeders Sales.**



Route 1  
Reeds, MO 64859

(417) 246-5604  
3 miles north of Avilla

# MARTINEZ BEEFMASTERS



**Henry E. Martinez**  
4909 Erik  
Amarillo, Texas 79106  
(806) 352-6098





# How To Join The Foundation Beefmaster Association

## Applying for Membership

Each person who wishes to join the Foundation Beefmaster Association is required to complete and sign an application for active membership and/or an application for upgrading membership. An FBA name franchise contract and an FBA inventory form also must be completed. These forms are available from the FBA office in Denver, and we would be most happy to help you in their completion.

(See pages 27-30)

## Types of Membership

Applicants who own one or more Beefmaster cattle are eligible for active membership and entitled to all the services of the association, including voting and the right to hold office. Applicants who own no Beefmaster cattle but do own one or more first or second cross Beefmaster females are eligible for an upgrading membership, and thus entitled to all services of the association. They are not, however, entitled to vote or hold office. All membership applications are subject to approval by the board of directors.

FBA rules on upgrading are very simple. The FBA recognizes the third consecutive cross to recognized Beefmaster bulls as a Beefmaster. All record-keeping is

strictly up to the breeder and his own personal integrity; no association inspections are made.

First and second cross females are to be counted and a rendition of dues made to the association. When a breeder reaches the third consecutive cross to recognized breeding, he is to apply for regular membership. The third cross animals are recognized as Beefmasters and dues should be paid on them as Beefmasters. Certificates of Breeding are available on first and second cross females, if wanted by the breeder.

From time to time, the board of directors may, at their sole discretion, make an Associate, Junior or Honorary Membership available to selected individuals.

## The Name Franchise Contract

It is inevitable that the characteristics of a herd of cattle will be influenced by the herd's management and environment. The result (as in all breeds) is not all Beefmaster herds are alike, except that they descended from the same source.

It was determined some years ago that responsibility for the traits of an individual herd ought to be placed on the breeder -- not the breed or association. To this end, a system of

prefix names was devised.

Each breeder uses a first name for his herd. The most common choice is the breeder's surname. Ranch names or brands are also often used. The breeder may select any prefix name that does not duplicate that of any other breeder or tend to mislead the public as to the identity of his herd.

The association coordinates the assignment of prefix names with other Beefmaster associations. If an applicant chooses a prefix name that is the same as or very similar to one in use, he will be asked to select another. Prefix names must be approved by the board of directors.

## Inventory Fees

Membership dues are based on the number of Beefmasters owned by the member. Therefore, the bylaws require a true inventory of all Beefmaster cattle and all female Beefmaster crosses owned (except calves) be counted or rendered at the time of joining, and each January thereafter.

Please note: 100 percent of the Beefmasters and female crosses owned are to be rendered, whether they have certificates or not and regardless of which association may have issued any of the certificates.

## How to Obtain Your Certificates

To obtain a Certificate of Breeding, a member shall:

"THE FOUNDATION  
BEEFMASTER ASSOCIATION  
IS TRULY A UNIQUE BREED  
ASSOCIATION."



Member  
Central Texas  
Beefmaster  
Breeders

## McFAULL BEEFMASTERS

Steve and Jean McFaul  
Route 3 Box 39-B  
Cameron, TX 76520  
817/697-6028



FOUNDATION  
BEEFMASTER  
ASSOCIATION

## BEAU BRANCH BEEFMASTERS



Jason and Elizabeth Wilson

11006 Potter Tract  
Grand Bay, AL 36541  
(205)865-6417

1. Obtain a book of Applications for Certificates of Breeding from the association office.
2. Fill out the application completely and sign it.
3. Send the application and appropriate fee for each certificate applied for to the association office.
4. Sign in the designated place on the face of the certificate when it is issued.

To transfer a Certificate of Breeding:

*(The first transfer must be signed by the member who applied for the certificate and signed the face of the certificate.)*

1. Complete and sign the transfer form on the back of the certificate.
2. Send the certificate and the proper amount to the association office.

To obtain a duplicate of a Certificate of Breeding that has been lost or destroyed:

1. Obtain an Application for Duplicate Certificates of Breeding.
2. Complete and sign the application, and send it and the proper amount per duplicate applied for, to the association office.

### Certificates of Breeding

The FBA does not require a Certificate of Breeding on any animal. All certificates are voluntary on the part of the breeder.

