



Announcing . . .



. . . the Opening Of

LIVESTOCK HEALTH AND SUPPLIES CO.



Remedies, medicines, serums, instruments, appliances—everything, in fact, for the veterinarian, the horse breeder and trainer, for cattle, sheep, swine and poultry raisers will be found on the shelves of Lexington's first establishment of this kind, and the largest in the world.

By visiting the LIVESTOCK HEALTH AND SUPPLIES, INC., your needs for the care of your livestock and poultry can be met immediately.

Located strategically within a few blocks of the Lexington Trotting Track and Keeneland, from Tattersalls (headquarters of the saddle horse), and just across the street from one of Lexington's prominent stockyards, it is easy for you to drop by and select your needs from our stock. A large free parking lot is maintained exclusively for our customers, and is located adjacent to the store.

Prompt attention will also be given to mail orders from anywhere in the world. Catalogues, price lists, etc., will be furnished on request.

**Good Health FOR Better Livestock
and
More Profits**

Livestock Health and Supplies Co.

1093 W. High

Lexington, Ky.

Phone 6492-Y

Central Kentuckians Organize Long Needed Wholesale-Retail Concern to Provide Horsemen, Livestock Owners With Veterinary Medicines, Vaccines and Equipment

OF GREAT INTEREST to horsemen and stockmen alike is the recent opening of Livestock Health and Supplies Inc., at 1093 West High Street in Lexington. This organization, housed in a modern building in the midst of the new business district near the intersection of West High and Angliana Avenue, is owned and operated by Thomas B. Dewhurst, Jay D. Weil and Robert Mickler of Lexington, Will Mac Elliot of Lancaster and J. W. Daniels of Mt. Sterling. Associated with the incorporating members are Alexander C. Reed Jr. and J. R. Wilkinson Jr., graduates of the College of Agriculture of the University of Kentucky, and also William W. Winfree.

Here may be found livestock supplies and equipment of every kind and description, attractively displayed and efficiently departmentalized for the convenience of the stockman customer.

Lexington, as the hub of a region rich in livestock, and particularly in horses, has long needed an organization of this sort, able to fulfill, at one location, the many needs of the stockman, whether his interests lie with one kind of livestock or with several.

Livestock Health and Supplies Inc. is the outgrowth of an exchange of ideas over a period of years between Mr. Weil and Mr. Dewhurst, who felt that a strategically located one-stop service could eliminate time wasted in searching about for a number of products not usually found together under the same roof.

Mr. Weil Is Prominent Stockman

Mr. Weil, one of the new corporation's founding fathers, is a familiar figure to stockmen and horsemen the country over. A native of the Blue Grass, he has spent a lifetime in the raising and handling of general livestock on his farms in Fayette and Jessamine Counties in Kentucky and in Claiborne County in Mississippi, as well as finding time to raise and race a good number of successful horses.

Serving his stockman apprenticeship with his father and his uncle, Sim and Jonas Weil, he afterwards became associated with the late John E. Madden, and was instrumental in helping him to organize his great livestock program. For many years he was the Kentucky representative of Wilson and Company, Cudahy and Company and several large independent packers and acted in the capacity of chief buyer for those concerns.

Mr. Weil has an interest of long standing in riding and showing gaited horses, as well as in the thoroughbred. He has been raising race horses for the past three decades, and has bred, among others, the stakes winner Galla Damion and the good performers Witch Sir, Flying Streak, Susan W. B. and Flying Roman. Mr. Weil is the one-time owner of Walnut Springs Farm, which he later sold to Clifford Mooers. He now carries on his equine breeding activities on a farm near Nicholasville and on his Briar Hill Stock Farm fronting on the Bryan Station and Briar Hill Pikes near Lexington. He is the owner, in partnership with Hal Price Headley, of the successful sire, Sir Damion. In addition, he has a small string racing in his name at the major tracks under the guidance of Morris Griner and Dan E. Stewart.

Since all of Mr. Weil's farms are used principally for livestock, he has, through his own experience, come to know what is useful as well as economical in the raising of stock of every kind. He has experimented with the various grasses for nutritional

By RICHARD TURNER

purposes, placed the principal insecticides and dips through extensive tests and has tried out every sort of remedy, nutritional supplement and article of livestock equipment. He has also kept in constant touch with those government agencies dealing with livestock problems. In short, when it comes to the stockman's problems and needs, Mr. Weil knows what he is talking about.

