

Farm Newsman Dies at 82

Oklahoma editorial and agricultural writer Ferdie J. Deering died Tuesday afternoon of kidney failure at Mercy Health Center in Oklahoma City. He was 82.

Deering was well-known among Oklahoma's agricultural community, having spent some 48 years with The Oklahoma Publishing Co., during which he served as a member of the company's board of directors and in a variety of writing, editing and management positions.

Although he retired in 1975, Deering continued to write columns for *The Oklahoman*, including an agribusiness column for *The Sunday Oklahoman*.

He began his career in 1931 as a reporter with the Ada Evening News, and as sports editor and business manager of the East Central (State College) Journal. After working at the Denison (Texas) Herald, Deering joined The Oklahoma Farmer-Stockman, an OPUBCO subsidiary in Oklahoma City. In 1943, Deering became its editor.

During his 30-year



Ferdie Deering

tenure as editor, The Oklahoma Farmer-Stockman added the Texas Farmer-Stockman and the Kansas Farmer-Stockman. Combined circulation grew from 214,000 subscribers in 1937 to an all-time high of 435,000 in 1965. Deering retired as editor in 1972 but continued as editorial director until the

magazines were sold in 1986.

In 1958, he joined The Oklahoma Publishing Co.'s board of directors, serving until 1975, and was editor of the Oklahoma Orbit from 1961 to 1969.

He presided over the American Agricultural Editors Association and was active in the Oklahoma City Chamber of Commerce and the 4-H Club.

Among honors he received was the Henry G. Bennett Distinguished Service Award, Oklahoma State University's highest recognition.

He is survived by his wife, Mildred Deering

of Oklahoma City; daughter, Cheryl Wilson of Ponca City; son, Robert Deering of Bedford, Texas; seven grandchildren; and three great-grandchildren.

He also is survived by a brother, Dale Deering of Ada; and sisters Juanita McGlamery of Dallas, Carroll Lindsey of Gilmer, Texas, and Norma Jo Hand of Cleburne, Texas.

Services are pending with Hahn-Cook, Street & Draper Funeral Home.

DEERING, Ferdie Jackson, 82, died Tuesday. Services 2 p.m. today, Quail Springs Baptist Church (Hahn-Cook, Street and Draper).

Ada Evening News

Wednesday, February 24, 1993

FERDIE DEERING 2-24-93

OKLAHOMA CITY — Services for Ferdie J. Deering, 82, Oklahoma City, formerly of Ada, are pending with Hahn-Cook, Street and Draper Funeral Home. Mr. Deering died Feb. 23, 1993, at an Oklahoma City hospital.

Survivors include his wife, Mildred, Oklahoma City; daughter, Cheryl Wilson, Ponca City; a son, Robert Deering, Bedford, Texas; a brother, Dale Deering, Ada; sisters, Juanita McGlamery, Dallas, Carroll Lindsey, Gilmer, Texas, Norma Jo Hand, Cleburne, Texas; seven grandchildren; and three great-grandchildren.

Obituaries

FERDIE DEERING 2-25-93

OKLAHOMA CITY — Services for Ferdie J. Deering, 82, Oklahoma City, formerly of Ada, are 2 p.m. today at Quail Springs Baptist Church, 14613 N. May. Burial follows at Chapel Hill Cemetery, Oklahoma City.

Mr. Deering died Feb. 23, 1993, at an Oklahoma City hospital. He was born Oct. 24, 1910, in Denison, Texas, to Norman Henry and Hattie Deering.

He was a reporter with *The Ada Evening News* in 1931, served as sports editor and business manager of the East Central State College Journal, and later was employed in the advertising department of The Denison, Texas, Herald, and as news editor of *The Ada Evening News*.

He moved to Oklahoma City in 1937 and was associate editor of *The Oklahoma Farmer-Stockman* magazine and was appointed its editor in 1943. He retired as editor in 1972, but continued as editorial director until 1986.

Mr. Deering served on the board of directors of The Oklahoma Publishing Company from 1958 to 1975. He was editor of *Oklahoma's Orbit*, the magazine of *The Sunday Oklahoman*, from 1961-1969. He was president of The American Agricultural Editors Association in 1951 and served on other national and state agricultural boards and committees. He was active for many years in the Oklahoma City Chamber of Commerce and the annual 4-H and FFA Junior Livestock Show.

