

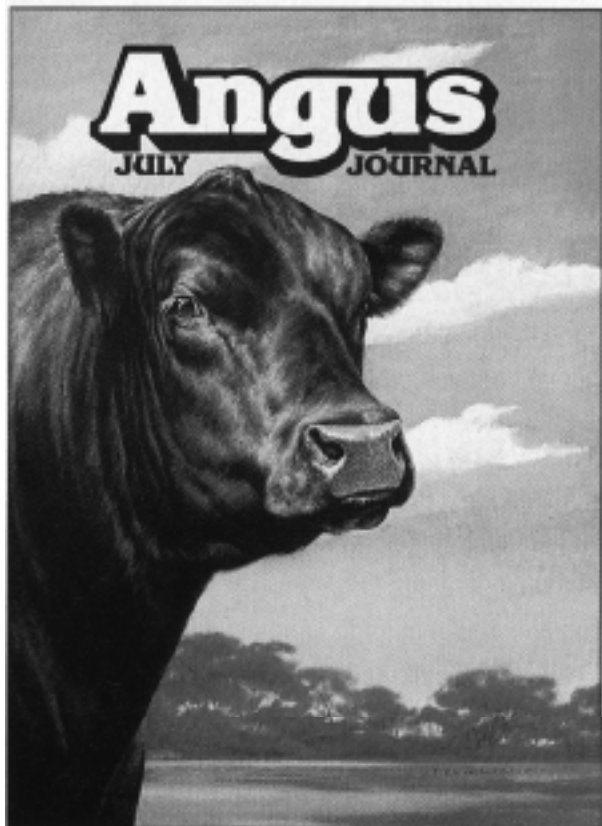
# Celebrating 10 years as America's Angus Journal

By Jim Cotton  
Editor

## *Ten years ago....*

*Where were you in the summer of 1979?*

*What were you and your families doing,  
what were their activities,  
the anticipated,  
dreamed for or dreaded events  
in their lives?*



**D**ig out your July of '79 Angus Journal, the premier issue as an organ of the American Angus Assn., and maybe you'll find yourself. At least you'll learn what you and fellow Angus folks were about ten years ago.

That's when this baby stood and took its first step. Go for it, said the Board of Directors, and the process began. It was not an easy birth. There were many voices who openly opposed an Association-owned journal, others held silent reservations, still others were hopeful.

But, perhaps it was an idea whose time had come and there were both forces and creative staff ready to present it to society, a christening fresh with a new logo, more four-color, new standing features, and a cover by Frank Murphy.

It was a departure for certain and a creation destined to become a standard for other breed and livestock publications to measure against.

Editors then were Mike Sweet, general manager/editor, and Linda Wells and Ann Gooding (Huffine) who held associate editorial posts. C.K. Allen was executive vice president of the Association and served on the Angus Productions, Inc., Board of Directors along with Dave Pingrey, vice president of the Association, Charles C. Cannon, Ray Adams, Gilman C. Stewart, Bill Conley, and Don Greiman.

The first AJ produced under the auspices of the Association numbered a respectable 188 pages.

Steve Simmons' Omega Cattle Corp. was advertising Bar Heart Winton's Image on the inside front cover. And across the page, Curtiss Breeding Industries was boosting a bull named "105" for short. Proper name Band 234 of Ideal 3163, one of his sons led the Treasure State Bull Test, Great Falls, Mont., with a 4.26 ADG and then sold for a whopping \$60,000.

Bon View Farms, Canova, S. D., began its ad: "In our 72nd year as a family operation dedicated to the improvement of the Angus breed . . . ." Belle Point Ranch at Lavaca, Ark., declared "The Proof is in the Heritage . . .", and showcased several Ankonian and Summitcrest offerings, sires, and heifers.

Gallagher's Farm listed Jerome Brody as president, Phil Trowbridge as manager, and Mal Mort as herdsman. O'Neill's ad was headlined "A Name to Remember". A.F. Flint & Sons presented a family portrait and told Angusdom: "A.F. Flint & Sons is a family operation. Each performs a specific job. Even the grandchildren work in shifts!"

Which goes to show, some things never change . . . or that is, change very little.

