

From "Mr. Black" to "Angus bulls give you more" ...

# Harry Barger

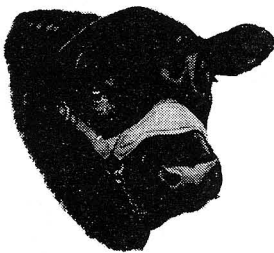
**Wrote it All**

by Lori Riffel

**H**arry Barger is a name not many may be familiar with, but Angus breeders, commercial cattlemen and others have repeatedly seen his work for the last 33 years.

Barger, who lives in Oklahoma City, has played the man-behind-the-scenes role as the American Angus Assn.'s advertising consultant from 1951 to 1984. He was responsible for designing and writing copy for the ads used in agriculture publications to promote Angus cattle.

## Mr. Black... builder of better beef

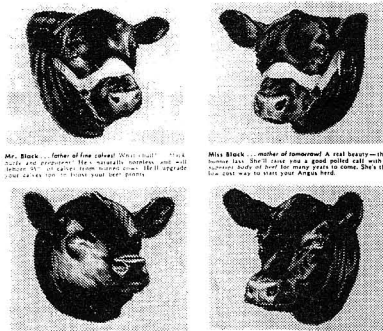


**He breeds the horns off**  
Angus is the only naturally hornless beef breed. When you cross an Angus bull with your favorite cow or heifer you create an Angus bull with your favorite cow or heifer.

**He upgrades your calves**  
You see, Angus bulls are famous for their propensity. They pass on their many desirable characteristics to their offspring. And you know there's no better beef than Angus. Your calves from a good Angus bull will not only weigh more at weaning, but will sell for more at feeding, when marketed for market, and your subsequent calves will give themselves the extra edge.

**He breeds the horns off**  
Angus is the only naturally hornless beef breed. When you cross an Angus bull with your favorite cow or heifer you create an Angus bull with your favorite cow or heifer.

## The Blacks... builders of better beef



**Mr. Black... father of fine calves!** When you cross Mr. Black with your favorite cow or heifer you create an Angus bull with your favorite cow or heifer.

**Miss Black... mother of hornless!** A real beauty—the horns off. She'll give you a good mixed calf with a natural hornless head for many years to come. She's the low cost way to have your Angus herd.

**Black Boy... builder of pounds, price and profit!** It's the one you need for market. He'll give you smooth and compact. He'll naturally convert your grain into high quality beef. Yes, it's the one you need Black.

**Mother Black... queen of breed cows!** This is a lady of grace and good looks. Being a good mother, she'll give you a good mixed calf each year that's any other year. Yes, it's the one you need Black.

**Baby Black... one of the future!** Here's the beginning of greatness. The Angus breed's future is in your hands. He'll give you a good mixed calf each year that's any other year. Yes, it's the one you need Black.

**Naturally hornless Angus are a good, sound investment**  
Horns are coming off of beef cattle... and Angus is the only naturally hornless beef breed. That's one reason why more registered Angus are distributed each year than any other breed. Today the price is right to own your herd now. Buy Black... Builders of better beef!

**American Angus Breeders' Assn.**  
1200 Franklin Blvd., St. Joseph, Missouri

## Angus bulls... your best investment!



**Breed better beef**  
Men, what a bull!! Naturally hornless, gentle personality, a bull that will improve both substance and smoothness in the calves.

**He's a real breeder!** A real breeder is a sire of deep and smooth calves full of fat tissue. The calves that usually bring a dollar or more more per cow when sold.

**Breed the horns off**  
Angus are the only naturally hornless beef breed. When you cross a purebred Angus bull with your favorite cow or heifer you create an Angus bull with your favorite cow or heifer.

**Breed your herd Black**  
Today the demand for good commercial Angus calves and heifers for exports is high. They are just not enough Blacks to go around.

**Why don't you breed your herd Black by crossing your red and white cows with a purebred Black Angus bull?** Even purebred Black calves are a lot better demand for their owners than the quality Angus feeding and breeding available. And at about the same price, you can still get a better quality Black herd that will sell for more profit.

**Yes, the demand is in Angus.** So purebred Angus bulls are the best investment you can make in the extra lasting power of an Angus.

**Remember, he'll upgrade your calves, he'll improve your herd, and he'll breed your herd Black. You see the one who will profit.**

**Be Ahead!  
Breed Blacks!**

**American Angus Association**  
1200 Franklin Blvd., St. Joseph, Missouri

*Carried throughout several series, the investment theme was used repeatedly to become synonymous with Angus.*

His first series created a momentum for the Angus breed that proved the impact advertising has on the buying public. Titled "The Blacks . . . builders of better beef" it included six ads which featured Mr. Black, Mother Black, Miss Black, Black Boy and Baby Black and an ad that included the whole "family." Barger points out that this series had two purposes.

"The cattle were called Aberdeen-Angus then, and were considered by many Midwesterners as 'fancy, Eastern cattle.' These initial ads were designed to get people to feel at home with the Angus breed. Instead of calling them Aberdeen-Angus, we just called them 'Black cattle' at that point. Second, we wanted to popularize the cattle," says Barger.

