



Charles Hunter

PLANT PROTECTIVE SYSTEM STREAMLINED

The handsome man in swanky uniform with a gun on his hip who suddenly appeared in and around the halls of The Oklahoman and Times buildings, is the new chief of OPUBCO's Plant Protective System.

Charles Hunter, employe of Mistletoe Express in 1941, returned to the company the day employes began collecting their pay envelopes at the paymaster's window, to take over the job of reorganizing the guard system.

Hunter is backed up with plenty of experience with firearms training—from pistols to sawed off shot guns, submachine guns, and tear gas guns. He's had 7½ years in the navy, 75 hours in the air as rear seat gunner on heavy cruiser scout planes, three years in Oklahoma National Guard, as well as one year in the Border Patrol.

For the past few weeks he has been helping to select and train other guards who will be added, to give OPUBCO complete plant protection.

Advertising staff of The Farmer-Stockman, shown left to right, consists of Lenore McElroy, Bill Matthews, Advertising Manager Dewey Neal, Frieda Brack, and Lillian Head



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FARMER-STOCKMAN CLICKS WITH SO

Staff Looks Ahead As Author Reviews History Magazine That Has Turned Farming Into a Profession

BY RAMON MARTIN

FARMER-STOCKMAN editors expect to travel 50,000 miles in 1946, over a territory that reaches from New Mexico to Arkansas, from Louisiana to Colorado. We'll be visiting farmers on their farms and farm women in their kitchens to find out how best to serve them. We expect to have twice as much editorial space as we've had since before the war, and circulation is already in the upswing.

When the Weekly Oklahoman was first started, back in the late 90's, even its founders' far-sighted vision probably couldn't picture the magazine which has grown in 43 years into the biggest circulation of any publication in Oklahoma.

And yet that's what has happened. For The Farmer-Stockman reaches more homes in the southwest than any daily published in Oklahoma or Texas. It has come to be a guide in thousands of farm homes, and its pages are read—REALLY read—each month by 230,000 subscribers. They follow it for leadership in the agricultural field, follow it carefully; and they put its suggestions and its teachings to the test.

For that reason, The Farmer-Stockman is carefully put together. Every story is read and its contents carefully weighed. Its policies and its programs are drawn

up in conference and it proceeds cautiously but vigorously.

And because it is so thoroughly read by modern farmers it HAS to be perfect. Actually, there are no farmers except modern ones these days. The Okie hill-billy has gone, and in his place has come a professional man who knows his job of farming as thoroughly as any other professional man knows his. He is well read. On the farmers' table, The Farmer-Stockman lies beside The Readers Digest, The Saturday Evening Post and all the other "slicks."

And since those farm subscribers do take their jobs seriously, The Farmer-Stockman has to be a serious job; it has to be good to get inside the farm homes today in Texas and Oklahoma.

The men who have guided The Farmer-Stockman through the 40-odd years of its growth have been specialists in their field. As a result, The Farmer-Stockman has outlived all competition. It is recognized nationally as doing a top-notch job. When Dewey Neal, its advertising manager, walks into an agency in the east, The Farmer-Stockman is already a well-known publication in that office.

History of The Farmer-Stockman can be told briefly:

In 1903 The Weekly Oklahoman had its birth. Joe Rogers, who still handles the composing room assignment for putting The Farmer-Stockman together each month, says it was pretty much a hit-and-miss affair and largely just material picked up from The Daily Oklahoman. But even then, it was a serious publication and by 1911 it was competing successfully with the other two farm papers in Oklahoma: The Farm Journal published by John Fields, and The Oklahoma Farmer, turned out by an equally big man in agriculture, Arthur Capper.

Fields and Capper finally consolidated their papers as The Oklahoma Farmer. In 1924 that magazine was purchased by The Oklahoma Publishing Company. In 1911, The Weekly Oklahoman had changed its name to The Oklahoma Farmer-Stockman. As its scope broadened and circulation increased in Texas,

THWEST

of
ion

Rogers started doing
mechanical makeup
The Farmer-Stockman
almost 35 years ago



the word Oklahoma was dropped from its title in 1935.