From time to time, any breeder may need papers on his cattle. As an example, papers are required when sending cattle to other countries or entering them in Extension Service testing programs.

The Foundation Beefmaster Association's system of Certificates of Breeding is designed to be as simple as possible, and still meet the breeder's needs. Responsibility for the animal's being as described rests wholly on the breeder. The association takes no responsibility in this area.

It should be noted that FBA breeder certificates are issued on a "continuously certified" basis. Under no circumstances can the FBA transfer a certificate, unless it has been properly transferred with each change of ownership.

### Unusual Aspects

The Foundation Beefmaster Association is truly a unique breed association. Several aspects of our Certificates of Breeding are unusual:

1. No pedigree records are involved.
2. The dam and sire do not have to be certified for their offspring to be certified.
3. Only members of the FBA can obtain FBA Certificates of Breeding.
4. The member obtaining the Certificate of Breeding must have owned the subject animal continuously from birth until certification.
5. An animal that is otherwise qualified may be certified at any age.
6. The animal's identification number must be a permanent mark, such as a tattoo or fire brand. Ear tags alone are not acceptable. While not required, it is strongly recommended the animal be additionally and permanently marked with breeder identification (ranch brand, holding brand, initials, etc.). ♦

## THE SIX ESSENTIALS AT WORK

Pictured here is the high-selling female at the 1993 HOA Sale with her first calf. This 2-year-old heifer bred back in a 42-day breeding season, and her daughter had an adjusted 205-day weight of 588 lbs. with no creep.

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# FBA ...

## An Association For Beefmaster Breeders

**T**here is a reason why Tom Lasater developed the Beefmaster breed, there is a reason why he helped form the FBA and there is a reason why he remains a current FBA member.

The reason was, and is, economics. The Lasater philosophy of cattle raising is based on sound economics, and the FBA continues to function using this philosophy. The FBA is a unique association that still believes the

integrity of a breeder is of utmost importance, and the pedigree is in the name.

It serves no purpose to raise show cattle. You cannot take a blue ribbon to the bank, or put it on the dinner table. FBA Beefmasters are bred and judged solely on the six essentials under which they were developed. The FBA recognizes the ideal conformation will yield the most, best-quality human food per pound of live weight, and the six essentials are the only criteria necessary to obtain these results.

The FBA has nine satellite organizations. These are chartered by groups of members in various locales for the purpose of engaging in local activities for promotion and improvement of the Beefmaster breed. Members of these satellites conduct seminars/field days with noted and knowledgeable speakers to help promote and market their FBA Beefmaster cattle.

The FBA is a nonprofit service organization whose primary interest is promotion and improvement of the Beefmaster breed. The international headquarters and registry office are located in Denver, Co., with members in 35 states and 5 foreign countries.♦

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## Thank You!

Frenzel Beefmasters offers a big thanks to all the buyers who bought bulls at the 7th Annual Beef "On" Forage Bull Sale in Brenham, Tx.

A special thanks to John Swearengen and Bob Waddle of Spade Beefmasters, Menard, Tx., who purchased the high selling bull, Frenzel 2129. Also, thanks to Doss Brown of Lexington, Tx., who purchased the second high selling bull, Frenzel 1228-1. Best of luck!

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## FBA Assists Members With Advertising

**A**gain this year, the Foundation Beefmaster Association's board of directors has approved an advertising co-op program for association members.

The FBA will share the cost of an individual member's advertising costs, provided an FBA logo is placed prominently in the ad. The association will reimburse members on a 50/50 basis, up to ten percent of the funds, from all sources paid to the association by that member during the calendar year 1993.

*Example:*

Member paid FBA during 1993 ...  
\$500.00

Co-op funds available for 1994 ...  
\$50.00

If a member purchases an advertisement for a total cost of \$100.00, the FBA will reimburse one-half the cost, or \$50.00. *Note: The member could buy two \$50.00 advertisements, receiving \$25.00 for each, and so forth.*

In order to receive co-op funds, a copy of the advertisement (tear sheet), attached to a copy of the billing, must be sent to the FBA office.

It should be noted the co-op program applies to print media only, and that the current program expires December 31, 1994. Funds must be used by that date in order to receive reimbursement.

It has also been determined by the board that members may combine their co-op funds with other members if they wish. This could be especially helpful to satellites.

