



# Cover to Cover

*The Angus Journal through the eyes of its readers.*

*by Kaci Foraker, editorial intern*

Resource. Interest. Encouragement. Focal point. The role of the *Angus Journal* is different to each reader, whether they stop at every page or thumb through in search of certain sections.

The *Angus Journal* has been serving its subscribers with newsworthy editorial and current happenings in the Angus breed since August 1919. Readers of all ages span a wide geographical region with varying cattle interests.

And yet, subscribers to this publication open the *Angus Journal* to fulfill their respective pursuits.

## Faithful readers

The *Angus Journal* arrives each month on Bob Brackin's doorstep in Loveland, Colo., and he sits down to read it from front to back. For the past 78 years, Brackin has been an avid reader of the publication. He was introduced to Angus cattle on his granddad's farm in Iowa and through the 4-H program.

Brackin says as a 12-year-old he would write to breeders who advertised their sales in the *Angus Journal* for their sale books. Even though he never met many of the breeders, the sale books gave him a better understanding of the industry.

"The most it did for me is encouraged me to see that the sky is the limit," Brackin says. "I have been very fortunate with the things that have happened to me with the *Journal* pushing

out that information. I did not know many, but I knew of some cattle breeding backgrounds. It was encouraging seeing the pictures of stock that someone else had and that I could also have that."

Though the *Angus Journal* has changed its look over the years, Brackin says at the core it's the same. He can still explore other breeders' marketing programs, up-and-coming bulls and Angus breeders' operations in the pages. Brackin says he does not know many of the youth exhibiting at junior shows any more, but their winning backdrop photos always brighten his day.

On a hot or rainy day, Ira Boggs from Blanco, Okla., could be found opening one of his many boxes holding issues of the *Angus Journal* that date back to 1919. For Boggs, the chronicled information is an opportunity to learn everything there is to know about the past of the Angus breed.

"Looking at the history in the *Journals* has always interested me," Boggs says. "I enjoy reading about things other breeders have done in their operations and stuff you could probably have done a little better in your operation."

He opens his collection to his visitors to browse through or maybe point out a certain bull that is a well-known figure. Boggs admits there have been a few occasions his guests have found themselves walking off with one of his *Angus Journal* issues. Of course, people return them upon discovery with no





ill intention. Boggs rather amounts the incidents to people's engrossment of the Angus narrative.

## The specifics

Other readers search for certain pieces of information within the *Angus Journal*. In 1941, Jacob Baylor's grandfather first subscribed to the publication. Today, Baylor still uses the publication to improve production practices on Baylor Farms in Cuba, Ill.

"It's interesting to read, and other times the information affects my management decisions," Baylor says. "There is no other publication that I could stay up to date on the specifics of EPDs (expected progeny differences) for the breed of cattle I raise."

Baylor even tears out articles that are intriguing to him and offer relevance to his operation, whether that be updates on bull testing or practices to increase rate of gain.

Since joining the American Angus Association in 1946, George Tomlinson has been a loyal subscriber to the publication.

"For me, the only way of keeping up with what is going on within the Association is to read the *Journal*," Tomlinson says. "I don't often get a chance to speak to an Angus representative, but I can stay up-to-date on genetic type work or price changes by reading the *Journal*."

However, Tomlinson admits there were certain time periods in his life that he didn't always read it. Over his 70-plus years of readership, he has noticed the *Angus Journal* has expanded in every aspect from advertisements to editorial to the amount of topics that are covered.

Full-time Angus producers are hard at work raising cattle and sometimes do not have time to leave their operations to attend an informative conference, but both Baylor and Tomlinson pick up the magazine to stay aware of new happenings in the ever-progressing Angus world.

## Center of the breed

To find sale reports from 1919 or who had the champion bull in 1954, Tom Burke, longtime Angus

breeder, simply goes to his collection of all the *Angus Journal* issues ever published.

"I feel good having them, and they are a great resource for knowledge of the past," Burke says. "I think that you need to be looking at the past to know what is going to happen in the future, so I enjoy going through and studying them."

With more than 13,000 subscribers the publication serves as a communication tool for Association members, advertisers, industry leaders and anyone interested in Angus cattle. Burke credits the *Angus Journal* for catering to all sectors of the industry; purebred producers, commercial producers and existing or new members.

"It's the best place to gain knowledge of anything you can find," Burke says. "It gives you a cross-section of what is happening. So if you're a new Angus breeder, probably the first thing you are going to do is subscribe to your breed magazine. Now, the *Angus Journal* is one of the very few left in industry that features strictly Angus cattle. It is certainly something very special that we are all very proud of and people support it very well."

Since 1919 economies have plummeted and flourished, generations have come and gone, and the cattle industry has seen lulls and growth. But the *Angus Journal* remained.

"The other thing that is kind of remarkable is for the first 20 or so years, it came out twice a month, when there didn't seem to be as much communication as we have today," Burke says. "The important thing about the *Journal* is it has withstood the times. Even in the depression years from 1929 to 1932 it got pretty small, but it was still published."

The publication consists of ink and paper, but many claim there's more to it than that. It's part of a history portraying an indispensable lifestyle that reaches beyond raising cattle.

Brackin adds, "I have been an Angus guy forever and it all goes back to the people ... to my dying day I will want to see the *Angus Journal*." ■