



COVER COWS & BULLS



Designed to catch the Angus breeder's eye and to set the tone for the pages within, Angus Journal covers have transitioned with the times, technologies and creative direction.

Compiled by Julie Mais, editor

1920s



From its inception in 1919 until the 1930s, covers of *The Aberdeen-Angus Journal* were printed using only green or red ink, or both.



MARCH 21 1932

The Great Depression hit the agricultural industry and magazine business hard. Advertising revenue fell and to "cut the cloth" many of the colorful illustrations were discontinued. *The Aberdeen-Angus Journal* took on a newspaper look for a period of time.

1930s

1940s



The 1940s brought color covers to the *Journal* — though they were not utilized in every issue.



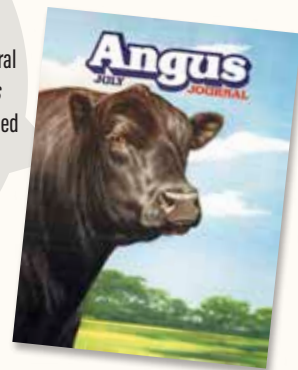
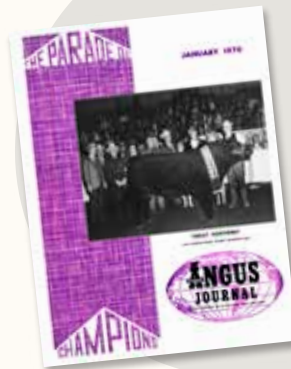
1950s-60s

In the mid-20th century, the publication boasted two styles of nameplates and colorful illustrations.



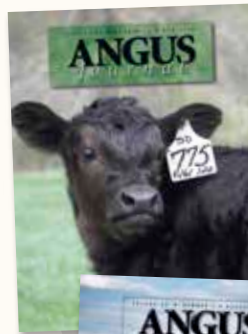
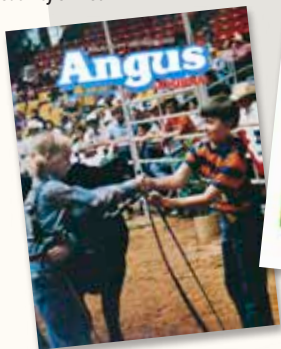
1970s

By the end of the decade, the American Angus Association purchased *The Aberdeen-Angus Journal* and the name was shortened to *Angus Journal*. The inaugural edition of the *Angus Journal* was published in July 1979 and featured a new bull head painting by Frank Murphy.



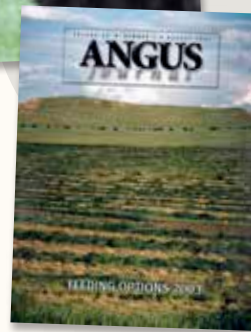
1980s-90s

The *Angus Journal* featured many looks during these decades as artist creativity shined.



2000s

Consistency in covers was brought to the *Angus Journal* in the 2000s. Though *Angus Journal's* nameplate was styled differently with each issue, the location and size remained constant.



2010s

By the late 2010s, a complete redesign was underway. A new nameplate was created and covers utilized mostly close-cropped detail shots.