Association members receive a letter from the office informing them of their benefits, e.g. "According to the association's records, you paid a total of \$\_\_\_ during the calendar year 1993. A co-op fund has therefore been established in your name for the amount of \$\_\_\_."

It is the sincere hope of the board of directors that this program is of benefit to both the association and its individual members. If you need further assistance, please contact Mary Wilkinson at the FBA office (303)294-0847. ♦

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# FBA President Knows The Breed

By Betty Jo Gelger  
and Amy M. Rembert

**G**erry Holmes knows Beefmasters. He should — he's been a breeder since 1966. The newly elected president of the FBA, who owns Hillview Beefmasters near Falkville, Al., was the second breeder in Alabama to get Beefmaster cattle.

"I had mainly been growing Angus, but didn't like the growth rate," Holmes explained. "I was part of the original Beefmaster program. When the FBA was founded, I liked their philosophy so I went with them. I bought a bull from the Lasater Ranch in 1972.

"What fascinated me was the size of the calf at that age on the mama. We brought in a few females, started using the bulls on our Angus and noticed a significant growth increase. For several years, we had deposits on our bull calves when they were weaned. They were in good demand."

Holmes ran for director of the FBA in 1991. He served the next year as secretary, the following year as vice president and is now president of the association he has been involved with for so long.

"Our philosophy of raising good cattle and culling bad cattle is what I really appreciate. The integrity of our honest working cattle is what makes our sales so good."



FBA President Gerry Holmes.

Holmes commented that the two characteristics he finds especially appealing about Beefmaster cattle are their disposition and the fact that they will do well anywhere.

"Disposition is a big incentive point in the Beefmasters. I had a guy come out to see my cattle, and when he came back he said, 'These cattle aren't paying any attention to me! I walked through them and touched two or three of them, and they didn't act like there was any difference between me and you.'

"Also, Beefmaster cattle will fit anyplace ... in Florida, Colorado, Idaho, Texas. Mexico is buying a lot of our cattle, and we're also receiving inquiries from Argentina and New Zealand. Beefmaster is a versatile breed. It will work anywhere."

According to Holmes, that includes Alabama. He describes the country in which he lives as having rolling hills, an annual rainfall of 50 some inches and a good growing season. That all adds up to good grass from March until December.

"Morgan County, where I live, probably has more Beefmaster breeders than any other county in Alabama," he

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said. "They're not all FBA members, but they're Beefmaster breeders."

Hillview Beefmasters mainly sells breeding stock private treaty on the farm, with culls going to a stockyard. Holmes has never tried to feed any of his cattle out because of the state's lack of feedyards and the need to ship in a lot of corn.

"A lot of our cattle go to Kansas, the Panhandle of Texas and places like that to be fed out."

Holmes has owned his property since 1965, and said he'll always be in the cattle business. He and his wife, Linda, have four children. Their three boys have all gone to college and now work in the fields of aerospace, computer drafting and accounting. Their daughter is 13 years old and, according to Holmes, "runs the household."

Aside from his farm and his involvement with the FBA, Holmes has been very active with several other organizations. He's been president and secretary of his county cattlemen's association for several years, a state director of the Alabama Cattlemen's Association, director of the Morgan County Farmers Federation for three terms, on the county's sole conservation district committee, president of his community watch and a trustee at his church.

"My state is really active in all of the problems that we're seeing nationwide," he explained. "We've had several area beef meetings, during which we've concentrated on better beef quality, getting a more consistent product, injection-site blemishes and minimal waste."

"Feedyards have got to determine the point where they should cut off feed. If they're feeding 30 more days and ruining the product, it reflects back to our breed and it's not our fault. The cattlemen are very concerned about the product they are putting on the plate."

As far as public lands, Holmes said that is a topic that was discussed at the FBA's 1993 Convention, held in Colorado Springs, Co., in November.

"Bruce Babbitt's elimination of ranchers from the public lands doesn't affect us in Alabama, because we don't have any public lands. Everything in Alabama is privately owned, except for some forest land. But it does affect the FBA. We are definitely against any rate increases."

"Being president of the FBA is an honor to me," Holmes concluded. "It's a real organization. Anywhere you go, to an FBA member you're just like family. I can go to Missouri and see people I've never known, and they'll invite me to spend the night. And I'll do the same if they come to me." ♦

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Oran Tracy, Secretary-Treasurer

*For additional information about our organization or the activities, contact an officer or any other member/breeder.*



# A Good, Versatile Breed

By Betty Jo Gelger  
Associate Editor

Not only has J.D. Cage raised Beefmaster cattle from Colorado to the south Texas line, but he has also raised them in Central America ... Costa Rica, as a matter of fact. Cage and his son, Jay, now operate the Cage Ranch outside of Muleshoe, Tx.

