

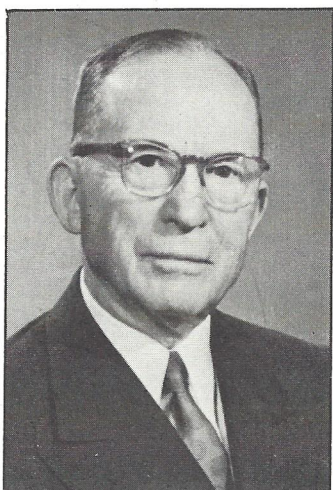
The Farmer-Stockman

Annual Report 1965

Edited to Help Rural Families Grow Better Crops, Improve Their Livestock, Enjoy Modern Equipment and Achieve Finer Living.



Opubco President



E. K. Gaylord

E. K. Gaylord is president of The Oklahoma Publishing Company, publisher of The Farmer-Stockman. He helped to found the company in 1903 and has been its leader in progress and growth ever since. His interests are many, with agriculture rating high on the list.

Executive Vice President

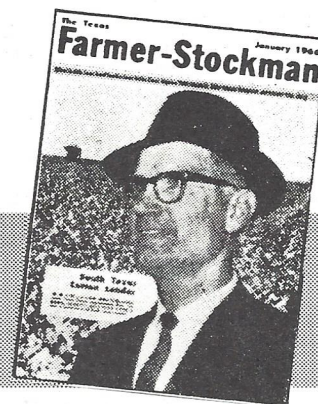


Edward L. Gaylord

Complete coverage, the most interesting publications, and the finest possible printing, are goals often expressed by Edward L. Gaylord, executive vice president of Opubco. He co-ordinates business interests of The Farmer-Stockman, The Sunday Oklahoman, The Daily Oklahoman, Oklahoma City Times, Publishers Petroleum, Mistletoe Express Service, radio and television stations at Oklahoma City, Fort Worth-Dallas, Texas, Tampa-St. Petersburg, Fla. UHF television stations at Houston, Texas, and Milwaukee, Wisc., are expected to be on the air in 1966.

Our Cover

THE FRONT AND BACK COVERS of this report show some of the localized and personalized covers on the 36 separate issues of The Farmer-Stockman for Kansas, Oklahoma and Texas in 1965.



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THE FARMER-STOCKMAN

Special Report, January 24, 1966

Published monthly by The Oklahoma Publishing Co., 500 N. Broadway, Oklahoma City, Okla. 73101. Reg. U. S. Patent Office. With which is combined The Oklahoma Farmer. Copyright The Farmer-Stockman 1966. Second Class postage paid at Oklahoma City, Oklahoma.

E. K. Gaylord,
President

Edward L. Gaylord,
Executive Vice-President

Ferdie J. Deering,
Editor

ADVERTISING OFFICES

Rates furnished on request

500 North Broadway, Oklahoma City, Okla. 73101
Bill Pullen, mgr. AC 405 CEntal 2-3311

4321 North Central Expressway, Dallas, Texas 75205
Alex McCommas, mgr. AC 214 LAkeside 1-3121

400 North Michigan Ave., Chicago, Ill. 60611
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SUBSCRIPTIONS

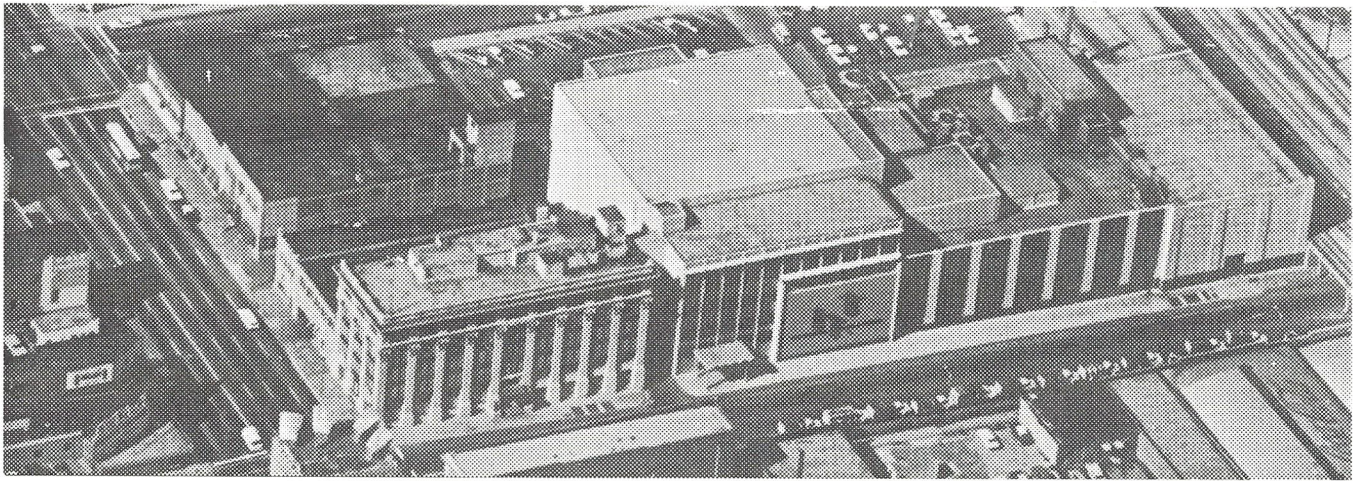
In 50 states and D.C. 1 year \$1; elsewhere 1 year \$3.

WHEN YOU MOVE, send address label from The Farmer-Stockman and your new address to Mr. Bray, 4321 N. Central Expressway, Dallas, Texas 75205. POSTMASTER: Please send label from undelivered copies, with Form 3579, to Circulation Dept., at same Dallas address.

James H. Hunter, Director of Advertising

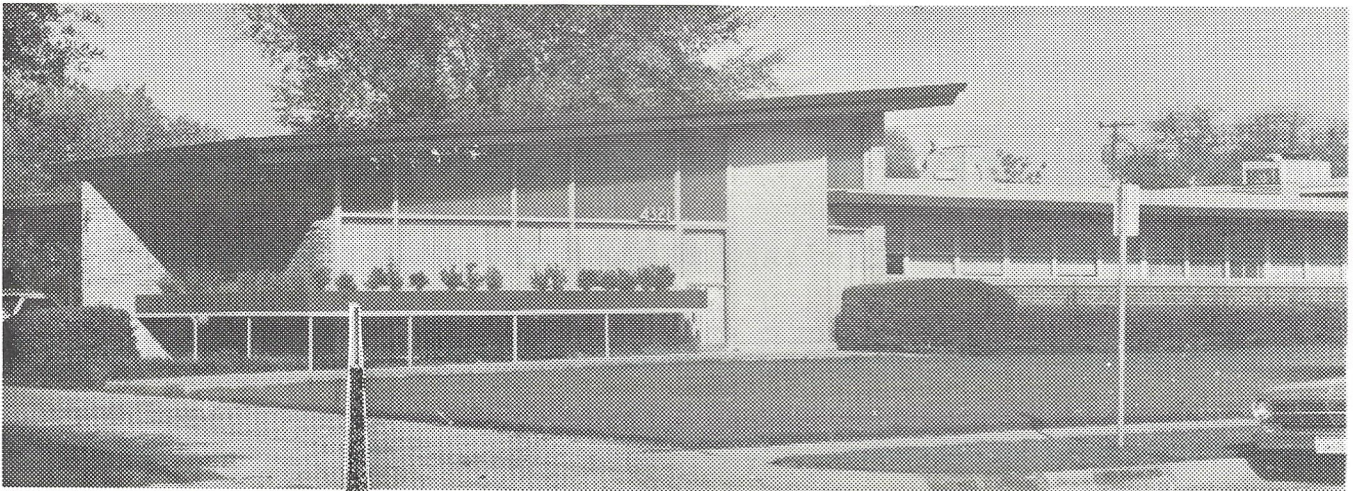


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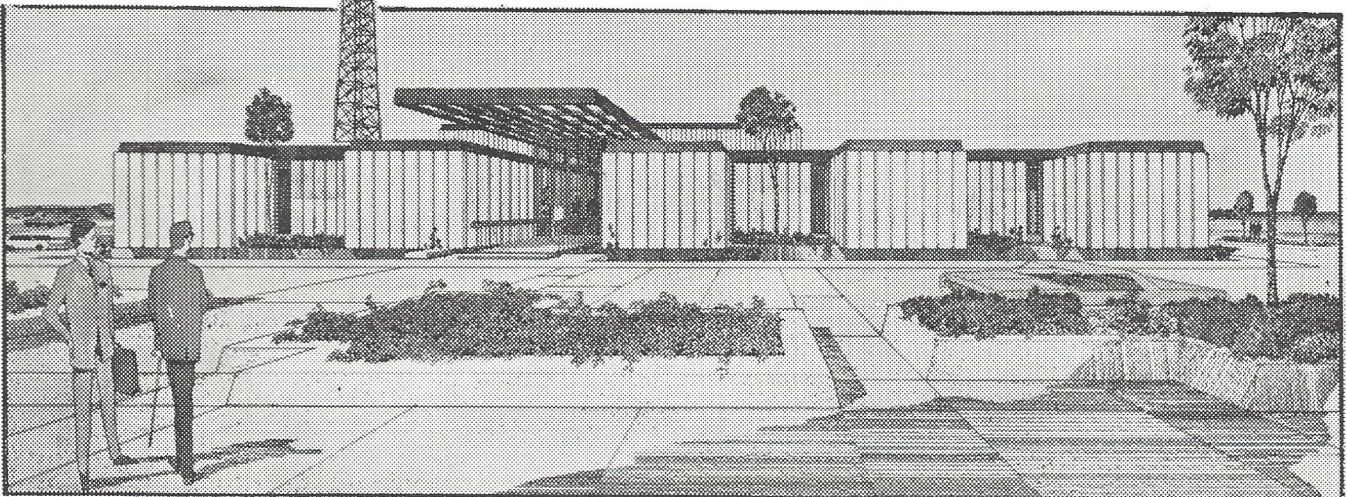
Main Offices

The main offices of The Farmer-Stockman are in these modern buildings of The Oklahoma Publishing Company at Fourth and Broadway in Oklahoma City.



Dallas Office

Circulation headquarters, Southwestern advertising offices, and Texas editorial offices of The Farmer-Stockman, 4321 North Central Expressway.



New Building

Under construction at 10011 North Central Expressway, Dallas, is to provide larger quarters for The Farmer-Stockman and Studios for KTVT.



Ferdie J. Deering, Editor



Katharine Randall, Home Editor



Sam Whitlow, Texas Editor

THE FARMER-STOCKMAN

Published monthly by The Oklahoma Publishing Company

E. K. Gaylord, President

Edward L. Gaylord, Executive Vice-President

EDITORIALS

Ferdie J. Deering, Editor

Katharine Randall, Home Editor

Ernest Shiner
Oklahoma Editor

Sam Whitlow
Texas Editor

Raymond H. Gilkeson
Kansas Editor

ADDRESS EDITORS: P. O. Box 1619, Oklahoma City, Okla. 73101
4321 No. Central Expressway, Dallas, Texas 75205

Our Editorial Policy and Aims

THE FARMER-STOCKMAN is edited to help rural families grow better crops, improve their livestock, enjoy modern equipment, and achieve finer living. We believe that anyone with a genuine interest in agriculture will enjoy reading The Farmer-Stockman, and profit by it. We consider our primary audience to be aggressive young farmers making a start on challenging new careers, established operators expanding to meet current situations, successful farmers and ranchers who have the capital and know-how to produce for today's exacting markets, and the large, executive-type agricultural producers who may be setting a pattern for a new tomorrow. And the families of each of these groups.

