

Proclaiming the Greatness of the Jersey Cow

The *Jersey Journal* was in its adolescence—a mere 14 years old—when it was identified as one of the “six most important decisions” in the history of the American Jersey Cattle Association. Today, as it celebrates its Golden Anniversary, there can be no doubt that its creation remains a defining moment in the organization’s 135-year history.

“The publication of the *Journal* will be the beginning of an era of great progress,” Vice-President Roy McDonald asserted in Volume 1, Issue 1. “We have a way to tell the people of America about the greatness of the Jersey cow.”

A Long, Winding Road

While the Jersey breed was the first of the dairy registry associations to have a magazine dedicated exclusively to disseminating its news, the *Jersey Journal* does not own that distinction. The honor belongs instead to a short-lived publication, *The Monthly Bulletin of The American Jersey Cattle Club*, first produced in July of 1877.

The *Monthly Bulletin* was supervised by then-Secretary George E. Waring, who wielded the Editor’s pen according to the following policy:

“It is intended to make *THE BULLETIN* exclusively and simply an organ of the breeders and owners of Jersey cattle. Irrelevant agricultural topics will not be discussed in these columns; only matters relating strictly to Jerseys—their breeding, purchase, care, usefulness, beauty, etc., etc.—and matters relating to butter-dairying; this being the industry through which the practical value of the Jersey, as an aid to profitable farming, is developed.”

It was newsy in a manner typical of the late 1800s, the expert articles on subjects like “At what age ought heifers to be bred?” punctuated by letters about this cow or that

issue (e.g., “the cow jockey” and deceptive sale practices).

The *Monthly Bulletin* was also a record of registration and transfer activity. It included the proof sheets of the *Herd Register* (published approximately each year in those days), plus updates on where Jerseys were located across the United States.

What it lacked was financing. A subscription was \$3.50 a year, a single issue 35¢. There was some advertising, too,

The publication will therefore close.”

More optimistically, Waring stated, “THE BULLETIN has marked one phase, and we think an important one, in the process of public enlightenment as to the value of Jersey cattle . . . But Jersey interests are now established on such a secure foundation, and the value of the breed is so generally and so widely appreciated, that in future it may be safely left to the effect of the impetus it has already received.”

That was not to be the case.

The Jersey Bulletin

R. M. Gow wrote in 1936 that “The idea of a Club organ survived the discontinuance of the *Bulletin*, and suggestions that such an organ should be started came from time to time before the Directors (in 1889, 1906, 1912, 1945 and 1915), but no action was taken.”

Into this void came *The Jersey Bulletin*, established in 1883 by Dennis H. Jenkins, a railway clerk in Indianapolis. Its 16-page premier issue was dated October 1 and in the “Salutatory,” Jenkins wrote:

“The mission of the *BULLETIN* will be to give promptly all the Jersey news of interest, publish the transfers and movements of Jersey cattle, the experience and views of practical breeders, collect all items of value or interest, employ able writers on the subject, and to make it, in fact, perfectly indispensable to every one who has an interest in this great (breed) of butter makers.”

The language and type were characteristic of the day. The makeup was of the “bulletin” type, with no large headlines. Photographs were reproduced by rare and expensive hand-tooled wood cuts, the only process available in those days.

The magazine was started as a semi-monthly, but its rapid increase in popularity led to changing it to a weekly. In 1907, Jenkins purchased all rights of and title to *The Dairy World*, a magazine published in

Jersey Journal

The Jersey Journal is the official publication of The American Jersey Cattle Club. After almost a year's negotiation, the board of directors authorized the publication of a Club-owned breed magazine.

Enthusiastic Response Received

On Sept. 29, 1953, the inaugural issue of the Jersey Journal went into the mails with a publication date of Oct. 5. The issue contained 82 pages with over 50 pages of advertising from 112 advertisers. The enthusiastic response from breeders through orders and letters of endorsement left no doubt of the ranking of the work and the Jersey breeders across the nation about the Club publishing its own magazine.

