

# Nat'l Cattlemen's president optimistic about future



Merlyn Carlson, president of the National Cattlemen's Association, checks range conditions on his Nebraska ranch.

LODGEPOLE, Neb. — What is the nation's largest industry?

If you asked the man on the street, he'd probably say it's the automobile industry. But he'd be wrong. It's agriculture.

The assets of agriculture total more than \$950 billion — a sum equal to about three-fifths of the capital assets of all corporations in the United States.

Not only is agriculture the single largest part of our economy, it also exerts a tremendous influence on all other parts. For every job on the farm or ranch, there are three more in related supply and processing businesses. As a matter of fact, one out of every five jobs in private enterprise is related to agriculture and agribusiness.

A man who knows his agriculture is Merlyn Carlson, a third generation cattleman from Lodgepole, Nebraska. He's president of the National Cattlemen's Association, representing 300,000 professional cattlemen across the United States. The cattle industry, incidentally, is the largest part of agriculture.

Carlson comes from hearty stock. His grandfather came to America from Sweden in the 1880's

and, after a brief stop-over in Iowa, homesteaded the Nebraska ranch which Carlson and his family still operate today.

In addition to the ranch, Merlyn and his father run a commercial feedlot at nearby Chappel, Nebraska.

A taciturn man with a dry sense of humor, Carlson remembers with fondness

his boyhood days on the ranch. He had to carry his own weight then — as he expects his own three children to carry theirs today.

"Ranch kids have always worked right along side of the hired hands," he says, "and they still do today — at least mine do."

While attending college at Colorado State University, Carlson proved he was no dune store cowboy. He developed something of a reputation for his calf roping abilities — and even used some of his first winnings to buy the wedding ring he gave to his wife, Janice.

Carlson's not a boastful man. But he's quietly proud of the fact that his fellow

cattlemen elected him to head up the strongest and most respected national organization of cattlemen in the country.

In recent months cattlemen have been going through some hard times. They may be harder hit by inflation and tight money than just about any other group in our society. But is Carlson pessimistic?

Not to hear him talk, he isn't.

"Americans love their beef," he says. "They always have, and they always will. Right now cattlemen are going through some tough times. But we'll pull out of it and keep

(Turn to Page A29)



**M - M - M - GOOD**

• GOOD PRODUCTS • GOOD SERVICE  
• GOOD REPUTATION

FROM GOOD'S FEED MILL

**ELMER M. SHREINER**

T/A  
GOOD'S FEED MILL

R.D. 1, NEW PROVIDENCE, PA.      PHONE: (717) 786-2500

**SEE US FOR**

- Ortho Lawn & Garden Products
- Pennfield Feeds
- Complete Line of Animal Health Products & Supplies
- Rohrer's Garden & Flower Seeds

**LET US HELP PLAN YOUR FEEDING PROGRAM**

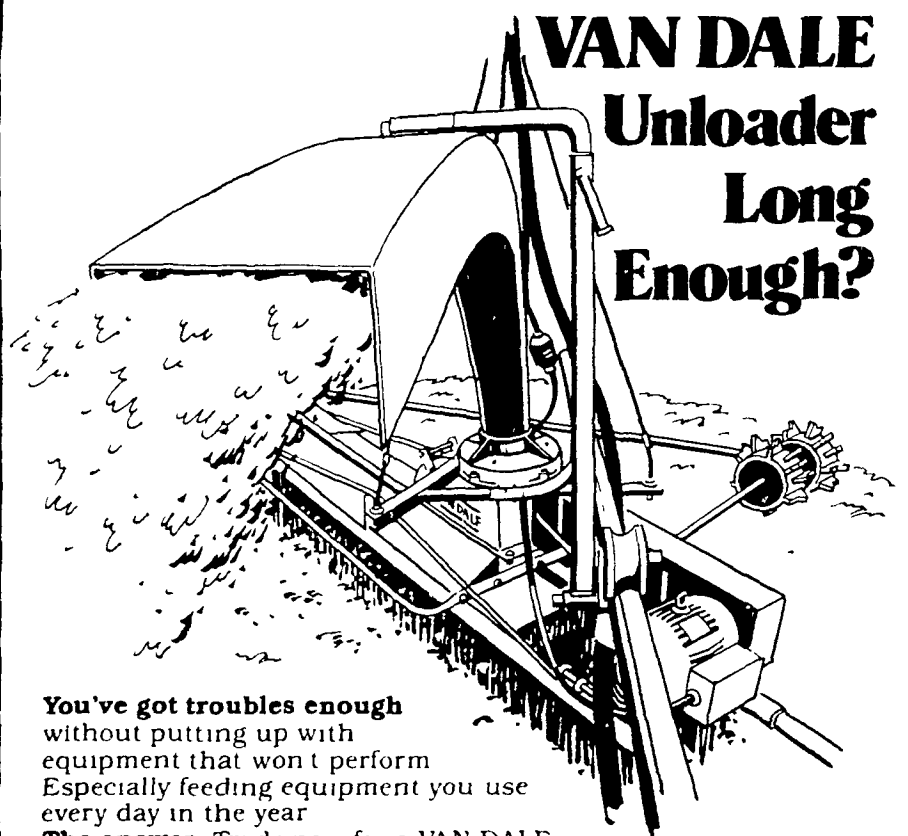
"24 YEARS OF OUTSTANDING SERVICE"      CALL TODAY — (717) 786-2500  
"SERVICE IS OUR GREATEST ASSET"

## Haven't You Done Without A

# VAN DALE

## Unloader

### Long Enough?



**You've got troubles enough** without putting up with equipment that won't perform. Especially feeding equipment you use every day in the year.

**The answer:** Trade now for a VAN DALE. **Save your motor, cable, winch, tripod.** Renew the heart of your system by trading now for a new VAN DALE unloader — the unloader that keeps going year round helps keep your animals fed on schedule — helps keep you from climbing silo in below zero weather.

**VAN DALE®**

SEE US AT AG PROGRESS DAYS AUG. 19 - 21

**K & S INC.**

VAN DALE SALES AND SERVICE  
RD 1, QUARRYVILLE, PA 17566  
PHONE: 717-284-3111

## DEUTZ FORMULA DX...

### THE NEW POWER IN THE COUNTRY.



**Four exciting models: Turbocharged DX 160 and 145, rated 140 and 131 PTO hp. DX 110, rated 100 PTO hp. DX 90, rated 84 PTO hp.**

- Two wheel drive or four wheel drive
- World famous Deutz air cooled diesel engine. Less trouble than water cooled engines
- Rugged power train with optional front wheel drive
- New rugged heavy duty synchronized transmission
- MASTERCAB with Multi Fit seat, anti slip steps, easy entry, uncluttered cab
- New disc brakes
- Responsive Deutz TRANSFERMATIC hydraulics

Stop in and check out the new Deutz Formula DX. See why Deutz is the new power in the country.



**IN STOCK SPECIAL PRICES**

(1) D13006 (135 HP) Deutz New All new warranty      (1) DX 90 w/Rollguard demonstrator  
(1) DX 160 w/cab & A C demonstrator



**Stauffer Diesel Inc.**

312 W. MAIN ST., NEW HOLLAND, PA. 717-354-4181