

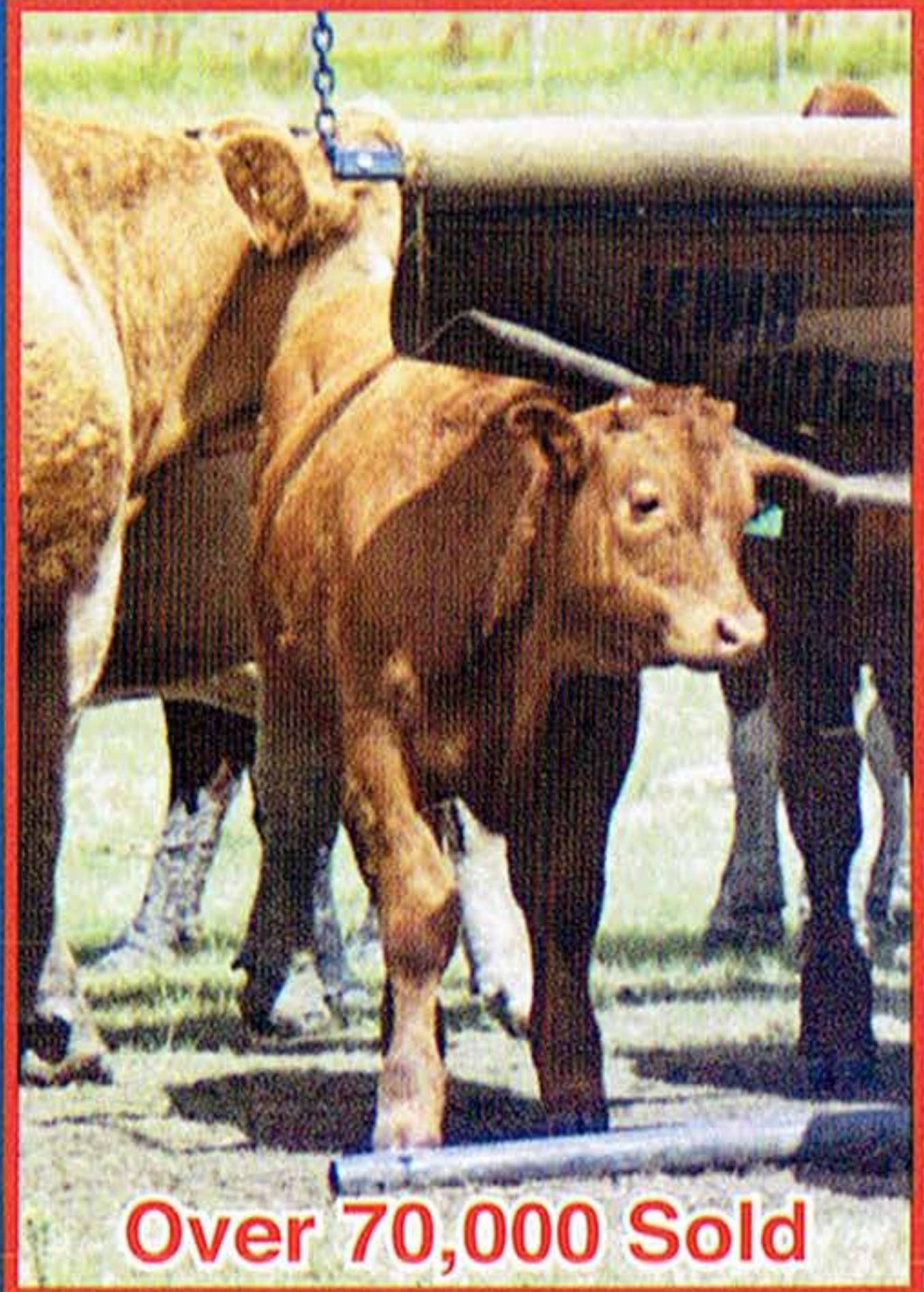
LEWIS *Cattle Oilers*

**Serving Cattlemen
for Over 50 Years**

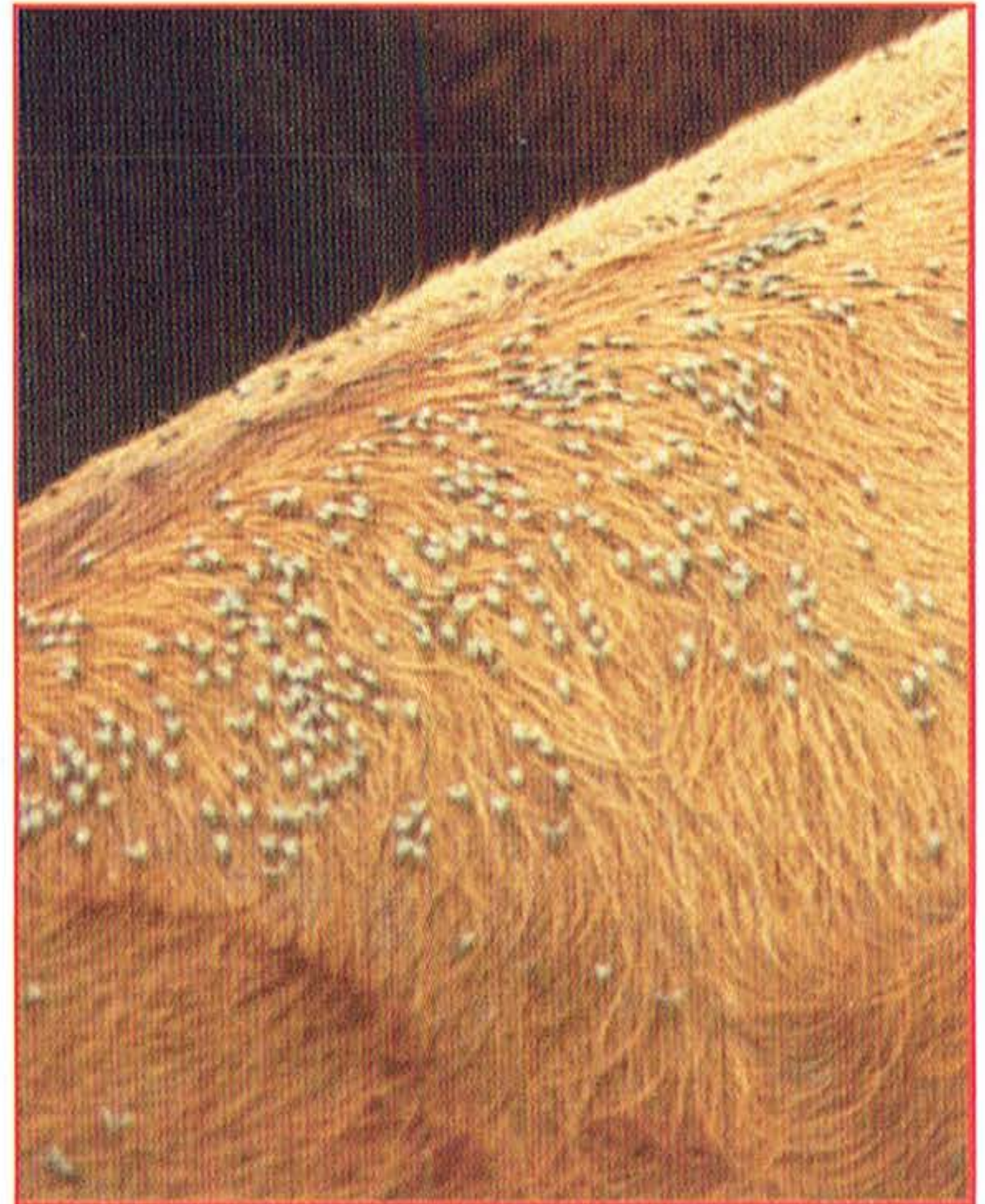
**Effective, Year Long
External Parasite Treatment**

Stress Free Treatment

• Improved Herd Health • Improved Gains • Lower Herd Stress



Over 70,000 Sold



When fly counts reach 250 per head the reduction in weight gain exceeds 23%. Horn fly numbers generally exceed 250 per head for a 2 month period every summer.

year long problem requires year long control

As flies develop resistance to ear tags and another herd is reinfested with lice during calving time, more cattlemen are recognizing the importance of providing year long treatment for effective year long control of parasites on livestock.