"Beefmasters have become a good, versatile breed," Cage said. "They do very well because the selection of their traits was done so logically."

Cage is a former president of the Foundation Beefmaster Association, but his roots go way back in ranching and the breed. His entire family was involved in the ranch started by his grandfather near — amazingly enough — Falfurrias, Tx. Falfurrias was the original home of Tom Lasater, originator of the Beefmaster breed.

"The Lasaters were our neighbors," Cage recalled.

The Cages had looked at several breeds. They raised Herefords first, then went to an Angus/Brahman

cross and finally to a Santa Gertrudis/Hereford cross. Cage's dad started using Beefmaster bulls in 1968 and the die was cast.

## Central American Ranching

After looking at the possibility of buying a ranch in Mexico, the Cage family took advice from Laurie Lasater of Isa Cattle Company and considered Costa Rica. They bought a ranch and lived there for nine years.

"It was a real good experience for the entire family," Cage explained. "We used native cows and Beefmaster bulls. One thing we figured out was the Beefmaster cattle acclimate anywhere."

"The government required that we sell a percentage into the local econo-

my, but we were allowed to export 60 percent. To be perfectly honest, we loved it down there but eventually

had to decide what was best for the children. They were 11 and 7 at the time.

"The ranch had lots of timber and lots of water on it. The government bought it because they wanted to preserve it. They made it into a national park."

## The Cage Family Today

Fourth generation Jay now ranches with

his dad and his mother, Julie. They operate land that is located south of Muleshoe, and the city of Lubbock owns the water rights. This year has been different on the ranch with only three inches of rain (normal is 17), but the gramma grass and bluestem look

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A GOOD, VERSATILE BREED.

THEY DO VERY WELL BE-

CAUSE THE SELECTION OF

THEIR TRAITS WAS DONE SO

LOGICALLY."

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hardy and the cattle look strong and healthy.


Daughter Ali is using her fluent Spanish as an American Airlines flight attendant in the Caribbean and South America. J.D. and Julie started taking Holistic Resource Management classes in 1980, and have been practicing the program at the ranch since 1985. J.D. is a strong supporter of the program.

"We are able to run twice as many cattle since we went to the program, and we're still managing the land better," he explained. "We originally ran one cow to 35 acres on this property. Then we went to one cow to 17 acres using the HRM program, and the grass is growing and stable. Each paddock is only used 11 days a year."


Going strong, the Cages and the Beefmasters make a good team on the High Plains of Texas. ♦

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**FOUNDATION  
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# FBA's 22nd Annual Convention Held In Colorado Springs

**M**other Nature cooperated almost perfectly for the 22nd Annual FBA convention in Colorado Springs, Co., November 4th-6th. The weather was almost perfect for a tour of the Lasater Ranch in nearby Matheson, Co.

Convention business got underway with committee meetings on November 4th. A special "Meet the Candidates" reception was held that evening, and all the candidates running for board positions were introduced.

The general membership meeting was called to order by President O.C. Rampley on Friday morning. In his report, Rampley spoke of the traveling he's done to all of the seminars and field days presented by FBA satellites.

"The satellites are working hard with their field days, forage tests and sales," he explained. "They expose a lot of people to the Beefmaster breed and that helps us all."

FBA Executive Secretary Mary Wilkinson reported that 1993 has been an exceptionally busy year for the office.

In addition to the normal workload, they moved to a larger suite downstairs and handled a record number of certificates.

"It's not just certification work," Wilkinson commented. "All of the activity that comes through the office has grown. This level of activity emphasizes the strength and growth of the association."

Laurie Lasater of San Angelo, Tx., addressed the subject of the "scale house formula." He said the biggest problem facing the cattle industry today is most beef producers do not realize what kind of product the packer is looking for.

"Formula buying is a fact in the carcass trade today, and it shows no sign of diminishing in the future."

Reeves Brown, executive director of the Colorado Cattlemen's Association, was the keynote luncheon speaker.

