

# Pennsylvania Angus Association in Steady Advance; Sales Fees Pay Way

(Continued from page 10)

time Now we have an experienced staff at our beck and call for sales."

Personal calls on participating members are another part of the program, but the board of directors pointed out in setting up the program that his capacity is advisory.

### Sales Provide Income

The fieldman can be consulted about such things as general herd management care and feeding, ratings of individuals and pedigree, selection of calves and other phases of an Angus herd. But he is not expected to step in and do such work as castrating, tattooing and veterinary work.

"With the large numbers of sales he conducts he really doesn't have much time left for visiting and advising breeders," Mr. Atterbury said of the fieldman. "The sales provide the income that keeps the association going."

French said, "I'd like to spend more time visiting the breeders, but there are only so many hours in a day. I visit the farms at every opportunity and spend as much time with them as I can."

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The sales also offer an opportunity to talk to the breeders as do the trips inspecting the sales animals."

Among the other important duties of the fieldman under the expanded program is to call on prospective members, something which several members think should be expanded to offer a wider outlet for their production.

Maurice V. Hitt of near Landenburg and a member of the association since its early days is one of those who thinks the work with prospective members should be expanded.

Mr. Hitt said, "In the 40's when we began the association there were fewer beef cattle in Pennsylvania than there were in 1870. Harold Reif and Guy Leader were active in getting the organization rolling."

"By 1952 we felt we had grown to the place where a fieldman could help in getting small herds started and getting and northwestern Pennsylvania, farms."

### "We Need a Wider Outlet"

"Many registered herds have been established since 1952, but we need a wider outlet now for our production. We're trading too many cattle among ourselves when they should be going out into new herds."

"New herds could be established on a million acres of western and northwestern Pennsylvania land which is now abandoned and unworked. Commercial herds here could supply more of the beef which is now being imported into the state."

Last year an advertising program was carried on in farm promote Angus cattle. "We got

# Chief Source Of Income



Sales such as this one are the chief source of income for the Pennsylvania Angus Assn. The Keystone state group manages consignment sales for its three regional groups plus individual farm production and dispersal sales. It also acts as consultant for individual sales for a fixed percentage of the gross receipts. In the auction box here are Jim Coyner, Warrenton, Va.; Cols. Hamilton James and Paul Good, auctioneers, and Scott French, fieldman-secretary of the association.

results from the advertising and expect to get more," said Mr. French. "I'd like to spend more time visiting prospective breeders — both registered and commercial — but there is only so much time. The sales are important because they give us money to continue to operate."

"Some of the associations outside of Pennsylvania have regular publications for which they sell advertising to make extra money, but those publications are very time consuming."

"Our only publication is a newsletter sent regularly to members and interested persons with information which will be of interest to breeders. It is mimeographed, except for the printed January issue, and doesn't take as much time to prepare as a printed magazine."

Mr. French's other duties include advising purchasers and breeders on sales at private treaty, advising individuals on production and dispersal sales and advising the sectional groups on their sales, working with field days, shows and fairs and going out of state to attend shows and sales as a representative of the association or to accompany state breeders as an advisor.

**Cites Benefits to New Breeder**  
Neal D. Ivey of Ivy Farm, near Malvern, who became an Angus breeder and a member of the association five years ago after retiring from the advertising business, told of his idea of the value of the association:

"It has been of great help to new breeders like me. It enabled me to learn much more rapidly than if I had not been a member. A Pennsylvania breeder who does not belong is missing some advice he needs."

"In my opinion the greatest asset has been the fieldman program inaugurated four years ago. The work of the fieldman has done more to hold the association together in these times of low prices than any other single factor."

Henry Gingrich, manager of Millarden Farms, and Art Neuschwander, herdsman, agreed that the work of the association has done much to stimulate interest in Aberdeen-Angus in the state.

"Both the small breeder and the larger breeder benefit from the advertising and promotion work," Art said. Mr. Gingrich added, "I'd say that the small breeder probably benefits more because he reaps a lot of advertising that he wouldn't be able to afford if he had to buy it as an individual."

In interesting breeders in joining the association, Scott admits failure up to the present on one Pennsylvania breeder

who has gained an international reputation in military and political fields.

"President Eisenhower is not a member of the Pennsylvania association," he said woefully.

"When the Brandywine Assn. gave him the cow and calf in 1955, I thought we had the chief executive," he laughed.

At the annual meeting in 1955, Scott noted that 44 per cent of the cattle sold at their spring sales went to newly established herds.

"I think our advertising pro-

gram is very much responsible for this. In addition, I feel certain that Angus have a higher popularity rating in Pennsylvania than they did two, three or four years ago.

"This advertising program would not have been possible without the support of the local associations which contributed a considerable sum toward the program each year."

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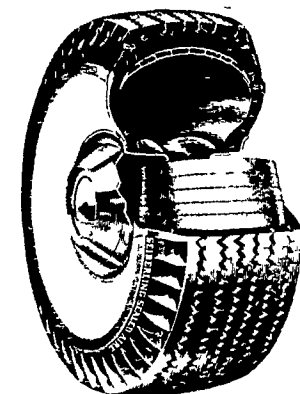
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