Every season brings a new batch of parasites and risk of lost profits.



face flies

During the first warm days of spring, overwin-

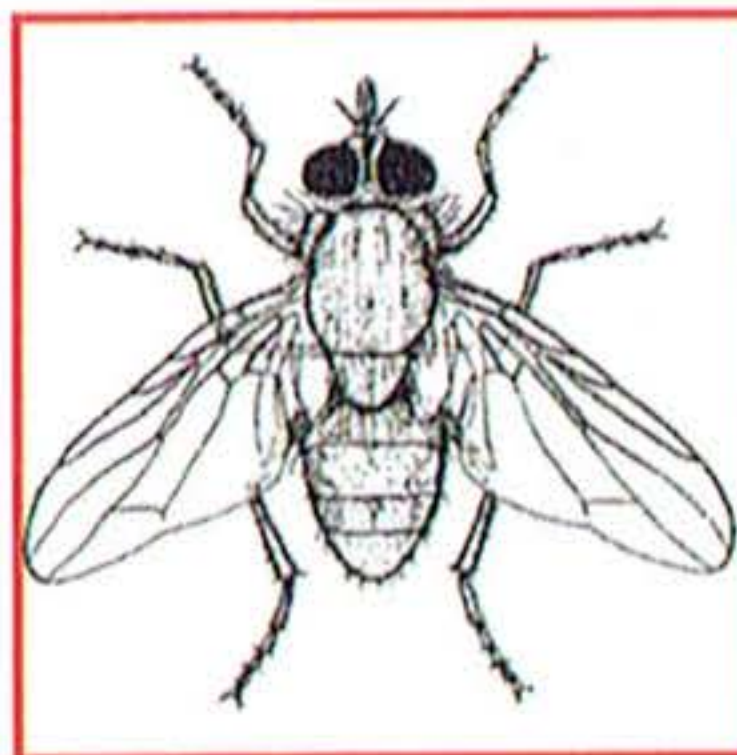
tering adult face flies begin to emerge from the attics and wall cavities of the farm buildings that protected them during winter.

By early May the females will have mated and egg laying begins. The first summer brood reaches peak adult maturity just in time to become a major pasture and range land pest for cattle.

In the pasture, the female face fly feeds on eye and nose secretions and may be responsible for the transmission of eye worms, as well as the pathogens that cause a number of eye disorders, including Pink Eye.

Studies show a direct correlation between face fly numbers and Pink Eye incidence. Face flies also feed on blood from wounds and they are believed to be in transition from secretion feeders to blood feeders.

In addition to the costs of treating eye disorders, direct losses may also include reduced summer weight gains.



horn flies

Another major pasture and range cattle pest is the horn fly. It overwinters as a pupae near the bottom

or beneath cattle droppings. Horn fly populations build up during the summer and peak by late August.

The horn fly may have a negative impact through reduced weight gains and milk production.

Every year there is generally a 2 month period when there would be more than 250 horn flies per head. They live and feed on your livestock 24 hours per day.

With each horn fly taking 24 to 36 blood meals a day it is no wonder that one study showed a 12 to 14 pound seasonal weight gain advantage in weaned calves from cows which had received season long horn fly control over calves from cows with no control.

There are also documented cases of horn flies transmitting parasitic filarial worms to cattle.



stable flies

In the feedlot and dairy the major pest is the stable fly. The pupae overwinter in piled silage or manure where fermentation generates heat.

Stable flies feed on blood and remain active from spring to October. Their bite is painful and causes significant irritation to your cattle.

Economic losses caused by the stable fly are well documented. Reductions in the rates of gain of almost half a pound per day as well as decreases of up to 40% in milk production have been recorded.



mosquitoes

In addition to the various species of fly pests in pastures and feedlots, the mosquito is also a major pest concern. Losses caused by the blood feeding pests result more from the disruption to your cattle's nor-

mal feeding behavior and the considerable energy that is expended on trying to dislodge the blood feeding pests than from the actual loss of blood.



ticks

In addition to hide damage and loss of production, ticks also cause anaemia and weakness which leads to greater mortalities. They are also responsible for the spread of diseases such as babesiosis and anaplasmosis.

Due to the ticks life cycle, re-infestation is a serious problem when one time treatments are used.

losses

You can lose between 17% and 40% of daily gain on yearlings if control of mosquitoes and flies is not taken before the pest season begins.

Cattle Oilers, over a 2 year period, reduced mosquito problems by 80%. Another study showed gains of 30 to 60 lbs. more per calf when they were not bothered by horn flies.

Summertime pests also increase the risk of hoof rot and drowning. To avoid being eaten alive, cattle do seek water to stand in.

Further losses may be incurred by reduced weight gains. Blood feeding flies and mosquitoes do disrupt feed-

ing. To avoid mosquitoes cattle will also stampede.

To ward off summer time pests cattle will also switch their tails and bunch together with their heads toward the center of the group. This behavior may help them escape a few pest, but in the hot weather it also increases the risk of livestock loss.

