

THE STORY OF THE FARMER-STOCKMAN

Oklahoma City
Chicago

Dallas
New York

Published by

The Oklahoma Publishing Company

E. K. Gaylord, President

Edward L. Gaylord, Executive Vice-President

P.O. Box 25125, Oklahoma City, Oklahoma 73125

July 1, 1968

Masthead for THE TEXAS FARMER-STOCKMAN is same as for THE OKLAHOMA FARMER-STOCKMAN, and THE KANSAS FARMER-STOCKMAN, except for the change in title for name of state. The cover and contents of each edition is entirely different, however.

THE OKLAHOMA FARMER-STOCKMAN

EDITORIALS

Ferdie J. Deering, Editor

Katharine Randall, Home Editor
Sam Whitlow, Texas Editor

Ernest Shiner, Oklahoma Editor
Ron Morrison, Kansas Editor

ADDRESS EDITORS P. O. Box 25125
Oklahoma City, Okla., 73125

P. O. Box 31209
Dallas, Texas, 75231

Should Payments Have Ceiling?

NO DISCUSSION of the federal farm program is ever complete without the proposal that payments to individual farmers be limited to different ideas about what

\$0,000, \$25,000 and \$10,000

cultural appropriations and have limited farm production to \$10,000 a year. Author of

THE KANSAS FARMER-STOCKMAN

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Volume 81

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President

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G. R. Katz
Vice President

Charles E. Treat
Vice President

Ferdie J. Deering
Editor and Manager

Alex McCommas
Advertising Manager

Jim G. Bray
Circulation Manager

Jack Blakeney
Assistant Circulation Manager

SUBSCRIPTIONS
U. S. 1 year \$1; 3 years \$2
5 years \$3; 10 years \$5.
Elsewhere, 1 year \$3.

THE TEXAS FARMER-STOCKMAN

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THE FARMER-STOCKMAN

The Story of THE FARMER-STOCKMAN

AGRICULTURE has been and still is our basic industry, and the farm magazine that today is known as THE FARMER-STOCKMAN always has been a champion for progress and prosperity of the people who make their living from the land.

THE FARMER-STOCKMAN officially dates its beginning from September 14, 1911, but it really had its start much earlier. It succeeded the WEEKLY OKLAHOMAN, which began long before statehood, and it is the present form of several earlier farm publications which were merged with it.

Today this property of The Oklahoma Publishing Company is without peer in coverage and influence in Oklahoma, Texas and Kansas, the primary territory that it serves. THE FARMER-STOCKMAN has been under continuous management of E. K. Gaylord, who has now completed 65 years of continuous service to the Company he founded. He is president, publisher, editor and general manager.

On THE FARMER-STOCKMAN itself, there have been four editors, nine advertising managers and several circulation managers. Many well-known personalities have appeared as regular staff members over the years and the list of famous people who have written special articles for the magazine would fill a book.

Roy E. Stafford, a partner with Mr. Gaylord in forming The Oklahoma Publishing Company at Oklahoma City in 1903, was first editor, serving from September 1911 until December 1913. Carl C. Williams then became editor, serving until August 1929, when he took leave of absence to become a member of the Federal Farm Board in Washington, D. C. Clarence Roberts was in charge from that time until his death on December 4, 1942. Ferdie J. Deering succeeded Roberts, and has been editor since that time.

E. K. Gaylord was first business manager of THE OKLAHOMA FARMER-STOCKMAN. He turned this function over to another co-founder of The Oklahoma Publishing Company, R. M. Dickinson, in 1912. Charles W. Boggs then directed advertising sales for a time. Edgar T. Bell appeared as advertising manager in 1925. He was succeeded by Ralph Miller, who was followed by Dewey H. Neal in 1941. Neal continued in this position until he retired in 1956. He was followed by James H. Hunter, who joined THE FARMER-STOCKMAN after a long tenure with Curtis Publishing Company. Hunter died in 1966 and was succeeded by J. C. Paulsen. A year later Alex McCommas, Jr. was appointed advertising manager.

The Katz Agency, Inc., served as national advertising representative of THE FARMER-STOCKMAN from 1911 until January 1957. At that time direct advertising sales representation was begun. In addition to the main office at Oklahoma City and the fully-staffed office at Dallas, sales offices were opened during 1957 in Chicago and in New York. Staff men were assigned territories covering the entire United States.

