



CATTLE CULTURE

by Lindsay King, assistant editor

Glue Sticks, Unite

As the Angus Journal turns 100 on Aug. 10, it is only fitting to look back on the innovation and technology that propelled the publication to this momentous accomplishment.

What once took hours of tedious and intricate work can now happen with the click of a button. The mice of 1919 were a nuisance, while the ones of 2019 are an integral part of magazine production.

A time for change

“When I was in school at the University of Missouri, we were one of the first to use a Macintosh® computer to put together a booklet for publication,” says Shauna Hermel, *Angus Beef Bulletin* editor. Desktop publishing was the overarching term used at the time to describe the once by-hand process that was becoming digital.

Archaic is the word Hermel uses to describe the process that involved wax adhesive, X-acto® knives and colored pencils.

“At *Beef* and *National Hog Farmer*, we had an entire department that glued the whole magazine together and then they took an image of it all for printing,” Hermel says of her first post-graduation job.

The *Angus Journal* wasn’t the frontrunner when it came to going digital. *The Hereford World* beat them to it in the ’80s. In 1979 — when the American Angus Association

purchased the *Angus Journal* and formed Angus Productions Inc. (API), Cheryl Oxley was hired as a typesetter and proved instrumental in modernization.

“The type went through a special process before being placed to design the ad,” Oxley says.

The same went for photographs, until they also went digital.

Every tool referenced in the Adobe products used today has a name from the original hands-on process it originated from. The Photoshop® cut tool looks like a pair of scissors. Coincidence?

“When we moved to desktop publishing, it was really scary for our artists because they thought they would lose their jobs,” Oxley says. This was not the case though.

Oxley adds, “Every time new software became available, our staff would try it, and we were allowed to keep everything upgraded. I always felt like we were one of the more state-of-the-art publications.”

The amount of trust the Association board of directors



Many designers learned desktop publishing after being trained exclusively to use the by-hand methods. Above is an example of how designers would put a layout together by hand using wax, colored pencils and “good old fashioned paper.”

Continued on page 174

placed in Oxley and her team at API set the pace for the business breed becoming an industry leader in print media.

Always never the same

The rolling printing plates of days gone by are anything but history. The printing process may have kept up to speed with the times, but some things about it never change.

A modern magazine uses four main colors to mix every shade under the sun: cyan, magenta, yellow and key-black (CMYK). When graphic artists hand-drew every page, they had a layer for each of the four colors.

“The printer takes a negative of each color and uses that to make the plate each page will get printed from,” Oxley says. When Oxley retired from API in 2010, she was the manager of magazine production and advertising.

Rolls of paper look oddly similar to round bales before they are turned into a magazine. Each sheet of this paper prints eight pages of the magazine lengthwise.

“There is a plate for each color that the paper passes through,”

This brayer was used by long-time editorial designer Mary Black back when she cut and pasted magazine pages by hand.



Oxley says about the large round drums. “When I did press checks, I would make sure the cattle were the right color.”

Transferring a magazine to the printer was once done by hard copy and later moved to what people know as a jump drive. Today, sending a magazine is just a click of the mouse thanks to the internet.

“The printers were always a step more advanced than we were and that really helped us,” Oxley says.

The move from what was familiar to what would set Angus apart from the pack was no small feat. It’s made a world of difference as the *Angus Journal* celebrates an almost unheard of 100 years of printing. **AJ**



Pantone Color Guide: when converting Spot color for CMYK press, artists got the percentage of each color for proper mixing at the printer from these guides.

LONGRANGE®
By Merial (eprinomectin)

Extended-Release Injectable Parasiticide
5% Sterile Solution
NADA 141-327, Approved by FDA for subcutaneous injection
For the Treatment and Control of Internal and External Parasites of Cattle on
Pasture with Persistent Effectiveness

CAUTION: Federal law restricts this drug to use by or on the order of a licensed veterinarian.