This behavior may also provide the opportunity for the chronic louser to infest the rest of the herd.



winter parasite control - easy and effective

lice



In the fall, as temperatures begin to drop and cattle hair coats thicken, louse populations begin to increase.

In cattle there are 2 orders of lice. The chewing order, which feeds mainly on dead skin, and the sucking order, which feed by piercing the skin and sucking blood.

We are all aware of the losses caused by the sucking order of lice but heavy infestations of chewing lice may also reduce both feeder and calf weight gains. Both orders must be controlled.

Both orders of adult female lice glue their eggs or nits to the hair close to the animal's skin. Depending on several factors, including temperature, the nits hatch into baby lice or nymphs in 9 to 21 days.

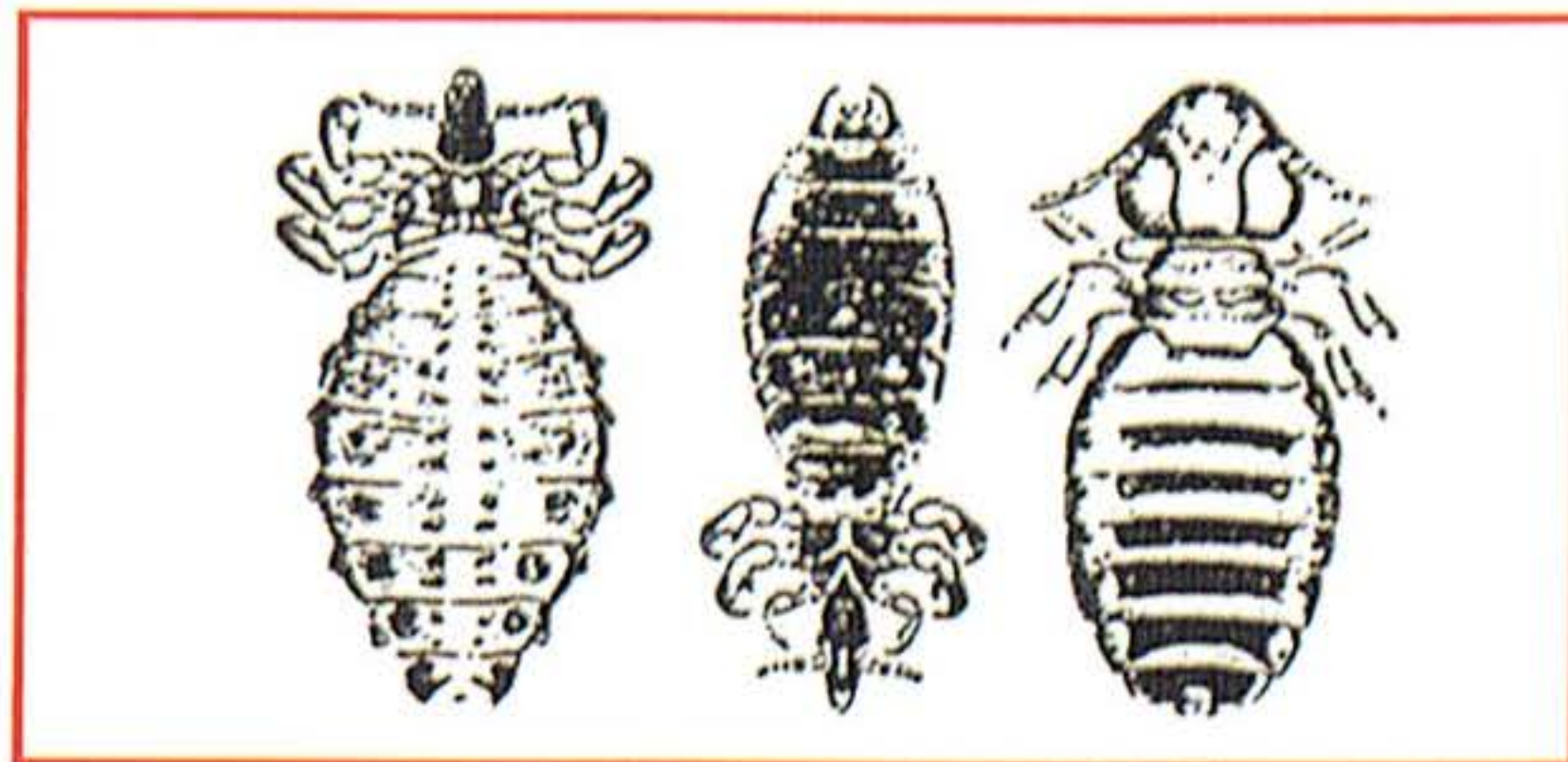
In about 21 more days the nymphs mature into adults. The adults live for about 25 days. The females generally deposit 1 or 2 nits every day of their adult life.

