

All I Want for CHRISTMAS ...

SULLIVAN SUPPLY PRODUCTS AT A 10% CHRISTMAS SPECIAL DISCOUNT.

Prices good until December 23, 2011



Sullivan's The Hair Wizard™

Now in stock. Thank you for the enormous popularity. The same theory as the poodle card with a much more convenient handle and application. A NEW cattle fitting tool that will obtain hair perfection. The Hair Wizard's™ wire teeth separates every last hair strand. It actually reaches under the hair, down to the hide & pulls up that hair you didn't even know existed.

WC9W - 9" The Wizard Comb Wood Handle, 10 oz. ~~\$24.50~~ \$22.05

WC6W - 6" The Wizard Comb Wood Handle, 8 oz. ~~\$24.50~~ \$22.05

NEW



Stocking Stuffers



Sullivan Supply Gift Certificates
make a great stocking stuffer!!
Available in any dollar value.

From our Family to Yours.

HAPPY HOLIDAYS!

Order Line: 1-800-475-5902 • Dunlap, Iowa • sales@sullivansupply.com

SULLIVAN SUPPLY, SOUTH

Order Line: 1-800-588-7096 • Hillsboro, Texas • sullivan@hillsboro.net

SULLIVAN SUPPLY, WEST

Order Line: 888-914-5972 • Lodi, California • lee@sullivansupply.com

www.sullivansupply.com



Find us on ...



The Sullivan SMART Comb™



NEW

The Smart Comb™ is just that ... a NEW multi-tasking, yet lightest weight comb on the market, with interchangeable blades that securely snap in and out of a plastic handle that allows you to pick the blade of choice. Comes as a complete unit with Sullivan's Stimulator, Fluffer and Skip Tooth blades in one package. Or you can purchase separately as a handle and your choice of a blade.

SCPR - complete Package of three combs, w/Round handle, 12 oz.	\$37.50	\$33.75
SCPF - complete Package of three combs, w/Flat handle, 12 oz.	\$27.50	\$33.75
SCSR - Round Handle w/Stimulator blade (orange), 8 oz.	\$19.50	\$17.55
SCSF - Flat Handle w/Stimulator blade (orange), 8 oz.	\$19.50	\$17.55
SCFR - Round Handle w/Fluffer blade (lime), 8 oz.	\$19.50	\$17.55
SCFF - Flat Handle w/Fluffer blade (lime), 8 oz.	\$19.50	\$17.55
SCSKR - Round Handle w/Skip blade (yellow), 8 oz.	\$19.50	\$17.55
SCSKF - Flat Handle w/Skip blade (yellow), 8 oz.	\$19.50	\$17.55

Sullivan's the FLEX Brush™

NEW

A flexible brush with a comfortable strap and the exact same pliable teeth from our popular massage brush used for training hair and washing livestock.



FLX - Sullivan's the FLEX Brush
8 oz., ~~\$12.50~~ \$11.25



NEW

Now an option on all of our showsticks.
The Putter Grip - a more stable and controlled grip.

Sullivan's Safari Showsticks with optional Putter Grips

Nine new, stylish colors straight from the jungle now available with an optional putter grip. Pick from over 200 grips of various colors, shapes, textures and sizes.

Nine new, stylish colors straight from the jungle - Leopard, Green Zebra (green/black); Pink Zebra (pink/black); Zebra (black/white); and Bengal Tiger (orange/black); & two Twist Patterns (blue/orange & black/teal; Camouflage and Giraffe Pattern.

All showsticks are available in 54" and 60" models.

LE* - Leopard, 3 lbs.	\$20.50	\$25.65
ZBG* - Green Zebra (green/black), 3 lbs.	\$20.50	\$25.65
ZBP* - Pink Zebra (pink/black), 3 lbs.	\$20.50	\$25.65
ZBW* - Zebra (black/white), 3 lbs.	\$20.50	\$25.65
BTO* - Bengal Tiger (orange/black), 3 lbs.	\$20.50	\$25.65
TBT* - Teal Twist (black/teal), 3 lbs.	\$20.50	\$25.65
TBO* - Orange Twist (blue/orange), 3 lbs.	\$20.50	\$25.65
GIR* - Giraffe, 3 lbs. (no photo)	\$20.50	\$25.65
CAMO* - Camouflage, 3 lbs. (no photo)	\$20.50	\$25.65

