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Troubadour Triumphant

BY BETTY ROYON

UNLIKE those grand champions of baseball, the New York Yankees, a grand champion steer never gets a chance to repeat. No matter how glamorous, he is traditionally supposed to end up no more gloriously than an ordinary brother-on-the-hoof arriving at the stockyards. In short, he is destined to become steak.

But, as Munro Leaf might have put it, not PS Troubadour. This is not to say that Troubadour is the exact counterpart of Leaf's Ferdinand, the bull who preferred to sit and smell flowers rather than engage toreadors in mortal combat. Troubadour is a steer, but something more than a mere steer. He is a grand champion—he loves flowers and people and people love him. So much so that his is a story unique in the annals of steerdom.

For not only has Troubadour escaped the broiler; never in history has a steer aroused such vegetarian impulses in a nation of meat eaters. Some 50 million persons, by conservative estimate, have seen Troubadour in the flesh, on TV and on the screens of 85,000 movie theatres. Not long ago, as the guest of Secretary of Agriculture Ezra Taft Benson, Troubadour was ensconced in the lobby of the Department building for all to see and admire.

IT all started at the International Livestock Exhibition in Chicago last November, when Troubadour won the steer grand championship over all breeds. Troubadour was the entry of Pennsylvania State University's Animal Husbandry Department, which had bought his heavy-in-calf



PS Troubadour—Too good to eat.

mother in 1955 from Acadia Farms, the shorthorn cattle breeding farm owned by industrialist Cyrus Eaton in Northfield, Ohio.

Penn State (that is where the "PS" in Troubadour's name comes from) thought Troubadour such a promising calf that it planned to raise him for a herd bull. But when he was less than a month old, Troubadour developed a serious case of pink eye, and Penn State professors reluctantly decided to castrate him. As time went on, Troubadour stood out so much from his contemporaries that there was nothing else for Penn State to do but enter him in the Chicago show even though, at fourteen months, he was barely old enough to compete. He took not only his age championship but also the championship for Shorthorns of all ages, and thus came down to the grand finale.

Arrayed against him were the best of the Anguses and Herefords. Seldom had such mature contestants been challenged by such an upstart. But, with his flashy walk, beautiful symmetry and even lines, Troubadour made off with the International Grand Championship. At the ensuing auction, he was bought by the Greenbrier Hotel of White Sulphur Springs, W. Va., for the record price of \$20,397.50, or a record on-hoof price of \$20.50 per pound.

SUCH a specimen of beef

cattle perfection, it was decided, had to be seen by more than the 320,000 who attended the Chicago show. So a grand tour was arranged for Troubadour. The Chesapeake and Ohio Railway provided him with what no other touring steer has ever had—a luxurious private car of the kind normally reserved for transporting Kentucky Derby entrants. Through eleven states and Ontario, Troubadour started out toward his seemingly inevitable end—the cold storage plant at the Greenbrier. Youngsters of 4-H Clubs and the Future Farmers of America all along the way fell in love with him. Agricultural collegians and livestock breeders glowed when they saw him. City people became equally excited. His even disposition, soulful eyes and affectionate nuzzling made children and grownups alike adore him. So fast did Troubadour's fame spread that his neatly scheduled tour turned into a triumphant flurry of whistle-stops.

BY the time he reached Louisville, Ky., Troubadour's admirers were getting up petitions urging that he be spared from slaughter. Hard-bitten stockmen, 4-H and F. F. A. boys and girls, and others took up the cry. When Troubadour reached the Greenbrier, instead of being brought into the dining room on platters, he was paraded on hoof before distinguished students of the bovine body—the Animal Health Institute, an organization of veterinarians, educators and editors. It was they who escorted Troubadour back to his private car to resume, by popular demand, his tour. And just to make Troubadour's future secure, Barbara Wright, 12-year-old daughter of Greenbrier's general manager, E. Truman Wright, exacted a promise from her father that Troubadour would, like Ferdinand, end his travels smelling the flowers out in the pasture where, it is believed, he will be very happy.

the *Shorthorn* world

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PS TROUBADOUR

1956 International Grand Champion Steer

BRED BY CYRUS EATON, ACADIA FARMS, NORTHFIELD, OHIO

RAISED AND EXHIBITED BY PENNSYLVANIA
STATE UNIVERSITY, UNIVERSITY PARK, PENNSYLVANIA

THIS CHAMPION 995 LB. SHORTHORN STEER WAS SOLD
AT AUCTION TO THE GREENBRIER HOTEL, WHITE SULPHUR
SPRINGS, WEST VIRGINIA, FOR A NEW ALL-TIME RECORD OF
\$20.50 A POUND, FOR A TOTAL OF \$20,397.50

PS TROUBADOUR, 1956 International grand champion steer over all breeds, has become known as the breed's "super salesman." Through the promotional mindedness and generosity of his breeder and purchaser, Troubadour has made an unprecedented tour through 11 states and Ontario, appearing at colleges and major agricultural festivals. Some 50 million persons, by conservative estimate, have seen Troubadour in the flesh, on TV and on the screens of 85,000 movie theatres. His ideal form, even disposition and other profit-making characteristics have won the respect and admiration of innumerable persons for the Shorthorn breed.