Among the honors Mr. Deering received throughout the years were the Henry G. Bennett Distinguished Service Award from Oklahoma State University in 1983, Distinguished Service Award from East Central University in 1979, and the Reuben Brigham Award from the national organization, Agricultural Communicators in Education in 1975.

He and Mildred Jennings of Denison, Texas, were married in 1935.

Survivors include his wife, Mildred, of the home; a daughter, Cheryl Beth Wilson, Ponca City; a son, Robert E. Deering, Bedford, Texas; a brother, Dale M. Deering, Ada; three sisters, Juanita McGlamery, Dallas, Texas, Carroll Lindsey, Gilmer, Texas, and Norma Jo Hand, Cleburne, Texas; seven grandchildren; and three great-grandchildren.

Hahn-Cook, Street and Draper Funeral Home is in charge of arrangements.

March 17, 1993

The Daily Oklahoman

The Daily Oklahoman

Your Views

Deering Missed By Many

TO THE EDITOR:

I appreciate very much the editorial on Ferdie J. Deering (Feb. 28). It is well deserved.

I would like to add one sentence. "Ferdie was a devoted, born-again Christian gentleman."

He will be missed by many.

Willis Fry, Hugo

THANKSGIVING

Every day should be a thanks giving day

When we express appreciation and pray.

The Psalmist said it is a good thing to do,

For all God's people, not just a few.

God blesses those who honor His Name---

Daily bread and life eternal we may claim.

God gives opportunities and blessings galore:

Without gratitude dare we ask for more?

Ferdie J. Deering

Ferdie J. Deering

PERHAPS no one has contributed more to agriculture in Oklahoma than Ferdie J. Deering, longtime editor of The Oklahoma Farmer-Stockman, who died Tuesday.

In his 49-year association with The Farmer-Stockman, Deering was instrumental in resurrecting Oklahoma farms from the ravages of the Dust Bowl to new levels of prosperity and productivity.

Continually he worked to help farmers adapt new technology to their operations and encourage young people to remain on the farm. Through the Farmer-Stockman's sister publications in Texas and Kansas, Deering also made gigantic contributions to those states.

Deering worked to build pride in farming. His most significant efforts included the Rural Neighborhood Progress Contests, which rewarded farm communities for trying to improve their environment and make rural living more appealing. More than 600 rural communities in Texas and 400 communities in Oklahoma participated in some or all of the annual events.

Use of new technology was another key to reviving farms and Deering was a leader in sponsoring equipment shows to acquaint farmers with the latest developments. He helped organize the Oklahoma Flying Farmers after World War II and the group developed into the International Flying Farmers Association.

Deering knew that farmers needed to adapt to their environment or control it to avoid the ravages of floods, winds and drought. The Farmer-Stockman provided farmers with long-range weather forecasts through a pri-

vate meteorological firm before the National Weather Service began supplying the reports.

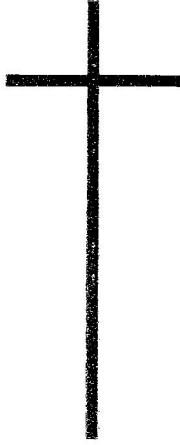
He helped pioneer the use of cloud-seeding to produce rain during dry periods.

Some of Deering's most important work was with farm families, encouraging young people to remain farmers. He was instrumental in supporting 4-H and FFA efforts to train young people in modern concepts of farming and homemaking and worked closely with the annual Junior Livestock Show and the State Fair of Oklahoma.

Deering was a past president and trustee of the Southwest American Livestock Foundation and a past president and co-founder of the Sirloin Club. Both organizations are devoted to helping young people.

His work was known worldwide. In his career as editor, author, columnist and editorial writer he collected more than 100 awards, many from foreign countries.

The Oklahoma agricultural community has lost a true champion in the death of Ferdie J. Deering.



