



Richard H. Hahne, Sr.

Bible Thought: Honor the Lord with your substance and with the first fruits of all your produce; then your barns will be filled with plenty.

Proverbs 3:9-10

EDITORIAL

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*"Strait stamp their lineage with the branding fire;
Mark which you'll rear to raise another breed,
Which consecrate to altars, which to earth
To turn its rugged soil and break the clods."*

The late Fred Hahne founded the *Aberdeen-Angus Journal* in August 1919. In the beginning, the *Journal* was published twice-monthly, and Dad Hahne sold advertising, attended sales and shows, sold sale catalogs, wrote copy, set type, made up ads and assisted in the printing for the new breed *Journal*.

Dad Hahne was a firm believer in Angus being the greatest beef breed in the world and did everything possible to promote the breed during the years he was editor and publisher. For 33 years his was the guiding hand as he watched circulation grow and the magazine develop to the point when it was named "The Official Publication". His final editorial was for April 1951 and part of his message was titled "The Importance of Bulls".

I took over as editor and publisher in May of 1951. Dad still directed the management of the *Journal* and Printing Company until he passed away in 1952.

My first editorial was related to improvements made in the printing plant and to remind customers that 1952 would be the 50th Anniversary of the printing plant that was founded in 1902.

Today the third generation has taken over complete management of the printing plant that has been in the family for 77 years. For 60 of these years we have been actively engaged in the promotion of our chosen breed. When the magazine was under the guiding hand of the late Fred Hahne the Association provided copy for the monthly news bulletin and Association presidents wrote monthly letters to the membership.

When Murray Fretz took over as publisher the Association News continued as a regular monthly feature. The tenets set by the Hahne family were carried on, and

we trust will be the same in the future. In May Murray asked if I would prepare the final editorial and this may well be the last editorial by any member of the Hahne family to appear in the *Journal*.

After this issue the Association takes complete charge of the production of this magazine, for it has been the decision of the Directors that the Association own and produce their own official magazine.

My final editorial, like my very first in 1951, will tell of the improvements within the printing plant. Under the direction of my two sons, Dick, Jr. and Fred, the facilities have been further improved with the installation of a new web press, new computerized type setting, and the addition of several new customers outside the livestock industry.

Today we print The Arabian Horse; Draft Horse Journal; Holstein Herald; Traffic Safety; American Chiropractic Journal; Geriatric Journal; two equipment publications; Catholic devotionals and prayer books; Lutheran prayer books and for Concordia Press in St. Louis, more than a million Archway Books a year, these last publications are Children's illustrated Bible stories. The customers now are from Missouri, Iowa, Illinois and Minnesota and we are happy the business expanded into new fields for it made possible the new equipment.

Without the machinery in our plant we would not have been able to print the *Journal* the Association plans to produce, nor could we have handled the volume of Archway Books and the other publications we must put

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into the mail on regular schedules.

Also, in this final message, I would like to say this was not the first time the Association had discussed the possibility of owning their official publication, either buying the *Journal* or starting a new magazine. When the Association was in Chicago we were

approached to sell, and after headquarters were moved to St. Joe it was also discussed.

Each time we were approached to sell, the Association directors would study the program and decide that a privately owned magazine could provide a complete selling and advisory service provided it had its own field force selling advertising,

assisting with sales, with Association field staff members working with breeders on Association related business and top representatives cooperating in these efforts.

Three generations of Hahnes have been deeply involved in the promotion of this great breed. For many years the *Journal* and sale catalogs was our bread and butter, our growth depended on providing adequate service to breeders of Angus cattle. These customers, who purchased advertising and catalogs were all good friends, without them there would have been no *Journal*, no printing company.

When the Association takes over the *Journal* every breeder, large or small, Junior breeder or farmer who registered an Angus animal will be a part of this new venture. It will be your magazine, your own official publication and for the first time in the history of our breed the largest group ever will be involved in the development of this breed magazine.

We wish you all, breeders and leaders, success with the venture and may our relationship continue. May we provide even greater service to the breeders of Angus cattle in the years ahead.

It was difficult to relinquish ownership of a magazine founded by and owned by our family for 60 years. We trust our many breeder friends and customers will understand our decision reflects our sincere desire that this breed will now play an even greater role in the world wide improvement of the entire breed cattle industry.

A great group of fieldmen represented the *Journal* in the past

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and we will share with them many memories of top sales, great cattle that won shows across the nation, the close personal friendships we enjoyed with the many outstanding breeders who were the leaders of the Angus fraternity. These memories will remain in all our minds, ours for a lifetime, may our paths cross so we can renew old friendships.

May the new World Angus Forum continue to function successfully. I was fortunate to have visited so many breeders, not only in the United States, but in Canada, Scotland, Central America, New Zealand, and Australia. Dad Hahne always hoped to visit Scotland, but that was not to be. May the future provide every breeder with the opportunity to visit others throughout the world. The fellowship and friendships are more important than profit and the overall development of our breed the number one goal.

Dick Hahne, Sr.



Wisconsin Field Day July 15

The Wisconsin Angus Field Day will be held at the Fernvale Angus Farm, Mineral Point, Wisconsin, the home of the Paul and Lucille May family on Sunday, July 15.

Events will begin at 10 a.m. with penned class judging open to anyone until 12 o'clock.

A beef barbeque will be held at noon followed by an afternoon program. Lyle Haring, regional manager, American Angus Association will introduce a panel on performance which will include Richard Spader, American Angus Association; Byron Beukema, Newton, Iowa, Joe Reznicek, director, American Angus Association, Hettick, Illinois and Phil Wyse, Wisconsin Test Station Manager, Platteville, Wisconsin.

Fernvale Angus Farm is a family operated farm now in the third generation. The first registered Angus cattle were bought in 1953 and were added to a diversified farming program. Only in recent years has the farm raised only Angus cattle.

The May family extends an invitation to all interested persons. 