On Stage and Backstage For 50 All Americans

No other dairy breed in this country can claim an exclusive event like the All American Jersey Show and Sale. No other event has the history, nor has left such an impression on young and old alike.

Each fall, Jersey enthusiasts gather to view the spectacle of hundreds of the nation’s finest Registered Jersey cattle assembled from dozens and dozens of herds, all displayed in one spot.

Day 1 begins with the youth taking center stage in the All American Junior Jersey Show, followed by the sale of select heifers in the Pot O’Gold. The hectic day concludes with foot-wear parents and excited youth sitting down to dinner, watching awards ceremonies honoring outstanding achievements by young Jersey breeders and applauding the selection of the year’s National Jersey Queen.

It is the Queen’s formal introduction just after noon on Day 2 that heralds the opening of competition for a purse totaling thousands of dollars in the National Jersey Jug Futurity.

The finest breeding cattle to be found are auctioned later that evening in the All American Jersey Sale.

Then, at last, after days of anticipation, comes the All American Jersey Show, settling at last the ever-present speculation in the barn about which exhibitor has the cow, the cow that will become the National Grand Champion.

2002 will be the fiftieth meeting of Jersey breeders for an All American, although just two of its element events—the All American Jersey Sale and the Junior Show—will occur for the fiftieth time. A fire in 1972, leaving 502 Jerseys unplaced, makes this only the 49th All American Jersey Show. It will be the 47th National Jersey Jug Futurity and the 45th Pot O’Gold Sale.

Towards The All American

The American Jersey Cattle Club (now Association) was but three years old when its founders began to explore the idea of creating a national show of registered Jersey cattle. The storyline that started in 1871 and culminated in the first All American Week in 1946 was permeated by two themes. There was huge ambition for promotion of the Jersey breed through a single, spectacular show. But no one had the money to get it staged, at least until the Sale of Stars of 1944 was returned to service in 1946.

A “sale of the All American breed” was knit into the announcement on February 10 that year of the All American Jersey Show and Junior Jersey Exposition in Columbus, Ohio. A show for youth would open the four-day schedule, an open show would take up the next two days, and then the Sale of Stars—1946 Edition would provide the finishing touch, not to mention the money to produce the entire event. A commission of 20% would be charged to consignors, that money then turned towards paying for show premiums and other expenses of the All American Week.

The Sale of Stars averaged $2,379.68 on 48 head, with the National Grand Champion, Wonderful Dreaming Givia, selling for a record price of $21,000. The commissions accounted for $22,810 of the All American’s revenues, the event ended in the black, and the funding formula was set for every show to follow.

Not that it worked very well in the beginning. The balance sheet of the 1947 All American also ended on the positive side, but the 1948 show drifted into the red for $1,674.43—a considerable sum of money, and even more troublesome to the AJCC’s Directors, who were far more intent on the task of constructing an office building in Columbus. Following the 1948 event, the Board voted to designate an existing show as the All American, plus providing a premium purse of $10,000 from a continuing Sale of Stars, managed by the AJCC. The 1949 show was in Memphis, then it went to Dallas in 1950.

Then on December 5, 1950, the Board voted to discontinue the sale, although continuing to designate a National Jersey Show site. The show drifted from Waterloo, Iowa to Chicago, neither of them suitable geographically to attract the greatest number of exhibitors.

The impetus for reestablishing the All American came from a group of Ohio Jersey breeders in 1956, led by A. G. Samuelson, Chester Folck and Russell White. They met with the Board of Directors on March 3, 1957 and left with a clear understanding of the conditions under which an All American would be revived by the Jersey organization.

Three conditions stand out. First, planning had to be for the show on a “permanent basis.” Second, the planning committee must have wide representation (i.e., beyond Ohio). Third, “The revival of the show (will be) recommended, only when sufficient funds are on hand to finance it,” $25,000 being the sum named.
That challenge was accepted, and A. G. Samuelson would report within six months that “there was $11,425.05 in the bank with firm pledges (to total) $17,000. The contributed funds have come from over 50 breeders in 19 different states.” By December of 1957, more than $21,000 was committed to the event, including personal guarantees from several prominent breeders to make up any revenue shortfall from their own funds. The Board acted to re-initiate the All American the following October, in Columbus, with the sale once again being the primary source of funds for the event.

