

Pennsylvania Angus Association in Steady Advance; Sales Fees Pay Way

(Editor's Note: This article on progress of the Pennsylvania Angus Association is republished here, courtesy of the Corn Belt Farm Dailies, with headquarters in Chicago).

By Staff Reporter
Corn Belt Farm Dailies

The Pennsylvania Angus Assn. is now in its 15th year. The past four years Scott L. French has served as its fieldman-secretary. There are other associations which are older and have had fieldmen over a long period, but the Pennsylvania group doesn't have to take a back seat to any group when it comes to success.

For the group, success is measured in terms of keeping the wolf away from the door in these times of lower cattle prices and in doing the job the association was designed to do.

From 1941, when the group was organized, until 1952, when the fieldman program was begun, the organization was a loose one, depending on three local groups and unpaid help to run the sales and do the promotion. The principal business of the group was the annual state meeting.

As president of the group in 1952 Cameion Hawley of, Buttonwood Farms Lancaster, Pa.

Doing The Job

Numerous state breed associations are doing a fine job and are worthy of special recognition. But in any conversation of Angus breeders in which state association is the topic, the Pennsylvania Angus Assn. repeatedly comes in for mention as one which is "doing the job."

In view of the "pinch" which is being imposed on such breed groups in these times of lower cattle prices, the editors felt that a discussion of the manner in which the Pennsylvania group is organized, how it operates and how it is attempting to meet its financial problems would be of interest. This is told in the accompanying article.

did a lot of the spade work in establishing the fieldman program and getting Mr. French to fill the position.

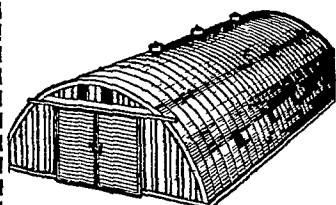
Mr. French, a native of New Madison, Ohio, where he lived on a general farm, attended Ohio State University, from which he graduated in 1946 with a Bachelor of Science degree in animal husbandry. He was a member of the Ohio State beef judging team.

After graduation he worked with the cattle at Ashbourne Farms, near Louisville, Ky., and then went to the University of Kentucky as coach of their judging team and as a teacher in animal husbandry. In 1952 he came to the Pennsylvania Assn. Martha Gallagher has been of-



As a part of its promotional activities the Brandywine Aberdeen-Angus Breeders Assn., a regional group of the Pennsylvania state organization, gives an Angus cow and calf to President Eisenhower at his Gettysburg farm. Making the presentation are, left to right Joe Gibbon,

Glenmore; Orville Haas, Pottstown; Harry Heston, Newton; Scott French, state fieldman, and Art Newenschwander, Millarden Farm herdsman, Annville, Pa. The Chief Executive has a herd of registered Aberdeen-Angus.



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vice secretary of the association since mid-1955. She is a graduate of Pennsylvania State University, receiving her degree in dairy husbandry.

It was on Jan. 16, 1952 that the board of directors of the association met to approve the plans for the expanded program. Scott French said of those plans, "The success we have achieved has been because the present program was begun on a sound basis and has continued on that basis."

Financial operation of the association was based on income from two principal sources — membership dues and association sponsored and managed sales.

The membership dues were set up so as not to place an undue burden on any breeder, but to get support from all regular members in relation to the size of their herds.

The regular members or participating members pay dues of two dollars per registered breeding female, 18 months or older,

in their breeding herds the first of each year. The minimum dues are \$10 and the maximum \$150. A commercial breeder having less than five registered cows in his herd may become a partici-

co-sponsored or acted as consultant to 13 sales in which 743 head of animals were sold for gross receipts of \$427,053.

"Each year we tend to do more and more, so it takes extra income," said Mr. French. "Our expenses for the fiscal year 1954-55 were slightly over \$20,000 compared to about \$16,400 the previous fiscal year."

"We're still managing to keep our heads above water."

Compared with the other three years, 1955 was the best year the association has had. In 1952 at five sales 269 animals sold for \$245,460 but the gross dropped to \$189,935 on 377 animals sold in seven sales the following year. In 1954 the number of sales increased to 11, gross receipts were up to \$314,132 and 584 animals were sold.

Over National Price

The average price of registered Angus sold in these sales last year was considerably above the national average for registered Angus sold at public auction.

Scott French said with pride "In our sales, 47 bulls averaged \$1,012 compared to a national average of \$766 on 6,692 registered Angus bulls, and 675 females in our sales averaged \$558, compared to \$490 on 38,231 nationally."

The Pennsylvania association has a total of 215 members, compared to 17 when it was organized 15 years ago. In 1955 there were 27 new members added to the rolls. The state was 13th in the number of Angus registered each year.

The president, vice-president and secretary-treasurer of the state association act as a committee to assist Mr. French in planning the field work.

One of his very important jobs is sales management, but he cannot do the whole job and relies on local individuals to take care of some of the details.

Mr. French and his secretary takes over the burden of the clerical work of the sales and the detail involved in lining up consignments, planning inspection trips, assembling pedigrees and catalog material, following through on health matters and taking care of the detail work in the actual sale.

George Atterbury, Boudnot Farms, Chester Springs, Pa., president of the association in 1955-56 said, "This is one of the very important and real benefits of the fieldman program. Previously, individuals had done this in their little spare



Scott French

participating member for the minimum dues of \$10, regardless of the number of unregistered females he has.

All participating members have the privilege of taking part in all association activities — the fieldman program and consignment sales and shows.

Non-participating members stay in the association with the payment of \$3 annual dues, but they do not take part in the expanded fieldman program or nominate registered animals to the association sponsored or co-sponsored sales.

Sources of Revenue

The financial statement covering the period from July 1, 1954, to June 30, 1955, showed the organization received \$6,264 in participating membership dues with another \$214 in non-participating dues. This represents about 40 per cent of the association's income.

Most of the additional revenue comes from consignment sales which the association manages or cosponsors. The board of directors first set a figure of 5 per cent of the gross sale revenue as the price of operating the sale. That has now been reduced to 4 1/2 per cent. The association also gets 1 per cent of the gross from sales at which the fieldman acts as a consultant.

The sectional organizations run the feeder calf sales, giving them a source of income to conduct their business.

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