The First Oklahoma Farm Papers

THE FIRST Oklahoma Territory farm paper was HOME, FIELD AND FORUM, established in the spring of 1893 by J. S. Soule. It was published at Guthrie, Oklahoma Territory, and printed in Topeka, Kansas. Professor Frank A. Waugh, who was first horticulturist at Oklahoma A&M College, was editor. (Oklahoma was not admitted to the Union as a state until November 16, 1907)

The paper was financially unsuccessful under this management. It was taken over by A. J. Henthorne, a farmer and livestock breeder who then lived west of Oklahoma City. R. A. Kleiner, farmer and authority on early Oklahoma territorial agriculture, became editor.

HENTHORNE sold HOME, FIELD AND FORUM to S. R. Warden, an Oklahoma City printing shop owner, and Clifton George, then secretary of the Oklahoma City Chamber of Commerce. It was renamed THE OKLAHOMA FARM JOURNAL with J. B. Thoburn, a graduate of Kansas Agricultural College, as editor.

Meanwhile, Frank D. Northup had started THE SOUTHWEST STOCKMAN-FARMER at Stillwater, Oklahoma Territory, in 1901. In April 1902 he bought THE OKLAHOMA FARM JOURNAL from Warden and George and merged it with THE SOUTHWEST STOCKMAN-FARMER. John Fields, early-day chemist and business agent of the Oklahoma Agricultural Experiment Station, was his partner. Northup was a printer ("--and a good one, too!" he said years later). Fields first contributed a column under the caption "Uncle John's Letter", including material he gathered from all over Oklahoma Territory, as well as latest research findings on agriculture. He was named editor in 1906.

OKLAHOMA FARM JOURNAL absorbed ARKANSAS FRUIT GROWER, which had been established in 1892; THE BEE FANCIER'S JOURNAL established in 1902; and a couple of other farm publications that started and fizzled.

A Need Was Met

In its existence from 1902 through 1915, THE OKLAHOMA FARM JOURNAL served a period of need for farming know-how and new ideas by the early settlers of the plains. There was no fixed agricultural practice in the widely diversified state. Its rainfall spread from 20 to 54 inches annually, and its many soil types and climatic conditions then were unknown and unsolved quantities.

Field crop research by the Oklahoma Agricultural Experiment Station was limited to a small area in the neighborhood of the Oklahoma A&M College at Stillwater. Men even partially trained in Oklahoma agriculture were scarce. County agents and government farm programs were unheard of and probably unwanted.

Farmers everywhere from the high plains in the northwest to the mountains in the southeast were using various methods they had

followed in the states from which they came. Sometimes the methods worked and sometimes they didn't. Many farmers and stockmen became discouraged in trying to farm the prairies.

It was to help those early-day Oklahoma farmers that Northup and Fields devoted THE OKLAHOMA FARM JOURNAL.

Fields was a serious student of agriculture and was regarded by farmers as an authority. At least, he was outstanding in this respect in early Oklahoma. He visited every section of Oklahoma, a difficult undertaking in those days of very few good roads, when the only way to get out onto farms was by horseback or horse-and-buggy. Fields studied agricultural possibilities and made one of the first reliable classifications of farming areas in Oklahoma.

Leadership Develops State

THE OKLAHOMA FARM JOURNAL grew into an important publication and was rated by advertising agencies as one of the best in the country, an authority in its field. It prospered until it was merged with THE OKLAHOMA FARMER in December 1915.

Fields made an unsuccessful race for governor of Oklahoma in 1914 and again in 1922. After selling his publication to Senator Arthur Capper of Topeka, Kansas, in 1924 he served for a time as president of the Federal Land Bank at Wichita, Kansas. He died in 1934 and Northrup some 25 years later.

During the lifetime of THE OKLAHOMA FARM JOURNAL, it promoted the consolidated country school system -- first in the nation -- designed to keep the better class of land owners on farms. Heavy losses were occurring in the territory by removal of successful families to town to give their children better education. Renters and sharecroppers were taking their places on farms.

THE OKLAHOMA FARM JOURNAL was printed in an Oklahoma City plant. The time came when competition for advertising made it necessary, in order to maintain its position, either to make a heavy investment in printing equipment or to sell. The decision to sell was influenced by the slow recovery of Editor Fields from a serious illness of more than a year. Northrup later said that contrary to prevalent belief that the paper was a financial failure, the owners kept upwards of \$100,000 that had been set up as reserve for mechanical equipment.