Optional PUTTER GRIP - is an additional \$3.50

Sullivan's Superstick Show Sticks™ with optional Putter Grips

36BK - 36 inch Bucket Calf Stick, (black only), 2 lbs.,	\$19.50	\$17.55
48 - 48 inch, Small, 2 lbs.,	\$19.50	\$17.55
54* - 54 inch, Medium, 2 lbs.,	\$19.50	\$17.55
60* - 60 inch, Large, 3 lbs.,	\$19.50	\$17.55
68 - 68 inch, X-Large, (silver only), 3 lbs.,	\$19.50	\$17.55

*Specify Color - S: Silver · BK: Black · BL: Blue · R: Red
PU: Purple · P: Pink · LG: Lime Green · O: Orange

Optional PUTTER GRIP - is an additional \$3.50

Sullivan Stimulator Fluffer Comb

SSFV - with Wooden handle, 8 oz., ~~\$19.50~~ \$17.55
SSFA - with Aluminum handle, 8 oz., ~~\$19.50~~ \$17.55



Sullivan's Rice Root Mix Brush™

MRS - Large, 12 oz., ~~\$19.50~~ \$17.55
MR - Medium, 12 oz., ~~\$19.50~~ \$17.55
PR - Pocket, 12 oz., ~~\$19.50~~ \$17.55



Sullivan Comb™

"The Ultimate Comb for Showmen"

9" Sullivan Comb

SCW - with Wooden handle, 8 oz., ~~\$22.50~~ \$20.25
SCA - with Aluminum handle, 8 oz., ~~\$22.50~~ \$20.25



Sullivan's Roto Fluffer™

RRRF - brush only, 1 lb., ~~\$26.50~~ \$25.65
RRRFD - brush & drill complete, ~~\$99.00~~ \$89.10
RB - Plastic Bristle Roto Brush, ~~\$19.50~~ \$17.55



Plastic Bristle Roto Brush



Check out the product demonstration videos on The Sullivan SMART Comb, Sullivan's The Hair Wizard, and Sullivan's Safari Showsticks at www.sullivanssupply.com



VITA HAIR

Sullivan's Hair Nourishing Vitamin Package



VITA HAIR™ is an advanced nutrient package that infuses the hair with proven hair vitamins for ...

- Faster Hair Growth
- Thicker Hair
- Increased Shine
- More Body & Volume
- Healthier Skin
- Improved Nutrient Absorption

How do the VITA HAIR™ Nourishing Vitamins work?

Biotin vitamin is the first vitamin thought of when considering HAIR GROWTH. The major benefit of Biotin is its ability to strengthen both the hair follicle and the hair shaft, where the hair is produced, which prevents hair breakage and dryness. This is a scientifically proven crucial step in the natural hair growing process. One of the chief things that slows hair growth is damaged hair. Biotin enriched hair has increased elasticity of the cortex which prevents breakage. This enables healthy, FASTER HAIR GROWTH. Biotin also thickens the actual hair cuticle providing a fuller appearance.

Pro-Vitamin B-5 is considered the king of all HAIR CARE vitamins. Pro-Vitamin B-5 stimulates healthy scalp circulation which leads to improved hair health. It coats the hair and seals its surface, lubricating the hair shaft making the hair shine. It possesses superior long term moisturizing properties because of its unique ability to penetrate and nourish the hair shaft.

Vitamin E is an antioxidant that stimulates circulation to the skin and supports capillary growth. The skin needs to have proper circulation in order to keep the hair follicles alive and thriving. When there are more capillaries, the circulation improves leading to increased nutrient absorption into the hair follicles, which speeds hair growth.