Jed Flake delivered the Finance Committee report, Gerry Holmes gave the Membership Committee report and Carson Scheller presented both the

NCA and Public Relations Committee report. Satellite reports were delivered by Danny Safrit, Gayle Evans, Barbara Truitt, Milford Denetclaw, Ward Burroughs, Don Langston and Howard Froud. Gerry Holmes presented a number of membership awards; the association's top membership award went to Laurie Lasater.

One of the primary duties of the convention is the election of new board members. Newly elected to the board of directors were Joyce Campbell of San Antonio, Tx.; Gayle Evans of Enterprise, Ut.; Steve Flake of Snowflake, Az., and Milford Denetclaw of Shiprock, N.M.

Following the general membership meeting, the new board held their first meeting and elected officers for 1994. Gerry Holmes of Falkville, Al., is president; Carson Scheller of Los Alamos, Ca., is vice president; Barbara Truitt of Sheldon, Mo., is secretary, and Joyce Campbell of San Antonio, Tx., is treasurer.

President Holmes announced his

(Continued on page 52)

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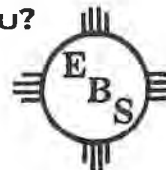


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## ***The Six L Cattle Company Sale***

**at**

**The Lasater Ranch**

**April 16, 1994**



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These bulls will sell at the 1994  
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**ASK ABOUT...**

- Our annual Bulls-On-Forage performance testing. We have over 40 bulls in our 1994 test.
- Our bulls that ranked 1st and 4th (out of 150 bulls) in total ADG in the 1993 CTBB Beef-On-Forage performance test.
- Our performance guarantee.
- Our 1993 weaning weights (9 mo.). The top five bulls averaged 837 lbs., no creep.

#224

D.O.B. 3/14/92



#248

D.O.B. 6/1/92



#182

D.O.B. 8/24/91



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Lasater 5367  
**"Ole Yeller"**

In our ongoing search for excellence, we have added these two great retired Lasater Ranch sires.

Look for Salt Creek Bulls in the 1994 Central Texas Beefmaster Breeders Beef "ON" Forage Test & Sale.

Private treaty sales available on both bulls and females.

## SALT CREEK BEEFMASTERS



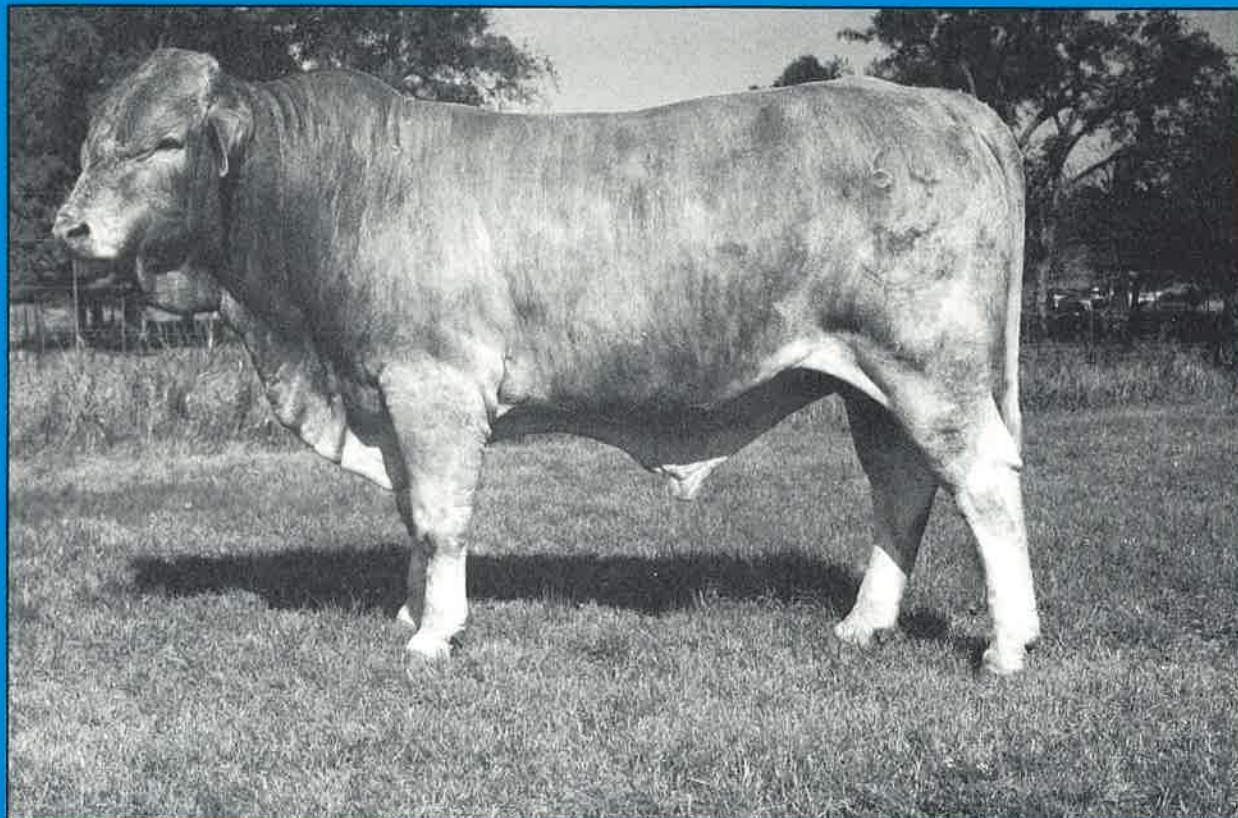
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**Don Fields and Troy Wimberley**