The Oklahoma Farmer

THE OKLAHOMA FARMER had been started in 1903 by Frank A. Greer, owner of the GUTHRIE STATE CAPITAL, published at Guthrie, Oklahoma Territory, and later moved to Oklahoma City. Arthur Capper was publisher.

John Fields was editor of the combined publications from

1915 until June 10, 1924 when The Oklahoma Publishing Company bought THE OKLAHOMA FARMER and combined it with THE OKLAHOMA FARMER-STOCKMAN.

The Oklahoma Farmer-Stockman

THE OKLAHOMA FARMER-STOCKMAN was founded in September 1911, as the successor to and improvement upon THE WEEKLY OKLAHOMAN which had been started in July 1894 and which was owned by The Oklahoma Publishing Company. The first issue, dated September 14, 1911, listed Roy E. Stafford as editor; E. K. Gaylord as business manager; and Mrs. Alice Blackburn in charge of the women's department. Two months later the listing was changed to read: E. K. Gaylord, general manager; R. M. Dickinson, business manager.

For a few months in 1912, the masthead showed Roy E. Stafford as editor and S. T. Bisbee (sometimes known as Cap Bisbee) as managing editor.

Carl Williams Named Editor

In December 1913, Carl C. Williams was named editor of THE OKLAHOMA FARMER-STOCKMAN, moving to Oklahoma City from Colorado where he had edited SCIENTIFIC FARMING. His wife, Mabel Bates Williams, joined the staff as editor of what was then called the "Domestic Science Department."

With the January 1914 issue, the women's section was renamed "Good Cheer in the Home", a theme that was popular for many years. Mrs. Williams wrote a column called "The Neighborly Club" and through it she promoted farm women's clubs in Oklahoma. More than 200 clubs were organized under her guidance.

During his editorship, Carl Williams proved to be an outstanding leader of farmers. He helped to organize the Oklahoma Cotton Co-Operative Marketing Association, first of its kind in the nation. He also directed the selection of "Oklahoma Master Farmers" from 1926 through 1930, a project that built much good will for THE OKLAHOMA FARMER-STOCKMAN. Williams presided at the organization meeting of the American Agricultural Editors' Association in St. Louis, Missouri in 1920.

Williams was active in promoting the advent of farm mechanization, sponsoring tractor shows, farm institutes, exhibit trains and other educational events. He spoke out strongly for use of better seed, improved livestock and better roads.

It was national recognition for his effective cotton marketing work that brought about Williams' appointment by President Herbert Hoover in 1929 as a member of the Federal Farm Board, set up to stabilize farm prices. Williams took a leave of absence

to serve on this board but when his term expired in 1933 he retired to Fort Pierce, Florida, where he died June 7, 1953. Mrs. Williams died in 1949.

Clarence Roberts Joins Staff

A number of well-known names were listed on THE OKLAHOMA FARMER-STOCKMAN masthead during Williams' tenure as editor. He brought in Clarence Roberts, who had left a southwestern Oklahoma cotton farm to work his way through Oklahoma A&M College to become a county agent at Enid, Oklahoma. Roberts became associate editor of THE OKLAHOMA FARMER-STOCKMAN in 1916 and served a total of 26 years on the publication.

In 1915, George Bishop, a western Oklahoma farm leader, was named as a contributing editor, continuing in this capacity intermittently for a number of years. In 1919 Clyde W. Mullen joined the staff as assistant editor; was named associate editor in 1923 and held this position until July 1937 when he left to become assistant dean of agriculture at Kansas State College, Manhattan. He was manager of THE OKLAHOMA FARMER-STOCKMAN Protective Association from 1920 until it was discontinued in 1937.

Another well-known Oklahoma Publishing Company personality who served on THE OKLAHOMA FARMER-STOCKMAN was R. G. "Smoking Room" Miller. He came from New Orleans newspapers in 1920 to work on THE OKLAHOMA FARMER-STOCKMAN but transferred in 1923 to the Company's daily newspapers where he has served as Sunday editor, editorial writer and columnist. He retired in 1968.

The Women's Section

In June 1925 Mrs. Lola Clark Pearson became associate editor of THE OKLAHOMA FARMER-STOCKMAN. When Mabel Bates Williams resigned as editor of "Good Cheer in the Home" in February 1927, Mrs. Pearson was named to take her place. She had been a contributing editor to THE OKLAHOMA FARMER while it was operated by Arthur Capper and she was retained when the publications merged. Mrs. Pearson was widely recognized as an outstanding club woman and for years she did her writing from her farm home at Marshall, Oklahoma.

