

● Heilbron

(Continued from Page 6)

where he could place the cattle if they did not suit the buyer he had lined up. The steers were to be sold, and he had to have a place for them to go.

Of all the factors controlling the price of feeder cattle at the present time, none got more attention than the weather. All the feeders who will put cattle on grass are just holding off to see if the rains will come to bring the grass.

Wherever we went, the attitude seemed to be one of wait and see. Men with cattle to sell were not anxious to sell, if they had any feed; they know that a good soaking rain could push the price of feeders up a cent or two. So, weather went into the mass of factors the commission man sifted and sorted in making his contacts.

As we discussed the local auctions and their effect on the stockyards business, Heilbron said, "Yes, the auctions have cut into our volume somewhat, but we know that we can get

more money for cattle — in the long run — than the auctions do."

But Heilbron was more concerned with the growing trend for packers to buy their fat cattle direct from the producer. With the advent of huge feedlots where several thousand head of cattle are available more and more packers are buying directly from the feeder.

"It is increasingly important for the farmers to support the market man," he said. "Once the packer buys more than 60 per cent of his cattle direct, he will dictate the market."

The price is still established at the terminal market, and we think that is as it should be, he said.

Robert Heilbron and his brother Richard are listed on the Lancaster Livestock Exchange rolls as Samuel Heilbron and Sons. Both the sons went into the cattle business in 1946 and

have been operating the firm for several years since the elder Heilbron retired. A third brother, Fred, manages the office in the yards, but Bob and Dick do the buying and selling.

Last year Bob was elected president of the Lancaster Livestock Exchange, which is composed of ten commission firms doing business at the Lancaster Union Stockyards. The commission firms rent pens and office from the stockyards company which owns all the facilities on ground leased from the Pennsylvania Railroad. The other members of the Exchange are O. A. Clark and Co., Walter M. Dunlap and Sons, Inc., Merton W. McCoy, Louis Lyons and Son, J. P. Wartel, Inc., J. M. Hooper, Inc., Johnson Cattle Company, and Emerson V. Spera. Several of the firms handle sheep and hogs, but Heilbrons specialize in cattle.

