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Evolution of the ASM's pronghorn

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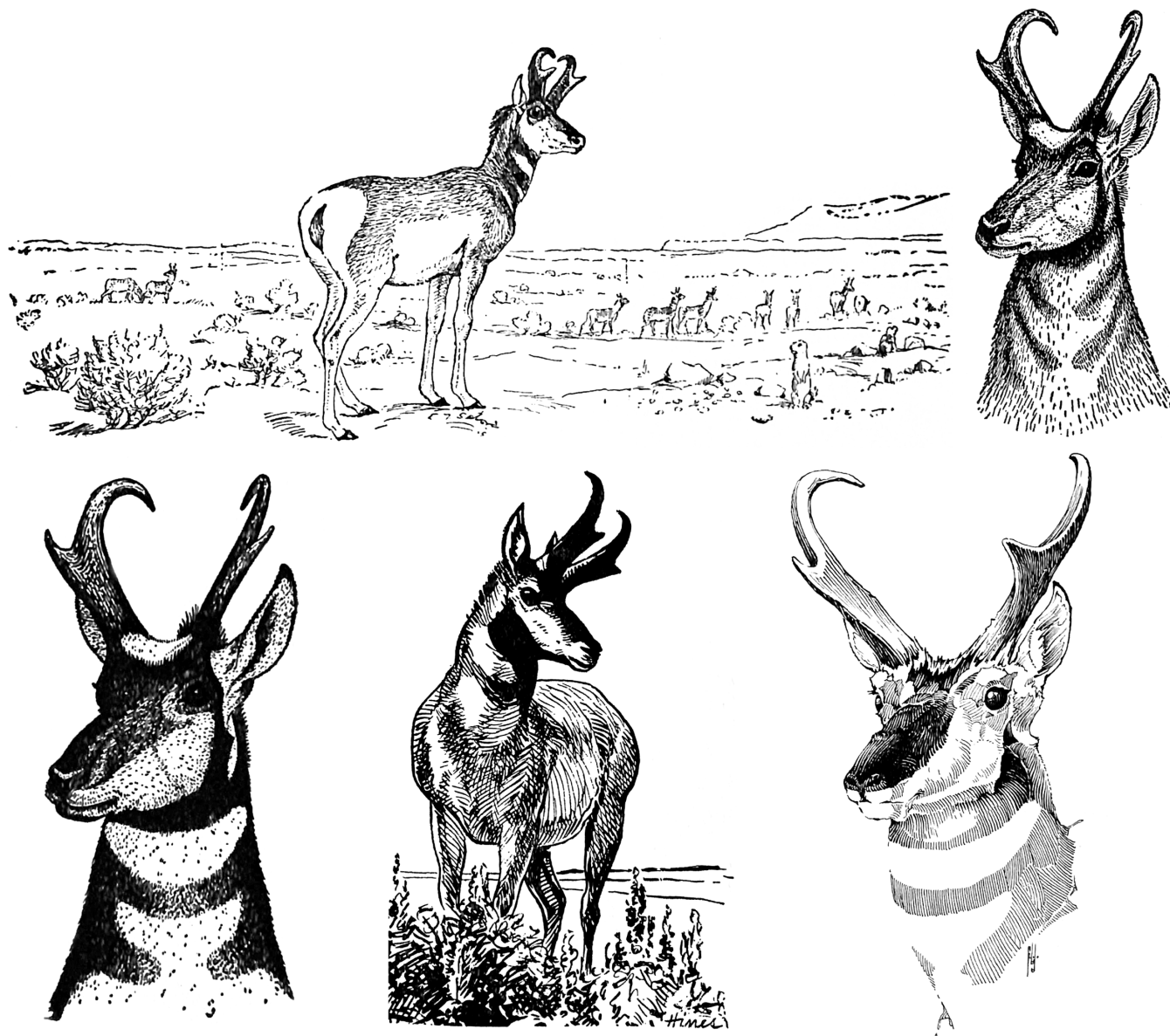


Figure 1.— The five different pronghorn (*Antilocapra americana*) drawings that have been used on the covers of the *Journal of Mammalogy* from 1919 through 1991. Top left—Ernest Thompson Seton's illustration that ran from 1919 through 1929. Top right—A. Brazier Howell's head and shoulders design that ran from 1930 through 1935. Bottom left—a modified head and shoulder drawing that first appeared in 1936 as part of an effort to improve the journal; it ran through 1962. Bottom center—Between 1963 and 1967, a full-bodied standing pronghorn was used for *Journal* covers. Bottom right—Jaques' image ran as the cover art from 1968 through 1991, and is now used as the Society's symbol.

One of the early and continuous efforts to use an animal to focus on ‘branding’ and the consistent use of a unique logo in marketing campaigns was the ASM’s adoption of the pronghorn (*Antilocapra americana*), the sole remaining species in the endemic North American family Antilocapridae, as its symbol. Ernest Thompson Seton, the famed Canadian-born wildlife artist and naturalist and one of the charter and first Life Members of the Society, provided the original illustration, a line drawing of pronghorns standing in a prairie dog colony (Fig. 1). Seton’s drawing appears on the cover of the first 10 volumes of the *Journal of Mammalogy* (*JM*). Beginning in 1930, an image of the head and shoulders designed by A. Brazier Howell appeared on the covers. Between 1963 and 1967, a full-bodied standing pronghorn was used for *JM* covers. Francis Lee Jaques, the self-taught, world-renowned wildlife artist who did many of the backgrounds for the exhibits in the American Museum of Natural History and later at the James Ford Bell Museum of Natural History (now Bell Museum) at the University of Minnesota, provided the ASM with the beautiful pen and ink drawing of a pronghorn that has become the symbol of the ASM. It first graced the cover of *JM* in 1968, and is now regularly used as the Society’s symbol.

Jaques based his drawing on a taxidermy mount at the Bell Museum. The drawing was soon added to the ASM letterhead, the *Mammalian Species* publication, the home page of the website, and now appears on each article published in *JM*, as well as elsewhere. Beginning with the first issue in 1992, an illustration pertaining to one of the articles in that issue took a central position on the cover to draw more interest in *JM*, with the Jaques pronghorn still prominently retained along with the Society’s name.

ACKNOWLEDGMENTS

We acknowledge Donald F. Hoffmeister, the ASM’s first and long-time Historian (1966–1995) and Past President, for his efforts in documenting the fascinating history of our Society. Following his example, in our roles as the ASM’s current Historian (Timm) and Assistant Historian (McLaren), throughout 2019 we will attempt to provide interesting aspects of the Society’s history in the *Journal* to complement our 100th anniversary celebration. We wish to express our gratitude to M. G. Girard for his masterful efforts to assemble the pronghorn images used on *JM* covers over the decades.