The successful "Black family" series ran for approximately two years and won a national award over all other breed association advertisements, but it was not Barger's first piece of work for the Association.

Barger has an agricultural and journalism background and pursued studies in that area at the University of Missouri. The Arrow Rock, Mo., native took special interest in advertising and marketing and, after serving in World War II, took a position with Ralston Purina in the chow division. In 1949, he joined the Sherman-Marquette advertising agency in Chicago, first as a copy writer before advancing to account executive.

Frank Richards (then the secretary of the Association) and Lloyd Miller (then director of information) hired Barger in

1951 to assist the Association in establishing an advertising program to broaden their base, to get Angus all over the country. Barger was looking forward to this account with special interest since during his career he and his brother would operate their own registered Angus cow herd.

The word was go, and Barger first turned out a promotional booklet entitled 'Blacks Breed Better Beef.' He had previously discovered the talents of Frank C. Murphy, who did the art work for the first booklet.

"I was handling the Full-o-Pep feed account at the agency and Frank was doing work for Quaker Oats Co. I had designed a series of dairy heads of every breed for Hoard's Dairyman and Frank did those paintings," says Barger.

### Made a good team

In fact Frank Murphy did every painting ever done for the Association except for the Mr. Black portrait in the first ad series. He later updated it, too.

"We had the world's best livestock artist," says Barger in a triumphant voice. He added that Murphy's work with the Association's advertising was never matched by any other association.

Barger is quick to add that the development of each series was an effort of teamwork.

"It was never a one-man job. Lloyd, Frank, Bob Snyder (former Association public relations director), and later Keith Evans each had a lot of the input, new ideas. I was more behind the scenes—the way I preferred to work," says Barger.

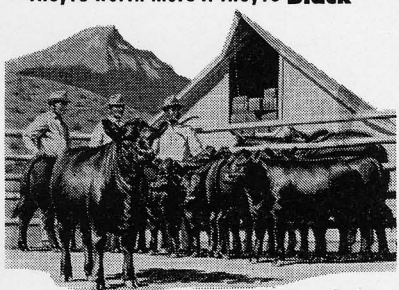
Barger, along with three partners, purchased the Sherman-Marquette agency when the forenamed retired in the late 1950s. The company was renamed Baker, Tilden, Bolgard and Barger. Barger later joined Wilson Foods, then known as Wilson & Co. Inc., in 1959 as advertising and sales promotion manager of meats, sporting goods and the chemical and pharmaceutical division.

Barger produced for Wilson & Co. sporting goods the first televised golf tournament in Palm Springs, Fla. He later did the first color telecast at the Tournament of Champions in Las Vegas, using Red Skelton's color equipment. During this period of time Barger also created the second series of Angus ads.

Called the investment series, the campaign would be used again and again and modified over the years, always stressing the word 'investment' and relating it to Angus cattle.

"I wrote copy to stimulate breeders," says Barger. The message of advertising was coming across and, in the wake of the early 1960s, Angus numbered more than 3.25 million head and they were no longer just an 'Eastern breed.' Early ads such as the investment series emphasized the basic assets of the breed.

**They're worth more if they're Black**



**Angus feeders bring top money per pound!**

If you feed cattle these are your best investment for profit. Sure, they may cost you more when you buy them—but they're worth it.

But they'll also bring you more money when you sell them—throughout the year. At \$100 more per cow. At a profit, you get a big added return for your investment.

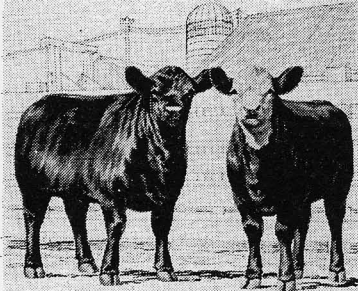
**Lean, hardy, bony and brisket**

Who do you pay more for Angus? It's really simple. Fat Angus bring a good price. In the market, they're the best. They're also the most valuable level premium in the higher priced sale.

You see, Angus are not fat like beef. But they are mottled and lean, well eating and full of the right kind of fat and bang-bang. The same as in months, covered with fat and muscle and bones. The more of these you have, and well mottled throughout the top-up in leg and back.

**American Angus Association**  
2301 Franklin Blvd., St. Joseph, Missouri

**ANGUS FEEDERS BOOST YOUR EARNING POWER**



**Convert feed efficiently**

You see, quality registered Angus bulls are better with the ability and efficiency to convert your feed into marketable beef. They have a natural rugged resistance to eye trouble and other health problems—eye lesions, "panda-eyes" and other eye ailments.

Remember, with Angus and Angus crossbreeds you're not turning your good grain and good grass into extra bone, belly and brisket, but into the kind of beef that buyers pay more money for. Today, with feed and labor high, you can't afford to feed these big-headed, rough "one-legged" types of inefficient, heavy "one-legged" steers. You must feed cattle that bring the "top dollar."