Contents of The Farmer-Stockman

BECAUSE MANAGEMENT has become the critical ingredient of success in agriculture, The Farmer-Stockman editors devote increasing amounts of space to planning, markets, equipment, and means of saving time, money and labor to net more profit.

Stories on these subjects are complemented by adequate coverage of all crops and all classes of livestock produced, presented as articles based upon extensive travel and interviews with farmers, ranchers and agricultural leaders by editors, staff writers, and correspondents in all parts of our territory. Current information on the marketing and processing of commodities, up-to-the minute research results that readers can use, explanatory data to help readers adapt to the continually changing government regulatory programs and policies are basic editorial copy. Editors speak out boldly in editorials on matters of farm, home, state or national interest, and then balance these heavier topics with a variety of features relating to home and family, plus a few items to bring a smile to our readers.

Editors Get Around

EDITORS OF THE Farmer-Stockman are specialists in the agriculture of states we cover. Each is widely and favorably known both among the agricultural leadership and the agricultural readership. Active in many agricultural, professional, and civic organizations, they have been recognized numerous times for their work in various capacities.

Ferdie J. Deering, editor, has been writing about southwestern agriculture for nearly 35 years, with The Farmer-Stockman since 1937, and editor since 1943. He has served as president or officer of many groups, has led in rural neighborhood improvement projects in hundreds of communities, helped organize several groups including the Flying Farmers, and presently is a member of the Governor's Council for Agricultural Development, a director of the Uni-

versity of Oklahoma Research Institute, and counsellor for the Agriculture and Livestock Division of the Oklahoma City Chamber of Commerce. He has been honored for his work with cattlemen, soil conservationists, water groups, 4-H and FFA, and has been president of the American Agricultural Editors Assn.

Home Section Is Strong Department

HOMEMAKERS MEETING PLACE is the title given by Katharine Randall (Mrs. O. W. Rush) to the home section she has edited for 20 years in The Farmer-Stockman. It is truly that, as can be attested by hundreds of letters she receives yearly. Many begin: "Dear Katharine" because the readers have met her at meetings or in their own homes somewhere in Kansas, Oklahoma or Texas. Many others begin their letters that way because her writings make them feel that they are acquainted. She takes numerous pictures to illustrate her stories and women love her colorful, homey column, "Diary of a Tired Homemaker". Katharine Randall has been elected president of Farm Home Editors Assn. for 1966, an office she has held previously. Even other editors love her!

Rounding Up in Texas

TEXAS EDITOR Sam Whitlow of Dallas works closely with ranchers, farmers, research people, and agriculturists all over Texas, which is a pretty big statement. Besides handling assignments, and copy for a dozen or more regular correspondents from Harlingen to El Paso to Amarillo, Whitlow rambles far and wide to dig out stories on his own, summing up his travels in a Farmer-Stockman feature, "Lone Star Roundup". He has been with The Farmer-Stockman since 1951, joining us after a variety of experience in agricultural journalism. Currently, he is president of the Dallas Agricultural Club, chairman of special projects committee (composed of past presidents of the Texas Farm & Ranch Safety Council, member and past director of Texas Agricultural Workers Assn., and is on several committees of the State Fair of Texas.

All Over Oklahoma

THE WIDE INTERESTS of Ernest Shiner, Oklahoma Editor of The Farmer-Stockman, are reflected in such activities, as the Oklahoma Soil & Water Districts Assn., Okla. Plant Food Educational Society, Flying Farmers, director of Christian Rural Overseas Program, Okla. Egg Council, chamber of commerce committeeman, and county agriculture development committee. Shiner is currently president of the Oklahoma City Farm Club. He regularly visits every corner of Oklahoma to see that The Farmer-Stockman covers topics readers want and need. His personal column "Sooner Summary" is "first reading" for thousands.

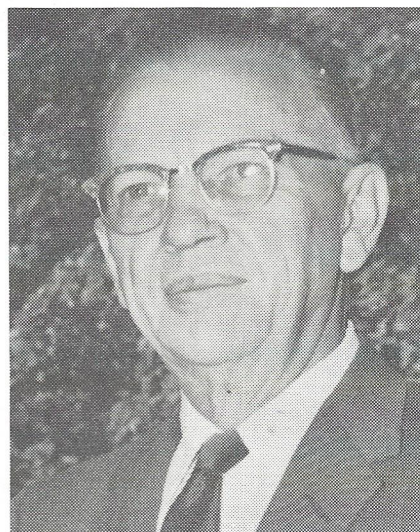
Harvest Time in Kansas

FOR MORE THAN 40 years, Raymond Gilkeson of Topeka has been visiting Kansas farmers and writing about the biggest wheat state. Since he joined The Farmer-Stockman in 1961 as Kansas Editor, his genial personality has blossomed each month in his column, "Sunflowers". Besides activities in livestock, conservation, crop improvement, and professional groups, Gilkeson belongs to Kansas Flying Farmers, YMCA boys work, is a director of Topeka community concert association and Capper Foundation for Crippled Children.

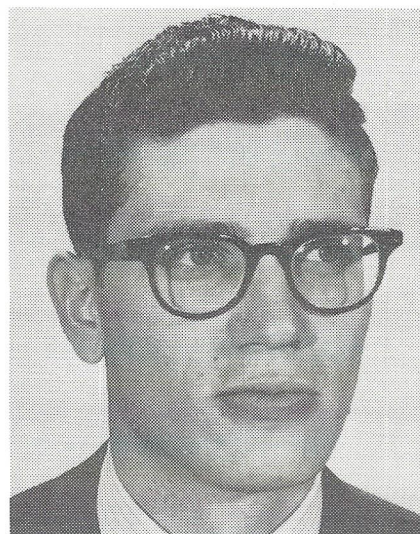
With expansion of readership in Kansas, The Farmer-Stockman has added a young man to its Kansas staff, Rex Wilmore, a graduate of Oklahoma State University in agricultural journalism. He was employed by a Texas livestock magazine before joining The Farmer-Stockman. His assignment includes wide travel over Kansas to interview farmers and ranchers for down-to-earth stories about and for farmers.



Ernest Shiner, Oklahoma Editor



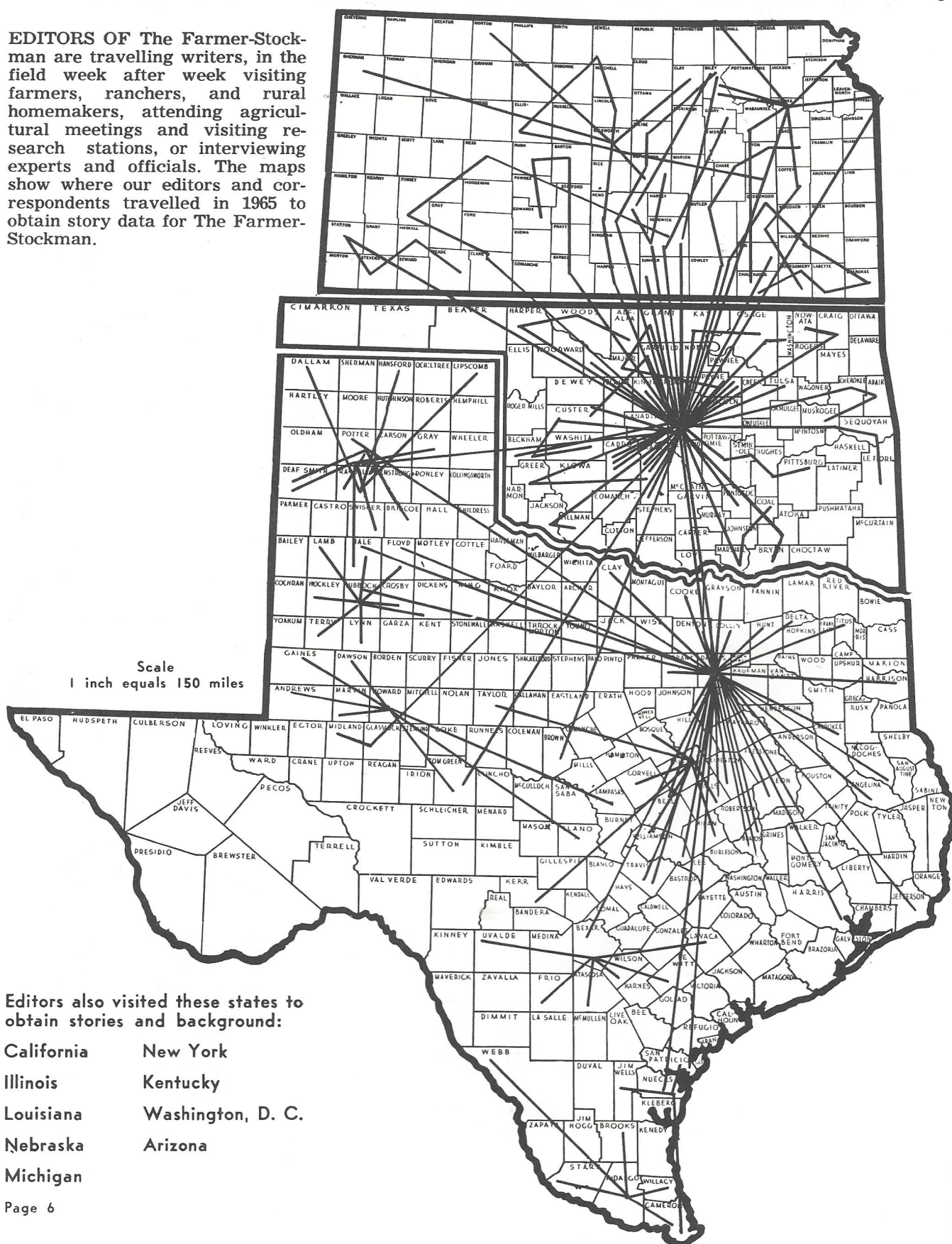
Raymond Gilkeson, Kansas Editor



Rex Wilmore, Associate Editor

Where Our Editors Went in 1965 . . .

EDITORS OF The Farmer-Stockman are travelling writers, in the field week after week visiting farmers, ranchers, and rural homemakers, attending agricultural meetings and visiting research stations, or interviewing experts and officials. The maps show where our editors and correspondents travelled in 1965 to obtain story data for The Farmer-Stockman.



... and What They Wrote About!