Although each female may deposit only 30 to 40 nits during her life span we must not forget that mortality rates

are low. Each nit is glued to a hair in a very favorable micro climate with an endless food supply immediately available upon hatching.

Lice populations peak during the cold months, December through March. Loss from lice can be so gradual it is almost undetectable until the damage has been done. Once hair loss is noticed the animal will already be under stress.

Without year long control, louse populations may remain high right through calving season. New born calves have enough to contend with. They don't need lice to add to their problems.



As the louse population increases so does hair loss, body heat loss, abortions, anemia and open sores.

At the same time there's a reduction in sperm count, birth weights, milk production and weight gains. Indirect losses such as damage to fences and equipment from rubbing and scratching also increases.

Extra profit may be achieved through more efficient feed utilization and higher demand for louse free livestock in the sales ring.



year long parasite control

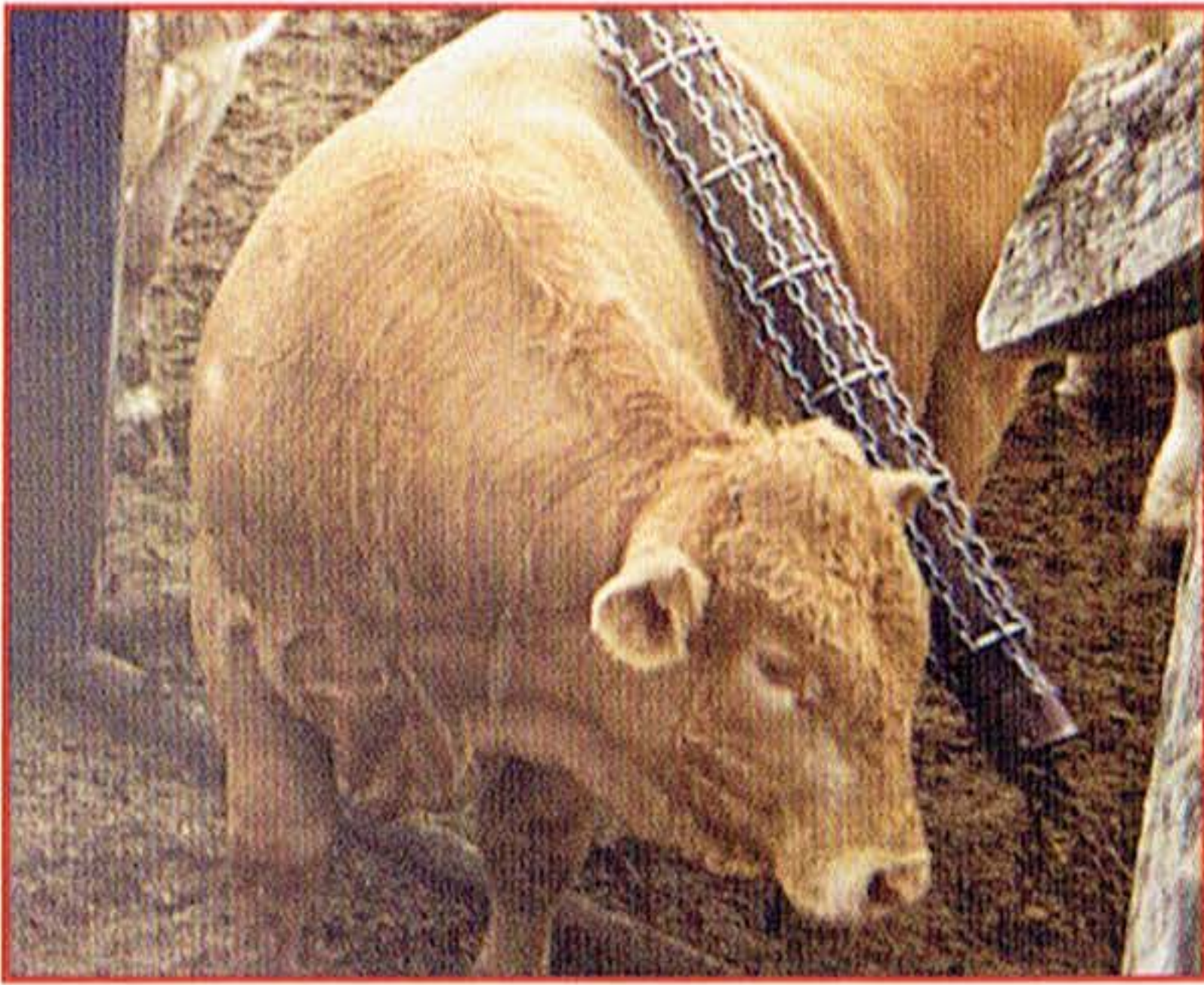
With so many different pests, each with a different life cycle and feeding habits, and so many different pest control products, choosing the right control program can be a major source of frustration and expense for cattlemen - not to mention the stress some treatment programs place on the cattle.