Box 98 \* Robert Lee, Texas 76945 \* (915)453-2638



Lasater 9123



## WAURIKA GOLD 164

High gaining bull at Central Texas Beef "On" Forage Test

133-day winter gain:	4.02 lbs./day	Ratio 137
Total forage test gain:	2.97 lbs./day	Ratio 126
Ribeye area:		Ratio 110.1
Weaning weight:	840 lbs.	

This young bull is extremely gentle, is very correct on his feet, legs and sheath, and had a scrotal circumference of 40 cm. at 21 months of age. He will complement the most discriminating breeding program.

### SEMEN AVAILABLE



## TRAVELER 950

205-day weight:	730 lbs.
Weaning weight:	960 lbs.
Yearling weight:	1,090 lbs.
36-month weight:	2,020 lbs.
48-month weight:	2,380 lbs.
Scrotal circumference:	47 cm.



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## FBA's 22nd Annual Convention

(Continued from page 44)

committee appointments for the upcoming year. Finance Committee chairman is Gale Stafford, with Joyce Campbell, Danny Safrit and Gayle Evans as members. Membership Committee chairman is Bob Boswell, with members Milford Denetclaw and Steve Flake. Public Relations Commit-

tee chairman is Carson Scheller, with Shelby Phillips, Oran Tracy and Barbara Truitt as members.

The convention wrapped up with Saturday's tour of the Lasater Ranch in Matheson, Co.

The 1994 Annual Convention will be held in Springfield, Mo. ♦



**On The Cover...**  
Colorado artist Kerri Lian created this pen & ink drawing of Tom Lasater, founder of the Beefmaster breed, and his wife Mary.

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◀ Foreground is a 6-month-old heifer.

Background is a 10-year-old mother cow with her 6-month-old bull calf -- Her ninth calf!



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# OLE YELLER



**LASATER 5367 (D.O.B. Fall, 1985)**

- Actual Weaning Weight: 716 lbs.
- Yearling Weight: 988 lbs.
- 24-Month Weight: 1,464 lbs.
- 36-Month Weight: 1,866 lbs.
- 48-Month Weight: 1,958 lbs.
- Mature Weight: 2,075 lbs.
- Scrotal Circumference: 41.5 cm.
- Average Birth Weights On 27 Bull Calves: 77 lbs.

'93 Progeny average 248-day actual weaning weights:

- 27 bulls averaged 727 lbs.
- 24 heifers averaged 657 lbs.

**Lasater 5367** - His genetics have been time-tested for over 50 generations. His outstanding conformation, combined with his consistent performance, have placed him within the elite herd bull battery of the Lasater herd for the past five years.

With the buzzwords in Beefmaster circles being cleaner underlines and more muscling, we feel **Lasater 5367** possesses these highly sought after traits. His rich heritage should complement any program.

Congratulations to Don Fields and Troy Wimberly of **Salt Creek Beefmasters**, Robert Lee, Tx., on their recent purchase of "Old Yeller." A great new home with an outstanding program!

Spring-born bulls sold through the Central Texas Beefmaster Breeders' Beef "On" Forage Test & Sale.

Fall-born bulls sold private treaty.

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4 years old.



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8 months old.



Herd Sire, 2 1/2 years old.

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