Also for the last issue of the Jersey Journal appeared, the board of directors was able to purchase The Jersey Bulletin. Again breeders throughout the land were pleased that the magazine could be continued.

Jersey Journal Grows

During the fiscal year, 12 issues were printed with a total of 960 pages, for an average of over 80 pages per issue. During the 5 weeks 138,135 copies of the magazine told the story through a grand total of 10,955,338 printed pages.

Circulation Increases

Shipping without any subscribers the Jersey Journal's paid subscriptions had reached almost 3,400 on Nov. 1. At the end of the fiscal year the circulation was 11,044.

Better Advertising Pay

Increased circulation plus a lower advertising rate made the cost of reaching breeders nearly 50% lower.

In the 12 issues of 960 pages there were 498,024 pages of livestock advertising and 6444 pages of general advertising. This represented 58% of the magazine is advertising and 42% editorial copy.

Funded by Promotion

When the magazine was founded, promotion was to be a primary function. The directors felt a Club-

Twice each month the Jersey Journal carries the Jersey message into every state and section of the country and many foreign lands.

erved publication could have the following advantages:

1. Greater service to Jersey breeders.
2. Increased field coverage of Jersey events.
3. Lower advertising rates.
4. Increased circulation.
5. Better promotion of Jersey.
6. Policy control by Jersey breeders.

At the close of the fiscal year, the directors agreed that these advantages had already been demonstrated and felt that the Jersey Journal offered the greatest opportunity in years in promotion of the breed.

The board adopted a policy for 1954-55 to have the Jersey Journal's full advertising and circulation revenues "plowed back" into the making of the very best publication with the widest circulation attainable.

According to the 1953-54 Annual Report, the Board of Directors “adopted a policy for 1954-55 to have the *Jersey Journal*’s full advertising and circulation revenues ‘plowed back’ into the making of the very best publication with the widest circulation attainable.”

but not enough to keep the publication afloat. As Col. Waring wrote in June of 1881, “It has been found that the publication of the *BULLETIN* absorbs a larger proportion of the funds of the American Jersey Cattle Club than it is prudent longer to divert in this direction.

Chicago, and the name *The Jersey Bulletin* was changed to *The Jersey Bulletin and Dairy World*, which was used until 1938, when the masthead again read *The Jersey Bulletin*. An annual subscription was \$2.00 in the United States, \$2.50 in Canada, and \$3.50 to all other foreign addresses.

In 1912, the *Bulletin* was taken over by a corporation, the Jersey Bulletin Company, with Mr. Jenkins remaining as president and Royer H. Brown as manager and editor. In 1916 Mr. Jenkins retired and Mr. Brown became the owner and publisher of the *Jersey Bulletin*.

Years of Frustration

Availability of the *Bulletin* notwithstanding, the idea of an association-owned magazine continued to be debated over a nearly 40-year period. There were many reasons, starting with the fact that the Club lacked control of a publication to promote its aims and programs.

The official minutes of May 4, 1915 note the receipt of “a letter from Dr. R. W e d e k i n d suggesting the publication by the Club of an official organ. The consensus of opinion was that this was very desirable.” A committee was appointed, and thus began the first of a great number of futile efforts to bring out such a publication.

The committee reported to the Board, that “on account of the expense, it did not seem wise to start it at the present time.” The alternative was to purchase pages in the *Jersey Bulletin* and to fund a Publicity Department, but this expense, too, was surprising. Eventually, however, that course was taken, with the Club publishing a one-page regular feature, “Comments From The National Office,” and a one-page ad in each issue, costing

\$2,000 annually by 1953.

The *Jersey Bulletin* did not adapt to changes in the printing industry, its look becoming more dated

Community Jersey Farms actually started up six years before there was a Jersey Journal and has been a dedicated subscriber ever since it began publication. We have bought some great cows through finding them in the Journal and been blessed with satisfied customers who saw our ads that we placed there. Biltmore Earl Bee, the dam of “Sooner” and sixth in the 2000 Great Cow Contest was a prime example. We also look forward to the news items and editorials. Keep up the good work.