	Texas		Oklahoma		Kansas	
	No. Items	No. Inches	No. Items	No. Inches	No. Items	No. Inches
LIVESTOCK						
Beef	12	335	16	540	13	336
Dairy	7	318	15	359	15	421
Hogs	2	76	17	533	15	448
Sheep	7	101	9	301	7	252
Horses	2	27	1	16		
Poultry & Turkeys	7	95	12	303	6	107
Miscellaneous	11	108	21	269	7	90
Animal Health & Nutrition	23	567	11	218	17	408
TOTAL	71	1,627	102	2,539	80	2,062
CROPS						
Wheat	6	157	9	136	22	508
Cotton	15	515	12	372		
Sorghum	10	201	1	54	9	173
Peanuts & Pecans	6	172	12	415	1	62
Hay & Forage	3	92	4	85	5	135
Pastures	8	92	13	402	8	90
Garden & Orchards	8	222	13	207	2	35
Forestry	4	146	2	54	1	8
New Crops & Miscellaneous	23	263	16	256	17	295
Control of Disease & Pests	6	134	14	287	13	457
TOTAL	89	1,994	96	2,268	78	1,763
MANAGEMENT						
Credit & Finance	3	43	4	36	8	173
Marketing & Outlook	58	1,455	37	1,021	52	1,136
Equipment, Buildings, Fences	6	217	18	486	20	573
Water & Irrigation	10	262	6	243	8	304
Soils & Fertilizer	11	412	11	392	12	378
Commentary & Editorials	38	1,217	38	1,142	26	964
Government Programs	3	54	6	127	8	99
General Management	18	684	26	1,242	23	829
TOTAL	147	4,344	146	4,689	157	4,456
PEOPLE						
People & Events	55	560	91	1,385	85	1,220
Youth Activities	9	469	22	622	26	622
Books, Bulletins, Etc.	14	83	6	46	6	47
Human Interest Features	19	443	13	409	13	274
General	29	727	33	765	28	736
Entertainment & Cartoons	71	601	78	701	70	662
TOTAL	197	2,883	243	3,928	228	3,561
HOME						
Commentary & Editorials	13	560	11	403	16	630
Food	10	299	9	315	5	179
Clothing, Patterns, Needlework	22	328	23	366	27	416
Housing, Furnishings, Landscaping	14	417	18	416	16	318
Home management, Marketing	6	91	9	296	6	111
Inspirational & Entertaining	27	356	33	434	35	415
TOTAL	92	2,051	103	2,230	105	2,069
Accumulated items and inches	596	12,899	690	15,654	648	13,911

Editorial Coverage by Geographic Areas

Shaded counties are those in which The Farmer-Stockman obtained an article or other story which was published during 1965. We didn't miss many!



How The Farmer-Stockman States Rank in Agricultural Production and Equipment

Beef Cattle

1. Texas	9,458,000 head
2. Iowa	6,060,000 head
3. Nebraska	5,565,000 head
4. Kansas	4,671,000 head
6. Oklahoma	3,854,000 head

Wheat

1. Kansas	243,624,000 bu.
2. North Dakota	179,706,000 bu.
3. Oklahoma	132,916,000 bu.
4. Montana	102,475,000 bu.
6. Texas	72,796,000 bu.

Trucks on Farms

1. Texas	203,000
2. California	133,000
3. Kansas	128,000
4. Illinois	121,000
8. Oklahoma	96,000

Dairy Cattle

1. Wisconsin	3,684,000 head
2. Minnesota	2,249,000 head
11. Texas	781,000 head
17. Kansas	488,000 head
26. Oklahoma	336,000 head

Grain Sorghum

1. Texas	285,740,000 bu.
2. Kansas	136,710,000 bu.
3. Nebraska	126,930,000 bu.
4. Oklahoma	22,422,000 bu.
5. California	21,681,000 bu.

Autos on Farms

1. Texas	250,000
2. Iowa	224,000
3. Ohio	195,000
12. Kansas	127,000
23. Oklahoma	88,000

Hogs

1. Iowa	12,652,000 head
2. Illinois	7,480,000 head
10. Kansas	1,310,000 head
16. Texas	702,000 head
24. Oklahoma	271,000 head

Cotton

1. Texas	4,725,000 bales
2. Mississippi	2,020,000 bales
3. California	1,725,000 bales
12. Oklahoma	365,000 bales
Kansas	—

Tractors

1. Iowa	324,000
2. Illinois	294,000
4. Texas	262,000
10. Kansas	170,000
19. Oklahoma	99,000

Sheep

1. Texas	4,662,000 head
2. Wyoming	2,092,000 head
3. California	1,511,000 head
18. Kansas	407,000 head
29. Oklahoma	162,000 head

Peanuts

1. Georgia	893,550,000 lb.
2. North Carolina	422,400,000 lb.
3. Texas	296,100,000 lb.
6. Oklahoma	211,200,000 lb.
Kansas	—

Combines on Farms

1. Iowa	101,000
2. Illinois	93,000
4. Kansas	72,000
11. Texas	47,000
13. Oklahoma	31,000

Chickens

1. California	48,688,000 head
2. Georgia	23,297,000 head
6. Texas	15,459,000 head
27. Kansas	5,129,000 head
32. Oklahoma	2,932,000 head

Rice

1. Texas	21,714,000 bags
2. Louisiana	18,798,000 bags
3. Arkansas	18,662,000 bags
Oklahoma	—
Kansas	—

Hay Balers on Farms

1. Iowa	59,000
2. Wisconsin	57,000
11. Kansas	26,000
14. Texas	16,000
19. Oklahoma	13,000

Turkeys

1. California	1,816,000 head
2. Minnesota	753,000 head
3. Texas	390,000 head
17. Oklahoma	77,000 head
21. Kansas	64,000 head

Corn

1. Illinois	891,664,000 bu.
2. Iowa	811,964,000 bu.
14. Kansas	62,127,000 bu.
22. Texas	19,371,000 bu.
33. Oklahoma	2,346,000 bu.

Petroleum Products Used on Farms

1. Texas	\$116,559,000
2. Illinois	98,693,000
6. Kansas	65,801,000
20. Oklahoma	30,137,000

Pecans

1. Georgia	66,000,000 lb.
2. Texas	60,000,000 lb.
3. Alabama	35,000,000 lb.
4. Oklahoma	34,000,000 lb.
Kansas	—

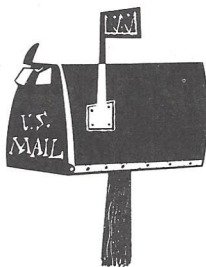
Soybeans

1. Illinois	174,609,000 bu.
2. Iowa	123,675,000 bu.
11. Kansas	18,240,000 bu.
25. Oklahoma	2,821,000 bu.
26. Texas	2,296,000 bu.

Irrigated Acres (1964)

1. California	8,000,000 acres
2. Texas	7,706,000 acres
3. Nebraska	3,371,000 acres
11. Kansas	1,127,836 acres
19. Oklahoma	340,000 acres

Letters from Our Readers



EDITORS OF The Farmer-Stockman receive scores of letters commenting upon each month's issues. The excerpts below are complimentary but we do receive a few of other kinds, which we will show on request.

★

DEAR MR. GAYLORD: I really enjoyed the article "Agriculture Supplies Materials for Industry and Business" in the September Farmer-Stockman because we are developing speeches on agricultural utilization research for our Future Farmer contest. — I. T. Williams, FFA advisor, Crockett, Texas.

★

DEAR SAM: I would like to take this opportunity to thank you on behalf of all of us associated with the Southwest Animal Health Research Foundation for your personal support and that of The Farmer-Stockman for the screw-worm eradication program from its inception through the successful eradication campaign. — Dolph Briscoe, Jr., pres., SAHRF, Uvalde, Texas.

★

DEAR ERNEST: Mildred and I wish to express our thanks and appreciation for an article well done and to tell you that we have received many letters of congratulations from people all over the state of Oklahoma. — Emmett N. Carter, vice pres., American Dairy Assn., Purcell, Okla.

★

DEAR KATHARINE RANDALL: I just wanted you to know how very much we missed you at our state meeting in Austin. Just didn't seem natural not to see your smiling face! We surely understood the reason why, however, and just hope we will have you with us in Corpus Christi. — Er-

cell Berkley, pres., Texas Home Demonstration Assn., Odessa, Texas.

★

DEAR ERNEST: Surely do appreciate your article "Triple Hog Production Wanted" We are bringing in about 5,000 hogs a week from out of the state which we would much prefer to buy locally. — O. W. Gaffney, general manager, Wilson & Co., Oklahoma City.

★

DEAR SAM: The greatest honor ever to come my way was the picture cover on The Texas Farmer-Stockman, September issue. Personally, I am most humbly grateful for this recognition; much of the credit for achievements of this center must be accorded to the fine work of the staffs of research and extension personnel. — W. R. Cowly, supt. for research, Lower Rio Grande Valley research and extension center, Weslaco, Texas.

★

DEAR KATHARINE: I now am president of the ladies in our church, which is about 60 and having everything hit at one time can get one going. We were without a pastor for one year and then getting told to get the rectory dusted, fix up tables and hall for two different district meetings of

about 100 each. But I'll thank you for the wonderful help you gave me, and I'll remember you if you need help or not. — Mrs. Alice Hennis, Scotland, Texas.

★

DEAR MR. WHITLOW: Your article was excellent! If everyone had the information you presented in this article, our job in weather predicting would be much more simple. — J. A. Riley, head, weather analysis and prediction branch, U. S. Dept. Commerce, Fort Worth, Texas.

★

DEAR ERNEST: I sure wish to thank you for the kind article you wrote in The Farmer-Stockman. We have received lots of congratulations from all over the state. — J. R. Martin, pres., Oklahoma Hereford Breeders Assn., Chickasha, Okla.

★

DEAR KATHARINE: The pictures were very good and the article was so interestingly written. We were flattered to have been chosen to be visited. — Mrs. Odell Jennings, Tulia, Texas.

★

DEAR RAYMOND: You'll be interested to know that one week after it came out I used the basic material involved in the recent article in The Kansas Farmer-Stockman in a lecture on agricultural credit to our young farmers short course. Several of them mentioned that they had enjoyed reading it in your magazine. I have had other comments on it from the country, including some from banker friends. — Wilton B. Thomas, agricultural economist, Kansas State University, Manhattan.

The Farmer-Stockman Reaches the Farmers

DEAR EDITORS: Sincerely, I appreciate the spot you gave the article "Crop Insurance Answers" in the August 1965 issue. The Oklahoma Farmer-Stockman is widely read. The owner-operators respect your editorials and articles. I would like to quote a report received this week from Mr. Ted Longhofer, area sales trainer: "Nearly every contact we made this week reported that he had read about FCIC in the magazine." This points out how valuable you are to the farming interests in Oklahoma. — R. Myron Moore, Oklahoma State director, Federal Crop Insurance Corp., Stillwater, Okla.

DEAR MR. SHINER: We are in the middle of a good wheat harvest but several have called to tell us that they thought the write-up was very good and we think that the story was very well written. We have found out that your Farmer-Stockman circulation is indeed good in this area. — M. Floyd Ames, registered polled dorset sheep, Amorita, Okla.

★

DEAR EDITOR: The article written by Duane Howell in the Feb. issue of The Farmer-Stockman a year ago was one of the best presented in an agricultural magazine and is still a very good evaluation and descriptive article on subirrigation. — James S. Newman, asst. agronomist, South Plains Research and Extension Center, Lubbock, Texas.

★

DEAR MR. WHITLOW: We very much appreciate your inclusion of the DeSoto grass in the October issue of The Texas Farmer-Stockman. The response was almost immediate, as evidenced by letters coming in from your subscribers. It will be most helpful in getting the grass tested over a wide area. — C. L. Lundell, exec. vice pres., and director, Texas Research Foundation, Renner, Texas. (Hundreds of farmers volunteered to help with the tests.)

★

DEAR EDITOR: You have written many fine articles, but for me the best one was on page 41 of your February 1965 issue. As a result, I plan to plant acreages of Trudan I, Haygrazer, and Hidan 37. I am trying to figure out how to increase my production of roughage at the lowest cost. — Homer S. Reese, Heavener, Okla.

★

DEAR EDITOR: I read with much interest your story on "Can We Beat the Weeds?" I have been a county noxious weed supervisor for the past 15 years and I think this is one of the best articles with pictures on weeds I have seen. — Evan Swartz, Topeka, Kans.