THANKSGIVING

*Every day should be a thanks giving day
When we express appreciation and pray.
The Psalmist said it is a good thing to do,
For all God's people, not just a few.
God blesses those who honor His Name---
Daily bread and life eternal we may claim.
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Ferdie J. Deering

IN MEMORY OF

FERDIE JACKSON DEERING

October 24, 1910 February 23, 1993

SERVICES

*Quail Springs Baptist Church
Thursday, February 25, 1993
2:00 P.M.*

OFFICIATING

Dr. Charles Graves

PALLBEARERS

*Steven K. Wilson Kyle D. Wilson
Clayton C. Wilson Douglas A. Wilson
David J. Deering Duane J. Deering*

INTERMENT

Chapel Hill Cemetery

*Directed By
Hahn-Cook/Street & Draper
6006 N.W. Grand Blvd.
Oklahoma City, Oklahoma*

HEAVENLY MUSIC

*"Tis said the music of Heaven will be the sweetest,
With musicians and singers rated the greatest.*

*We wonder what kind of music that might be:
Huge pipe organs, angelic harps, choirs of glee.*

*Some prefer opera arias while others like classical
Maybe loud drums, bugles, or cymbals crash-ical.*

*What if a rock and roll band arrives up there
With guitars, many mikes, and loud amplifiers*

*Will unwanted music be disallowed up above
Or ear plugs used to bar that we do not love?*

Ferdie J. Deering

Ferdie

The last time I saw him his dancing eyes glimmered with respect into the eyes of my oldest son, David, his sixth grandchild. Affection for the family shone with deep adoration.

I just saw his genuine carefree smile in the slightly mischievous grin of my youngest son, Duane, his youngest grandson. Joy permeates as his presence is known.

His dry wit and get-the-job-done disposition is seen everyday in my husband, Robert, his only son. Clever little lines--you must to be quick to catch. Perform your work completely... the best that you can do. "Work can be fun!" were his words of encouragement.

Visits from family and friends caused him to scurry with excitement to welcome them. Christmas and Thanksgiving were events he savored most. It appeared, for a time, that giving to and watching a delighted recipient was a life transfuser of sort.

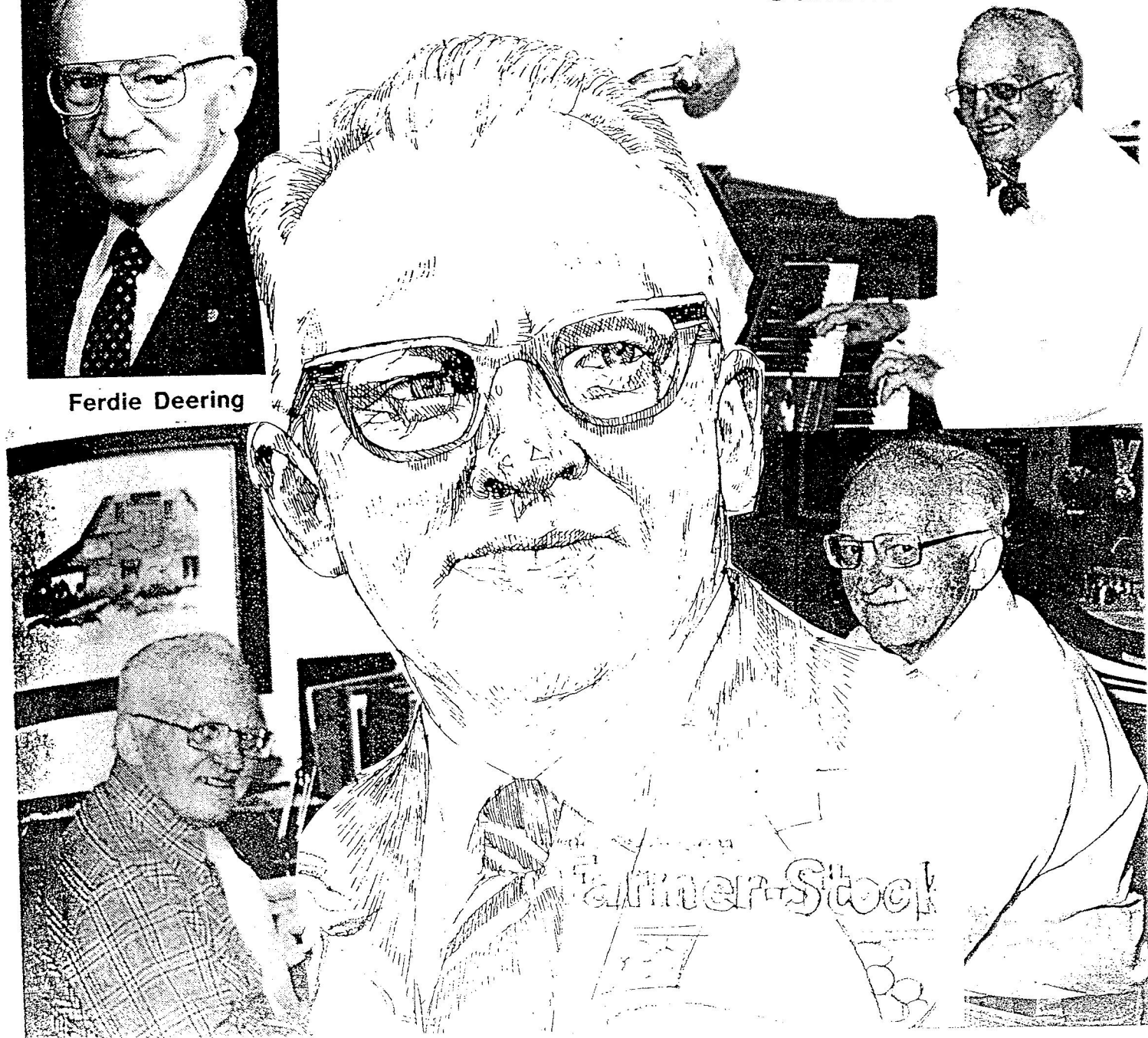
We reverently buried him on a cold and rainy
February morning.