There was quite a bit of excitement about Briarhill Bart man

and Briarhill Jay. Briarhill Angus Farm at Union Springs, Ala., ran a classy three-page layout with just the right accent of red. Four-color ads, though, were few and confined to the covers, inside covers, and the very front and back pages. Spur Ranch, Nichols, Farms, Picket Fence Farm, Ankony Shadow Isle, and R&J Ranch held four-color positions.

**Think prices have** climbed 10, maybe 20 percent in the *Angus Journal* since 1979? Look at this comparison between page rates in the '79 *Journal* and today's:

	1979	1989
Full page	\$690	\$595
2/3 "	525	450
1/2 "	470	405
1/2 (horiz.)	400	345
1/3 page	285	245
1/4 "	250	215
1/6 "	165	140

Adding four-color took the same bucks — \$300 — in 1979 as it does today.

The Regional Manager roster included: Bill Roche, Waymon Ashley, John Barton, Raymond Barton, Dick Beck, Jim Bessler, John Crouch, Richard Dyar, Chuck Grove, Lyle Haring, Roger Jacobs, and Vern Kerchberger. They were listed on Keith Evan's new page called then as now, "Association High lights", subtitled "Communication" in Korinna bold face. Keith's column welcomed readers to the new *Angus Journal*, invited families to the National Junior Heifer Show (Indianapolis), talked about the Junior Angus Job Program, and advertised the bull's head cover print by Frank Murphy.

Other topics were Certified Angus Beef, Angus road signs, the annual meeting to be held in 1980 at the National Western, AHIR activity, membership growth, nomination of delegates, and junior recognition forms.

Board members during the transition were Ray Adams, Dale Davis, Don Greiman, Robert C. Miller, Dave Pingrey, A. F. Flint, Bill C. Bedingfield, Bill Conley, Henry Gardiner, Joe Reznicek, Dr. Shelby Turner, Eli Votaw, Jr., Myron Woolever. J.E. Horton, Jr., of Madison, Ala. was president.

**President Horton was** pictured with Commander W. H. Barnard, chairman of the South African Aberdeen-Angus Society and new president of the World Angus Secretariat.

Pages 40-43 featured the World Forum held in April at Johannesburg. Lloyd Miller, senior consultant, American Angus Assn. gave the account. More than 200 attendees watched Angus win the coveted gold cup in interbreed competition, the fifth such victory in six years. Twenty-five breeders represented the U.S.

Featured editorially was an article on the fast food industry and a inaugural six-part series by B.E. Fichte on marketing. B.E. wrote from his perspective as a journalist, award-winning photographer, professional marketing communicator, and stints as editor of *The Progressive Farmer* and *Farm Quarterly*.

A Certified Angus Beef expansion into Missouri recorded "the first time in history that a breed association has attempted to merchandise cattle directly to the consuming public." So stated "Mick" Colvin at this historic debut. Certified Angus

# Angus Journal

Beef had been test-marketed in Ohio previous to this event, but the launching at the Eastgate IGA Foodliner in Columbia, Mo., was the beginning of a national branded beef stampede.

A possibly too-glowing report on Diesel pickups compared

different engines and their economy... or lack of same. Recall, these were the years when energy crises of all kinds were confronting Americans, farmers especially.

Production Manager of the *Journal* Marilyn Spenser broke into print with her story on the Stewarts of Greensburg, Ind. Profiled were John and Alberta Stewart and Gilman Stewart under the title "Seed and Seed Stock." Marilyn apparently considered "seedstock" as better rendered as two words, whereas some of us take the KISS approach (Keep It Simple, Stupid) and spell seedstock as one, like livestock. The debate continues.