E. A. Woods, Oklahoma

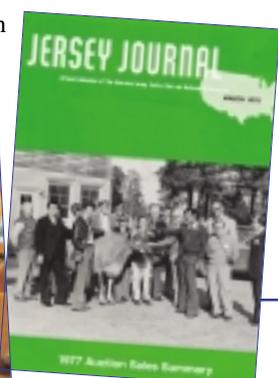
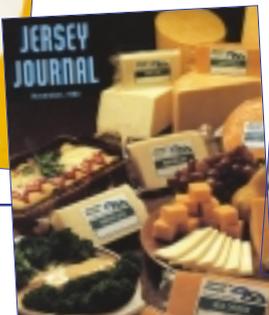
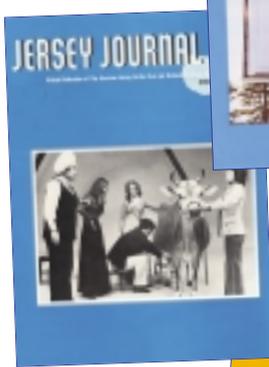
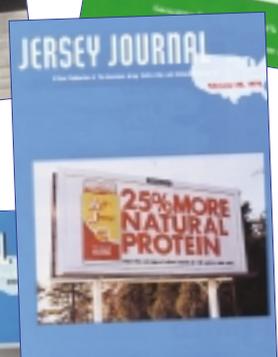
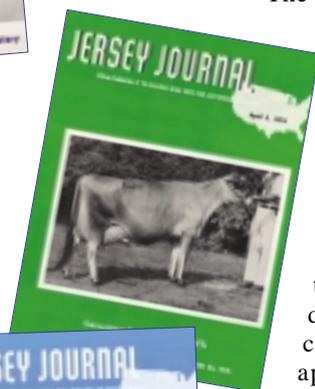
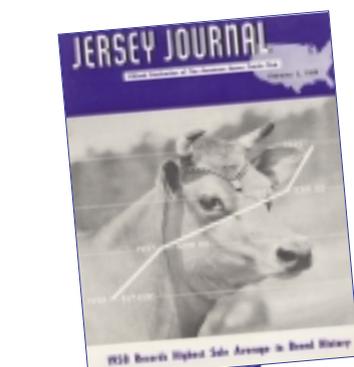
as the years went by. It contained relatively few pictures, and these were often of margin quality. The Board minutes consistently expressed a continuing desire for a more vigorous, a more effective, and a more attractive breed paper. President H. D. Munn said in 1920, “I am in favor of starting a paper again one of these days when we have developed to that point.”

In March of 1942, the minutes record that the Board felt, “that the style, make-up, editorial policy, and circulation of *The Jersey Bulletin* has failed to keep pace with the Club program.” Again another committee was appointed, this time, “authorized, in the event that it is impossible to effect satisfactory changes, to investigate the possibility of securing a new publisher for our breed paper.”

After a full year’s study, the chairman of that committee, W.W. Trout, reported no satisfactory solutions had been reached. So far the Board had encountered disappointment in any effort to either improve the editorial content or enlarge the circulation of the *Jersey Bulletin*, or to provide the Club with its own breed publication.

The Birth of Jersey Journal

In 1953, President Frank B. Astroth and the Board had information which entitled them to believe that the *Bulletin* could be purchased at a reasonable price. The Board adopted a resolution calling for the appointment of a special committee to “negotiate with the present owners for the possible purchase” of the magazine. The resolution also directed the Executive Secretary,



Floyd Johnston, to formulate plans for a Club publication “devoted to the fullest promotion of the Jersey breed and to present plans to the Board of its further consideration.”

Astroth appointed three directors—Roy McDonald, Paul Harber and W. E. Weaver and former AJCC President Herman F. Heep to the committee. The committee was unable, however, to negotiate a purchase price that it felt it could recommend to the Board and justify to the members. Royer Brown sought \$175,000, a price that he opined was “one-third less than its appraised value.”