Mr. Dewhurst, who collaborated with Mr. Weil on the ideas behind the forming of the new concern, is a man who has had a lifetime of experience in dealing with the stockman's requirements, for he has been for many years an active member of one of the nation's largest wholesale drug houses. In his capacity as supplier to many outlets available to the stockman the country over, he has learned in many ways what is needed to keep livestock healthy and profitable. A graduate of the University of Kentucky, he always has been very much interested in that institution's activities in the fields of livestock feeding, health and management, and has tried to stay abreast of the advances made as a result of the many tests carried out by the Agricultural Experiment Station associated with the University.

Robert Mickler of Lexington is one of the corporation's bright young men. An alumnus of Brown University, he has for some time past been associated with a Lexington insurance concern. Although it is his intention to retain his connection with that establishment, he will devote a large part of his time to the new corporation in the capacity of secretary-treasurer.

Will Mac Elliot is better known in his native town of Lancaster, Ky., than he is in Lexington. For he has for many years operated his own hardware business in that city. He numbers among his friends many of the stockmen that he now seeks to serve as a member of the recently formed organization.

J. W. Daniels is a familiar figure in Mt. Sterling, where he has spent most of his life in building up a very successful pharmacy trade. Since he has had wide experience in the drug line, it is expected that he will serve the new company in an advisory capacity.

Alexander C. Reed Jr. and J. R. Wilkinson Jr. are recent graduates of the College of Agriculture of the University of Kentucky. After receiving his B.S. as a member of the class of 1948, Mr. Reed went on to do graduate work towards a master's degree in animal husbandry. Mr. Wilkinson was also a graduate in 1948. He has recently been with a large Louisville distillery as a member of that concern's public relations department. Both he and Mr. Reed will take an active part in the operation of Livestock Health and Supplies Inc.

William W. Winfree, who attended the University of Kentucky, is to be the company's first road representative. It will be his task to place throughout a wide area many of the new products and appliances that the corporation will make available to stockmen in the future. He will be the vanguard of what is expected to be a large sales field organization representing the concern.

Everything for the Horse

THE HORSEMAN WILL FIND on hand in the new organization's well-appointed quarters all that he requires to keep his charges in top physical

condition, whether they be on the breeding farm or in competition at the race track. All the nationally known liniments, braces, blistering agents and hoof oils are in stock, as well as the various healing salves, cough remedies and worm preparations. The company has also placed on its shelves all the proven vitamin and mineral supplements so necessary to equine health and nutrition. A refrigeration unit of 65 cubic feet capacity is used to keep the many serums and vaccines contained therein fresh and ready to press into service in the event of any emergency.

In addition to supplies of a medicinal and nutritional nature, the new company has an excellent line of general equipment of use to the horseman in foaling, in the treatment and care of injuries and in the many procedures vital to the practice of complete equine hygiene.

The supplies and equipment on hand for livestock other than horses is of comparable quality and assortment, which should be of added interest to the horseman, since the farms where horses are the only livestock in evidence are few and far between. All the well known remedies, medicines and feed supplements are at hand, as well as a large number of instruments and appliances used every day in the management of a successful livestock business. Pig forceps, balling guns, dehorner, electric prod poles, branding irons, tattooing equipment, stockman's whips, stomach tubes, emasculators, obstetrical gloves, hypodermic syringes and a complete line of brushes and combs are only a few of the articles of animal equipment to be found in the various departments of this remarkable store.

The management intends to keep in touch with the Agricultural Experiment Station, the Department of Animal Pathology of the College of Agriculture of the University of Kentucky and all other interested organizations in order to make available to the horseman and to other stockmen the fruits of scientific investigation on an up-to-the-minute basis.

Offer Complete Line of Services

It is the desire of the owners to offer their complete line of goods and services to stockmen the country over through the inauguration of a high-speed mail-order system. This service will be elaborated upon in future issues of those publications of especial interest to stockmen.

The recent opening of the business was timed to coincide with the conclusion of the Lexington Trotting Association's meeting over the Red Mile here in Lexington, and the opening of the Fall Meeting at nearby Keeneland Race Course. While in Lexington for the races and the sales, horsemen are encouraged to stop by the new store on West High Street in order to meet those in charge as well as to inspect at first hand the supplies and equipment which have been displayed so attractively for their benefit. To horsemen and to all stockmen, the management extends a hearty welcome and an invitation to come in and look around. Parking is always available in a spacious lot adjoining the store proper.

The modern structure, excellent location and enlightened ownership of Livestock Health and Supplies Inc. should guarantee a splendid future for the organization in serving the needs of the stockman both in the Blue Grass and in the wider reaches of the state and the country. Their motto is: "Good Health For Better Livestock And More Profits." Here's luck to them in keeping it.