In 1937 Mrs. Pearson moved to Oklahoma City to assume a regular place on the office staff. Her column "Good Cheer in the Home" and the many cooking schools she conducted over the state made her a famous personality. She was the recipient of many honors because of her effective leadership. She retired in 1946 and died in 1951.

Homemakers Meeting Place

Katharine Seyler Randall, a home economics specialist and teacher, who joined the staff in 1945, was appointed home editor to succeed Mrs. Pearson. She renamed the department "Homemakers Meeting Place" and rapidly became a popular leader of women throughout THE FARMER-STOCKMAN territory. In addition to her writing, she uses the camera effectively to record her observations at meetings in both monotone and color pictures. Invitations to attend events far exceeded the time available and she had to set up a sort of "selection by rotation." The Homemakers Meeting Place gives attention to family life, youth activities, community development and aspects of homemaking such as foods and furnishings. One of the popular features is "Diary of a Tired Homemaker", a column created by Katharine Randall to reflect the observations of an imaginary but very real homemaker with whom readers are able to identify readily.

Although Miss Randall became Mrs. O. W. Rush years ago, she has continued to write under her well established by-line. She has served in offices of American Farm Home Editors Association, American Home Economics Association, Oklahoma Home Economics Association, Texas Home Economics Association, and Newspaper Food Editors Association, as well as in other professional women's groups, and has been honored by many of them, as well as by youth groups. Each year she receives several plaques attesting to her interest in homemaking and women's activities.

In addition to her work on THE FARMER-STOCKMAN, Miss Randall has written a weekly food feature, illustrated in color, for Oklahoma's Orbit, the rotogravure magazine of The Sunday Oklahoman, since 1961.

Roberts Proves His Leadership

About the time that Editor Carl Williams took his leave of absence to go to Washington, a lot of agricultural misfortunes had taken place. As Clarence Roberts took charge of the publication, he picked up the load to help distressed farmers stay in business. When prices crashed in the early 1930's Roberts stumped the state to organize the Oklahoma Live Stock Marketing Association and its affiliate, the National Live Stock Credit Corporation. THE OKLAHOMA FARMER-STOCKMAN invested several thousand dollars to help get them started, a loan which was repaid as they developed into large, soundly financed institutions.

Roberts also took the lead in getting the Oklahoma Farm Bureau organization going as a rival group for the Oklahoma Farmers Union, which he then considered a radical and unrepresentative association of farmers. Roberts took a group of Oklahoma farm leaders to New Orleans in 1938 to begin activities, and by 1941 he had a series of meetings going in Oklahoma to bring together a hand-picked nucleus for the new farm organization. His efforts resulted in chartering of the Oklahoma Farm Bureau in February 1942, a few months before his death. Roberts also helped organize the Oklahoma Crop Improvement Association to produce and market pure seed of improved crop varieties.

The name of L. E. Childers appeared in the masthead as associate editor in 1929, continuing until he left to take a department of agriculture position in Washington, D. C. in 1936. True O. Gossett was listed for a time as an assistant editor and Herbert M. Peck was named as attorney. Peck's name was shortly afterward dropped from the masthead, although he continued with the company until his retirement years later.

Childers was succeeded as makeup editor by Ferdie J. Deering, who became an associate editor in January 1937. He had previously been employed on daily newspapers in Texas and Oklahoma. Francis A. Flood joined the staff in April 1937, specializing in travel articles and conducting tours until he took a leave of absence in 1941. He never returned to the staff, remaining in government service, where he later served as U. S. Embassy agricultural attache in Canada, Italy and Scotland.

Deering Becomes Editor

Clarence Roberts died December 4, 1942 after a severe illness that kept him out of the office most of the preceding year. Deering was named acting editor and in August 1943 was appointed editor. The editorial staff at the time of Roberts' death consisted of Roberts, Deering, Lola Clark Pearson and Lucille Downing, secretary. Sam Whitlow was transferred to THE FARMER-STOCKMAN in 1942 as field editor, but he left the following summer to take a college job at Stillwater, Oklahoma.