The Lewis Cattle Oiler makes effective parasite control available 365 days a year. The available treatment is stress free and it controls all the external parasites we've just discussed.

By controlling pests "The Lewis Way" the cost per animal is minimal

and because it is a self treatment system you eliminate the stress factor caused by the extra trips through the chute. It's also convenient and saves time.

The Lewis Cattle Oiler applies a topical insecticide to your livestock as they satisfy their natural instinct to scratch. The insecticide is rubbed into the coat right down to the hide. The insecticide leaves a residue on the cattle's coat and hide to kill pests on contact.



As fly season wears on, fly populations generally increase and unlike ear tags, which begin to lose their potency, the Lewis Cattle Oiler provides the opportunity for year long retreatment so the insecticide remains at full strength to kill pests as long as they are present.

As the horn fly has developed resistance to ear tags some of the chemical companies have suggested the use of 2 ear tags but this doubles your cost and doubles the risk of infection.

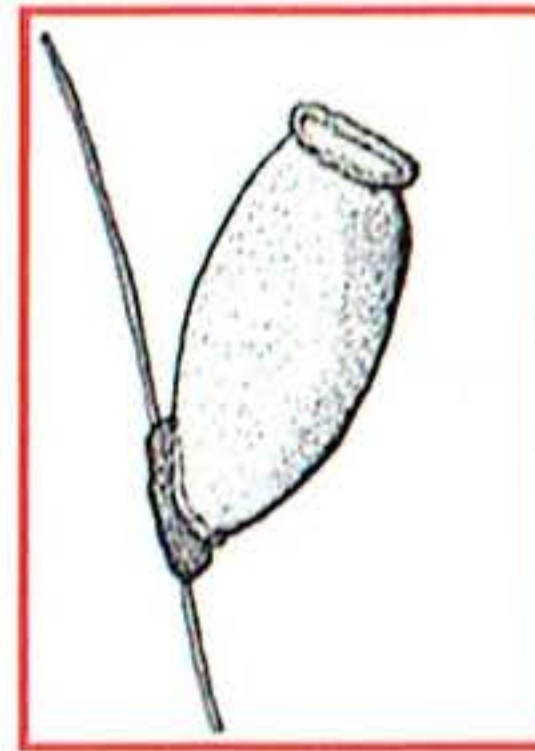
When you can prove the ear tag did not provide adequate horn fly control the chemical company will refund your money. But, who will pay for your lost time, the stress from the trip through the chute and lower than expected weight gains?

Any one-time control product, for any pest, is risky. When you study the life cycle of lice and ticks you realize just how much you increase the risk of herd reinfestation.

Remember nits hatch every single day and even if all of the nymphs and adult lice are killed with one time ap-

plication, they will have left behind an abundant supply of nits that will be hatching every single day for up to 21 days. And, when it comes to ticks, an adult female tick can lay up to 5,000 eggs.

Most topical insecticides do leave a residue that will continue to kill the nymphs as they hatch. But, if it rains or the residual doesn't last a full 21 days, lice may reappear. That is why you see louse reinfestations in the middle of winter after a one time fall treatment.



Even if a one time application does kill all of the adult lice, nits will continue to hatch for 21 days.

No cattleman wants to see any animal become reinfected with lice but for the cow/calf operator it is a real dilemma. Do you risk running your heavily pregnant cows through the chute again or take your losses with a louse infested cow raising a louse infested calf?

The Lewis Cattle Oiler is effective in controlling both orders of lice. It makes available the kind of year long treatment that's required to effectively control both chewing and sucking lice.

And not just the initial control of adults and nymphs but also the ongoing retreatment that's required to continue to kill the new lice as they hatch from the nits the adults left behind.

