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WORLD'S COSTLIEST BULL

World record prices for every breed of cattle were knocked to smithereens at Perth Shorthorn Show, when an American cattleman paid £15,225 for champion bull Pittedrie Upright. It was a breath-taking day and the famous beef-type Scottish Shorthorns proved themselves unbeatable. Exhibiting in the show was ex-commando Chief, Lord Lovat.

Way up in the big money class, the bulls get plenty of attention, and buyers flocking from all over the world is the finest evidence that Britain pedigree cattle are still the world's finest. Among the winners was Lord Lovat's Beaufort Broadcaster.

Life's ambition of Auctioneer Mr. Lovat Fraser was to pass the five figure mark. Bidding (stepping up in 500 guinea jumps) soon smashed every record. Here of the day; the bull worth £1 an ounce, thirteen months old, and measuring seven feet round the middle. Away overseas goes another product of the British Isles in this age of export.