

# The Black Breed's Best: Miami's Sunbeam Farms

ers throughout the land. Many times Sam was offered \$100,000 for the 29th, but the "Not for Sale" was always on him.

Sometimes people get an inferiority complex about the prices purebred cattle haul down. Especially since science has informed us that a human body is only worth \$1.52, allowing for inflation of money and depreciation of stock. How can a bull be worth so much? Fullerton has a ready answer. After Prince Eric was sold to Smith, two heifers sired by Eric sold for \$3,000 and \$5,000. Top bloodlines improve the stock and Smith wasn't wasting any time getting his money back. Sooner or later the descendants of a breeding bull find their way into the market and sell by the pound as beef on the hoof. The goal of the breeder is to produce cattle that will produce the choicest beef with the least quantity of feed in the shortest time. Recently a boy exhibited a steer that dressed out at 78.1 per cent in usable beef of fine quality. In the old trail herd days it took a top notch steer to dress out at 50 per cent after it had been on full feed for a long time.

Sam Jr. married Mrs. Fullerton, the former Ruth Swihart, '27-'30, in 1929. How does she take to the cattle business? Well

as Sam put it, "Mrs. Fullerton has been kept pretty busy raising four children."

Sammy the third, 20, now attending Princeton, is smitten with the cattle bug almost as bad as his dad. A good deal of his father's livestock knowledge has rubbed off on him. Barbara, 19, an attractive blonde, is a sophomore at the University. Judy, 7, and Bill, 4, are still a mite young to be advancing opinions on their dad's cattle business.

People well up on their agriculture and stock say that nobody in the country knows more about Angus cattle than Sam Fullerton. His operation methods also bring words of respect from those in the vicinity. Comments went like this:

"Sam knows his pastures and his feed."  
"He runs his ranch in a practical way."  
"Sunbeam isn't just a showplace or a rich man's hobby, but a well run outfit."

The only praise that Sam, Jr., will accept, without trying to water it down, was given by one of his many admirers in Ottawa county. A praise that Sunbeam stock strongly verifies—"Sam's quite a cattleman!"

Most would surmise that a man who had established as many world records in cattle raising as Sam Fullerton and whose cham-

pions have gathered purple ribbons in the major shows from coast to coast—enough purple ribbons to make a set of draperies—would just naturally be calloused to success. They would be wrong.

Sam's attitude towards his livestock laurels could be best explained by the well put remark of a farmer a few sections over from the Fullerton estate: "Sam's good and solid and he's friendly, but you won't hear him say much about his achievements."

The name Fullerton and Sunbeam are both synonymous and legendary in cattle circles. But Sam Fullerton hasn't let success go to his Stetson. His downtown Miami office is simply furnished with two desks—one for Sam's manager—a book case containing a set of the *American Aberdeen-Angus Herd Books* with four rolled-up purple ribbons on the middle shelf and a generous supply of *Western Livestock* and *Country Gentleman* magazines scattered along the window seat. The walls support pictures of the "Black Breed's best. Under one eye-catching color picture of a sleek short-legged animal, the caption reads: "Without the 29th—There would have been no Master."

During the interview an old gentleman with a cane entered the office and congratulated Sam on the recent sale and said:

"If I had any of them black colored cattle, Sam, I'd turn 'em over to you and let you fatten 'em up for me."

Sam thought a moment, grinned a bit and replied, "I might not do too good at it."

Chuckling as he left the office, the old fellow piped back, "Well in that case, Sam, I guess I'd just have to take a chance on you."



An air picture of the Sam Fullerton estate shows the barns and grounds that lie to the east of Miami. From this farm have come the nation's tops in the Black Angus cattle breeding business that consistently has commanded championships and tall price tags.

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