The last time I saw him was this morning as the sun
slowly and methodically rose with grandeur to
greet the beauty of this brand new day.

Brenda Deering
Summer 1994



Ferdie Deering





U.S. Department
of Transportation

**Federal Aviation
Administration**

FORT WORTH ARTC CENTER
13800 FAA Road
Fort Worth, Texas 76155

Mr. Robert E. Deering
3721 Windomere Dr.
Bedford, Texas 76021

Dear Bob:

We were very sorry to learn of the death of your father. My staff and I and all of your many friends here at Fort Worth Center wish to extend our heartfelt sympathies to you at this time of your bereavement.

Bob, if there is anything any of us can do for you during this particularly difficult time, please do not hesitate to call upon us.


Sincerely,

A handwritten signature in cursive script, reading "Charles R. Bono".

Charles R. Bono
Air Traffic Manager, Fort Worth Center

THE MEN'S DINNER CLUB
P.O. BOX 18243
OKLAHOMA CITY, OKLAHOMA 73154

IN MEMORIAM

A decorative flourish consisting of several overlapping loops and swirls, centered below the title.

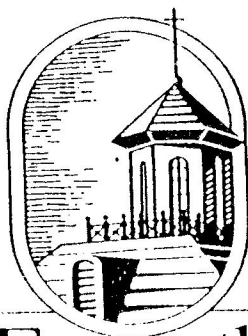
FERDIE J. DEERING

FERDIE J. DEERING, a longtime member of The Men's Dinner Club, died February 23, 1993.

Mr. Deering 82, was well known among Oklahoma's agricultural community, having spent some 48 years with The Oklahoma Publishing Company, during which he served as a member of the company's board of directors and in a variety of writing, editing and management positions. Deering continued to write columns for The Oklahoman, including an agribusiness column for The Sunday Oklahoman.

Deering was Editor of The Oklahoma Farmer-Stockman for 30 years which also included The Texas Farmer-Stockman and the Kansas Farmer-Stockman. He presided over the American Agricultural Editors Association and was active in the Oklahoma City Chamber of Commerce and the 4-H Club. Among honors he received was the Henry G. Bennett Distinguished Service Award, Oklahoma State University's highest recognition.