At the 85th Annual Meeting of The American Jersey Cattle Club in Chattanooga, Tenn., held in June of 1953, Vice-President McDonald made a full and detailed report to the membership. It touched off one of the most contentious discussions in Annual Meeting history. Judge J. G. Adams of Biltmore Farms led the vocal supporters of the Bulletin and its owners, to which Paul Harber, chair of the Promotion and Publicity Committee replied with this plea:

“People down in the grass roots of the country have sent in letters, they have sent in resolutions and recommendations to the Club that we investigate the

Each day that we receive a new issue of the *Jersey Journal* is a very good day. The *Journal* is such an effective vehicle for stimulating forward motion on breed improvement and milk marketing issues and is a indispensable tool for education of Jersey owners and prospective Jersey owners. The best part is that it gets better and better every year! Congrats to the advertisers and the AJCA and the hard-working folks who have served on the staff. They have all been a true delight to work with!

Russell Gammon, Jersey Canada

possibility of our own breed publication . . . I think that it is time, with all fairness to our larger breeders, to begin to consider the wishes of the smaller breeder, the man who doesn't come to these meetings, the man who is at home milking his cows, the man who depends on the sale of this milk, and the sale of a little livestock for his livelihood and, if, through a better publication, we can help him do a better job and make this cow more valuable, then I think if we don't do it, then we are derelict in our duty.”

The matter was not settled in Chattanooga, but on September 1. After complete review of plans to begin publication of an

official Jersey breed magazine, the Board unanimously approved it by a roll call vote of the Directors present.

Sixty days later, the magazine was reality. Its subscription price was \$1.00 per year in the United States, \$1.50 per year for foreign subscribers. The cost of a one-page ad was \$100, with a 10% discount if 12 pages were purchased during the year.

What It Delivered

President Astroth wrote in his message to the membership in the first *Jersey Journal*, “I consider the founding of the *Jersey Journal* as your official breed publication as one of the most forward steps taken by any Board of Directors.

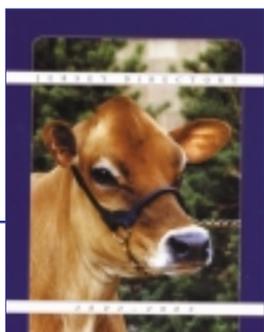
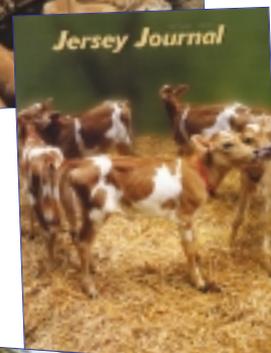
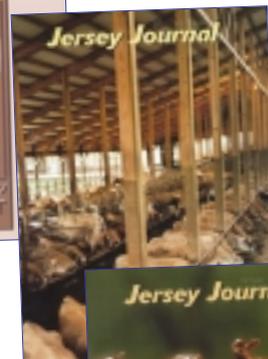
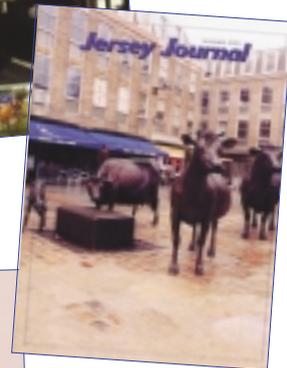
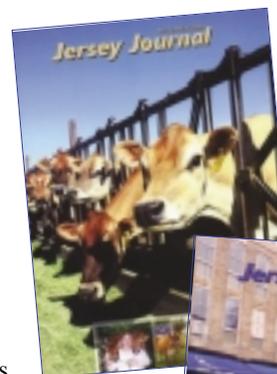
“With this message to you,” he continued, “I want to share with you the pride of ownership. We own a magazine. Those of us who milk Jerseys for a living, and no one else, own this magazine. Certainly we may say the Club owns it, but we own and operate the Club.

“The purpose of the *Jersey Journal* will be to give better news coverage, more helpful articles to breeders, lower rates to advertisers, larger circulation, and more promotion to the Jersey cow.”

