

# Nebraska Firm Buys Farmer-Stockman

The Farmer-Stockman Publishing Co. has been sold to the Nebraska Farmer Publishing Co., Edward L. Gaylord, president of The Oklahoma Publishing Co., has announced.

The new owners will continue to publish The Oklahoma Farmer-Stockman and The Texas Farmer-Stockman in a new format, with printing to be done at Lincoln, Neb.

"Subscribers to the Farmer-Stockman need not be apprehensive about receiving a useful, reliable farm publication," Gaylord said. The change will be effective with the June issue, with present editors in charge.

Oklahoma editor Ernest A. Shiner, associate editor Dan Crummett, Texas editor Charles Taylor, and most other employees will remain in editorial and adver-

tising offices in Oklahoma City and Dallas.

Nebraska Farmer Publishing Co. publishes Nebraska Farmer and Colorado Farmer magazines. Robert Fensler, of Lincoln, is president and publisher.

"We are confident that Nebraska Farmer Publishing Co. will continue high traditions of service to agriculture that the Farmer-Stockman has followed and we wish them success in helping agriculture to regain a sound economic position as one of the nation's largest and most essential industries," Gaylord said.

"The Farmer-Stockman has had only four editors in its 75-year history and Ferdie J. Deering has been a part of the Farmer-Stockman for 49 years and has done more for agriculture in Oklahoma than any other indi-

vidual during the last 40 years before his recent retirement," he said.

The Oklahoma Farmer-Stockman was established by The Oklahoma Publishing Co. in September 1911 to aid farmers and stockmen in the new state of Oklahoma in adapting to the climate and to encourage them to use new technology.

At the time of the sale, The Oklahoma Publishing Co. was principal owner of The Farmer-Stockman Publishing Co., with minority stock held by present and former employees.

A few months after it was established The Oklahoma Farmer-Stockman sponsored the state's first tractor show at Enid. Last month it sponsored the annual Oklahoma Farm Machinery Show at the Oklahoma State Fairgrounds. Acres of equipment were shown

and attendance was large in spite of the depressed farm economy, company officials reported.

During the 1940s and 1950s The Farmer-Stockman worked with Cooperative Extension Services of Oklahoma State University and Texas A&M University to conduct successful Rural Neighborhood Progress Contests. More than 600 rural communities in Texas and 400 communities in Oklahoma participated in some or all of the annual events.

When drought and the Great Depression forced farmers to sell livestock at distressed prices and left them without credit, The Farmer-Stockman led in organizing the National Live Stock Credit Corp. in 1931 to assist them.

To help improve quality and yields of farm

commodities, editors participated in the formation of the Oklahoma Crop Improvement Association, Oklahoma Wheat Research Foundation, and other organizations. Editors helped organize the Oklahoma Farm Bureau to push for legislation beneficial to agriculture.

Editorial policy has strongly supported research and education for improving farm income, modern homemaking for improving rural life, and training of farm youth through 4-H and FFA to enable them to meet changing conditions.

After World War II when airplanes became available for civilian use, The Farmer-Stockman helped organize the Oklahoma Flying Farmers and Texas Flying Farmers, which grew into the International Flying Farmers Association.

The Farmer-Stockman is thought to be the first farm magazine to engage the services of a private meteorological firm to provide long-range weather forecasts that readers wanted but which the National Weather Service didn't provide 40 years ago. The publications also took the lead in promoting cloud seeding as a means of alleviating drought.

Fortunes of farm publications have followed the pattern of farm prosperity. As low income and high costs have reduced the number of farm and ranch operators, farm equipment and supply firms have merged or shifted to other products, resulting in substantial loss of revenue for farm publications.