MEMORIAL SERVICE
1993



Epworth

Villa

SERVICE OF JOYOUS REMEMBERING

May 23, 1993

Epworth Villa

Oklahoma City, Oklahoma

Opening of service

Solo by Hayley Severe

Accompanist: Betty Harding

Call to Remembering

Dr. Elwyn Thurston

Dear Friends, we are going to walk down a lovely lane today, a lane that is graced with the lives of those who walked here and who have been called to their Eternal Home. They left us surrounded by beautiful memories that light our paths and enhance our journey through the rest of our lives. Let us gather at the River at the end of the lane where the earthly journey ends and we enter into the promised life with God our Father, forever.

Hymn "O God Our Help" (Verses 1, 3, 5)

No. 196

Litany of Praise

Dr. Elwyn Thurston

Let us praise God!

For Fathers and Mothers by whom God orders our lives and comforts our hearts, bringing strength to a home and love and security to children.

God be praised for good Fathers and Mothers.

For Husbands and Wives whom God brings together in that mystical union where a new dimension of love is experienced, where through joy or sorrow, sickness, or health, that perfect love and peace is found.

God be praised for good Husbands and Wives.

For our homes which God has designed as a haven of blessing and a place of peace to be realized when husband and wife live together in faithfulness and patience, and in wisdom and true godliness.

God be praised for our Homes.

For our children whom God has created out of human love to be surrounded by steadfast love, discipline, and faith that they may bless the God who created them, and the parents who called them into being, sustaining them in love unto adulthood.

God be praised for our Children

For good friends to rejoice with us in our joys, to cheer us in our troubles, and to lighten our tasks. May we be helped to return their faithfulness and service.

God be praised for our Friends. .

For comfort and consolation when we are called to part with those we love and for the hope ingrained in our being that we have eternal life through Jesus Christ who promised us a room in our Father's house where we shall be reunited inseparably with those we lost.

God be praised for comfort and consolation.

For strength that God gives to accept life offered us in the future and to live in peace.

All praise be to God. Amen.

Litany of Joyful Memories

Rev. Joe White

Response God be Praised for:

Charles H. Brown	Remembered by Sherman Huff
Ferdie J. Deering	Remembered by Robert Deering
Randall J. Jones	Remembered by Randy Jones
W. Glenn Jones	Remembered by Kindy Eddy
Warren F. Welch	Remembered by Phil Wallace

Affirmation in Song

Solo by Hayley Severe

Scripture Lesson

Dr. Lester Meyer

Prayer of Remembrance

Rev. Joe White

Remembrance Message

Dr. Elwyn Thurston

Hymn "O That Will Be Glory"

No. 130

Benediction

Dr. Lester Meyer

This memorial service is one project of the Epworth Villa Religious Life Committee: Elwyn Thurston, Chairman. Gerry Basse is responsible for preparing the memorial table each time there is a death at Epworth Villa. Gerry has also coordinated this memorial service. Thank you, Gerry.

MEMORIAL SERVICE
Epworth Villa
Oklahoma City, Oklahoma
May 23, 1993

by Robert E. Deering

Ferdie Jackson Deering was born in Denison, Texas on October 24, 1910 and died in Oklahoma City on February 23, 1993. He was survived by Mildred his wife of over 57 years, two children, 7 grandchildren, 3 great-grandchildren, a brother, and 3 sisters.

He lived a very full and productive life. He was a highly successful newspaper and magazine writer and editor. He was well known throughout Oklahoma and Texas and highly regarded within the industry throughout the country. But no matter how busy he was with his career, he never neglected his family. My dad had his priorities straight, putting his family first, his church activities second, and his career third.

Ferdie Deering loved his family and he was proud of all of us. He received great joy seeing his children and grandchildren grow. He believed in and promoted education, encouraging us to seek our full potential in what ever we set out to do. He was a voracious reader. He would cut out newspaper and magazine articles he came across that he thought would be of interest and mail them to us. I know the grandchildren will especially miss this, for it was one of the ways he let them know that he loved them and cared for them.

