

King Herefords Bring New Honors To Delta Country Agriculture

By ERNEST J. NEILL

Just a couple years ago a story started: "Points are piling up that will give Mississippi its first Register of Merit Hereford Sire in the near future."

In this week's mail to Lancaster Farming was a letter from G. H. King, Jr., owner of King Herefords at Canton, Miss., who advises this writer his prediction has come true.

"Incidentally, TR Zato Heir 74th is in a tie for 66th place on the Register of Merit," Mr. King writes.

King Herefords have made a fast advance in the fertile lands that once supplied timber for King lumber enterprises. Cleared off land proved very productive, and the introduction of

Herefords was a bit startling to the rest of the Mississippi cotton country.

Much tribute for the advance on the ROM goes to Silver Zato Heir 74th, reserve champion at the Southwestern Livestock Exposition in Fort Worth, Texas, that placed the King Hereford on the ROM

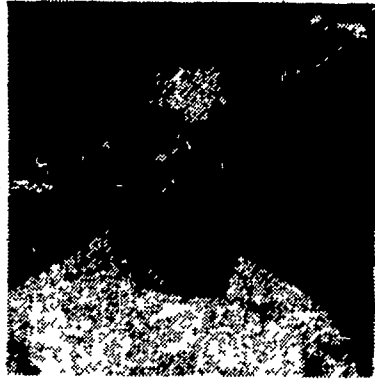
Recognized Cattle

During the first year he was on King's Hereford's flat acres just outside Canton, TR Zato Heir 74th stacked up 34 points toward the ROM. Since that time other shows — including the Eastern National at Timonium — have felt the impact of King Herefords, and the comparative newcomer has moved higher on the Hereford Register

Allan Poe has fitted King

Herefords over the years and has been as well known in the show rings as many other long-established showmen. Allan joined King Herefords in 1953, leaving his home at Starr, Texas, while attending Texas Tech at Lubbock to help convert former timberlands into productive pastures.

Mr. King's statement of a



G. HAROLD KING, JR.

couple years back rings especially true at this point:

"I hope to prove that despite climate, the South can produce a recognized herd that can compete with any Herds have been good, but no one here has tried to compete with the big boys"

Despite climate, the South is producing good cattle They are being recognized in the show ring The big boys have found competition with the Mississippi upstarts a bit rugged.

The King \$3000 investment in TR Zato Heir 74th has paid off, and mention of the King investment brings up the fact that Mrs. King — a college classmate of Harold, at Louisiana State University — helped select the bull entered by Turner Ranch, Sulphur, Okla. in the 1951 International Hereford Sale

One son of the "74th" sold for \$7,000; twelve bull calves by the 74th — all under 15 months — averaged \$1538, and another son has gone for \$2675, paying of the original investment in the "old man" several times

Nothing Startling, Showy

There is nothing startling or "showy" about King Herefords farmwise, outside of the practical approach. True, there's a sign outside Canton, using merchandising methods that the retail business does. There's a colorful sign along the roadside at the farm, former timberlands, but buildings are simple, practical, of rough lumber covered with shingle stain.

Helping Mr. Poe and the Kings are Aldeen Lee, another Texan, and Gene Chapman, who make up a powerful team on the tan-bark.

Originally the King Enterprises included lumber mills and furniture dimensional mills that extended through Mississippi and Arkansas. Fire destroyed one in Canton a couple years ago, but Herefords have taken over, proving the South can produce good cattle, and that former timberland, if properly used and fertilized, can produce topnotch cattle.

That helps explain — this practical approach — why a Southern herd has made one of the most sensational rises on the Hereford Register of Merit.

Tuesday Sale Of Broilers Cancelled Here

Receipts were too low Tuesday to conduct an auction of broilers at the Lancaster Poultry Exchange in Rohrerstown. Listed for sale Thursday were 42 lots totaling 129,000 birds, somewhat below offerings last week, where 24,000 were sold Tuesday, April 10, and 147,000 Thursday of last week.

Gap 4-H Club Holds Election of Officers

Mary Ellen Shoemaker was elected president of the Gap 4-H Club during a meeting in the Gap Centralized School. Other officers are Doris Kreider, vice president; Janet Adams secretary; Wanda Henry, treasurer; Mildred Mast, news reporter; Barbara Miller, song leader; Shirley Brown, assistant; Ruth Ann Kauffroad, game leader; Joyce Ellis, assistant.

President Vetoes Farm Bill Plans

(Continued from page one)

One provision presented by the President Monday night would be a "simple provision" that would permit the Government to start making payments of up to 50 per cent to participating farmers immediately after July 1.

This was in answer to complaints that the measure would be enacted too late, since the planting season is already well under way in many parts of the nation.

Payments Delayed

Farmers taking part in either the acreage reserve or conservation reserve divisions of the soil bank plan would be eligible for payment after they sign contracts with the Government. Payments would be withheld until it was determined farmers had filled their part of the contract

Movement of farm surpluses, aid to younger farmers starting

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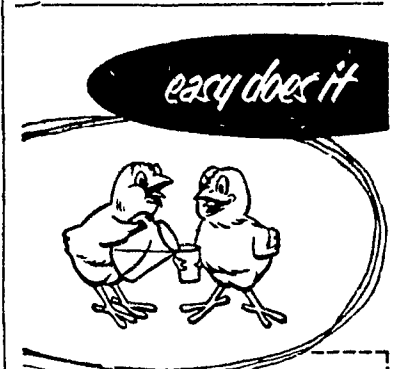
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out in face of higher prices, relief to farmers suffering reduced incomes and price supports raised to 82½ per cent of parity on wheat, corn, cotton, rice and peanuts were among other items requested by the President.

Calling the plan Congress submitted contradictory in several points, the President foresaw additional surpluses, additional production controls.



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Mississippi Hereford



Silver Zato Heir 54th, reserve champion at the 1956 Fort Worth Southwestern Livestock Exposition, is bringing new honors to King Herefords near Canton, Miss., a firm which is making a sensational rise on the Hereford Register of Merit. (See accompanying story).

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1 -- Keenco 110V Eggwasher \$125

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