<i>KSG - Kleen Sheen Gallon, 10 lbs.</i>	\$20.50	\$25.65
<i>KSQ - Kleen Sheen Quart, 3 lbs.</i>	\$12.50	\$11.25
<i>BLQ - Bright Lights Quart, 3 lbs.</i>	\$11.50	\$10.35
<i>BLG - Bright Lights Gallon, 10 lbs.</i>	\$29.50	\$26.55
<i>CCG - Clear Choice Gallon, 10 lbs.</i>	\$19.50	\$17.55
<i>CCQ - Clear Choice Quart, 3 lbs.</i>	\$7.50	\$6.75
<i>ROQ - Russ' Rag Oil Quart, 3 lbs.</i>	\$24.50	\$22.05
<i>ROH - Russ' Rag Oil 1/2 Gallon, 6 lbs.</i>	\$38.50	\$34.65
<i>DD - Double Dip Gallon, 10 lbs.</i>	\$24.50	\$22.05
<i>REV - Revive Can, 17 oz.</i>	\$7.95	\$7.16
<i>HP - Hocus Pocus Can, 17 oz.</i>	\$7.95	\$7.16

Same successful formula's, with an added Vitamin Package to help boost the quality of hair.



Kleen Sheen - KSG



Bright Lights - BLG



Clear Choice - CCG



Russ' Rag Oil - ROH



Double Dip - DD



Revive - REV



Hocus Pocus - HP

Stock show family owned and operated since 1989.

Sullivan's Titan Show Box™

TDB - Titan Treadbright Design, 245 lbs., Dimensions: 30" wide x 60" tall x 33" deep