He was the leader among our extended family as well. He had 9 brothers and sisters and each of them had between 2 and 5 children. This means I had a lot of cousins and he wanted me to know each and every one of them. For 73 consecutive years the Deering family reunion was held each Thanksgiving in various locations in Oklahoma and Texas. This great achievement was due in part to the efforts of my dad to keep his family together no matter how far apart we may scatter.

My dad lead us to church. He was a teacher and a deacon. His belief in Christ and salvation was strong and unwavering. He led a life that set the example for us all to follow. While we were members of Trinity Baptist Church, the pastor wrote in the church newsletter "Ferdie Deering does not know that I know he missed a very important occasion last Monday night. He made no mention of the other engagement, and I learned about it by chance while in a conversation with a friend a couple of days later. It was an award dinner which he missed where the Governor of the state was to have given him an award for outstanding achievement on a civic assignment. The governor was there, the award was there, but Ferdie was at Trinity serving as chairman of the deacons. This is the spirit which makes our church great." This is also the spirit that makes our family great.

My dad had a great sense of humor. While addressing a group of educators at Texas A & M the question was raised "Why do all of the best boys from the farm, the top hands, leave the farm and go take a job somewhere else?"

He answered the question by saying " I can't answer for all of them and I can't take credit for being top hand, but I do know why I'm not on the farm. I learned at a very early age that everything I picked up on the farm was heavy."

That answered the first question all right, but like all the other teachers when you answer one question they come back with another; "Now tell us how come you became an editor." He said " I guess I can answer that too. We didn't have a tractor when I was a kid, but my father did have a team of recalcitrant, obstreperous, cantankerous mules. One of them a one-eyed black critter. He was not only unneighborly but down-right uncooperative. And I had to drive that team of mules. In doing so I developed such a large vocabulary that I grew up and became an editor."

Over the years he wrote countless letters to his family, as well as articles for newspapers, magazines and books. He wrote many strong editorials blasting bureaucrats and those who disregarded God's values and took advantage of the freedoms we have been blest with in this country. During the last few months of his

life he turned this creativity into poetry. His favorite subject was my mother. Here's an example:

MILLO

My little Millo is a very talented lady--
On this subject I don't mean maybe.
She has manners, class, and good looks,
Is one of the world's finest cooks.
She's read lots and lots of books,
Painted more pictures than we have hooks.
Millo is everything a wife should be,
BEST OF ALL----she married me!

I will remember my dad as a person that loved and cared for his family more than anything else on this earth. As a father he was demanding but fair. He could be stubborn but also tender hearted. We miss him very much. But his values and his love will live on in our hearts, and we look forward to the time we will join him in our Heavenly home.

Thank you.

FATHER'S DAY

by
Robert Deering

Father's Day came again this year,
And for the first time I shed a tear.

For my father who was always there for me,
Has gone to be with our Lord for eternity.

Please understand.
The life he led was more than grand!

He gave us his best in all that he did.
A Christian home, examples to follow,
Even a few good spankings when I was a kid.

His values and virtues were all sincere,
And his memory we will always endear.

So please excuse a joyful tear,
For I know we will all be together again
Some other year!

THE DEERINGS

Ferdie J. and Mildred Deering have lived in Oklahoma City since 1937 when he joined The Oklahoma Publishing Co. He served as executive, magazine editor, newspaper columnist, and editorial writer before he retired in 1975. Mildred was homemaker for their daughter, Cheryl, and son, Robert. She enjoys oil painting and currently serves as chairman of Epworth Villa Library Committee. Cheryl is dietary consultant for several northern Oklahoma nursing homes. Robert is with the FAA as assistant manager for air space and operations at Ft.Worth.

APR 21 1962

THE DEERINGS

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BIOGRAPHICAL DATA

Ferdie Jackson Deering

Flora Mildred (Jennings) Deering

Ferdie Jackson Deering was born in Denison, Texas, Oct. 24, 1910, and at the age of ~~discretion~~ (so he says) ¹⁰⁰ moved to Ada, OK, in 1912. He graduated from Horace Mann High School on the East Central State University campus in 1928 and continued in college there. He became sports editor and business manager of The East Central Journal, the college publication. He ~~also was~~ ^{became} a reporter for The Ada Evening News ^{in 1931.}

In 1933 Ferdie went to Denison, TX, where he worked in advertising for The Denison Herald. While there he met Mildred Jennings at church. Eighteen months later they were married. Ferdie returned to Ada in 1934 and was appointed editor of the morning edition of the Ada News.