At the time Deering was named editor, a bearded farm magazine veteran from Texas, T. C. Richardson, was named associate editor. Known as "The Rambling Longhorn", Richardson diligently set about expanding the coverage and influence of THE FARMER-STOCKMAN into far corners of Texas. It was Richardson's personality and writing that was largely responsible for THE TEXAS FARMER-STOCKMAN making the rapid growth that it did in the face of keen competition for readership and advertising dollars. Although he was 66 years old when he joined THE FARMER-STOCKMAN, he turned in 13 productive years before he died "with his boots on", doing the work and meeting the people that he loved most.

As editor, Deering has taken active interest in numerous agricultural and civic affairs. He served for more than 10 years as chairman of the Oklahoma City Chamber of Commerce Agriculture and Livestock Division, two years as vice president of the Chamber, and has worked on numerous other committees. He helped to organize and served as president of the Sirloin Club of Oklahoma and the Oklahoma City Farm Club. He was an original member and chairman of the Oklahoma State University Agricultural Advisory Committee, and from 1956 through 1960 was a member of the Southern Regional Education Board's Commission for Advancement of Agricultural Sciences. He was one of the incorporators of the Oklahoma Wheat Research Institute, and in 1955 served on a committee that was successful in establishing the National Cowboy Hall of Fame and Western Heritage Center at Oklahoma City. Since 1953, he has served on the Board of

Directors of the University of Oklahoma Research Institute and is presently a member of the Board of Governors of Baptist Memorial Hospital at Oklahoma City.

Deering has personally interviewed all secretaries of agriculture since the time of Henry A. Wallace in the 1930s and is the author of a book published by the University of Oklahoma Press concerning the United States Department of Agriculture. He has served on state agricultural groups under three Oklahoma governors, having been appointed to the State Water Policy committee by Governor Raymond Gary in 1957, to the Governor's Committee for Agricultural Development by Governor Henry Bellmon in 1963, and to the Task Force Committee for Industrial Development by Governor Dewey Bartlett in 1968. He was president of the American Agricultural Editors Association in 1951, and has received awards from cattlemen, conservation associations, farm groups, youth organizations, and universities in recognition of his contribution to agricultural progress.

Among his interests are the flying farmers. Working with Oklahoma State University, he helped to organize the first group in the nation as the Oklahoma Flying Farmers in 1943 and 1944. Later he helped Texas A & M College organize the Texas Flying Farmers. The movement had by then caught on in other states and soon the National Flying Farmers came into being with its first headquarters at Stillwater, Oklahoma. It was later moved to Wichita, Kansas, and has since developed into the International Flying Farmers, publishing its own magazine.

Deering also launched the Rural Neighborhood Progress Contest as a project of THE FARMER-STOCKMAN in 1947. Operated in co-operation with the Extension services of Oklahoma State University and Texas A & M College, this program developed into an influential campaign for better farming and higher standards of living in rural areas. Hundreds of rural communities in both Texas and Oklahoma have made substantial and lasting progress, encouraged and sponsored by THE FARMER-STOCKMAN through this contest, which was conducted over a period of 12 years.

Edward L. Gaylord Boosts Magazine

Following World War II, Edward L. Gaylord, son of E. K. Gaylord, returned from the army as an executive of The Oklahoma Publishing Company. He immediately became interested in developing THE FARMER-STOCKMAN. With the help of Leland S. Vance, a long-time employee of The Oklahoma Publishing Company who was then business and production manager of the publishing company, a large program of improvement was launched.

One of the important developments in 1946 was opening of a branch editorial office in Dallas to facilitate more effective coverage of Texas. T. C. Richardson was placed in charge of the

one-room rented office at 2909 Maple Avenue. A second room was added when a secretary was employed and later a suite was occupied when circulation and advertising personnel began operations from that headquarters. Eventually, these quarters were outgrown and on December 12, 1952, E. K. Gaylord turned the first spadeful of dirt to break ground for a modern office building at 4321 North Central Expressway. The building was occupied in May 1953. Soon an addition was built to accomodate the circulation department's expanding operations. By then all circulation salesmen were directed out of the Dallas office and circulation lists were being maintained there by modern electronic equipment. Advertising salesmen operated over Texas, from this point, in addition to the Oklahoma City staff.