TDBW - Titan Wave Design, 235 lbs., Dimensions: 30" wide x 60" tall x 33" deep

TDBC - Titan Circle Design, 235 lbs., Dimensions: 30" wide x 60" tall x 33" deep

** F.O.B. Motor Freight - Packaging charge of \$15.00.

~~\$1,050.00~~ \$945.00

~~\$1,150.00~~ \$1,035.00

~~\$1,150.00~~ \$1,035.00

Sullivan's 5' Galvanized Upright Dolly Boxes

UDB - 185 lbs., Dimensions: 24" Wide x 60" tall x 26.5" deep

** F.O.B. Motor Freight - Packaging charge of \$15.00.

~~\$775.00~~ \$697.50

Sullivan's Titan Show Box - TDBW

Sullivan's Showcase Show Box

SSCL - Large, 16 1/4" x 8 1/2" x 51", 38 lbs.,

~~\$175.00~~ \$157.50

SSCD - Deep, 16 1/4" x 11 3/4" x 46", 40 lbs.,

~~\$195.00~~ \$175.50

** Packaging charge of \$15.00.



Sullivan's TURBO™ 24" Fan

24" TURBO FAN TURBO - 48 lbs.,

~~\$265.00~~ \$251.75 **Discount 5%

**Shipped completely assembled. mounting hardware included.



Sullivan's 5' Galvanized Upright Dolly Boxes - UDB

Sullivan's Showcase Show Box - SSCL

Sullivan's Bling Show Halter™

RRNSBK - Sm Black w/clear AB stones,

~~\$58.50~~ \$52.65

RRNSBR - Sm Brown w/clear AB stones,

~~\$58.50~~ \$52.65

RRNSBKP - Sm Black w/pink stones,

~~\$58.50~~ \$52.65

RRNSBRP - Sm Brown w/pink stones,

~~\$58.50~~ \$52.65

RRNMBK - Md Black w/clear AB stones,

~~\$58.50~~ \$52.65

RRNMBR - Md Brown w/clear AB stones,

~~\$58.50~~ \$52.65

RRNMBKP - Md Black w/pink stones,

~~\$58.50~~ \$52.65

RRNMBRP - Md Brown w/pink stones,

~~\$58.50~~ \$52.65

RRNLBK - Lg Black w/clear AB stones,

~~\$58.50~~ \$52.65

RRNLBR - Lg Brown w/clear AB stones,

~~\$58.50~~ \$52.65

RRNLBKP - Lg Black w/pink stones,

~~\$58.50~~ \$52.65

RRNLBRP - Lg Brown w/pink stones,

~~\$58.50~~ \$52.65



Sullivan's Bling Show Halter

Classic Leather Rolled Nose Show Halters™

RNXXS* - XXSmall (175-300 lbs.), 2 lbs.,

~~\$31.50~~ \$28.35

RNXS* - XSmall (350-650 lbs.), 2 lbs.,

~~\$32.50~~ \$29.25

RNS* - Small (650-1,000 lbs.), 2 lbs.,

~~\$34.50~~ \$31.05

RRNM* - Medium (850-1,400 lbs.), 2 lbs.,

~~\$35.50~~ \$31.91

RNL* - Large (1,400-1,650 lbs.), 2 lbs.,

~~\$36.50~~ \$32.85

RRNL* - XLarge (1,650 lbs. & Up), 2 lbs.,

~~\$39.50~~ \$35.55

*Specify Color - BK: Black · BR: Brown

Rolled Nose Black



Rolled Nose Brown



Order Sullivan Supply products on-line at www.sullivansupply.com

Sullivan's Totally Tuned Double Blower Cart™

TTBC - Sullivan's Totally Tuned Double Blower Cart, 40 lbs. ** F.O.B. Motor Freight

TTBS - Optional shelf for spray cans, sprayers, etc.

BHYBH - Big hose only, 2" diameter, 15 ft long, 10 lbs. (Sold Separately)

~~\$190.50~~ \$178.65
~~\$39.50~~ \$35.55
~~\$79.50~~ \$71.55

NEW



BK: Black

Sullivan's Air Express III™

AIII* - 32 lbs.,

~~\$398.50~~ \$378.57 **Discount 5%

*Specify Color - BK: Black · FG: Green · O: Orange · S: Silver

Y: Yellow · B: Blue · R: Red · PU: Purple · LG: Lime Green · P: Pink

***NOW AVAILABLE with Ringer Brothers remote control power switch - \$175 option.

Sullivan's EXPRESS FOGGER™

EF - Express Fogger complete (8 oz.) ~~\$27.50~~ \$24.75



Sullivan's ALERT™

NEW

Tired of lazy, sleepy acting cattle? A NEW caffeine and ginseng instant energy product now available in a paste form for stubborn, lethargic and dead headed cattle that act too tame and have no mo-jo. A product to put a little perk in their metabolism; much like your morning coffee or energy drink does for you. Natural ingredients, drug-free.

ALE - 34 ML tube, 6 oz. ~~\$12.50~~ \$11.25

ALEC - 12 tube case, 2 lbs. ~~\$145.00~~ \$130.50



Sullivan's Maroon Folding Mat

Sullivan's Compact Purple Folding Mat

NEW

Sullivan's Smart Bucket™

Soft, comfortable grip. Convenient pour spout. Flatback, 20 quart capacity bucket. The most uniquely designed bucket you have ever seen.

SMB* - 20 quarts, ~~\$12.50~~ \$11.25

*Specify Color -

B: Blue · R: Red · G: Green · P: Pink

BK: Black · LG: Lime Green · PU: Purple

M: Maroon · O: Orange



NEW

Sullivan's Maroon Folding Mat™

FMF - 12 lbs., Dimensions: 30" w x 7' long ~~\$95.00~~ \$85.50

Sullivan's Compact Purple Folding Mat™

FMFS - 5 lbs., ~~\$49.95~~ \$44.95
 Dimensions: 18" wide x 48" long x 1.5" thick

Sullivan's Prime Time Adhesive™

PT - Clear, 13 oz., can ~~\$6.95~~ \$6.25

PTB - Black, 13 oz., can ~~\$6.95~~ \$6.25

Sullivan's Black Finisher™

SBF - 14 oz., can ~~\$7.95~~ \$7.15

Sullivan's Tail Adhesive™

TA - 12.5 oz., can ~~\$6.95~~ \$6.25



Prime Time

Black Finisher

Tail Adhesive

Andis Ultra Edge™ AGC Super 2 Speed Clippers

AGCWS - Silver AGC w/wide blade, 3 lbs., \$154.95

AGCNS - Silver AGC w/narrow blade, 3 lbs., \$146.95

AGCWBL - Blue AGC w/wide blade, 3 lbs., \$154.95

AGCNBL - Blue AGC w/narrow blade, 3 lbs., \$146.95



Check out the product demonstration videos on Sullivan's Totally Tuned Double Blower Cart, Sullivan's Air Express III, ALERT and Sullivan's Titan Showbox at www.sullivansupply.com

Stock Show University Apparel

Go to www.sullivansupply.com to see over 50 more Stock Show University items.



100% of the proceeds go to Stock Show University - educating America's youth.

Stocking Stuffers!!!

Sullivan Supply Gift Certificates make a great stocking stuffer!! Available in any dollar value.