★

DEAR ERNEST: We appreciate what you and The Farmer-Stock-

The Farmer-Stockman Readers Are Builders

DEAR FERDIE: Sure wish we had another two or three publications which would use our designs and produce as well as The Farmer-Stockman. For instance, we were doing our plan orders (we do book orders on a different day) and out of 22 orders, 8 were from your readers! Three of the 22 were from The Daily Oklahoman. Rather excellent results considering that the column now appears in nearly 40 papers. — Hiawatha Estes, AIBD, home consultant, Nationwide Plan Book Co., Northridge, Calif. (The plans sell for \$8.50 per set)

man are doing to help honor our deserving farmers in this Hi-Production crops awards program. — Jasper M. Harl, Blaine county agent, Watonga, Okla.

★

DEAR EDITOR: My wife and I were pleasantly surprised to find my picture on the cover page of The Kansas Farmer-Stockman. I also was pleased with the article and pictures. I have received many congratulatory messages and was pleased to learn what a wide circulation The Farmer-Stockman has. — Gus Hinnergardt, pres., Kansas Polled Hereford Assn., Ransom, Kans.

★

DEAR FERDIE: It was with genuine pleasure that I saw Louis Hawkins' picture on the cover of the current issue of The Farmer-Stockman. The articles were an excellent presentation. I wish that somehow or other we could get the members of the Board of Regents for higher education to pay attention to this most important information. — Keats E. Soder, secy.-treas., Oklahoma Wheat Research Foundation, Oklahoma City.

★

DEAR EDITOR: I would certainly like to have another copy of "Sycamore Center", the one about the church supper. We belong to a country church and it is so typical of our own monthly church suppers. — Mrs. Gerald Hartnett, Zenith, Kans.

★

DEAR SAM: We are framing the front cover and hanging it in our classroom. George and J. A. could not have been given a greater nor more deserving recognition. — Vannoy Stewart,

teacher trainer, agriculture dept., Sam Houston State Teachers college, Huntsville, Tex.

★

DEAR KATHARINE: You talk our language. We are happy to have you work with us and visit the families with whom we work. — Lucille A. Clark, OSU extension housing and home equipment specialist, Stillwater, Okla.

★

DEAR KATHARINE RANDALL: We certainly were pleased with your coverage of activities of the Kansas CowBelles at our convention in Wichita in the April issue of The Farmer-Stockman. — Mrs. George H. Fritz, pres., Kansas CowBelles, Brookville, Kans.

★

DEAR ERNEST: Yesterday I received the February issue of The Farmer-Stockman. You did an excellent job on the story and pictures. — George Kemnitz, pres., American Polled Hereford Assn., Perry, Okla.

★

DEAR KATHARINE: Thank you so much for taking time to put Stafford county in print so beautifully. — Dixie Molz, home economics agent, St. John, Kans.

★

DEAR FERDIE: Mr. Gaylord is one of the great publishers of the time. He seems to have a keen insight to what will be needed 10 to 20 years in the future and his ability to couple planning and action in meeting these needs will keep the Oklahoma Publishing Company in the forefront for years to come. — David E. Ryker, president, American Assn. of Agric. College Editors, Little Rock, Ark.

The Farmer-Stockman Advertising Department Is Nationwide

THE ADVERTISING Department of The Farmer-Stockman is responsible for the sale of all advertising, research and compilation of market data, the makeup of advertising sections of the magazine, and preparation of pages for reproduction. Advertising in The Farmer-Stockman includes commercial, livestock and classified divisions. Each is important. Every effort is made, primarily

by mail, to promote more business in the classified and livestock divisions, and we are glad to report that lineage is up for 1965. Our main source of revenue, however, is commercial (or national) advertising. This is sold by our own sales staff in the four branch territories of The Farmer-Stockman. The entire Advertising Department is managed and supervised by J. H. Hunter, advertising director.

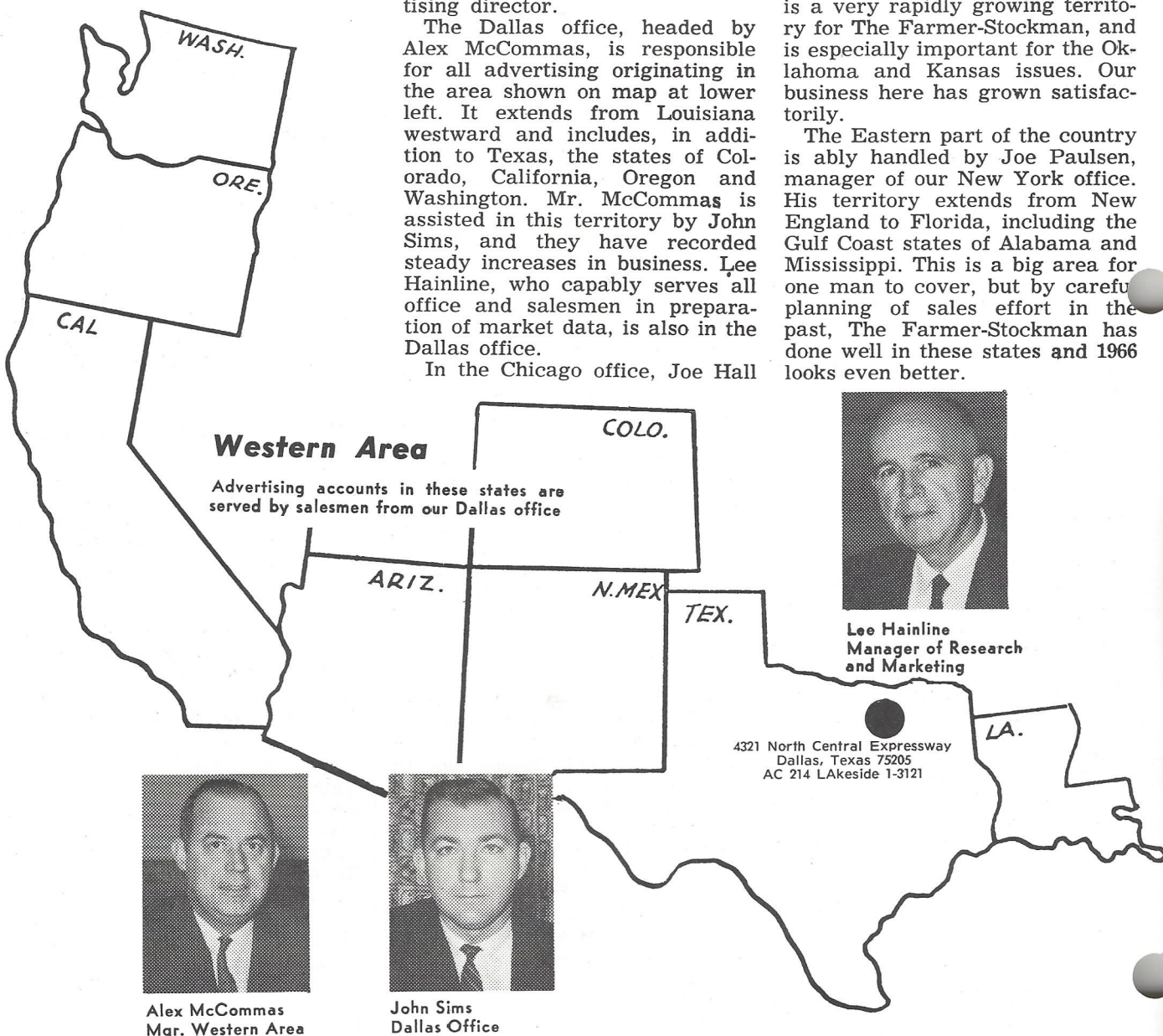
The Dallas office, headed by Alex McCommas, is responsible for all advertising originating in the area shown on map at lower left. It extends from Louisiana westward and includes, in addition to Texas, the states of Colorado, California, Oregon and Washington. Mr. McCommas is assisted in this territory by John Sims, and they have recorded steady increases in business. Lee Hainline, who capably serves all office and salesmen in preparation of market data, is also in the Dallas office.

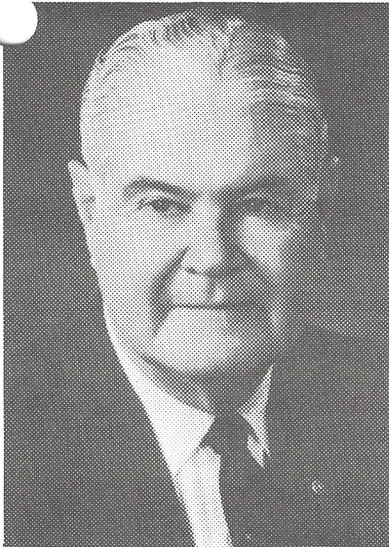
In the Chicago office, Joe Hall

is manager, assisted by Pete Pantos. This North Central area includes the midwestern states bounded by the Great Lakes, plus Kentucky. This territory is a most important area for all farm magazines, including The Farmer-Stockman.

The Mid-America area is covered out of our Oklahoma City office, where Bill Pullen is manager, assisted by Jerry Stark. This is a very rapidly growing territory for The Farmer-Stockman, and is especially important for the Oklahoma and Kansas issues. Our business here has grown satisfactorily.

The Eastern part of the country is ably handled by Joe Paulsen, manager of our New York office. His territory extends from New England to Florida, including the Gulf Coast states of Alabama and Mississippi. This is a big area for one man to cover, but by careful planning of sales effort in the past, The Farmer-Stockman has done well in these states and 1966 looks even better.

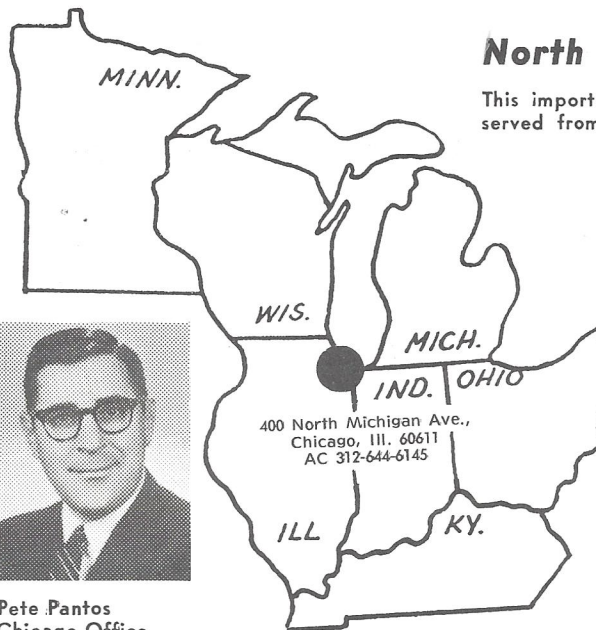




J. H. Hunter
Advertising Director



Pete Pantos
Chicago Office

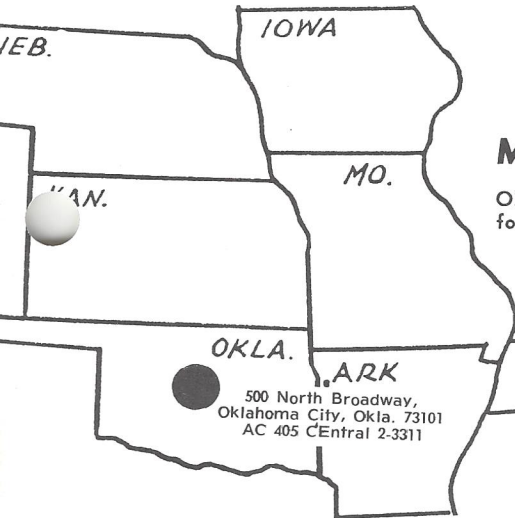


North Central Area

This important territory is served from our Chicago office.