The staff delivered on that promise.

Whereas the *Jersey Bulletin* was largely an advertising sheet, with show reports and limited coverage of auction sales, the *Jersey Journal* dove into issues of cow and heifer management, genetic improvement, and milk marketing. Some of these stories were told through profiles of successful operations, thus also helping to forge to a stronger sense of community among Jersey producers across the country.

And the *Jersey Bulletin*? On November 1, 1953, it was purchased by the Club for \$75,000. Its publication



was combined with *Jersey Journal* for the November 5 issue.

Just the Stats

Volume 50 of the *Jersey Journal* will be complete in December of this year. The magazine you have in your hands is the 873rd issue published. The first volume, from 1953 through all of 1954, includes 30 issues. The magazine was published every two weeks, for 24 issues a year, from 1955 through 1969. In 1970, the December 20 issue was eliminated, so 23 issues were published annually. Then, in 1977, the *Journal* became a monthly publication.

The 873 magazines total 67,175 pages and more than 38,100 pages of paid advertising. An entire set of *Jersey Journals* takes up 492,617 square feet of paper. Circulation at its peak was 11,044.

The Board of Directors, through the Development committee, constantly monitors the editorial and advertising policy of the *Jersey Journal*. The editors, through their contacts with allied industry, Extension personnel and most importantly, Jersey breeders, tailor the editorial content of the *Journal* to meet the unique and specific needs of all Jersey owners. Many of the great programs—the All-Jersey milk program, the Predicted Different system of evaluating bulls, Equity, Jersey Marketing Service, Genetic Recovery—that have contributed to the rapid improvement in Jersey production and breed expansion were introduced and promoted through its pages.

Production

Credit for the incredible start-up of the *Jersey Journal*, a mere 60 days from Board approval to the first issue, goes to three parties. The first was Vice-President Roy McDonald, an experienced newspaperman and aggressive publisher. Jim Cavanaugh was the second. The Kansas State dairy science graduate, who worked with the Borden's exhibit at the 1939 World's Fair, then served in World War II, also knew the printing business from first-hand experience. Cavanaugh came to the Jersey association from *Hoard's Dairyman*, printed by the W. D. Hoard & Sons Co. on its own presses. The third was the man whose company, Greenfield Printing &

Publishing Co., would take on the production task. His name was Wilson L. Moon.

"The *Jersey Journal* reflects the history and image of Greenfield Printing and Publishing Co.," Moon recalled for the *Journal's* 30th anniversary issue in 1983. "There are only four other publications in our plant with longer records of service."

"We can remember receiving a call from Jim Cavanaugh telling us for the Board's decision to begin October 5 and to publish

Coming from a generic (black and white) background, the *Jersey Journal* has educated and helped us to develop our herd of Jerseys through the ads of other Jersey breeders, sales and breeding information. The *Jersey Journal* helps keep the Jersey breeders working together for common goals such as equity pricing and promoting Jerseys to non-Jersey dairymen. We really appreciate the Jersey family and the friends we've made through our interest in the Jersey cow.

Doug and Julie Martin, Pennsylvania

twice a month," he continued. "Because of our plant size at the time, we almost went into shock. We were hesitant to try this large a job. After considerable discussion, we were encouraged to work with the staff and print the publication and mail it as requested."

The *Jersey Journal* became part of the impetus for growth and adoption of new printing technologies by Greenfield Printing.

"For several years we printed by the letterpress process," Moon recounted. "This meant linotype and hand-set

When the *Journal* hits the mailbox, I'm pretty much worthless for the next hour. I enjoy the breeders' angle on the cow families they deem important. Even with the bevy of information we generate on cows and herds, it's still the producers' opinion I value most. My favorite is always the Young Breeders award profiles. They are our future and I enjoy hearing of their dreams. The mix of colorful ads with editorial and educational articles keeps my attention. Keep up the great work and keep my subscription coming. I promise to pay the bill.

Jeff Ziegler, Sire Analyst, Select Sires Inc.

composition and the use of copper and zinc halftones as well as electrotypes. This was a slower printing method than used today, but an interesting and skilled one.