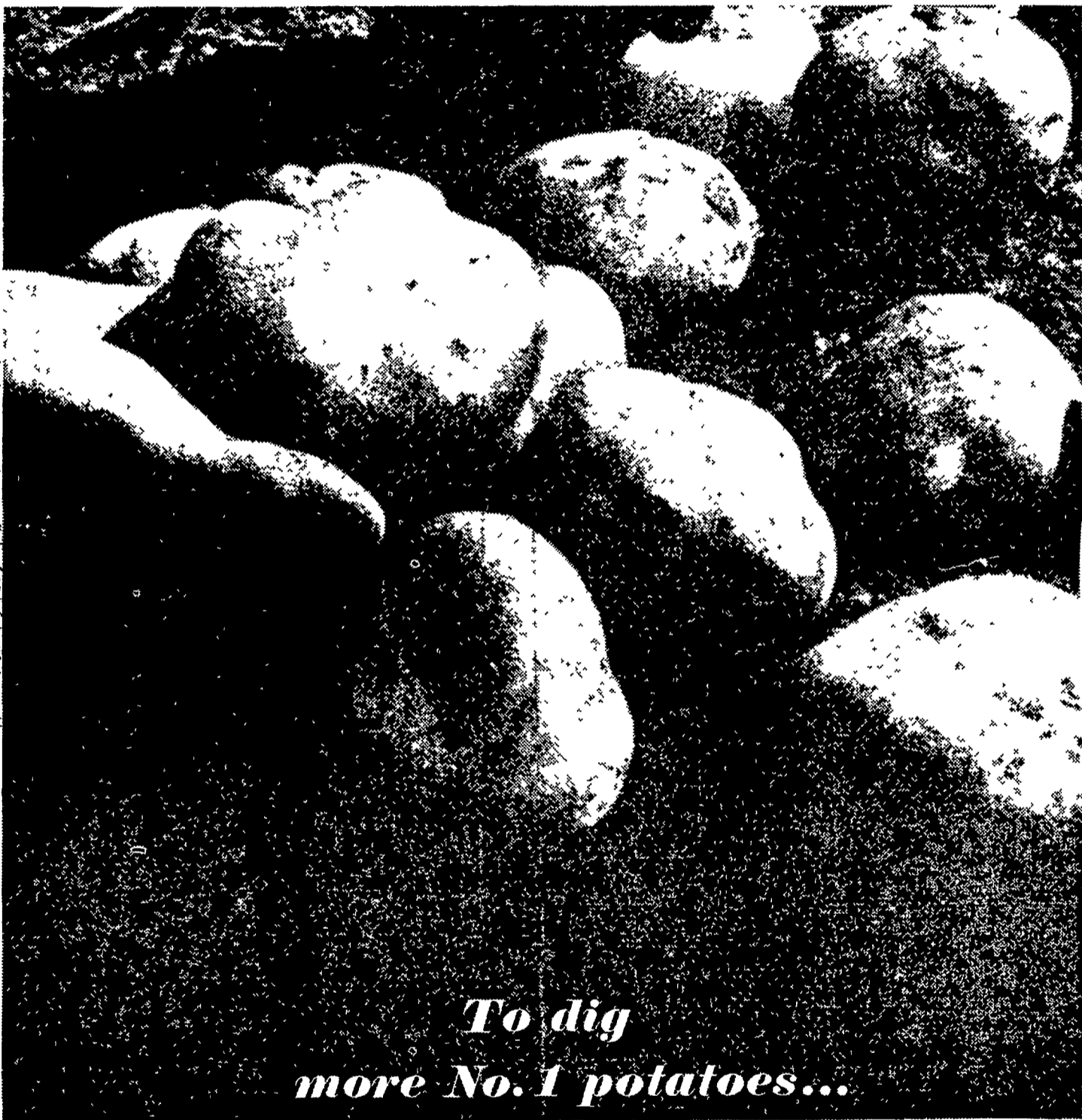
Specialists in cattle — that is what the firm of Samuel Heilbron and sons are. They have to be specialists to stay in this highly competitive business. As I drove home I thought, "Not everyone is cut out to be a livestock commission man. It takes salesmanship, psychology, and a thorough knowledge of feeding and marketing cattle."

This, too, is agriculture, I thought.



BOB HEILBRON, left, discusses a shipment of hay with the general manager of the Union Stockyards Company, John Beam. The company is responsible for keeping hay on hand for the cattle in the yards.

L. F. Photo.



To dig  
more No. 1 potatoes...

■ "Manzate" gives you safe, sure control of early and late blight on potatoes. For powerful disease protection that gives you bonus yields—more No. 1's, spray with

easy-to-use "Manzate." Proven by years of use, "Manzate" effectively controls a wide range of diseases on other vegetable crops, too. On all chemicals, follow labeling instructions and warnings carefully.

Stop diseases  
before they start...

spray **DUPONT** MANZATE... regularly

Better Things for Better Living...through Chemistry

MANZATE AND OTHER DUPONT PRODUCTS

distributed by

J. C. EHRlich CHEMICAL CO., INC.

736 East Chestnut Street

Phone 397-3721

Lancaster, Penna.



TO HELP YOU PLAN  
BETTER PAYING  
CROPS

THESE HOFFMAN  
SEED MEN ARE  
READY TO SERVE  
YOU!

ELMER BRILL  
Elizabethtown 367-5111

FRANK H. BUCHER  
Lititz 626-6504

JONATHAN S. SHIRK  
Leola 656-9302

LESTER ERB  
Elizabethtown 367-7112

EDGAR C. UMBLE  
Gap HI 2-4525

JASON H. MELLINGER  
Strasburg 687-6546

**Hoffman**  
FARM SEEDS  
ALFALFA • CLOVER • PASTURE  
OATS • FUNK'S G-HYBRIDS