Joe Hall
Mgr. North Central Area



Mid America Area

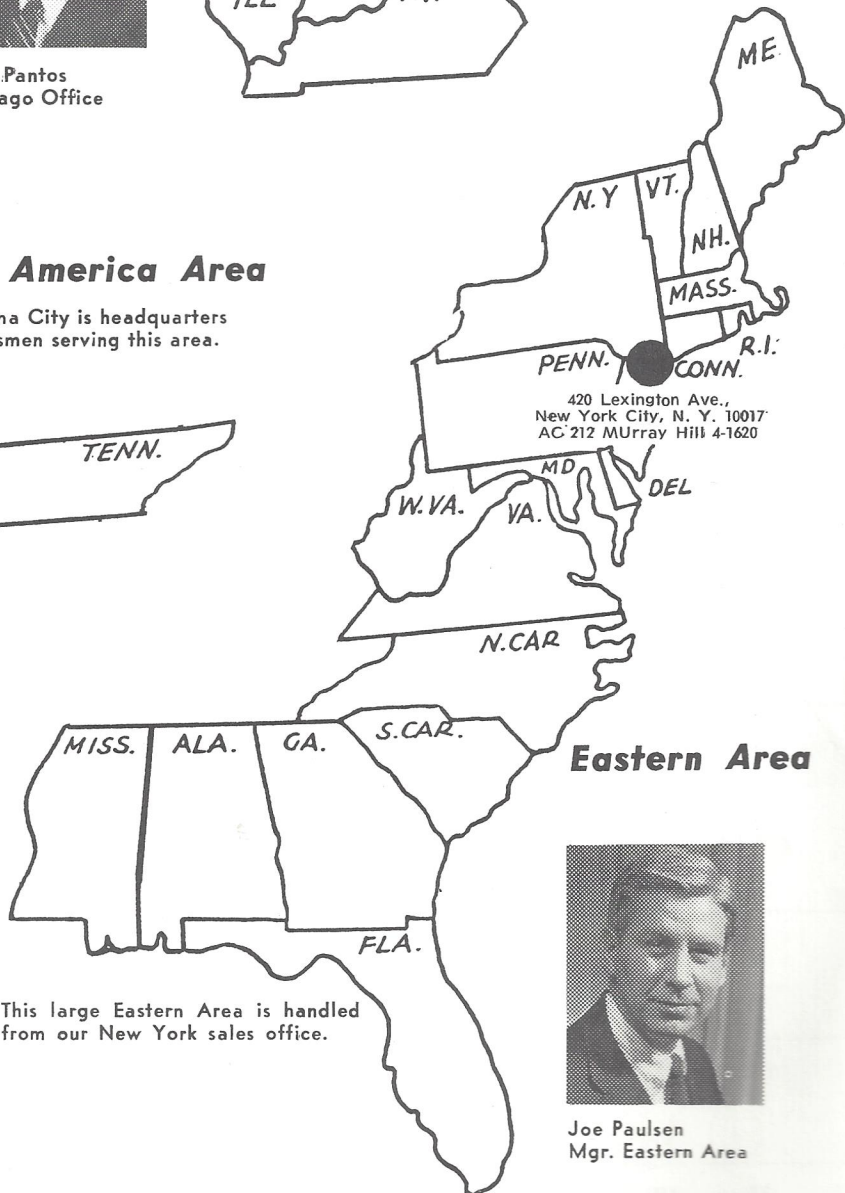
Oklahoma City is headquarters for salesmen serving this area.



Bill Pullen
Mgr. Mid America Area



Jerry Stark
Oklahoma City Office



Eastern Area



Joe Paulsen
Mgr. Eastern Area

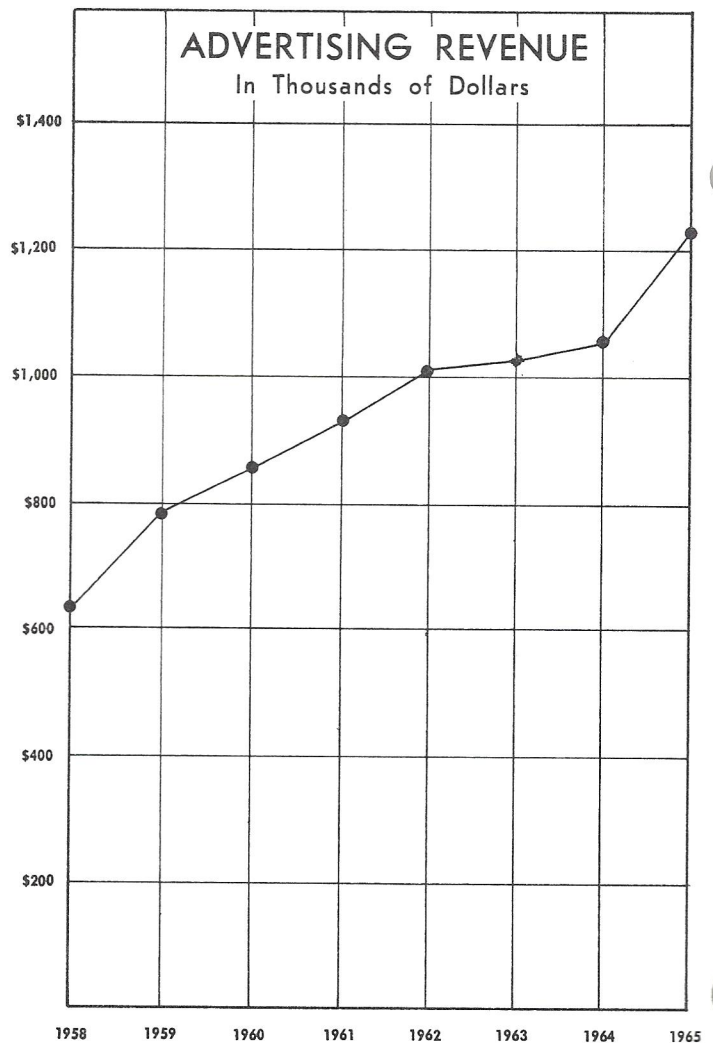
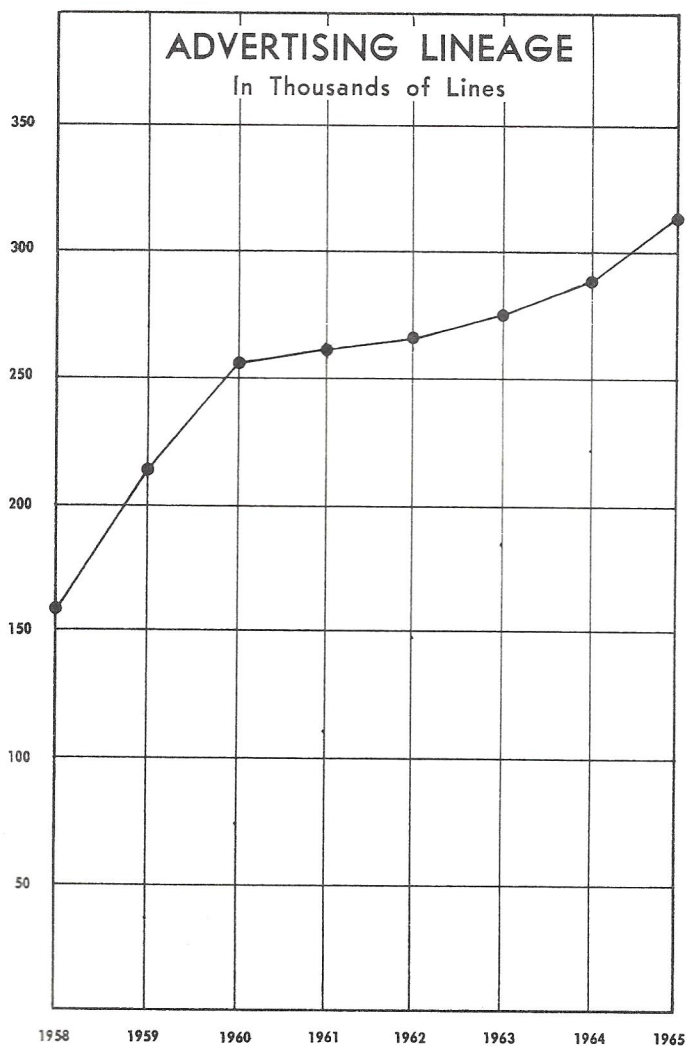
This large Eastern Area is handled from our New York sales office.

The Farmer-Stockman

Total Advertising Lineage and Revenue

Year	Advertising Lineage*	Advertising Revenue
1958	162,098	\$ 630,541
1959	238,532	799,111
1960	257,460	883,767
1961	264,626	965,119
1962	266,154	1,011,691
1963	274,074	1,059,175
1964	280,097	1,082,373
1965	308,336	1,227,671

*Average of Texas and Oklahoma issues through 1961; average of Texas, Oklahoma and Kansas issues in 1962, 1963, 1964 and 1965.



Why More Advertisers Use The Farmer-Stockman

THE FIGURES and charts on the facing page show that advertisers have been running consistently more lineage and investing more money in The Farmer-Stockman year after year. There are, we believe, good reasons for this.

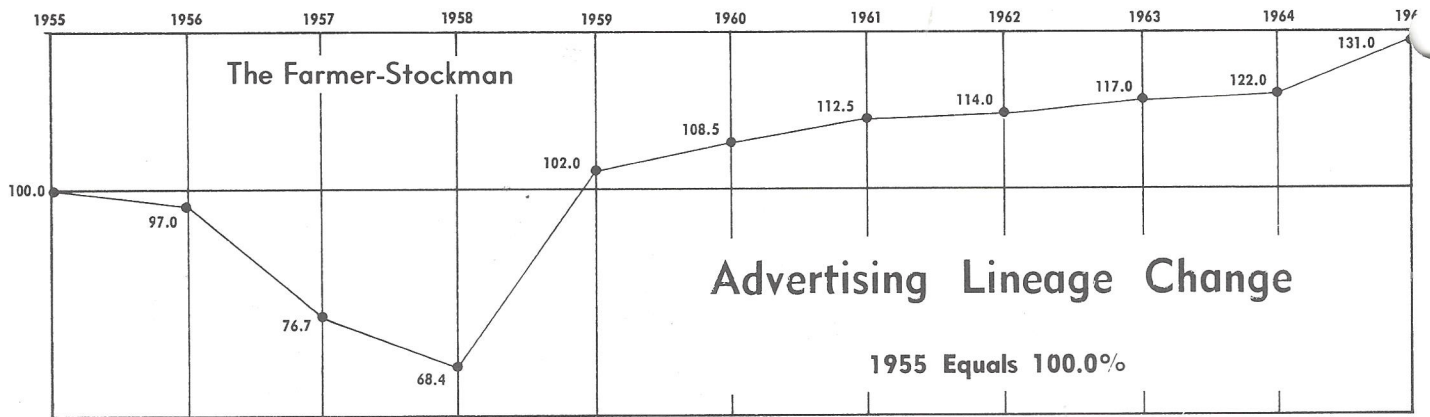
All regional and national farm publications now offer advertising on a state-by-state basis, as The Farmer-Stockman has been doing all along. However, the regional and national publications are lacking in the local stories that attract strongest reader interest and publication loyalty. Each of the three monthly issues of The Farmer-Stockman — Kansas, Oklahoma and Texas — has its own state editor, serving farmers, stockmen and homemakers of these three states as no regional or national publication can do. This local approach includes local news, detailed information for specific cropping areas and livestock problems, and reports to readers about people they know and organizations they belong to. This localized treatment produces intensive readership for our publications, and makes advertising pay off issue after issue.