As the publishing company continued to grow, KTVT at Fort Worth and Dallas was acquired as part of its television system. In 1966, a new and larger building was erected at Dallas to house THE FARMER-STOCKMAN Texas offices and the Dallas studios of KTVT. All Farmer-Stockman subscription maintenance is located here, and in 1967 the advertising manager's headquarters were moved here. The new building is on a 2-acre tract at 10111 North Central Expressway, Dallas.

THE FARMER-STOCKMAN is printed on a new 12-unit Hantscho offset color press purchased by The Oklahoma Publishing Company in 1967 and installed in its extensive printing plant at Oklahoma City. Other publications also are printed on this press, both for the company and for others. Type is now set by "computer tape" on photon, providing excellent photographic images for off-set printing. Process covers are used on the magazine, along with both editorial and advertising color throughout the magazine.

Growth of OPUBCO

The Oklahoma Publishing Company has grown in many directions under the direction of Mr. E. K. Gaylord, President, and Mr. Edward L. Gaylord, Executive Vice-President. It started as a single daily newspaper in a territorial city of some 30,000 population and has grown to include a diversified group of properties.

The Daily Oklahoman, The Sunday Oklahoman and Oklahoma City Times are the central publications, reaching into every corner of the state of Oklahoma and into adjoining states. THE FARMER-STOCKMAN covers the agricultural interests of three major states that receive about 12 cents of each dollar of cash farm income to farmers in the entire United States. Rx GOLF and TRAVEL is published as a leisure time magazine for physicians.

The company also operates WKY Television System, Inc., which includes WKY-TV and WKY radio, Oklahoma City; WTVT at Tampa-St. Petersburg, Florida; KTVT, Fort Worth-Dallas; KHTV in Houston;

and WVTM in Milwaukee. Mistletoe Express Service is a fast delivery system that serves the newspapers and other shippers to several hundred cities and towns in Oklahoma, Kansas, Missouri, Texas and Arkansas. Colorgraphics is a commercial offset printing plant, while National Packaging produces cellophane and polyethylene packaging materials for many purposes. Publishers Petroleum explores for oil and gas in several states.

Expansion and Growth

THE FARMER-STOCKMAN continues to grow, although the mechanization of agriculture has reduced the number of farms and ranches. As reader interest in Texas increased, THE TEXAS FARMER-STOCKMAN expanded circulation until it is one of the two top farm magazines in the state. Several others either withdrew or suspended publication under the weight of declining circulation and rising costs.

In 1961 THE FARMER-STOCKMAN moved into Kansas, challenging the domination of established farm publications in that state. Raymond H. Gilkeson, a veteran agricultural editor in Kansas, was engaged as Kansas Editor, operating from Topeka until his death in late 1966. His wide acquaintance and popular writings, along with other activities of THE FARMER-STOCKMAN, soon established the new publication as regular reading for Kansas agriculturists.

After Gilkeson died, brief tenures as Kansas editor were served by four young men before Ron Morrison, managing editor of a Missouri weekly newspaper, joined the staff to fill the need for a topnotch editor. A journalism graduate of the University of Missouri, he served as publisher for more than nine years of a Northwest Missouri county seat weekly. Active in civic affairs in the Missouri community where he worked closely with local and area farm organizations, he was an officer in the Chamber of Commerce and served as president of the Northwest Missouri Press Association, Rotary club and Jaycees. He is the recipient of the Jaycee Distinguished Community Service Award and was named as an honorary chapter farmer by the FFA. Chester Peterson Jr. of Lindsborg, a professional free lance writer and photographer is a regular contributor.

Meanwhile, Texas Editor Sam Whitlow, who rejoined the staff in 1951, has established himself as a leader of Texas agriculture, attested by numerous plaques and other acclaim. He built up a statewide system of correspondents who keep him informed of major agricultural developments in all parts of the state. Some of these have contributed regularly to THE TEXAS FARMER-STOCKMAN for more than 20 years, including Raymond Brooks of Austin, Harry Foehner of Harlingen, Clark Bolt of Waco, and several others have served agriculture for long periods through the pages of The Farmer-Stockman.

Ernest Shiner, a native Oklahoman who joined the staff in 1952, is Oklahoma Editor. Among his contributions to agricultural pro-

gress is leadership in establishing the Oklahoma Farm Equipment Show, held annually at the OSU Demonstration Farm in Oklahoma City in co-operation with several other sponsoring institutions. He is a past president of the Oklahoma City Farm Club, board member of the Oklahoma Plant Food Association, member of the Livestock and Agriculture committees of the Oklahoma City Chamber of Commerce, and is an active member of several other agricultural organizations in the state. He has received numerous awards from agricultural groups in Oklahoma, including the Honorary State Farmer degree conferred by the Future Farmers of America.

