

Our 75th year

*The Farmer-Stockman magazine
had its beginning in 1911*

THIS IS *The Farmer-Stockman's* 75th anniversary year. The first issue was published Sept. 14, 1911.

Actually the magazine had its roots, if not its beginning, in a much earlier time. *The Farmer-Stockman* succeeded *The Weekly Oklahoman*, a statewide newspaper, which began publishing in July, 1894. It also was the successor to several pre-statehood farm publications which were merged with it.

E. K. Gaylord established *The Oklahoma Farmer-Stockman* as a property of The Oklahoma Publishing Company, which he owned with partners Roy E. Stafford and R. M. Dickinson. The publication was described as "an improvement upon *The Weekly Oklahoman*" which it replaced.

Early issues of *The Farmer-Stockman* listed E. K. Gaylord as general manager, Dickinson as business manager and Stafford as 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*.

During his editorship, Carl Williams proved to be an outstanding leader of farmers. He helped to organize the Oklahoma Cotton Co-Operative Marketing Assn., first of its kind in the nation. He presided at the organization meeting of the American Agricultural Editors' Assn. in St. Louis in 1920.

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, Fla., where he died June 7, 1953.

Clarence Roberts, county agent at Enid, became associate editor of *The Oklahoma Farmer-Stockman* in 1916 and served a total of 26 years on the publication.

About the time Editor Carl Williams took his leave of absence to go to Washington, a lot of agricultural misfortunes had taken place. When prices crashed in the early 1930s Roberts stumped the state to organize the Oklahoma Live Stock Marketing Assn. 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. He 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 Assn. to produce and market pure seed of improved crop varieties.

Ferdie J. Deering became an associate editor in January, 1937. He had previously been employed on daily newspapers in Texas and Oklahoma. Clarence Roberts died Dec. 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.

As editor, Deering took an 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 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.

In 1946 Deering was the first farm magazine editor to publish regular long-range weather forecasts. He contacted Dr. Irving P. Krick of California and asked him to supply a forecast for the magazine, which has been published continuously for nearly 40 years.

Deering also was an early advocate of cloud-seeding to enhance rainfall and was a leader in organizing weather modification groups over the state. Dr. Krick did cloud-seeding projects in many areas of Oklahoma during the 1950s and 1960s.

Among Deering's other interests were 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.

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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.

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.

During Ferdie Deering's tenure as editor, much progress was made, with *The Farmer-Stockman* expanding into Texas, New Mexico and Kansas. Deering moved to the position of editorial director in 1973 when Ernest Shiner became editor.

The Farmer-Stockman magazine had many subscribers across the Red River in Texas by the late 1930s. A few years after Deering became editor an office was opened in Dallas and in 1946 the Oklahoma Publishing Company built a building to house *The Texas Farmer-Stockman* operation in Dallas.

In 1972 the Oklahoma Publishing Company sold *The Farmer-Stockman* magazine to a group of long-time employees. The Farmer-Stockman Publishing Company, a Texas corporation, was formed and Dallas became headquarters. The former employees who became new owners were Jim Bray, Jack Blakeney, Alex McCommas and Ferdie Deering.

In early 1979 controlling interest in *The Farmer-Stockman* Publishing Company returned to the Oklahoma Publishing Company. E. L. Gaylord is board chairman. Jim Bray is president and Jim McCrary is publisher. Deering serves as editorial director.

Advertising and circulation offices of *The Farmer-Stockman* Publishing Co. are in Dallas where *The Texas Farmer-Stockman* editorial offices also are located. Editorial offices and production facilities are in Oklahoma City. *The Farmer-Stockman* is printed by Oklahoma Graphics, another property of the Oklahoma Publishing Company.

The Farmer-Stockman continues to serve commercial family farmers and stockmen in Oklahoma, Texas and New Mexico with essential production and marketing information. In recent years the magazine has been instrumental in organizing and supporting farm shows in Oklahoma and Texas and in promoting other projects and programs helpful to readers.

With the long-range outlook

for agriculture in the Southwest extremely bright *The Farmer-Stockman* looks forward to the next 75 years of serving its readers.

Ag Chemical Conference set

THE 1986 Oklahoma Agricultural Chemicals Conference will be Jan. 14-16 at the Hilton Inn West in Oklahoma City. Featured will be research and Extension reports from Oklahoma State University scientists, plus talks by a number of industry and political leaders.

Program highlights include an in-depth look at legal aspects of pesticide use, a report on pyrethroid insecticide resistance, a look at the current and future Oklahoma farm financial picture and a review of bulk handling and storage of liquid farm pesticides.

First day of the conference will feature a discussion of agricultural issues by Sen. Don Nickles. Business-related topics such as credit programs and business computer purchases will be reviewed.

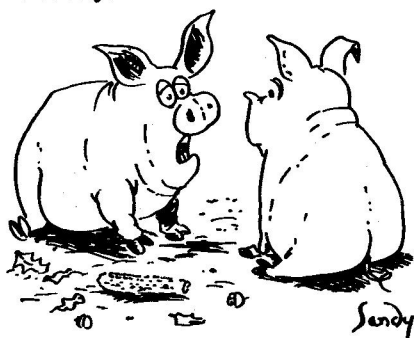
Industry speakers will include Earl Spurrier, vice president for regulatory affairs, National Agricultural Chemicals Assn., Washington, D.C. He will speak on political issues affecting the agricultural chemical industry.

Dan Clower, professor emeritus department of entomology Louisiana State University, will speak on resistance to pyrethroids. He has been a leader in cotton insect control programs in the south.

Dr. Michael Alexa, project director pesticide use and impact assessment, at the University of Florida, will speak on the legal aspects of pesticide use. He has a law degree in addition to a PhD in plant pathology and is an authority on pesticide law.

Oklahoma State University's 1986 Handbook of Pest Control will be available at the conference.

The conference begins at 1:15 p.m. Tuesday, Jan. 14 and ends Thursday, Jan. 16 at 11:45 a.m. Registration begins at 10 a.m. Tuesday.



"What with cross breeding and line breeding, I'm my own grandpa."