In addition, advertisers appreciate the fact that The Farmer-Stockman has more and better distributed circulation in the southwest than does any other farm publication, and that it has been bought by farm families for its editorial content alone. This reader interest means that advertisements will be seen and will be read — and they will produce results!

In selecting media, advertisers are interested in the market potential of the area in which a publication circulates, and our territory ranks high in almost every category.

Considering the editorial excellence on our magazines, plus the fact that they have top circulation in quantity, quality, and distribution, and that they circulate in high-ranking agricultural states, The Farmer-Stockman is a most saleable product. Our sales staff tells this story of success to thousands of people in all parts of the country with conviction, enthusiasm, and a sincere desire to be of greatest possible service to advertisers and their agencies. The response has been years of growing success, and promise of more in the future.



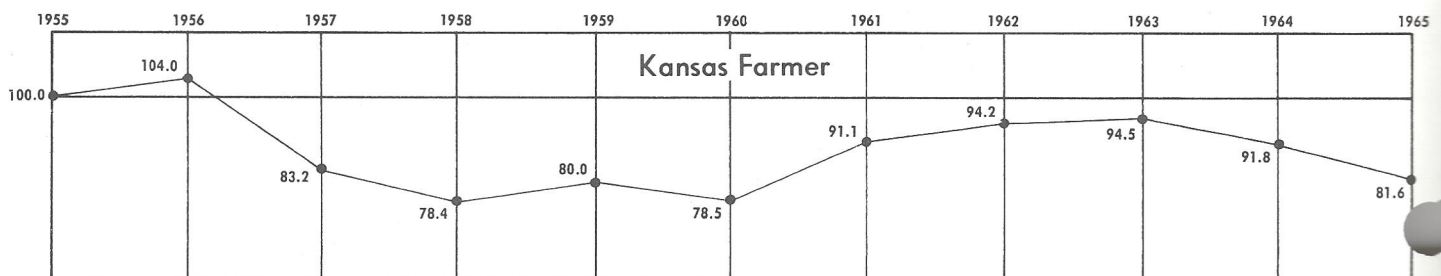
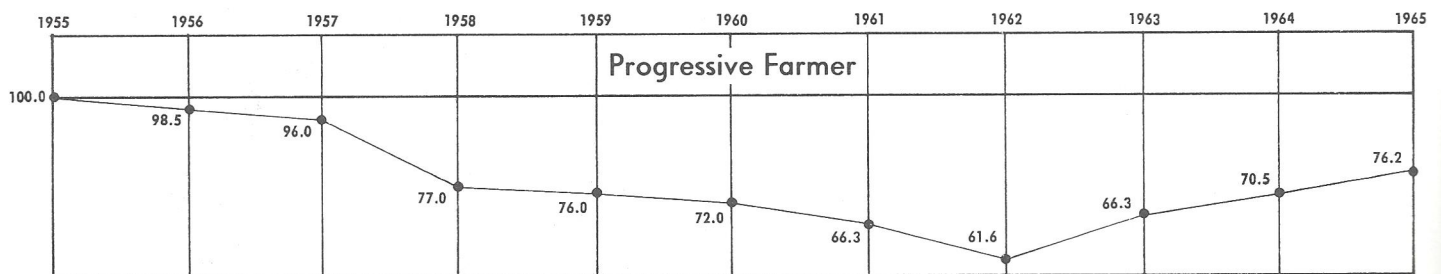
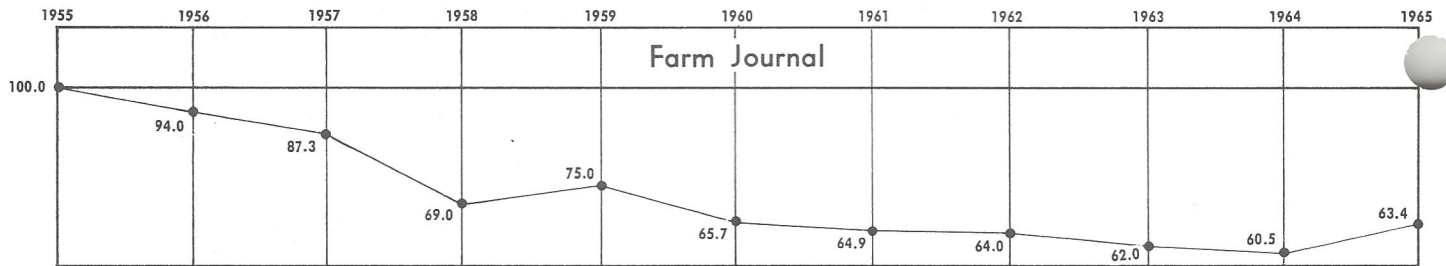


WHILE THE Farmer-Stockman must compete for the advertising dollar with other media, such as radio, television, small town newspapers and farm papers circulating in other areas, its primary competition is with three farm publications that go to farmers in our primary states of Texas, Oklahoma and Kansas.

One of these is Farm Journal, a national farm magazine that is

edited for farmers in all states in the U. S. Another is Progressive Farmer with circulation throughout the South (including Texas and Oklahoma). Both of these large circulation publications allow advertisers to select states in which they want their advertising to appear and pay for it proportionately. The third publication that operates in our territory is Kansas Farmer, whose coverage

is concentrated in Kansas. Using 1955 as a base, the charts show the changes in advertising lineage since that time for each of these magazines and for The Farmer-Stockman. While each competitor has lost lineage consistently, The Farmer-Stockman, beginning in 1959 has exceeded 1955 in every year, 1965 being 131% of 1955, while the three others stand at 63%, 76% and 82% of 1955.



Advertisers Recognize Growing Interest in The Farmer-Stockman

THE TABULATION below shows each publication's lineage gain and loss from year to year since 1959. Of all farm publications checked by Farm Publication Reports, Incorporated, The Farmer-

Stockman is the only one to have had a gain in advertising lineage in each of the past seven years. One publication has been up in five of the seven years and the others have had gain or loss as

shown. Of our principal competitors, Kansas Farmer has had a gain in four of these seven years, while Farm Journal and Progressive Farmer have been up only three times out of the seven.

Farm Publications' Changes In Advertising Lineage

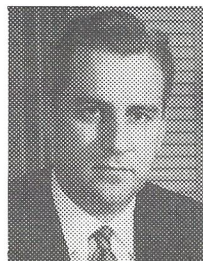
	1959	1960	1961	1962	1963	1964	1965
Up in all 7 years							
THE FARMER-STOCKMAN	+	+	+	+	+	+	+
Up in 5 of 7 years							
National Live Stock Producer	+	+	-	+	-	+	+
Up in 4 of 7 years							
Colorado Rancher & Farmer	+	+	-	-	+	-	+
Hoard's Dairyman	+	-	-	-	+	+	+
Kansas Farmer	+	-	+	+	+	-	-
Missouri Ruralist	-	-	+	+	-	+	+
Poultry Tribune	+	-	-	+	+	+	-
Successful Farming	+	-	-	+	+	-	+
Wisconsin Agriculturist	+	-	+	-	+	-	+
Up in 3 of 7 years							
American Fruit Grower	-	+	-	+	-	-	+
Arizona Farmer-Rancher	-	+	-	-	+	-	+
California Farmer	-	-	+	-	+	-	+
Farm Journal	+	-	-	+	-	-	+
Pennsylvania Farmer	+	-	+	-	+	-	-
Prairie Farmer	+	-	-	-	+	+	-
Progressive Farmer	-	-	-	-	+	+	+
Wallaces Farmer	+	-	-	+	-	-	+
Up in 2 of 7 years							
American Agriculturist	-	-	-	-	-	+	+
Dakota Farmer	+	-	-	-	+	-	-
The Farmer	+	-	-	-	-	-	+
Idaho Farmer	-	-	+	-	+	-	-
Michigan Farmer	+	-	-	-	-	-	+
Montana Farmer	-	-	-	-	+	-	+
Nebraska Farmer	+	-	-	-	-	-	+
Ohio Farmer	+	-	-	-	-	-	+
Oregon Farmer	-	-	-	-	+	-	+
Southern Planter	-	+	-	-	+	-	-
Utah Farmer	-	-	+	-	+	-	-
Washington Farmer	-	-	-	-	+	-	+
Up 1 of 7 years							
Western Farm Life	-	-	-	-	-	+	-

Source: Advertising Age



Naomi Beardain and Carol Engebretson carefully mount pages of The Farmer-Stockman for etching.

The Farmer-Stockman Is Well Printed



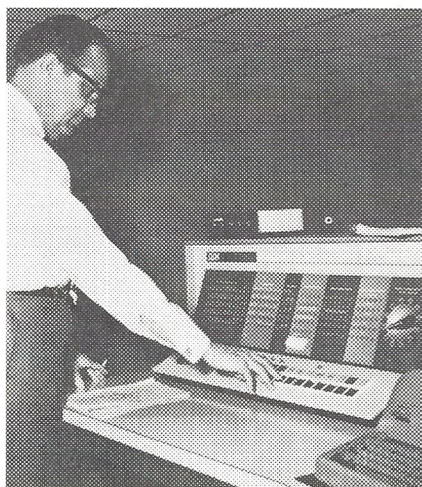
Robert H. Spahn
Production Manager

READERS USUALLY subscribe to publications for what they print, rather than for the printing. Few buy magazines for the printing alone. However, quality printing of interesting articles is conducive to more thorough reading. To achieve high quality printing, our Production Department has inaugurated many innovations in printing The Farmer-Stockman.

Editorial articles are set in type by computer processes, an up-to-date method of typography pioneered by The Farmer-Stockman. After computer-justified punched tapes are run through automatic typesetting machines, type is made up into pages and combined with reproduction proofs supplied by advertisers. Each page is mounted on artboard, from which the Engraving Department photographs large film negatives to use in etching full page zinc engravings. Each engraving is mechanically curved to avoid shrinkage (as occurs with stereotyping) and mounted on special "saddles" for direct printing of The Farmer-Stockman.

To obtain highest quality printing, our typesetting, paste-up, and Engraving Departments, and Press Room exert every effort to use our modern equipment at its maximum efficiency. We have installed heat lamps on our presses to expedite drying of quality inks, we use harder finish northern paper for The Farmer-Stockman, we operate the presses at speeds which give best printing results, and handle each copy with care as it moves from the pressroom through the bindery and into the mail to go to the readers.