E. K. Gaylord summarized The Farmer-Stockman purpose in 1924 when the consolidation of the Capper and Fields publication was made with The Oklahoma Farmer-Stockman. He said: "For a dozen years, The Farmer-Stockman has been a tremendous force in the development of farm prosperity in Oklahoma. Its editors have always regarded agriculture as the great basic industry of the state and the governing factor in general prosperity."

"Their work to improve this industry, notably along the lines of sane farming and co-operative marketing, has given The Farmer-Stockman an international reputation."

Staff members of The Farmer-Stockman have always taken pride in their part on The Farmer-Stockman staff. They include such men as Edgar T. Bell, now secretary and treasurer of The Oklahoma Publishing Company, who joined the firm as The Farmer-Stockman advertising manager.

Carl Williams, who became editor of the paper in 1913 and later served as a member of the Federal Farm Board, appointed by President Hoover, was another, and the late Clarence Roberts, still another former editor, was prime originator of The Oklahoma Livestock Marketing association and C. W. Mullen, who got his start on The Farmer-Stockman, is associate dean of agriculture at Kansas State College, Manhattan, Kan.

Today's staff members are just as proud of their association with The Farmer-Stockman. Ferdie Deering, present editor, like Roberts came up from associate editor to chief. Like his predeces-



In 1924, the editorial staff consisted of Carl Williams, Clarence Roberts and C. W. Mullen (back row); and correspondents (those seated): W. J. Green, T. S. Townsley, Robert Rea, C. E. McClure, W. P. Camp and J. P. Connors

sors, he is achieving for himself a niche in national fields. His new book, "USDA: Manager of American Agriculture," has received wide acclaim.

T. C. Richardson, an associate editor, pioneered in the launching of the soil conservation movement, and has long had an important part in the development of agricultural programs in the southwest.

Lucy Downing can tell you, as secretary to the editor, that she has watched The Farmer-Stockman's growth for 15 years. Katharine Randall, associate editor, has carved a place for herself as a woman's feature editor, and her chief, Lola Clark Pearson, a veteran of 20 years, is a leader in the field.

Dewey Neal succeeded Ralph Miller, now WKY commercial manager, as advertising manager in 1941. His able assistant, Lillian Head, has been with The Farmer-Stockman for 25 years, and Frieda Peterson Brock for 13 years. W. D. Matthews, a newcomer to the advertising staff, Receptionist Lanore McElroy, and

Mary Ellis, secretary to Richardson, are all thoroughly sold on their jobs. H. E. Bullock, who handles The Farmer-Stockman circulation, is launching a full-scale drive to boost circulation even further, now that paper restrictions have been lifted.

So, in view of the glorious past of The Farmer-Stockman and its bright future, I consider myself indeed fortunate to have been promoted to an associate editor of The Farmer-Stockman.

STEREOTYPERS HAPPY

Another step in the streamlining process of the stereotype room takes place around the first of the month when the 20,000-pound Kemp Oval stereotype pot is installed.

This automatic metal pot is a great improvement over the old stereotype melting pot which has been in use since the mechanical building was first occupied in 1930.

It is thoroughly insulated with welded steel construction. Inside the pot the temperature meets a casting rate of 600 degrees. On the outside, it is cool enough to lay your hands. Thermostatically controlled, it doesn't have to be "watched." Not only are the stereotypers happy about the prospect of new equipment, and a 15 degrees cooler place to work this summer, but it will also mean a profit of 45.5% fuel saving.

Clarence Green, the new engraving department copy boy, is a sophomore at O. U. where he is studying law.

Roland Simpson, mailing room apprentice, has been discharged from the army and is taking a short rest before returning to work.

Mailing room was represented at the Sugar Bowl game in New Orleans by Lindsay Goff who with his family spent the past month vacationing in the south.

Editorial staff, shown left to right, includes Mary Ellis, Lola Clark Pearson, Lucy Downing, Editor Ferdie Deering, Ramon Martin, Katharine Randall, T. C. Richardson