Editors of THE FARMER-STOCKMAN travel extensively in their work to interview farmers and ranchers, to attend agricultural demonstrations, to seek out results of new research to report to readers, and to attend meetings of interest to our readers. They deliberately check their coverage to see that every geographical section of each state is regularly covered, along with topical coverage of crops and livestock, to be certain that there is something of value for every reader, no matter where he lives.

Advertisers Reach Readers

Because of its high readership, THE FARMER-STOCKMAN has attracted advertising from manufacturers and distributors of every type of farm equipment and supplies. Surveys made by Daniel Starch and Staff, consultants in business research, showed readership scores of 50 to 91 percent on most of the articles and features tallied on THE KANSAS FARMER-STOCKMAN. On THE TEXAS FARMER-STOCKMAN, 52.4 percent of readers surveyed said they found it provided the most local farming and ranching information, compared to 10.4 percent for the next ranking publication. The most recent survey was made on THE OKLAHOMA FARMER-STOCKMAN, with 54.5 percent finding it the most useful and interesting, compared to 19.2 percent for the next publication, and 74.7 percent said THE FARMER-STOCKMAN had the most local farming and ranching information.

When Alex McCommas was named advertising manager in July 1967, the direction of sales was moved from Oklahoma City to Dallas, where he had been located since 1956. From there he travels throughout the United States to assist salesmen and to service certain key accounts in person. With him in the Dallas office are John Sims and Lee Hainline. In Oklahoma City advertising office are Bill Pullen, who has been with the magazine since 1952, and Earl Holloway. Together they cover most of the Great Plains states, calling on both large and small advertisers. In Chicago are Joe Hall and Len Owen, responsible for the numerous agricultural accounts in the upper midwest. The New York office is headed by Ken Anderson, a veteran in advertising sales who joined the company early in 1968. THE FARMER-STOCKMAN is a member of Agricultural Publishers Association and The State Farm Paper Advertising Bureau.

Circulation Is the Best

High standards of subscription sales have been maintained by THE FARMER-STOCKMAN throughout its history, but never has it excelled in quality and coverage the readership that it enjoys today. Jim G. Bray, circulation manager, Jack Blakeney, assistant

circulation manager, and H. R. Pearce, sales supervisor, are veterans in the business. They know who should be readers, how to find men to sell the magazine and how to teach them to sell subscriptions to the right people. They steer clear of "sheet writers" and "carnies" who are concerned primarily about numbers; less about quality. THE FARMER-STOCKMAN salesmen have only the merits of the publication to sell, with no gimmicks or insurance to induce the prospective subscriber to invest his money. He buys the magazine for the information it contains or he doesn't buy it at all.

Like virtually all early day farm magazines, THE FARMER-STOCKMAN once used wall maps, buggy whips, spray pumps, dictionaries and other premiums as added attractions to get subscribers on the paid subscription lists. THE FARMER-STOCKMAN was one of the first general farm magazines to break away from this humiliating custom. Now all subscriptions for THE FARMER-STOCKMAN are obtained by selling the merits of the publication without club subscriptions, premiums or other subscriber bonuses. No subscribers are continued in arrears and no bulk or block subscriptions are sold. The circulation is verified by Audit Bureau of Circulation (ABC).

Earliest circulation manager listed for THE FARMER-STOCKMAN was J. A. Mathews, whose name appeared in the masthead for a time in 1912. The circulation department was operated in conjunction with that of the daily papers owned by the OPUBCO under direction of Max Halmbacher and others for many years. After World War II, when a major circulation drive was begun, THE FARMER-STOCKMAN set up its own circulation department, with G. M. Jennings as manager. Jim G. Bray, formerly with Farm and Ranch magazine, was named Texas circulation manager in Dallas in 1949, with a long-time co-worker Jack Blakeney as his assistant. When Jennings left the company late in 1952, Bray was named circulation manager.

THE TEXAS FARMER-STOCKMAN, as of the ABC statement December 31, 1967, had 219,078 subscribers; THE OKLAHOMA FARMER-STOCKMAN, 107,052; and THE KANSAS FARMER-STOCKMAN, 86,950. In each state, the number of subscribers equalled or exceeded the number of commercial farms and ranches plus some circulation in adjacent states. Total circulation was 413,080.