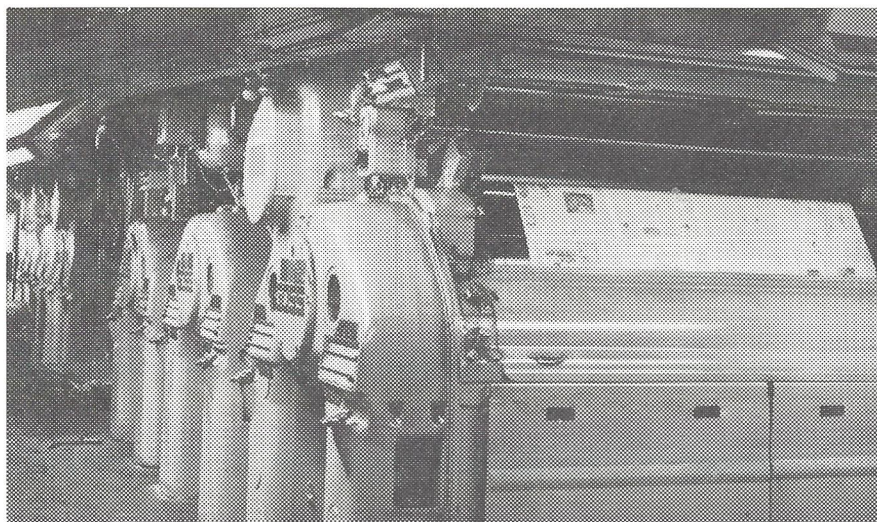
Our objective is a top-quality product in every respect. We have reason to believe that The Farmer-Stockman is the best letterpress-printed state farm magazine in the country, and that the appearance of our publication compares favorably with that of any other in the field. One reason The Farmer-Stockman is well read is that it is well printed.



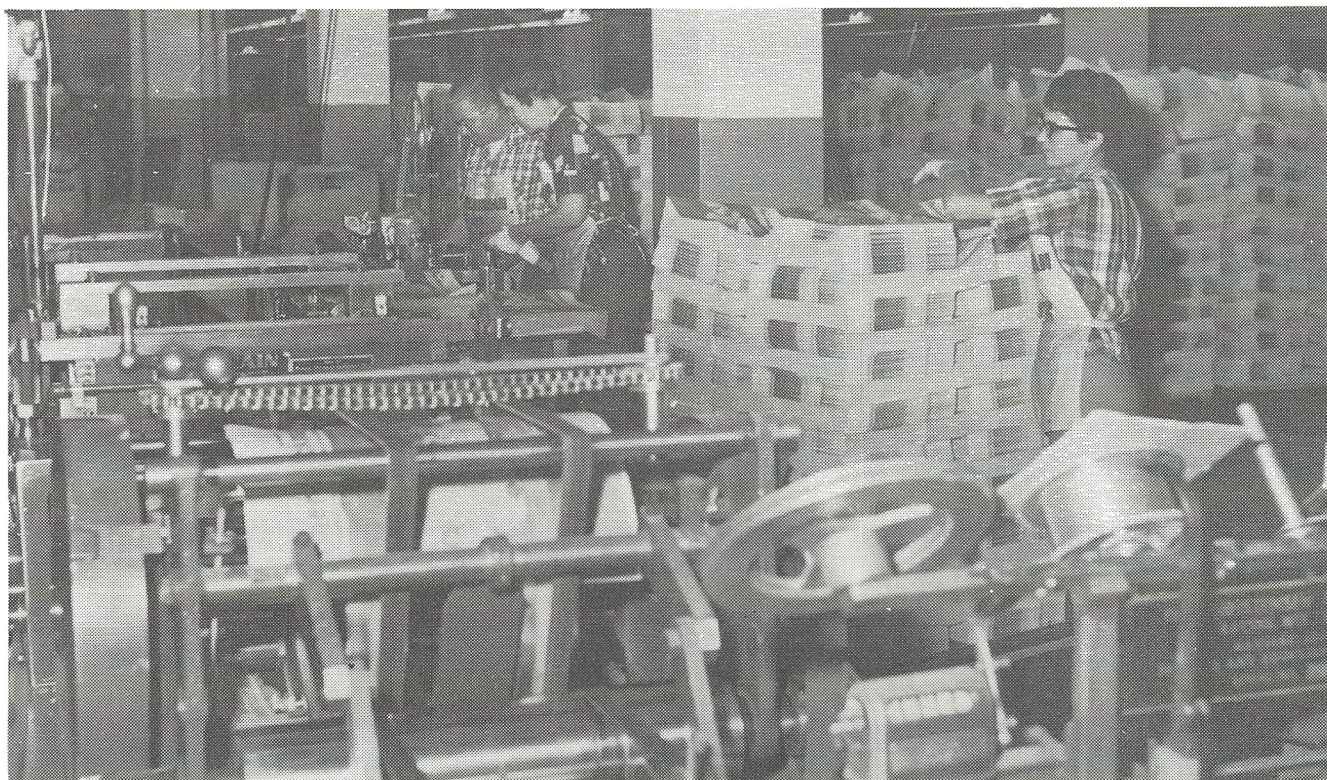
This computer justifies tape for automatic typesetting.



A full page zinc engraving is made to use in direct printing.



The Farmer-Stockman is printed on a battery of modern presses equipped to deliver a top quality product to each of our 440,000 subscribers.



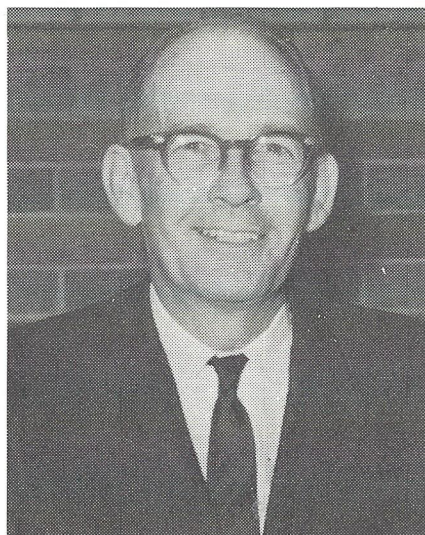
The Farmer-Stockman bindery, where sections are stacked high on skids to be assembled, stapled, trimmed, and addressed for mailing to readers.

Magazine Is Sold On Merits

THE FARMER-STOCKMAN is continuing its sound policy of selling the magazine on its merits. Each subscriber is sold the magazine individually—no premiums, no gimmicks, no group sales. The object of this approach is to afford the advertisers a premium list of buyers—a blue ribbon list of prospects.

In 1965, The Farmer-Stockman sold 65,186 subscriptions for \$211,320. According to the latest available Publisher's Statements, only 5 other monthly farm magazines in the nation sold this number of subscriptions in a 12-month period. These include Farm Journal, Progressive Farmer, Successful Farming, Southern Planter and Prairie Farmer. All of these 5 magazines sold subscriptions at reduced rates; all sold with premiums; and 3 were sponsored by churches, schools and charitable organizations in selling subscriptions. Two of the 5 carried subscriptions in arrears.

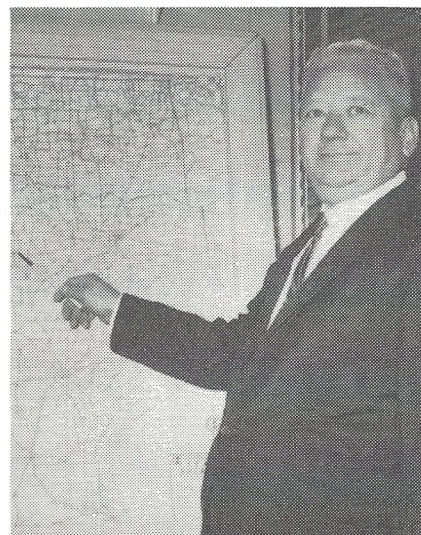
The Farmer-Stockman used



Jim G. Bray
Circulation Manager

none of these methods of getting "easy" circulation.

Of all the 27 farm magazines in the nation that qualify for membership in ABC, 17 sold subscriptions at reduced prices; 21 sold subscriptions with premiums; 9 were sponsored by schools and charitable organizations when selling subscriptions; and 10 car-



Jack Blakeney
Assistant Circ. Mgr.

ried subscriptions in arrears.

The Farmer-Stockman is in a class by itself in building "quality" circulation.

Quality-wise, the sales force of The Farmer-Stockman is much better than that of any of the magazine's competitors, which are glad to take our cast-offs.

Please turn to Page 20

Subscribers Want The Farmer-Stockman

No other major farm magazine can show such a record in ABC reports:

Continued from Page 19

Jack B. Blakeney, assistant circulation manager, is due a lot of credit for building a good sales force. There is no one in the business who can build enthusiasm and make salesmen like Jack can.

Here is our circulation picture as of December 31, 1965:

	No. of Farms (1959 census)	Circulation
Oklahoma	94,675	104,777
Texas	227,054	225,049
Kansas	104,345	84,111
New Mexico	15,919	8,249
(Double that of a year earlier)		
Misc. States		14,197
TOTAL		436,383

Selling these subscriptions and maintaining our list on a high quality scale calls for a lot of travel and a lot of visits to individual prospects. Our circulation salesmen in 1965 made approximately 313,200 calls—individual calls to prospective buyers. To many thousand of readers of The Farmer-Stockman, these circulation salesmen are the readers' only contact with the personnel of our magazine. The salesmen realize this. That is one big reason why it is essential to have a carefully selected and carefully trained sales force.

The Farmer-Stockman, for years, has maintained widespread and intensive circulation in Texas and Oklahoma, as shown by the map on the facing page.

An intensive circulation drive was started in Kansas in 1961 at the same time The Kansas Farmer-Stockman was presented to our readers. Today, we have over 84,000 subscribers in Kansas.

The gain in circulation of The Farmer-Stockman is perhaps most forcefully presented by this fact: The Farmer-Stockman is the fourth largest farm magazine in the nation. The largest circulation is Farm Journal, followed by Progressive Farmer and Successful Farming, each of which is spread over 15 to 50 states, compared to

We know that people who receive The Farmer-Stockman want it, because we:

- Sell no subscriptions at reduced prices
- Offer no premiums with subscriptions
- Do not sell subscriptions to raise money for worthy causes
- Do not sell subscriptions in combination with other publications
- Do not send magazines to readers whose subscriptions have expired
- Do not sell subscriptions in blocks to merchants as gifts to customers

three states for the Farmer-Stockman.

The Farmer-Stockman maintains a high percentage of circulation in each county in our 3-state area, compared with the number of farms in each county. This is shown on the accompanying map. This county-coverage report would be much more impressive if we had available the 1964 Census of Agriculture figures (which will be available in a few weeks). If these figures were available now, The Farmer-Stockman county coverage would be still more impressive because the number of farms has declined since 1959. This is a nationwide trend, as the average size of farms is increasing.

As always, our aim is to obtain quality circulation. The circulation staff of The Farmer-Stockman feels that the magazine's subscribers are "hand-picked." The circulation sales crews work in areas where people are engaged in agricultural occupations.

The Farmer-Stockman, because it has rigidly maintained selling individual copies to individual

buyers (without the aid of premiums or other gimmicks) has the highest quality circulation of any farm magazine in the United States. And there are no arrears on The Farmer-Stockman list.

The widespread and intensive circulation of The Farmer-Stockman is attained by many thousands of calls by an aggressive sales force. On a cost-per-subscription basis, the cost of obtaining subscribers to our magazine is on a lower basis than any other major farm magazine. During the past 2 years, our subscription price has risen from 3 years for \$1 to one year for \$1. This means more than doubling the price of the subscription. At the same time, the commission paid to salesmen was lowered.

The Farmer-Stockman has over a million readers each month. This is based on over 436,000 circulation. And in each family subscribing to the magazine, there are 2 to 5 readers. This vast audience down through the heart of America is a select list of buyers in the agricultural marketing places of the area.