The Angus Show Schedule listed these judges through the 1980 National Western:

<b>John Maurer</b>	<b>Bill Conley</b>	<b>Don Wilkes</b>
<b>Bob MacFarlane</b>	<b>Joe Reznicek</b>	<b>Vance Uden</b>
<b>Mark Richardson</b>	<b>Larry Cotton</b>	<b>Dave Hawkins</b>
<b>Jim Hough</b>	<b>Ed Winter</b>	<b>Dave Stough</b>
<b>John McKight</b>	<b>Glen Klippenstein</b>	<b>T. D. Rich</b>
<b>Robert McGuire</b>	<b>Bill Rishel</b>	<b>Roger Hunsley</b>
<b>W. F. Warren</b>	<b>Allen Poe</b>	<b>Jerry Morrow</b>
<b>Charles Rollins</b>	<b>Herman Purdy</b>	<b>Ralph Clark</b>
<b>Larry Boleman</b>	<b>Erskine Cash</b>	<b>Harlan Ritchie</b>

Associate Editor Linda Wells reported on the winner at Reno where 196 entries competed. Sir Wms Warrant was picked grand bull by judge George Ellis, Beartooth Ranch, Columbus, Mont. Top female was Bandomere 22 of CW.

Sales seemed hot with averages comparable to many of today's. Jorgensen's of Ideal, S. D., posted an impressive \$3,184 on 108 lots and ran several pages of thank you ads addressed to buyers from 12 states. QAS Traveler 23-4 brought \$60,000 at Russ and Barb Pepper's Treasure Test Center Sale in Montana. Quentin Stevick of Des Lacs, N. D., sold to a quartet of Big Sky buyers: Sitz Angus Ranch, Gartner-Denowh Angus, Basin Angus Ranch, and Rollin' Rock Inc.

Another high-seller in Montana was the Super Poundmaker bull selling at the Midland Empire Angus Assn. Spring Show and Sale in Billings. Doug Harrison of Boyd and Paul Mydland, Joliet, gave \$20,000 for this consignment from Tamara Rudolph of Joplin.

**Under the banner "Who",** short profiles were presented on board member Ray Adams and the newly appointed secretary of the Kansas Angus Assn., Lori Fink. The section, "Field Days" featured an account by Linda Wells on the Oldest Field Day on Record, 1926-1979. The setting was the Better Livestock Day conducted in Geary County, Kan., and receiving coverage in the rotogravure section of the *New York Times* and *Time* magazine in 1936, the year Kansas Governor Alf Landon, Republican presidential candidate, attended.

Linda notes estimates of the number attending the field day over the years total 100,000. At the first event in 1926, 450 to 500 attended. Ten classes were judged by 165 men and boys. No girls attended.(!) J. B. Hollinger and A. J. Schuler spearheaded the annual event for many years.

Speaking of youth, Dr. Jerry Lipsey directed the junior activities.

Coverage of the Western Regional at Reno was presented as were winnings in the Knoxville, Tenn., area steer show, an Oklahoma Performance steer show a Carlton Corbin product- and Herman Purdy picked an Angus steer to lead all others at the Grand National in the Cow Palace, San Francisco. Bruce Borror was the breeder.

Hi-Way Angus Farm, Elmwood, Ill., donated the American Angus Auxiliary heifer. The Governor of Indiana declared July 15-21 as Indiana Angus Week.

**The New York Berkshire** Junior Angus Assn. enjoyed record prices at its annual semen auction. Event was hosted by Sir William Angus, Hillsdale. An offering of Great Big Northern brought \$1,000 from Gallagher's Farm, Ghent.

Harold Workman of the North American International Livestock Exposition announced all steers entered must also compete in a carcass contest.

"Across the Country" was known then as "State Gazette" and lumped queens, auxiliary news, and state officer elections all together.

Auctioneers listed in "Angus Classifieds" included Craig Conover, Hamilton James, Tommy Williams. Jim Rentz was also there and ran a junior page ad listing sale dates booked in the Great Lakes states and Canada. Al Conover represented National Livestock Brokers, Inc., out of North Platte, Neb.

General Manager/ Editor Mike Sweet asked "Why an Angus Journal?" on page 102. "Yet it is an entirely revolutionary idea in the livestock industry for a magazine to give the reader and the advertiser his money's worth. I think we should. Never before in the century of Angus development has there been a commercial communication media common to all Angus breeders.

"For the first time in the history of the American Angus Assn., the small breeder will have a better than fair chance to compete - one magazine reaching all breeders. . . . Think of it. The small breeder can talk to 40,000 Angus enthusiasts for as little as \$45. Quite a savings. He could only mail 300 first class letters for \$45.

"Your breed publication is a direct image of your association. . . . We must distribute our own self-portrait, in living color, to the world."

**AJ**