"Sheet-fed offset replaced the letterpresses and later we installed offset perfecter presses, printing both sides of the sheet paper at the same time. The offset method made it possible to use a lot more color. While we print faster, probably one of the biggest changes has been the use of phototypesetting.

"During the letterpress days, we always made one or two daily trips to your office" to pick up copy, he explained. "Today, a lot of this is being set up in your own office and telecommunicated."

Computerization also affected the fulfillment of subscriptions and mailing. "Many thousands of magazine have been mailed since that first issue," Moon related. "The original address list was set up on Elliott addressograph plates and later converted to a Speedamat system. Today, of course, the subscription list is on a computer system.

As noted by Wilson Moon, the *Journal* was an early adopter of computer-based word processing, installing its first system in late May of 1982. Its production changed radically. No longer was text typed, marked up, then sent to typesetting—a costly, time consuming process involving multiple proofing steps. Instead, the keystrokes were captured, editing done in the document, and the text transmitted by phone directly into the typesetting equipment.

This procedure reduced the *Journal's* production costs for a few years, but the initial cost savings were soon gone. Then came the revolution in magazine publishing. In 1984, the Apple Macintosh™ computer and the software program, Aldus PageMaker™, ushered in the era of desktop

publishing. By 1988, it was clear that the association would have to go this route in order to be able to afford the *Jersey Journal*.

Prior to the fall of 1988, advertising production was a tortured process. The staff created the copy, sketched a rough but detailed layout, and sent it all off for typesetting. The copy was re-keyed, and paste-up artists put the type and artwork down on

artboards, creating blocks for halftone negatives of photographs. Once the magazine was roughed out in a dummy layout, the pieces were assembled into pages. Each page was then put under a

camera and turned into film negatives. The photos were "stripped" into place by hand, then everything burned onto printing plates.

Digital production put the control of this process into the hands of the *Journal* staff. By the end of 1988, the entire magazine was being created on computer screens and output as entire pages. The only hand-work done at the print shop was stripping in the photo negatives. By the spring of 1997 that process had been moved into the *Journal* office, with the purchase of scanners. Only black-and-white photos were done at first, but for the past four years, all full-color

The *Jersey Journal* is the highlight of the month at Milky Way Farm. When Iris and Davis were smaller, they had some real battles over who got to read it first. My children "learned to read" the *Jersey Journal*.

Sherrie Peeler, South Carolina

work has been done in-house.

The transition to desktop publishing also included a change in printing house. Post Printing Co. of Minster, Ohio, became the *Journal's* publisher with the first issue of Volume 36 (1989). Today, the digital imaging staff at Post receives the *Journal* nearly ready for press in files uploaded to its web site, a process that takes an hour at most. The proof copy is returned to the *Journal* for final approval in a matter of a day or two.

The Staff

A small staff, usually better versed in dairy science than magazine production, has risen to the challenge of keeping up with printing technology over these 50 years.

For more than a year, the *Jersey Journal* was published without the services of a full-time Editor. J.F. Cavanaugh, at that time Assistant Secretary of The American Jersey Cattle Club, served as acting Editor; Frank G. Bishop, then head of promotion and publicity, was acting business manager.

In 1954 Tom Wiley was named Editor, serving until January, 1960. From 1960 to June of 1963, Lawrence Odgers served as Editor. Max Dawdy was Editor for five years, 1964 to 1969, before leaving to become Executive Secretary of the American Guernsey Cattle Club. He was succeeded by Maurice E.

Core, who served until 1979 when Larry R. Kempton became the sixth Editor. Cherie L. Bayer was named Editor in June of 1981, having joined the staff in January of 1978. In January, 1989, Lynn Ketterer Bell became Editor, to be succeeded by Sara Gaetz (August, 1994 until March, 1998). After completing doctoral studies and teaching at the university level over a nine-year period, Bayer returned to the position to edit the *Journal* through September, 2002, for total service in that position of 13 years. Nine issues were then supervised by David Jordan. Kimberly A. Billman, who started on the *Journal* staff in January of 1994, has been Editor since June 12 of this year.