INDICATIONS FOR USE
LONGRANGE, when administered at the recommended dose volume of 1 mL per 110 lb (50 kg) body weight, is effective in the treatment and control of 20 species and stages of internal and external parasites of cattle:

Gastrointestinal Roundworms	Lungworms
<i>Bunostomum phlebotomum</i> – Adults and L ₁	<i>Dictyoaulus viviparus</i> – Adults
<i>Cooperia oncophora</i> – Adults and L ₁	
<i>Cooperia punctata</i> – Adults and L ₁	
<i>Cooperia surmabada</i> – Adults and L ₁	
<i>Haemonchus placei</i> – Adults	Grubs
<i>Oesophagostomum radiatum</i> – Adults	<i>Hypoderma bovis</i>
<i>Ostertagia lyrata</i> – Adults	
<i>Ostertagia ostertagi</i> – Adults, L ₁ , and inhibited L ₁	
<i>Trichostrongylus axei</i> – Adults and L ₁	Mites
<i>Trichostrongylus colubriformis</i> – Adults	<i>Sarcoptes scabiei</i> var. <i>bovis</i>

Parasites	Durations of Persistent Effectiveness
Gastrointestinal Roundworms	
<i>Bunostomum phlebotomum</i>	150 days
<i>Cooperia oncophora</i>	100 days
<i>Cooperia punctata</i>	100 days
<i>Haemonchus placei</i>	120 days
<i>Oesophagostomum radiatum</i>	120 days
<i>Ostertagia lyrata</i>	120 days
<i>Ostertagia ostertagi</i>	120 days
<i>Trichostrongylus axei</i>	100 days
Lungworms	
<i>Dictyoaulus viviparus</i>	150 days

DOSAGE AND ADMINISTRATION

LONGRANGE® (eprinomectin) should be given only by subcutaneous injection in front of the shoulder at the recommended dosage level of 1 mg eprinomectin per kg body weight (1 mL per 110 lb body weight).

WARNINGS AND PRECAUTIONS

Withdrawal Periods and Residue Warnings

Animals intended for human consumption must not be slaughtered within 48 days of the last treatment. This drug product is not approved for use in female dairy cattle 20 months of age or older, including dry dairy cows. Use in these cattle may cause drug residues in milk and/or in calves born to these cows. A withdrawal period has not been established for pre-ruminating calves. Do not use in calves to be processed for veal.

Animal Safety Warnings and Precautions

The product is likely to cause tissue damage at the site of injection, including possible granulomas and necrosis. These reactions have disappeared without treatment. Local tissue reaction may result in trim loss of edible tissue at slaughter. Observe cattle for injection site reactions. If injection site reactions are suspected, consult your veterinarian. This product is not for intravenous or intramuscular use. Protect product from light. LONGRANGE® (eprinomectin) has been developed specifically for use in cattle only. This product should not be used in other animal species.

When to Treat Cattle with Grubs

LONGRANGE effectively controls all stages of cattle grubs. However, proper timing of treatment is important. For the most effective results, cattle should be treated as soon as possible after the end of the heel fly (warble fly) season.

Environmental Hazards

Not for use in cattle managed in feedlots or under intensive rotational grazing because the environmental impact has not been evaluated for these scenarios.

Other Warnings: Underdosing and/or subtherapeutic concentrations of extended-release anthelmintic products may encourage the development of parasite resistance. It is recommended that parasite resistance be monitored following the use of any anthelmintic with the use of a fecal egg count reduction test program.

TARGET ANIMAL SAFETY

Clinical studies have demonstrated the wide margin of safety of LONGRANGE® (eprinomectin). Overdosing at 3 to 5 times the recommended dose resulted in a statistically significant reduction in average weight gain when compared to the group tested at label dose. Treatment-related lesions observed in most cattle administered the product included swelling, hyperemia, or necrosis in the subcutaneous tissue of the skin. The administration of LONGRANGE at 3 times the recommended therapeutic dose had no adverse reproductive effects on beef cows at all stages of breeding or pregnancy or on their calves. Not for use in bulls, as reproductive safety testing has not been conducted in males intended for breeding or actively breeding. Not for use in calves less than 3 months of age because safety testing has not been conducted in calves less than 3 months of age.

STORAGE

Store at 77° F (25° C) with excursions between 59° and 86° F (15° and 30° C). Protect from light. Made in Canada. Manufactured for Merial, Inc., Duluth, GA, USA. The Cattle Head Logo and LONGRANGE are registered trademarks of Merial, Inc. ©2015 Merial, Inc. All rights reserved. 1050-2889-06, Rev. 2/2015, 8LON016C