Although it is the engine of the All American, this sale has become much, much more to the Registered Jersey business. It has been a barometer of the value of the best Jersey cattle and of the long-term prospects of the Jersey breed. As a consequence, the All American Jersey Sale is a powerful tool in communicating that to the industry at large.

It has always been at the forefront of registered cattle marketing. The average of the first All American Sale of Stars ($2,379.68) was over seven times the national average auction price for Jerseys that year ($327.20).

Since records have been kept by the Jersey Journal, the All American sale has been the highest average sale of the year on 35 occasions. Eight more times, it has ranked second; and only once has it ranked third. The 49 sales have sold 2,213 lots for a gross value of $8,088,135. The general average to date is $3,654.83.

Under the Association’s management, the All American Jersey Sale has been used to introduce and promote official breed improvement programs at key moments in this organization’s history.

When the USDA Predicted Difference was adopted as the official sire recognition program in 1967, consignments for the sales after 1968 were screened for the genetic merit of their sires and had to meet the requirement of being sired by “plus proven” bulls.

When the Cow Performance Index for females, was introduced, the CPI list was used as a tool to find top cows or their daughters to market through the All American Jersey Sale. More recently, the All American has included a Silent Auction featuring embryo packages and choices of ET offspring, providing an innovative outlet for the marketing of these valuable genetics. Growing steadily since its introduction in 1992, nearly 200 lots have been sold. The highest average sale to date was in 1993, when 11 lots sold for an average of $4,127.27.

These moves, among others, are among the reasons that the All American Sales have, and continue to provide herd improvement opportunities, deep into each year’s lineup, for its buyers.

The Show of Shows

The sum of animals shown in the 48 completed All American Jersey Shows now exceeds 19,000. It has been a show that everyone hopes to win, and is delighted with a Top 10 finish because the competition is so intense. Year after year, the All American judge is heard to comment that there are “many good cows on down the line, including state fair champions.” That will undoubtedly be the case again this year.

In all of these years, eight cows have been able to repeat as the All American, and National Grand Champion. The first was Sybil Design Etta, exhibited by Walter Johnson of New York. Jestermaid J. Faith would win twice, although in two separate years (1963 and 1965) for Henry Uihlein II of Heaven Hill Farms. So would Keepers Sparkling Day, first in 1968 for Kris Kinzie, then again for the KGP Syndicate of Kentucky. Sybil Surville Jesse’s back-to-back wins in 1976 and 1977 were the prelude to many more National Grand Champions coming from the Robert Stiles Family of Waverly Farm, not the least of which was W. F. Justin Lanita’s two-peat in 1983 and 1985.

Empire Crusader Heidi won twice for junior owner Denise Smith, the first time in 1979 when she also won the National Junior Show. Above, a classic Strohmeyer & Carpenter picture of the first animal sold in the sale on October 12, 1946.

The Ohio State Fairgrounds in Columbus was the site of the first All American Jersey Show, Junior Exposition and Sale of Stars. The sale was the last event of schedule for the first five All Americans. Since 1958, the sale has been slotted on the evening before the All American Show. Above, a classic Strohmeyer & Carpenter picture of the first animal sold in the sale on October 12, 1946.

### Highest Average All American Sales

<table>
<thead>
<tr>
<th>Year</th>
<th>No. Sold</th>
<th>Average</th>
<th>Gross</th>
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<tr>
<td>1996</td>
<td>45</td>
<td>$7,793.33</td>
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<tr>
<td>1981</td>
<td>48</td>
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<td>2001</td>
<td>65</td>
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<tr>
<td>1980</td>
<td>43</td>
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<tr>
<td>1998</td>
<td>63</td>
<td>5,909.52</td>
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### Largest All American Shows

<table>
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<tr>
<th>Year</th>
<th>No. Shown</th>
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<td>520</td>
<td>22</td>
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<tr>
<td>1983</td>
<td>493</td>
<td>17</td>
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</table>
The All American Shows & Sales

Steve Bachelor and Families, all of Indiana.

Bulls were shown at the All American until 1978, when Milestone Advancer Gusto (himself a son of the National Grand Champion of 1971, Etta's Master Babe) was the last champion. The record for most wins at the All American belongs to another bull from the Heaven Hill herd, Brown's Masterman Jester. Starting in 1969, he won five consecutive times and was the only Champion named at the fire-shortened All American Show in 1972.