And unlike the systemic louse control products, which would not be used when grubs are in the esophagus or spinal canal due to host-parasite reactions, the Lewis Cattle Oiler can be used all year long. Even with dairy cattle.

The Lewis Cattle Oiler also provides effective control of the major summer cattle pests.

Face flies, blood feeding horn and stable flies, mosquitoes and ticks are all controlled when they land on your cattle and come into contact with the insecticide from the Lewis Cattle Oiler.

And unlike insecticide ear tags the Lewis Cattle oiler makes available the kind of retreatment that is essential to keep the insecticide at full strength for the entire year.

3 reasons why retreatment is so important

1 With retreatment the insecticide remains at full strength. This may reduce the risk of developing resistant horn fly strains which are creating a problem in many herds using insecticide ear tags.

Many researchers believe resistant horn fly strains will continue to increase with the use of insecticide ear tags.

Cross resistant horn fly strains are already appearing in some areas.

2 Most fly populations peak from June to August. To effectively combat these peak infestations your control program must remain full strength for the entire season and not weaken as fly populations naturally increase.

3 To control lice, retreatment is the only sure way to kill the lice that continue to hatch from the nits left behind after any one time treatment.

Due to the life cycle of ticks, reinfestations are also a serious problem with one time treatment programs.



the Lewis Cattle Oiler story

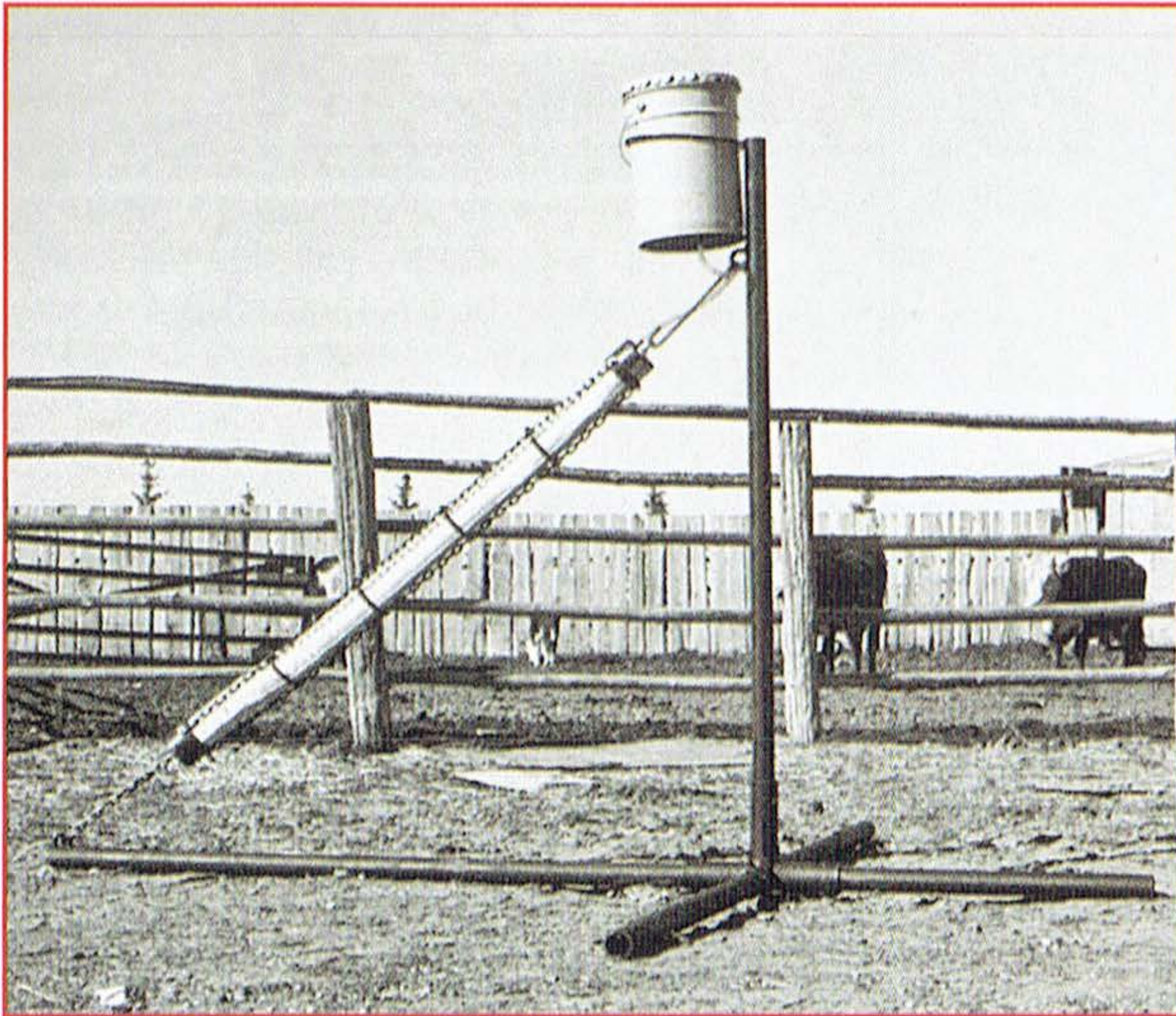
In North America the first face fly was found along the east coast. The year was 1952. By the early 1960's it had spread all across America. As face fly numbers increased so did Pink Eye. Cattle were also under stress from mosquitoes, horn flies, stable flies, lice and ticks.