As the production side of the magazine changed, so has the staffing. In the early years and until the move to computerized typesetting, numerous secretarial staff prepared copy for editorial and ad layouts. They go unnamed on the masthead.

The first professional hire after Wiley's appointment was John C. Wilk (July, 1956), then a Marine Corps veteran who

The *Jersey Journal* has chronicled much of my life. I was fortunate to grow up with Jerseys, participate in Jersey youth programs, milk, sell and show Jerseys, work with them in the A.I. business; as well continue to participate in many of the Jersey breed functions. And many of the very special days in my experience and that of my family's experiences with Jerseys are recorded in the *Jersey Journal*. The *Jersey Journal* is therefore very personal, and has been for a lifetime. The *Journal* has always been very professionally presented, very informative, and very much in touch with the Jersey community. The *Journal* is a reference, a resource, and a very effective marketing and communication tool. But for many of us, the *Jersey Journal* is very personal as well; and many of us have our own special copies, very memorable to us.

*Larry Schirm, Jersey Program Manager
Alta Genetics*

would eventually leave the position of Advertising Manager for graduate school in dairy science. Jean Mattox and Leon Rowe joined the staff in July of 1958, with

Dorothy F. Paillet and Marsha Jurado succeeding them in their respective positions as Editorial Assistant and

My three daughters began buying Jerseys about eight years ago as a sideline to their Holstein projects. My husband and I were both raised with Holsteins and the Jersey breed was uncharted water to us. Every issue of the *Journal* has been our source of information for everything from Who's Who in the industry, to relevant current topics on health and breeding. The girls have really learned a lot by reading the *Journal* and it has helped them tremendously with their cattle. Thanks for publishing a top notch resource.

Jennie Koebel, Michigan

Advertising Assistant. Mrs. Paillet retired as Associate Editor early in 1978, and thus holds the distinction as the longest tenured *Journal* production staffer. She was joined on the advertising side by Virginia Liff Garrett (start date, August 1962); Peggy Harper and Lenore Harvyasi (both April, 1968), Nancy Grandy (August, 1969), and Delores J. Muecke (1974). On January 9, 1961, Floella Taylor started work as secretary to the Editor, then in 1979, was named Circulation Manager. Mrs. Taylor retired October 1, 2003, completing 42 years and nine months of service.

Having numerous other responsibilities as the AJCC's Executive Assistant, Maurice Core was supported in the Editor's role by Managing Editors: Roger Peach (1976-77), David E. Parkinson (1977-78), then Larry Kempton. The staff began to take on a youthful look as more hires were made directly from the college ranks: Heidi Carpelan, Georgette Eggleston, Elizabeth Ladrach, Cindy Rutter, Sara Gaetz, Michael L. Brown (yes, now of National All-Jersey Inc.), Diane Kracht, Bonnie Jo Ayars, Cheryl A. Schwanke, Evon Lynch, Christine Reiland, Terri A. Smith, Lisa Iken, Carol Dreisbach, Julie Lemmermen, Ellen Bouton, Karen Davidson, Jennifer Cree, Beth Dement, Tara Wertz, and Carla Coburn. They have pursued various careers since their *Journal* experience, some at A.I. organizations, universities or milk marketing cooperatives. Cree is completing her D.V.M. studies at Iowa State. Several are raising families on their

A UNIQUE PERSPECTIVE ON THE *JERSEY JOURNAL*

There are many former staffers who could comment on the 50th Anniversary of the *Jersey Journal*, but none has quite the perspective of Dr. John C. Wilk. Wilk was hired as the magazine's Advertising Manager in 1956, from there pursuing an academic career that has taken him to the University of Kentucky and North Carolina State University. He supervised the Randleigh Jersey herd, conducting numerous studies that contributed to breed improvement and the development of AJCA programs. Dr. Wilk has received the Distinguished Service Award (1988), served on the Type Advisory Committee, and two terms on the Board of Directors of the American Jersey Cattle Association. He writes:

The decision to purchase *The Jersey Bulletin* and initiate the publication of the *Jersey Journal* was one of the wise moves made by The American Jersey Cattle Club. The *Journal* has over time developed into a highly respected breed publication and has played a major role in the remarkable progress the breed has made in the past 50 years. The Jersey breed had declined in numbers and respect, but now it is at one of the high points in its history in terms of growth and respect from the dairy industry. The *Jersey Journal* has played an important role in this progress and should receive due recognition.