As competitive as the All American has always been, imagine then the reaction of those who win the coveted Premier Breeder or Premier Exhibitor banners each year. The lists are a Who's Who among North American breeders.


Winners of the Premier Exhibitor award include Happy Valley Farms, Georgia (four times); Biltmore Farms (twice); Heaven Hill Farms (10 times); Happy Valley Farm, Kentucky (five times); Circle B Farms (twice); Silver Spring Farms (twice); Rock Ella (four times); Shamsie Ranch (twice); Waverly Farm (nine times); Nabholz Farms, alone or in partnership with Lylehaven Farm (twice); Bachelor Farms (twice); and B. J. Shepherd and Stephen H. White and Family with On Target Enterprises, (one each).

In 1975, a Premier Sire award was added to the show. Of the 27 presentations that have been made, Highland Magic Duncan arguably ranks as the most influential. “Duncan” was the Premier Sire three times, in 1990, 1991 and 1993. Three “Duncan” sons have each won the award: Highland Duncan Lester, Duncan Chief, and two-time winner WF/L&M Duncan Barber—ET. A paternal grandson, Lester Sambo, has also received that honor.

Backstage, the revival of the All American in 1958 was accomplished as a stand-alone show at the state fairgrounds in Columbus. At the close of the 1965 show season, the long-established National Dairy Cattle Congress in Waterloo, Iowa shook the dairy industry by proposing to change its dates to early August. This announcement motivated the other four dairy breeds to seek a new home for their national breed shows.

During late 1965 and throughout 1966, a number of established fairs—and some new ones—put forth effort to bring the national breed shows together at one location. The Holstein breed did not hold a national show in 1966, while other breed shows were dispersed to Harrisburg, Memphis, or Tulsa. The Milking Shorthorns stayed in Waterloo.

It was through this effort that the North American Dairy Cattle Show emerged, to be held in Columbus. Upon assurance that the All American Jersey Show and related activities could maintain its key features, and that the dates would coincide with the scheduled All American dates (during the second week of October), the Board of Directors approved joining with the North American in 1967.

The next year, the World Jersey Cattle Bureau held its International Conference in Columbus during the All American, which also coincided with the centennial year of The American Jersey Cattle Club. Because of that scheduling, 1968 may have produced the largest international attendance for an All American, but it certainly does not stand alone in attracting breeders from other countries to the event.

Then came the fire, which brought the All American show to an abrupt halt in 1972. The 58 senior heifer calves had just been checked into the ring on October 10 when the show announcer Richard Kellogg of COBA calmly brought the show to a halt. Everyone raced to the barn to release some 1,500 animals from the main dairy barn and two adjacent barns that were quickly engulfed in flames.

Only one animal was lost. The cause? The fire had been set by area teenagers to cover up some thefts of exhibitors’ property.

The 1972 All American had the potential that year to be the largest show to that time, with 502 animals checked in on the grounds. The odds-on favorites in the barn for Grand Champion female were two 4-year-olds, Generators Topsy and Pixys Milestone Jody. Once she was loaded into the trailer, “Jody” never returned to the All American. “Topsy” was the 1973 National Grand Champion, and as a sidenote, the first dehorned cow to achieve that honor.

The North American Dairy Show never quite recovered from the 1972 conflagration, and in 1977 the All American was relocated to Louisville, Ky., where it continues to be held in conjunction with the North American International Livestock Exposition each November.

The Futurity

For drama, and spectacle, and riches, nothing equals the National Jersey Jug Futurity. The Futurity was the culmination of the dream of seven Ohio Jersey breeders, who envisioned a Jersey futurity class patterned after the famous Little Brown Jug, a 3-year-old harness horse futurity held annually since 1946 in Delaware, Ohio.

This group organized the Jersey Jug Society and furnished the funds necessary to have it incorporated under Ohio laws.

The original idea of the show remains in place today. Animals must be nominated by December 31 of the year in which it is approximately one year old, then fees paid each year for three more years to keep it entered in the show.

The Preview show was held in 1951, followed by similar events in 1952 and 1953, all held at the Delaware County Fairgrounds. In 1954, the first full-fledged National Jersey Jug Futurity took place.

With the revival of the All American in 1958, the Jersey Jug Society transferred responsibility for administering and staging the Futurity to the Association. The first show managed by the AJCC was held at the All American in 1959.