While working on a farm, Joe Lewis (the inventor of the Lewis Cattle Oiler) noticed how cattle seemed to have a natural instinct to scratch and rub. If a tree was broken and laying at a 45° angle the cattle would gather

around and contentedly scratch away. With the tree on an angle Joe noticed that the cattle seemed to be able to rub every part of their bodies.

Joe knew that cattlemen were looking for an easier, more effective way to control the insect pests that were causing stress, spreading disease and reducing gains in their herds.

Joe also knew how much time and stress was involved in running cattle through a chute or dip tank. Why not make a self-treatment system that cattle could scratch on?



*One of the original Lewis Cattle Oilers.
Photo from Lewis' archives.*

In 1966 Joe rented a small shop and manufactured the first Lewis Cattle Oiler. To hold the insecticide, he used a canvas protected cotton wick, wrapped around a chain. To give the cattle something to scratch on, and protect the wick, he enclosed his oiler in a 3 chain harness.

It was about 5 1/2' long and the cattleman would fasten one end to a tree and the other end to a stake set in the ground. Insecticide would be poured over the wick by hand.

It worked. As the cattle rubbed themselves the wick would compress against the centre chain. The insecticide would be squeezed out and rubbed into the cattle's coat.

Cattlemen could now effectively control livestock pests without putting any stress on their cattle.

Not all pastures had trees so the next year Joe designed a free standing model. And because some insecticide was being wasted when poured over the wick, Joe added a 5 gallon pail,

with an on-off valve, to the top of the free standing model.

To recharge the wick all you had to do was open the valve for a few minutes every day or so.

By the end of the 60's Joe's customers were asking if he could build an automatic oiler. Other oilers on the market used gravity to draw the insecticide from the pail to the wick. Joe knew that this wasn't the solution.

Every time he saw one, the wick was either saturated and dripping insecticide on the ground or the wick would be bone dry.

Let's not forget one drip per second adds up to 1 gallon in 6 hours. At this rate a 5 gallon reservoir is bone dry in less than a day and a half.

Joe wanted a system that would keep the wick charged but not dripping. He got to work and in 1969 developed a pump system for the Lewis Cattle Oiler. He designed it to be easily adjusted to recharge only what was needed.

using your Lewis Cattle Oiler

To train your livestock to use the Lewis Cattle Oiler place it near water or other location where your cattle frequent. Keep the oiler baited with mineral supplements and/or salt. When your cattle come for salt or mineral they will satisfy their natural instinct to scratch.

They will soon learn the Lewis Cattle Oiler helps control flies, mosquitoes, ticks and other parasites. The calves learn to use the oiler by imitat-

ing the cows.

The insecticide and oil level should be checked when you restock salt and mineral.

For effective year long parasite control keep your Lewis Cattle Oiler with your livestock all year long. Including the fall. Though not as visible, horn flies are still disrupting your cattle. They have simply burrowed into their coats to feed and stay warm.



The Lewis Original

- Rugged enough for all livestock
- 8 gallon reservoir
- Auto drape oiler included
- 3 chain synthetic wick
- Automatic pumping feature with adjustable recharge control
- Large loop for moving

**Shown with available suspended mineral feeder*



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the USA**



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Sold & Serviced by:

Lewis Cattle Oilers will accept no liability when insecticides or other substances not registered and approved for use on livestock are used, or label directions are not followed.

For the purposes of this brochure the term parasite refers to external parasites only.

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