So, think about our feed. It's a matter of personal choice. Both the pure Black and crossbred Angus can have just one great advantage.

**THEY'RE WORTH MORE IF THEY'RE BLACK!**

*The motto, "They're Worth More if They're Black" ran for several years on every ad, beginning in the 1960s. Also, each series featured an ad promoting Angus in crossbreeding programs.*

**Only one steer gives you fast, efficient gains and market-topping prices, too—**

**ANGUS.**

**It's an efficiency expert**

Sure he is! He's got a lot of muscle and fat on his back. He's got a lot of muscle and fat on his back. He's got a lot of muscle and fat on his back. He's got a lot of muscle and fat on his back.

**Lean, wasteful bone, belly and brisket**

Look at his head. He's got a big head. He's got a big head. He's got a big head. He's got a big head.

**It pays to feed Angus.**

**American Angus Association, 2301 Franklin Boulevard, St. Joseph, Missouri 64501**

"The ads have stressed the same points over the years, but in different ways," says Barger. "Initially we put more emphasis on the polled trait and breeding your herd black. We dramatized the fact they are naturally polled." The investment series also impressed upon readers the gentleness of the Angus breed expressed by Murphy's art work.

Media coverage included the Drovers' Journal, Western Livestock Reporter, The Cattleman and other regional and state papers; many of which still are used today for the Association's advertising.

"We were consistent in the media, but we could never have frequency because we covered so many areas," explains Barger, "so we kept coming back with the same series for two or three years at a time." One color (red) was added to the second series of investment ads and soon thereafter the motto 'They're Worth More if They're Black' was also added and printed on each ad in a series for several years.

Barger was very journalistic in his style and design, and his copy, content clearly used cowman's language.

"I was a great one on using topography, subheads and short sentences," Barger comments, "I always stressed easy-to-read copy and open lines."

He began incorporating facts and statistics into his copy, too, borrowing from farm publications, colleges and the U.S. Meat Animal Research Center at Clay Center, Neb.

Barger continued to expand his own career. He was named a vice president

of Wilson & Co. in 1964, a member of the board of directors in 1968, executive vice president in 1970 and senior vice president in 1973.

### Better ad reproduction

With improvement of ad reproduction through technology, variability of printing could be used at a minimum. In a later series emphasizing market-toppers, Barger had the ads printed in reserve black and white. In addition, he moved the animal to the lower half of the page with copy above it. This was done simply for a change of appearance.

"I always kept the animal (or the product) as the center of attention," says Barger. The next big step was the use of photographs in the ads.

"By using pictures, the ads became actual, more realistic," says Barger. "One of the problems we had before printing methods changed was taking a black cattle picture and getting reproduction with any shape to it."

### Help determine type

"All the way through there were internal fights on (ideal or typical Angus) type, size, etc. So the Association settled on a type and then we would go out and picture it," says Barger.

"Part of the advantage of pictures was that a picture is still worth a thousand words," he adds, explaining how much easier it was to attract the attention of readers, commercial cattlemen

for instance, when they could see the type of cattle they would want. "As you do a series of those, generally they get more of an impression that this is the type Angus are now," he says.

If the pictures weren't present materially, Barger's brother Cecil (of Chicago) for the last 17 years created "pictures" over the airwaves, writing radio adaptations from the print copy to make the same points in radio commercials.

"Advertising is like little steps going up to a goal," says Barger. "It is a major decision. But it builds over a period of time and becomes more convincing over that period of time. So it really doesn't ask for immediate action—the immediate action comes from the breeder's advertising and his personal selling and the fieldman's selling."

### Always active

Harry Barger retired from Wilson Foods in 1977, but continued on as the Association's ad consultant until 1984.

"It is one of those very satisfying things in life—really seeing it (the Association) progress and dealing with ranchers and farmers who are the finest people on earth," reflects Barger.

Throughout the 33 years Barger always kept the Association account close at hand, almost considering it a personal hobby. He continually jotted down new ideas for copy, headlines and layout design when the thoughts came to him.

"Even though I was involved in many different business endeavors, I maintained the Angus advertising during all that time. It was a true love to me," concludes Barger. AJ

**He gets to market sooner  
...brings top prices, too.**

**ANGUS**  
World's most efficient steer

## Why should you buy an Angus bull now?

**Increase your earning power.**  
Big, powerful, prepotent! Yes, most Angus bulls are larger than... many other breeds...  
**They're worth more if they're Black!**  
Angus and Angus crossbred calves frequently bring \$2 to \$3 more per cwt. than calves of other breeds.  
**Look at these research facts.**  
Results of a study from the U.S. Meat Animal Research Center show...  
**ANGUS**

The time-action series stressed immediate action and response.

## Angus bulls help reduce calving problems

**...give you more calves to sell**

**ANGUS**  
Association  
3201 Prosper Boulevard St. Joseph, Missouri 64501

Some of Barger's last Association work, this series ran up until the end of fiscal year 1984.