Of the 46 female Winners, each receiving one of the richest purses available in any cattle show, three cows have also been named the National Grand Champion in the same year. The first double-win occurred outside of the All American when...
THE ALL AMERICAN SHOWS & SALES

Advancer Sleeping Pamela, won in 1956 for Maurice L. Baird.
H.V.F. Gareth’s Samares won in 1974 for Happy Valley Farm, Danville, Ky., followed by Empire Crusader Heidi, the 1979 Winner for Denise Smith. Coming close to the ultimate hat trick at the All American in 1970 was Etta’s Master Babe, Grand Champion of the All American Junior Show and Futurity Winner for young Gordon Barlass. She then sold in the All American Sale to Heaven Hill Farms, for which she was Reserve Grand Champion.

The National Jersey Jug Futurity has become the model for other shows and other breeds in the United States and internationally. More importantly, however, it continues to be as strong as ever. A total of 721 calves were nominated for this year’s Futurity, and there are 699 more waiting in the wings for the 2003 show.

To Start Junior Day
As the leadership of the AJCC hoped in 1946, the All American Junior Show has succeeded magnificently at focusing young people’s attention on the joys of working with Registered Jersey cattle.

By chance, it is the All American activity other than the sale which will occur for the fiftieth this year. In another way, it is fitting that the juniors be singled out in some way during the celebratory year, for the first All American was designed in many ways mostly for them.

The challenge to the “Jersey boys and girls of America” was this: “Your All American Junior Jersey Exposition puts you on a par with established breeders. It is up to you to prove that you are as good in your class as they are in theirs.”

Indeed they have done so over the years, and many of the youth who have participated in this event—not always at the top of the class, but winners nonetheless—have, or are making their living as Jersey producers, or have pursued professional careers elsewhere in the dairy industry.


But no cow has earned more headlines from the All American Junior Jersey Show than KJF Renaissance Lacy, the Champion since 1998 for Brady Core and the only cow to win any All American championship for four consecutive years.

The show has benefited from generous funding, starting with premiums of over $4,000 for the 1946 show. Over the years, its monetary support has come from numerous sources, among them contributions from individual breeders and proceeds from the National Heifer Sales.

The Pot O’Gold Sales
The Pot O’Gold Sale, the only “new” event added when the All American was revived in 1958, has itself become a model for programs worldwide. The sale of genetically superior calves selected from the top herds in North America is for junior bidders only. A percentage of the sale gross is set aside in a fund, then held for three years to pro-

IS THIS THE 50TH OR 51ST ALL AMERICAN SALE?

When the All American was revived in 1958, the sale catalog included a brief history. It began as follows:

“The first All American Sale was held at the Columbus Riding Club, Columbus, Ohio, on October 7, 1944. A total of 52 head averaged $1287.”

In 1944, World War II was raging, the National Dairy Show had been cancelled for the second year, and the conception of the All American Jersey Show and Sale was still two years from its announcement in the February 10, 1946, issue of Jersey Bulletin. So, what was this “first” All American Sale?

It was the Sale of Stars, which was managed by The American Jersey Cattle Club to raise $50,000 for the purchase of a headquarters building site in Columbus. Other than the fact that every animal was donated outright, how the 1944 sale was conducted became the model for all subsequent All American sales. The AJCC instituted nomination requirements for its first-ever sale. Extra effort was made to glamarize a cow sale, starting with custom blankets for the consignments to near-theatrical decoration of the sale arena to the dramatic entrance under police escort of the auctioneer, Jim McCord of Tennessee.

It also started the tradition of key sale staff donating their services to the benefit of the All American. As the Jersey Bulletin reported in 1944, “Top flight sales managers, auctioneers and ring men quickly offered their level best and at no cost to the breed.” The 1958 revival catalog would state, “The sales manager and all professional workers above are working without remuneration for services or expenses.” This included not only McCord, who sold the 1946 through 1950 sales, but also the auctioneer who succeeded him in 1958, Merlin Woodruff of Ohio. Woodruff has cried 43 of the 44 sales since then.

The 1944 Sale of Stars is no longer listed as the first All American Sale, because its original purpose had nothing to do with providing for the All American. But, how did it do in raising money for the new AJCC headquarters?

