

Scheduled on Oct. 22

J.C. Enterprises Charolais plans sale of year

BY DONNA McCONAUGHEY RINGGOLD — "Exciting" is the only word that seems appropriate in describing the upcoming production sale on October 22 of J.C. Enterprises Charolais operation in Western Pennsylvania.

Billed by the American-International Charolais Association as one of the highlights of the Charolais breed for 1983, this event promises to be a great opportunity for people from Pennsylvania and surrounding states to take part in an event of national scale.

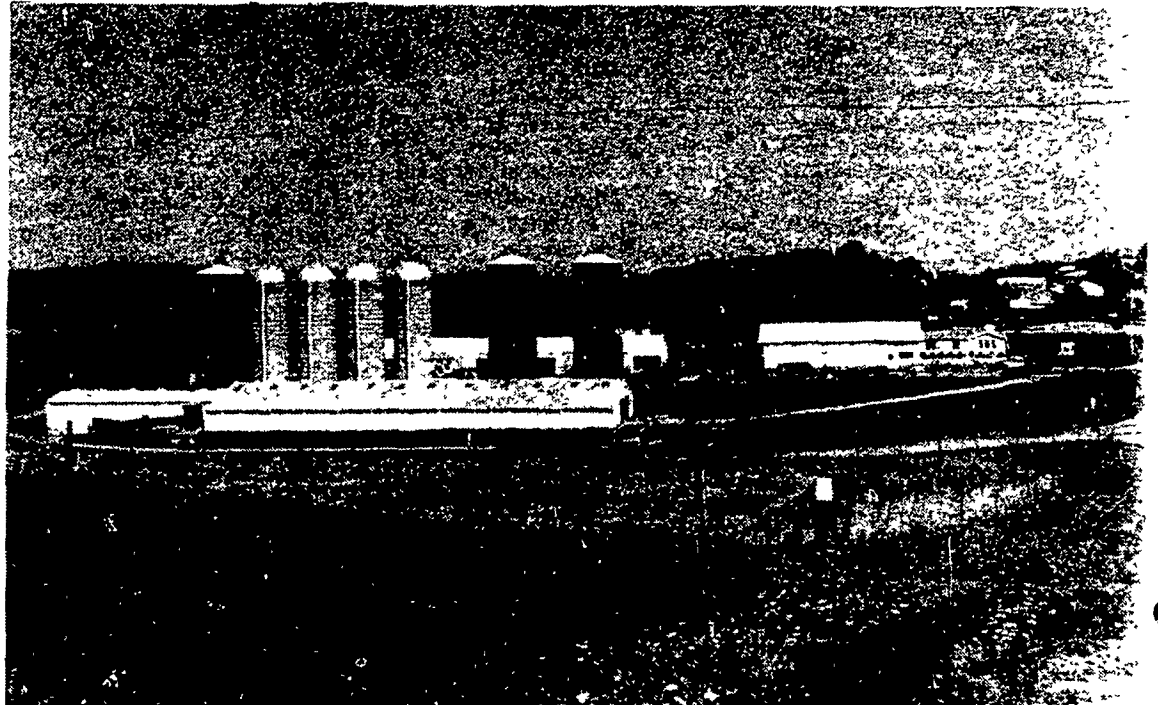
Cattle manager, Les Haller, has utilized his many years of personal experience since coming to "J.C." and is very proud of the scope of the planned sale. Several weeks in advance of the sale, reservations

have already been received from Charolais breeders in Texas, California, and even Canada.

This is the first sale for J.C. Enterprises, which entered the Charolais business more than ten years ago. However, Les states, "We waited until we had top quality cattle to offer, and this is the best we've had in several years." He also mentions that due to the quantity of cattle needed for a sale of this caliber, it will probably not be an annual event.

Also participating in the sale will be guest consignors: Riverwood Farms of Powell, Ohio; Adams Charolais Farm of Springfield, Ohio; and Circle C Charolais of Moorehead, Ky.

There will be sixty lots offered with many being cow/calf pairs which will be split in the sale ring.



J.C. Enterprises facilities are located 24 miles south of Brookville near the town of Ringgold. It is well-known in Western Pennsylvania for its acreage from reclaimed strip mines and its row of silos.



Recipient Holstein heifers are shown with some of the outstanding calves resulting from ET which will be available for inspection sale day.

The sale offering is primarily females with three bull calves included.

One glance through the catalog tells you why this sale promises to be an outstanding one. Not only do you see pictures of National Class Winners offered, but behind this style and high quality are pedigrees that show the breeds' top bloodlines.

Almost every sale offering is sired by a National or Reserve National Champion Bull. Names like "Riverwood Elevation", "Mr. Kinmont", "Riverwood Gallant",

and "Riverwood Genesis" are included. The Female side of the pedigree is outstanding also.

Lot #1 in the catalog is "Riverwood Jane". Full interest is selling in this cow which previously commanded a price of \$20,000 for half-interest in the National Sale. An Elevation daughter and out of the famous HBR Lady Alfalfa, "Jane" has been flushed twice, resulting in 16 fertile eggs on both occasions. Her calves will be on display to show the producing ability of this great young cow (only 4 years old).

In addition to investing in top bloodlines, it is obvious that Les Haller and his three man "crew" have provided the management, knowledge, and skills necessary to produce such an offering. For the past two years every female in the Charolais herd has been bred artificially to the breed's best bulls.

This caliber of a sale has been a goal of Les's since when he arrived at "J.C." a few years ago. One of the reasons they are able to offer some of their best brood cows for

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