The U Shirt

SSU226S* - Small, 1 lb.	\$14.75	\$13.28
SSU226M* - Medium, 1 lb.	\$14.75	\$13.28
SSU226L* - Large, 1 lb.	\$14.75	\$13.28
SSU226XL* - X-Large, 1 lb.	\$14.75	\$13.28
SSU226XXL* - XX-Large, 1 lb.	\$14.75	\$13.28

*Specify Color - PL: Pink/Lime
BR: Sky Blue/Red · OC: Olive/Cream

SSU226YS* - Youth Small, 1 lb.	\$14.75	\$13.28
SSU226YM* - Youth Medium, 1 lb.	\$14.75	\$13.28
SSU226YL* - Youth Large, 1 lb.	\$14.75	\$13.28

*Specify Color - PL: Pink/Lime
CO: Chocolate/Orange · NL: Navy/Lime

Collegiate Distressed Patch T

Charcoal Shirt

SSU234CS - Small, 1 lb.	\$19.50	\$17.55
SSU234CM - Medium, 1 lb.	\$19.50	\$17.55
SSU234CL - Large, 1 lb.	\$19.50	\$17.55
SSU234CXL - X-Large, 1 lb.	\$19.50	\$17.55
SSU234CXXL - XX-Large, 1 lb.	\$19.50	\$17.55

Light Grey Shirt (Pictured)

SSU235S - Small, 1 lb.	\$19.50	\$17.55
SSU235M - Medium, 1 lb.	\$19.50	\$17.55
SSU235L - Large, 1 lb.	\$19.50	\$17.55
SSU235XL - X-Large, 1 lb.	\$19.50	\$17.55
SSU235XXL - XX-Large, 1 lb.	\$19.50	\$17.55

Stock Show U Wind Pant

PANTS - Small, 1 lb.	\$58.50	\$52.65
PANTM - Medium, 1 lb.	\$58.50	\$52.65
PANTL - Large, 1 lb.	\$58.50	\$52.65
PANTXL - X-Large, 1 lb.	\$58.50	\$52.65
PANTXXL - XX-Large, 1 lb.	\$58.50	\$52.65

Property of T-Shirt

SSU201S* - Small, 1 lb.	\$12.85	\$11.57
SSU201M* - Medium, 1 lb.	\$12.85	\$11.57
SSU201L* - Large, 1 lb.	\$12.85	\$11.57
SSU201XL* - X-Large, 1 lb.	\$12.85	\$11.57
SSU201XXL* - XX-Large, 1 lb.	\$12.85	\$11.57

*Specify Color - B: Grey/Navy · R: Grey/Red

Youth sizes in red only

SSU201YS - Youth Small, 1 lb.	\$12.85	\$11.57
SSU201YM - Youth Medium, 1 lb.	\$12.85	\$11.57
SSU201YL - Youth Large, 1 lb.	\$12.85	\$11.57

Wicked Weight Ogio Jacket

SSU320S* - Small	\$89.50	\$80.55
SSU320M* - Medium	\$89.50	\$80.55
SSU320L* - Large	\$89.50	\$80.55

*Specify Color - R: Red/Black
G: Acid Green/Black · B: Blue/White

Hoodie with Black Patch Logo

SSU350SB - Small	\$47.75	\$42.98
SSU350MB - Medium	\$47.75	\$42.98
SSU350LB - Large	\$47.75	\$42.98
SSU350XLB - X-Large	\$47.75	\$42.98
SSU350XXLB - XX-Large	\$47.75	\$42.98

Collegiate Beanies

SSU140* - Beanie, 1 lb.	\$12.85	\$11.57
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*Specify Color - NG: Navy/Gold
ON: Orange/Navy · GB: Grey/Black

Ogio Jacket

Beanie, Hoodie & Wind Pant

The U Shirt & Distressed Patch T

Property of T-Shirt



www.sullivansupply.com

Scoop Neck
Sweatshirt



Ladies
Bling Tank



Stock Show U
Burnout Tee



Stock Show U
Youth Hoodie



Stock Show U
4 Strand
Turquoise
Necklace



Military Style
Hat w/bling

Military Style Hat

SSU101* - 1 lb. ~~-\$16.50~~ \$14.85
*Specify Color -
C: Camouflage · K: Khaki · B: Black