The sale receipts of $66,925 alone exceeded the original $50,000 goal. Another $5,736 in cash was donated on sale day, October 7. By the 1946 sale (also named the Sale of Stars), the office and staff had been moved from New York City to Columbus and architects were busy working on plans, like the rendition above, for the building to be constructed at 1521 E. Broad Street.
ALL AMERICAN GRAND CHAMPION FEMALES

1946
Wonderful Dreaming Givia
Mr. and Mrs. Max Gordon, Indiana

1962
Commando Etta Mercury
Chester Folck & Sons, Ohio

1947, 1948
Sybil Design Etta
Walter L. Johnson, New York

1963
Jestermaid J. Faith
Henry Uihlein II, New York

1949
Noble Cowslip Lady Tulip
C. J. Fox, Ontario

1964
Beacon Bas Patience
J. Fred Davis Jr., Texas

1950
Blonde Aims Susie
Joseph D. Wilson, Alabama

1965
Jestermaid J. Faith
Henry Uihlein II, New York

1949
Noble Cowslip Lady Tulip
C. J. Fox, Ontario

1964
Beacon Bas Patience
J. Fred Davis Jr., Texas

1950
Blonde Aims Susie
Joseph D. Wilson, Alabama

1965
Jestermaid J. Faith
Henry Uihlein II, New York

1970
Keepers Sparkling Day
KGP Syndicate, Kentucky

1971
Etta's Master Babe
Henry Uihlein II, New York

1972
Generators Topsy
Happy Valley Farm and Briggs and Beth Cunningham, Kentucky

1974
H.V.F. Gareths Samares
Mrs. Edwin C. Gamble, Kentucky

1979
Empire Crusader Heidi
Denise Smith, Alabama

1980
Echobrook Samares Noreen
Echobrook Jerseys, Ontario

1981
Empire Crusader Heidi
Denise Smith, Alabama

1982
Criterions Casey
Stewart Randall Crowe, Missouri

1987
Franken Monarch Rosel 24R
Hollylane Jerseys, Ontario

1988
Billings Top Rosanne
The Billings Farm and Rosanne Syndicate, Vermont

1989
Billings Top Rosanne
The Billings Farm and Rosanne Syndicate, Vermont

1990
Highland Jodys T B Jessie
Donald H. Bolen Family, Ohio

1995
BW Champs F203
Brentwood Farms, California

1996
Starn McHale Alice
Pyramid Genetics, Forest Glen Jerseys and Skagit Jerseys, Vermont

1997
SS Tony Jenni of Lee Hollow
Shawn Bachelor, Russell Subject and Scott Youse, Indiana

1998
Bolle-Acres MJ Willie May
Max Bollenbacher & Family, Max & Steve Bachelor & Family, Indiana
COMPLETING THE HONOR ROLL OF NATIONAL GRAND CHAMPION FEMALES

The idea for a National Dairy Show of Registered Jerseys was proposed in the Jersey Bulletin during 1905 and came to fruition the following year at the Coliseum in Chicago. While not an initiative of The American Jersey Cattle Club (now Association), its female and male champions became officially recognized as the “National Grand Champions” of the Jersey breed. For the historical record, the remaining female National Grand Champions are:


1940, Sirs Standard Bright Beauty, Green Fields, Georgia; 1941, Cutie of LaVignette, Vaucluse Farm, Rhode Island; 1942, Charla Was Wanted, Ralph L. Smith, Missouri; 1943, 1944 and 1945, no shows;


While a number of the National Grand Champions over the years have produced sons of notable achievement, arguably none has had the impact of Biltmore Signal Bess Jane, the 1951 and 1952 champion. She was the tenth dam of Biltmore Earl Bee, who was the dam of Soldierboy Boomer Sooner of CJF; one of the most influential sires in breed history and accorded the honor of a Jersey Journal commemorative issue in October of 1994.  

vide cash awards for the junior owners whose heifers complete the highest production records.

Originally, just 10 heifers were sold, but over the years, the numbers have been steadily increased to where 35 heifers have been cataloged for the 45th sale this year. Other steps to increase participation in this outstanding program have included selling Pot O’Gold heifers in West Coast sales and increasing the number of cash prizes in the production contest.

Since the first awards were made in 1961, more than $235,000 has been distributed in the production contest.

Completing Fifty Years

Many factors have contributed to the success of the All American Show and Sale in its two runs from 1946 to 1950, and then from 1958 to this year. These include ideal geographical locations; excellent prem-