Goal of The Farmer-Stockman

The continuous goal of THE FARMER-STOCKMAN has been to keep up with the times and to inform readers of changes ahead in agriculture. For many years, it has published its statement of purpose on the front cover of each issue:

Edited to help rural families grow better crops,
improve their livestock, enjoy modern equipment,
and achieve finer living.

As THE FARMER-STOCKMAN moves toward the 21st century, this goal appears to be as appropriate as when it first appeared, even though farms and farmers will be much different.

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Sooner

Summary

By Ernest Shiner

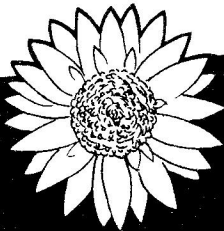
Oklahoma Editor, The Farmer-Stockman



A LOT OF people are interested in finding a good way to clear their stock ponds now that they have

device is to on the help to add meal, gyp- zer to the formation on Clear- dom your ter.

EVERHEARD of a 3 hammed hog? The National Live Stock and Meat Board claims every hog sold these days is a 3-hammed model. It's be- cause the average hog today yields 14½ lb. more lean meat — about the weight of an extra ham — than the average hog 12 years ago. Actually, today's hog isn't really that much heavier, it's just the amount of lean meat that has shown the increase. The modern pig has 10 percent more lean and 26 percent less fat and lard.



Sunflowers

By Ron Morrison

Kansas Editor, The Farmer-Stockman



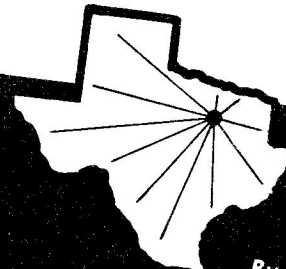
GARDEN CITY'S FFA chapter struck it big at the 45th annual judging contests and convention in Manhattan. For the second straight year, Garden City was rated the No. 1 chapter in the state. And as frosting on the cake, Gregory Hands, who has headed the Garden City High school chapter for the past 2 years, was elected president of the 7,000 member Kansas FFA Assn. for the coming year.

TALKING ABOUT youth . . . what about 17-year-old Ken Conway who was named as "Star Farmer of Kansas" for 1968? This young man, now a senior at Plainville, started with 2 cows as a freshman and has now built his herd to 39 head of beef cattle. Last year these cattle produced 11,300 lb. of beef, giving Conway a net profit of \$3,519.90 which he plans to use to help finance his way through college. He also has a sow and litter program and plants some milo and wheat. Congratulations to this active teenager.

WHILE WE'RE passing out editorial bouquets, let's include the prominent men in the Kansas livestock industry, who along with 2 outstanding animal husbandry students, were honored at the annual KSU Block and Bridle club banquet. Wayne Rogler, Matfield Green, has his portrait added to the "living gallery"; a portrait of the late Char- les Sr. Sharon Springs.

survey indicated that Nebraska's farmer-feeders (less than 500 head per year) are competing effectively with their larger cousins. It would probably be safe to assume that the same or situation prevails in Kansas.

INCIDENT study, to be t pared calves of cal ciend favor was whe



Lone Star Roundup

By Sam Whitlow

Texas Editor, The Farmer-Stockman



OUR BILLY BOB WATT Jr., chairman of the steering committee of the State 4-H Horse Show, says the event will be held in Will Rogers Coliseum, Fort Worth, Aug. 8-10.

SIX-ROW equipment once indicated a large farming operation. Then came 8-row rigs. And now 12 rows. Thurmond Skains, who farms near Brownfield in Terry county, is owner of a rig with 12 planter boxes.

ANDY ANDERSON of the Texas Forest Service was recently re-elected mayor of College Station, Texas.

WHILE VISITING at the HemisFair in San Antonio recently, our editor, Ferdie J. Deering,

an effort to save flight time of planes being used in hot-spotting screwworm cases in Texas counties near the Hill Country and Big Bend areas.

WAYNE BODKIN has been appointed assistant to President Jay Naman of Texas Farmers Union with headquarters at Waco. Bodkin is a native of Olton.

GABE D. ANDERSON Jr. of Bovina in Parmer county was recently elected president of the Texas Grain and Feed Assn. at a meeting in Houston. The organization has 900 members throughout the state.

FRANK LEWIS