Military Style Hat w/bling

SSU101B* - 1 lb. ~~-\$26.50~~ \$23.85
*Specify Color -
C: Camouflage · K: Khaki · B: Black

Stock Show U 4 Strand Turquoise Necklace

SSUNECK1 - 1 lb. ~~-\$85.00~~ \$76.50

Stock Show U Youth Hoodie

SSUYHTS - Small, 1 lb. ~~-\$29.50~~ \$26.55
SSUYHTM - Medium, 1 lb. ~~-\$29.50~~ \$26.55
SSUYHTL - Large, 1 lb. ~~-\$29.50~~ \$26.55

Scoop Neck Sweatshirt

Blue w/ white Shirt (Pictured)
SCOOPBLS - Small, 1 lb. ~~-\$33.50~~ \$30.15
SCOOPBLM - Medium, 1 lb. ~~-\$33.50~~ \$30.15
SCOOPBLL - Large, 1 lb. ~~-\$33.50~~ \$30.15

Grey w/ black Shirt
SCOOPGRS - Small, 1 lb. ~~-\$33.50~~ \$30.15
SCOOPGRM - Medium, 1 lb. ~~-\$33.50~~ \$30.15
SCOOPGRL - Large, 1 lb. ~~-\$33.50~~ \$30.15

Ladies Bling Tank

SSU240S* - Small, 1 lb. ~~-\$29.50~~ \$26.55
SSU240M* - Medium, 1 lb. ~~-\$29.50~~ \$26.55
SSU240L* - Large, 1 lb. ~~-\$29.50~~ \$26.55
SSU240XL* - X-Large, 1 lb. ~~-\$29.50~~ \$26.55
*Specify Color - B: Black · W: White

Stock Show U Burnout Tee

Tangerine Shirt
BURNTANS - Small, 1 lb. ~~-\$22.50~~ \$20.25
BURNTANM - Medium, 1 lb. ~~-\$22.50~~ \$20.25
BURNTANL - Large, 1 lb. ~~-\$22.50~~ \$20.25
BURNTANXL - X-Large, 1 lb. ~~-\$22.50~~ \$20.25

Charcoal Shirt (Pictured)
BURNCHS - Small, 1 lb. ~~-\$22.50~~ \$20.25
BURNCHM - Medium, 1 lb. ~~-\$22.50~~ \$20.25
BURNCHL - Large, 1 lb. ~~-\$22.50~~ \$20.25
BURNCHXL - X-Large, 1 lb. ~~-\$22.50~~ \$20.25

Thinking of You with the Future in Mind.

- 20 scholarships worth \$1,000 each
- To qualify you must be at least a graduating high school senior or college student 21 years of age or younger.
- Applications can be found at www.sullivansupply.com January 1, 2012.
- Deadline for application is **March 15, 2012.**
- The scholarships will be awarded to individuals displaying a great passion for the livestock show industry and/or raising livestock.
- Go to www.sullivansupply.com to download application and for further details. Winners will be announced on our website on **May 1, 2012**



Go to www.sullivansupply.com to see over 50 more Stock Show University items.

Sullivan Supply

701 Iowa Ave., Dunlap, IA 51529

FIRST CLASS
PRE-SORTED
PAID
Montezuma, Iowa
Permit No. 30



Sullivan Supply Products at a 10% Christmas Special Discount.



CLIPPING CLINIC

by Stock Show University

A complimentary two-day clipping clinic - amateur and advanced welcome.
Featuring the best in the business: Tracy Goretska, Wade Rodgers, Josh Elder,
Chuck McCollough, Jess Recknor, Jeff Sargent, and John Sullivan.

DECEMBER 28 & 29, 2011

Muscatine Agricultural Learning Center, Muscatine, Iowa

Excellent overnight and indoor heated facilities. Bring your cattle, clippers and grooming chute.
Show day fitting will be covered but the majority of the clinic will be learning to clip.

For more information, visit www.sullivansupply.com or get in touch with Bobbi Hartwig
at 1.800.475.5902 or bobbi@sullivansupply.com.

Check out our video's at www.sullivansupply.com to learn more on the Stock Show University program.