Most Farmers in Most Counties Are Readers

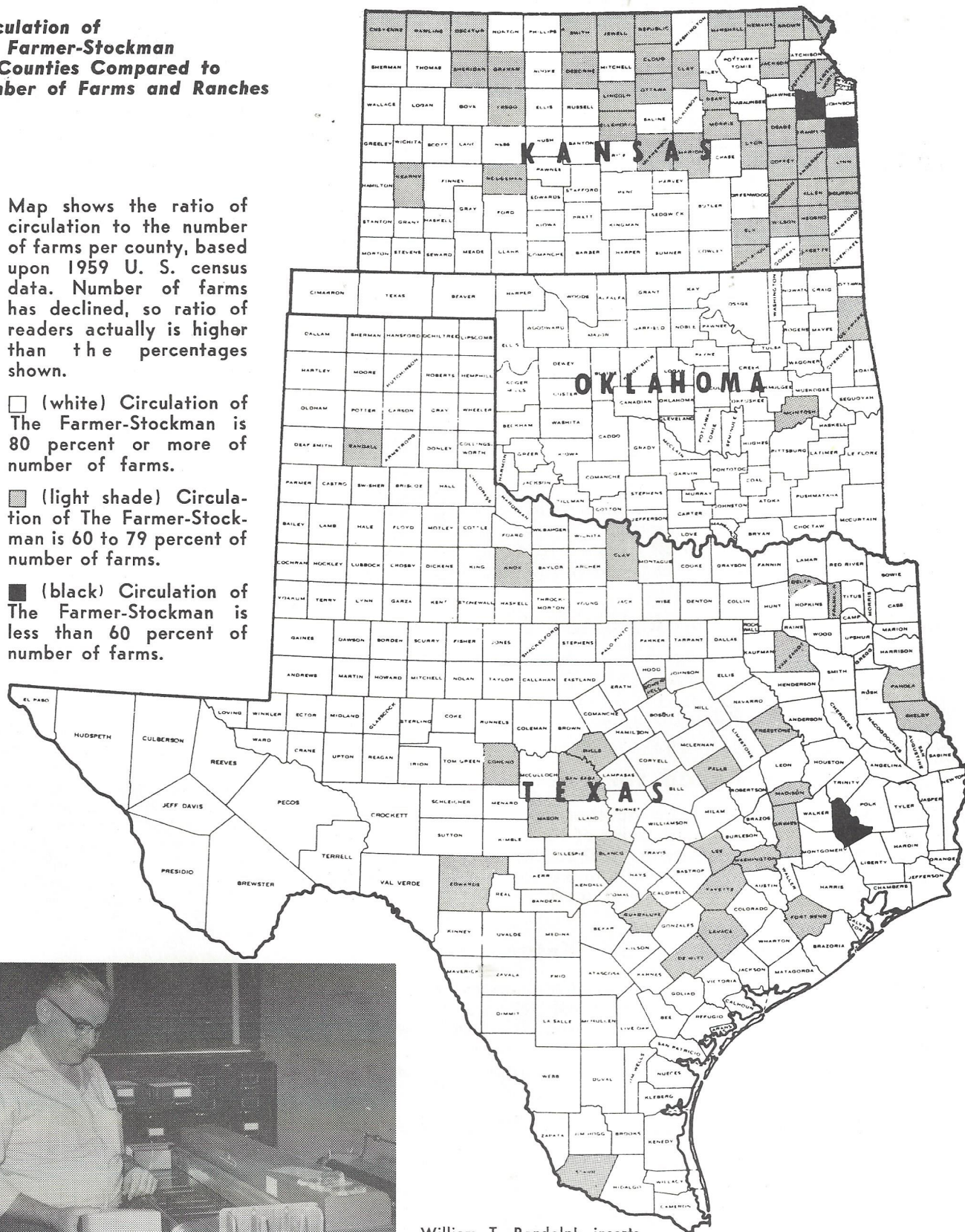
**Circulation of
The Farmer-Stockman
by Counties Compared to
Number of Farms and Ranches**

Map shows the ratio of circulation to the number of farms per county, based upon 1959 U. S. census data. Number of farms has declined, so ratio of readers actually is higher than the percentages shown.

□ (white) Circulation of The Farmer-Stockman is 80 percent or more of number of farms.

■ (light shade) Circulation of The Farmer-Stockman is 60 to 79 percent of number of farms.

■ (black) Circulation of The Farmer-Stockman is less than 60 percent of number of farms.



William T. Randolph inserts cards in electronic tape addressing machine.

LOOKS AHEAD

BECAUSE POPULATION is increasing, some experts say world food output must be doubled by 1980. For 30 years, official U. S. attitude has been to "get rid of the surplus". Look AHEAD for this trend to be reversed.

Each Farm Is Now More Important

LAND RETIREMENT, expanding cities, superhighways, airports, suburban industry are taking land out of production. More people to feed and fewer farmers on less total land area means that each farm is now of greater significance and must become more productive.

Farms Are Becoming Food Factories

AVERAGE SIZE of farms is two to four times those of 30 years ago, but even more significant are other changes. Families formerly supplied most of labor, but now concentrate on management while machines do the work, as in other businesses or factories. Some are corporate farms owned by families. Diversity of enterprises (corn, wheat, cotton, dairying, poultry, etc.) are being replaced by integrated vertical operations (raise calves and feed, fatten cattle, process for market, for example).

Agriculture Is Now Automated Industry

COMPELLED BY NECESSITY, agriculture has moved in one generation from mostly man-power to mostly machine-power. Competition from urban industry for hired labor has accelerated this trend. Farmers still are looking for more machines to do their work faster and better.

Big Expansion Ahead for Beef

EXPERTS FORECAST beef production may increase by as much as 60 percent by 1980, along with gains of 14 to 17 percent in dairying, poultry, and pork. Corn growing will recede to the corn belt. Oilseeds will expand. Sorghums will make rapid increases in Great Plains. Cattle feeding will expand more rapidly in Great Plains than in other areas.

More Hybrids Are in Our Future

HYBRID CORN revolutionized the corn industry in a few years. Hybrid grain and forage sorghums displaced earlier varieties in even less time in The Farmer-Stockman states. Hybrid wheat is almost here, to be followed by hybrid cotton and perhaps hybrid alfalfa or other crops. When ready, farm acceptance will be rapid, opening vast new seed market.

Big Machinery Works Best on Large Farms

MULTIPLE-ROW EQUIPMENT is well adapted to the broad prairies and plains, where less than 4-row tools are inefficient if not obsolete. Small fields, hills, and sloping lands are being developed as improved pastures. The Farmer-Stockman readers have room for both fields and pastures.

Our Plans for the Future

FARM FAMILIES have many demands for their time and attention. Although they may subscribe to many publications, they often are quite selective concerning those they actually read. Delivery of a publication to a farmer's mailbox is no guarantee that it will attract his interest and confidence.

The editorial plan of The Farmer-Stockman is quite simple. It is to make The Farmer-Stockman worthy of the time and attention of both the farmer and his family.

Editorial Emphasis on:

- Management
- Modernization
- Markets
- Efficiency
- More Income
- Better Living

MANAGEMENT PROBLEMS are bigger than ever and production problems, persistent as they might be, often look simple beside them. That is why The Farmer-Stockman editors are continually seeking out means, methods, and experiences of other farmers that will help our readers solve these problems.

Readers want to know what is new in the field of mechanization, and they expect to find the news about it in their farm magazines. They not only want useful information in the editorial columns; they also want to see it in the advertising columns, for that is news, too, when it tells them about profit-making equipment and supplies.

Efficiency simply means getting more done in less time at lower cost and not so much labor. Farmers aren't the only businessmen looking for greater efficiency, but farmers know that the place to look for information on this subject that they can use is in The Farmer-Stockman. Our editors concentrate on writing stories that will enable our readers to enjoy greater efficiency.

More income is a nearly universal goal, and generally it comes from using a combination of these things mentioned. Because The Farmer-Stockman is the business

magazine of agriculture in Kansas, Oklahoma and Texas, emphasis is placed on this vital aspect of good business.

The ultimate aim of the individual and his family, however, is better living in all of its aspects. While some farm publications seem to be abandoning the home as a part of the rural scene, The Farmer-Stockman still believes that the farm operator is seeking better living as a goal and that his family is likewise interested in the success of the farm business even though it has changed and is changing. So we continue to edit so the entire farm family will find The Farmer-Stockman worth reading.

Advertising Emphasis:

- Sales
- Service
- Results

ALTHOUGH ADVERTISING hit an all-time high in The Farmer-Stockman in 1965, the outlook for 1966 is even better.

Our sales group will continue to operate with enthusiasm and a sincere desire to be of greatest possible service to our advertisers. Because of this and the excellence of our product, our circulation, our readership, and our market, we have every reason to believe that advertising lineage and revenue will go to record highs in the year ahead.

Circulation Emphasis:

- Quality
- Quantity

THE FARMER-STOCKMAN will continue to be sold to subscribers on its merits. Because our circulation sales crews are made up of carefully selected men who work under strict supervision to give every bona fide farmer and stockman an opportunity to subscribe, our "on-the-farm" circulation is unequalled in our territory. No premiums will be used as inducements to subscribe. Nobody will be asked to subscribe in order to help the school band win a record player or to be charitable to some unfortunate. Nobody has reason to subscribe to The Farmer-Stockman except those who want to read a useful and interesting farm magazine. Most farmers and stockmen do.

We Predict

New Emphasis to Produce More Food
Early Acceptance of Hybrid Wheat
More Production to Specifications
Greater Use of Credit by Farmers
Increased Multiple-Row Equipment
More Political Regulation of Farms

Capital Requirements Getting Larger

BIGGER FARM AND RANCH operations now use as much as \$500,000 in capital, some even more. Investments of \$100,000 are common for commercial farms and indications are clear this will increase. More land, larger investment in labor-saving equipment, bigger outlays for hybrid seed, high-analysis fertilizers, irrigation, herbicides, pesticides, fencing, trucks, cars, building materials, tires, petroleum products, electricity and other "inputs" make increases necessary.

Credit Usage to Expand

FARM CREDIT is being tailored more exactly to needs of individual users and is being more widely used in larger amounts. Revolving credit is used year-around by cattle feeders. Suppliers offer open account credit to be settled when products are sold. Short term credit is being replaced by intermediate term credit. Banks are revising lending policies and services to fit the new agriculture.

Choretime May Become a Memory

MECHANIZED MATERIALS HANDLING has replaced toil and drudgery. Machines plant, fertilize, spray, cultivate, harvest, and store crops. Automation makes possible "push-button" feeding of beef cattle and "computerized dairying" is on the way. Modern farmers think increasingly in terms of new farming systems, rather than the purchase of a new implement alone.

Our Government in Agriculture

UNCLE SAM has declared himself a "partner" in American agriculture and by force of law and politics cannot be ignored. No indication is seen that farming will be freed of government controls and regulation. Government payments instead will become more significant part of income on wheat and other crops to maintain controls, even after surplus is used up. Marketing costs will absorb an increasing amount of consumers' food dollar. Farmers' problem is to get more income for himself.

Rural Living Standards Are Higher

FARM LIFE is no longer necessarily a picture of isolation and deprivation. Fact is, rural people can and do live as well as people of comparable income levels in cities—or even better. Modern homes, are well equipped with up-to-date appliances and conveniences.

Land Ownership Is Shifting

DURING THE PERIOD of drastic decline in farm numbers, most of the loss was farm tenants forced out as owners reached out to keep their machinery busy. Now tenants of a different kind are returning, usually land owners who invest in machinery and know-how instead of more land. Even so, farm mortgage loans have doubled in the last decade and are expected to continue upward at a rapid rate.