Although some would (and have) insisted that the *Jersey Journal* operation show a profit, I would suggest that its purpose is to promote, publicize, educate, and inform rather than to be viewed as an income source. Of course it must be cost-effective and cover basic costs, but it should not be looked at as a money-making endeavor. This ability to focus on breed progress is a major advantage of AJCA ownership over private ownership.

The *Jersey Journal* provides an avenue to keep breeders and dairy leaders in tune with breed activities, breed progress, and specific programs or program changes. The *Journal* is probably more thoroughly read by Jersey breeders than any other magazine or news source. It has also played a major role in developing worldwide acceptance for the U.S. Jersey as evidenced by the sales increase of Jersey semen outside the

US. Many Jersey breeders in other countries are avid readers of the *Journal* to keep up with information on U.S. Jerseys. Information presented in the *Jersey Journal* is often translated and utilized in their Jersey publications. I would like to see more information on U.S. Jerseys translated to other languages, particularly Spanish, for distribution and use by other countries. This would enhance interest in U.S. Jerseys and build the

potential to provide additional services for Jersey breeders in those countries. Jersey interest in Central and South America is at an all-time high and the *Jersey Journal* could play an important role in providing information to these breeders. Developing close working relationships with Jersey associations in other countries could lead to significant long-term returns to AJCA.

The *Jersey Journal* has played an important role in promoting the need for increased production, more equitable milk pricing, as well as the need for genetic diversity to avoid

inbreeding. These educational roles by the *Jersey Journal* effectively created awareness of these and other important issues to Jersey breeders. The *Journal* has a loyal readership and breeders know that advertising to such a receptive target audience is effective. Even in difficult times for dairy producers, the *Jersey Journal* has been well-supported by breeder advertising and has been able to maintain a top quality publication. The continuity of breeder advertising is another demonstration of the magazine's effectiveness.

The World Wide Web has become increasingly important in providing information and the AJCA needs to more effectively utilize this communication medium in its role of promoting, publicizing and informing. Although there is considerable information available on the USJersey website, more information could be made available in this manner. However, maintaining a quality *Jersey Journal* publication should receive priority attention because it is vital to the continued effectiveness of AJCA programs.



John Wilk (left) visits with Peter G. Larson of A.I. Society Dansire during the World Jersey Cattle Bureau annual meeting tour to South Africa in early September.

own dairy farms. The *Journal* has also been a training ground for summer interns, some of whom joined the staff. One who did not was Patricia Dreisbach, now part of the management team at Hilmar Cheese Company. The current *Journal* team, in order of hiring, is Catherine Shaw, Emily Thornburg and Michele Ackerman.

The Lifeblood

Let there be no mistake: Advertising is the lifeblood of this magazine. If not for the support of thousands of advertisers

over these 50 years, the *Jersey Journal* would have withered on the vine and died.

The *Jersey Journal* is the pulse of the Jersey breed. The editorials provide timely and provocative information while the ads contribute testimonials to the current status and a view of the future direction of the breed. The real question is, "Where would our breed be today without the *Journal*?"

AJCA President Jim Huffard, Virginia

So, deep gratitude is due to the farms and

individuals who have supported the *Journal* through their advertising. They have rendered invaluable service to the Jersey cow and these organizations.

Even as Roy McDonald hailed the *Journal's* debut as ushering in an "era of great progress," he also issued a challenge: "Let us do so with real determination, the utmost effort and with a full measure of pride."

Sage advice, indeed, as the AJCA continues to improve and promote the Jersey breed through these pages.