

# Top Charolais cattle to be auctioned

HOUSTON, Tx. — The top 10 percent of America's Charolais herds will be on display and offered at auction at the breed's 1980 Show and Sale at San Antonio, Texas, February 13 through 16.

"La Fiesta de Charolais" will be the pacesetter event for the breed and the most important Charolais show and sale ever, according to the American-International Charolais Association.

The program begins Tuesday, February 12, with the arrival of the show and sale cattle and is climaxed with the National Charolais Sale Saturday, February 16, at La Mansion del Norte, just prior to the annual AICA awards and recognition banquet.

"Time has made a big change in the Charolais breed," according to William H. Arlitt, current AICA president. "The cattle came to the United States in the 1930's from Mexico where they had been for almost 100 years," stated Arlitt.

"The early arrivals were used to add size and scale to domestic herds, to begin with, and early results brought a rush to buy the newly introduced genetic package," Arlitt said.

"The advent of Charolais brought about most of the performance programs now used to measure all breeds in this country, and in modern times, Charolais have gained a reputation for

profitable beef production the world over," he said.

According to AICA Executive Director Don Nelson, "Charolais excel in production of beef and profitability. The primary goal of commercial beef production is to produce the most pounds of high quality beef in the shortest possible time at the least cost, with the greatest profit. That's the reason our annual show and sale will be of prime importance to commercial and seed stock producers in the Western Hemisphere," Nelson added.

"Proof is in performance," said Fred Wortham, Jr., AICA staff member, "and that's why our breed, for the second year in a row, won the top

three places in the carcass competition at the Great Western Beef Expo in Sterling, Colorado, and has led virtually every carcass value per day of age test in the last three years."

Best of the breed Charolais will be shown and sold at the 1980 National Charolais Show and Sale headquartered at La Mansion del Norte. Charolais breeders from around the country will show their prize bulls and females to an expected capacity crowd.

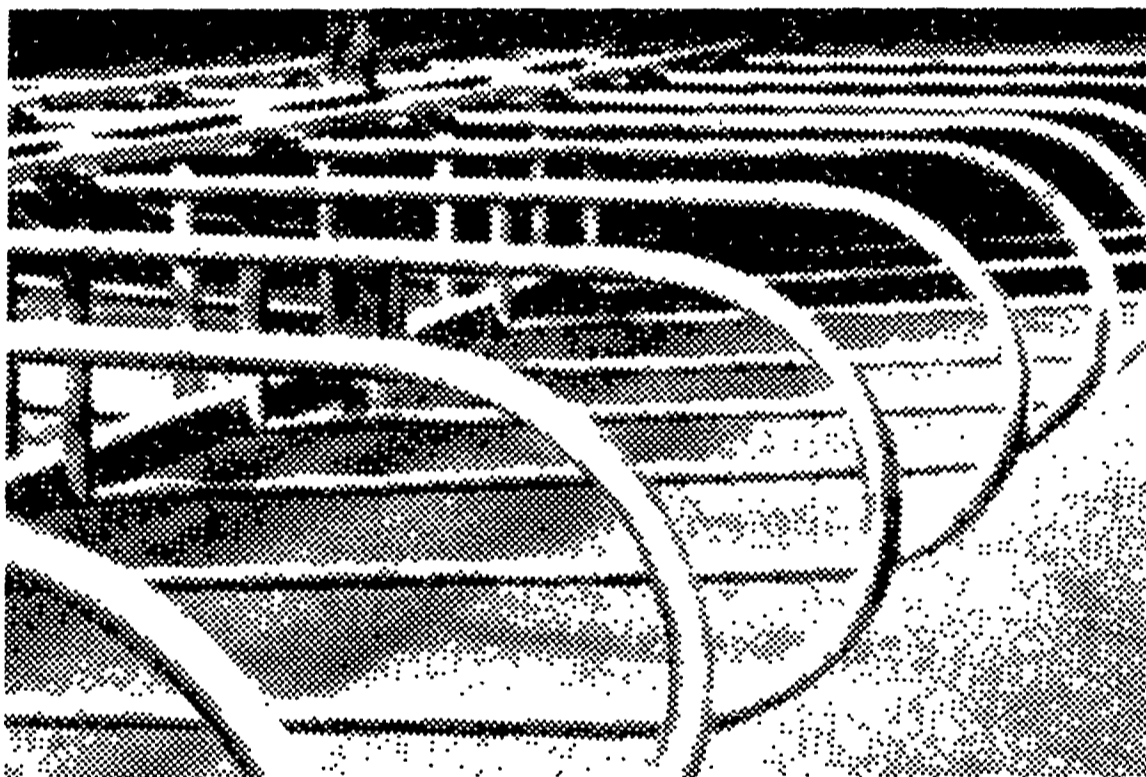
The highlight of "La Fiesta de Charolais" is the National Charolais Sale, Saturday, February 16, at La Mansion del Norte. This sale will offer several of the divisional champions and

reserve champions chosen at the 1980 National Show.

The sale event will follow the annual membership and board meetings and will feature Col. George Morse, auctioneer from Lenexa, Kansas.

Entertainment for breeders and buyers abounds in the Alamo City with a "Night in Old San Antonio" along the famed San Antonio River with an authentic Mexican Fiesta, boat rides and Mexican Mariachis.

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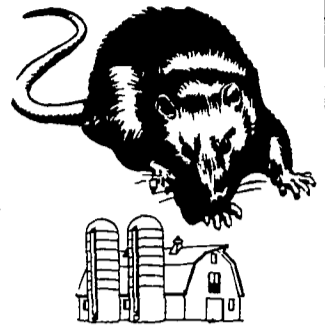
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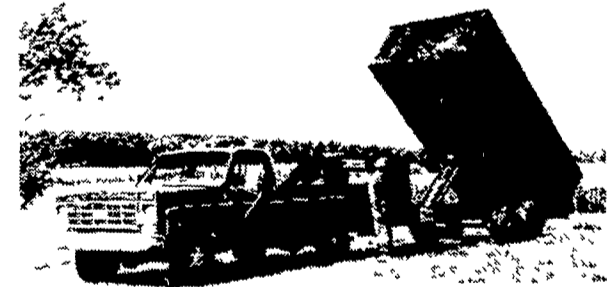
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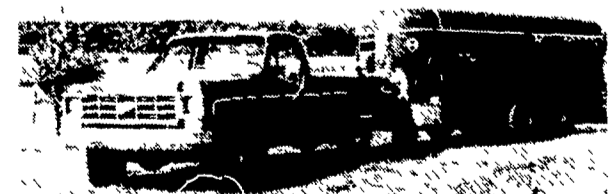


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