In January 1937 they moved to Oklahoma City, where Ferdie was appointed associate editor of The Oklahoma Farmer-Stockman magazine, owned by The Oklahoma Publishing Company. In 1943 he was promoted to editor and later was named manager of the magazines. During his editorship The Farmer-Stockman added separate editions for Texas and Kansas, with an all-time high circulation of 435,000 subscribers.

Through the magazines, organizations and speeches Ferdie promoted rural community improvement, soil and water conservation, crop and livestock improvement, helped organize the Flying Farmers, the Oklahoma Farm Bureau, and other farm groups. He was active in the Oklahoma City Chamber of Commerce for many years, worked with 4-H and FFA youth groups, and in other civic affairs.

When it was announced that a National Cowboy Hall of Fame and Western Heritage Center, Ferdie served on a committee that succeeded in having it located in Oklahoma City and worked on drives to raise funds to build it. He served as vice-president of the Oklahoma association headed by former governor, Roy J. Turner several years.

In addition to his duties as editor of The Farmer-Stockman magazines, Ferdie wrote an agribusiness column for The Sunday Oklahoman for 40 years. He also wrote editorials and editorial page signed columns for The Daily Oklahoman. He served on the Board of Directors of The Oklahoma Publishing Company for 18 years, and was a member of OPUBCO management committee for 27 years. He edited ORBIT, The Magazine of The Sunday Oklahoman for eight years, and for two years was editor and manager of Rx Golf & Travel Magazine for doctors.

CONTINUED

PAGE TWO = BIOGRAPHICAL DATA FOR FERGIE & MILDRED DEERING

Both Ferdie and Mildred read a great deal, and both have written books. Ferdie's list includes "USDA, Manager of American Agriculture," "From the Grassroots Up," and "Look at Oklahoma," a bicentennial publication for OPUBCO. After he retired he wrote "Work Can Be Fun," an autobiography requested by Mildred for their children. Mildred's book was the result of research she did to trace her paternal ancestors from Texas back to North Carolina, Tennessee, Missouri, and Oklahoma. It was titled "Mr. Henry, a Twig on the Jennings Family Tree," 230 pages hardbound 8½x11 inches, containing a complete genealogy.

Fergie served on numerous agricultural and civic boards and committees, including the governing board of Baptist Medical Center (then Baptist Hospital), The Baptist Foundation of Oklahoma, Weather Modification Advisory Committee of Oklahoma Water Resources Board, Water Development Foundation of Oklahoma, University of Oklahoma Research Institute, Industrial and Agricultural advisory committees at Oklahoma State University (then Oklahoma A&M College), and as president of The American Agricultural Editors Association. He was one of the organizers of The Southwest American Livestock Foundation and the Sirloin Club of Oklahoma, sponsors of the Oklahoma City 4-H and FFA Livestock Show.

In 1979 East Central University presented Ferdie its Distinguished Alumnus Award, and in 1983 Oklahoma State University presented him the ~~Henry G. Bennett~~ Distinguished Service Award, ~~in addition to~~ scores of plaques and other awards recognizing his work.

Fergie and Mildred have two children and seven grandchildren. Their daughter is Cheryl Beth, wife of R.R. "Dick" Wilson, an accounting supervisor for Continental Oil Co. Their son, Robert Edward, is an air traffic control supervisor in the FAA regional center at Fort Worth. He and his wife Brenda have two sons and live in Bedford, a suburb of Fort Worth.

Fergie and Mildred have visited the 50 United States, Canada and Mexico. Their church always has been a focal point in their lives. Ferdie taught a Men's Bible Class for more than 20 years and Mildred established the library and media center at Quail Springs Baptist Church (then Nichols Hills Baptist) and served as its first librarian.

Mildred was born at Palmer, OK, a small community near Sulphur, OK. Her parents moved to Denison, TX, in 1912 and she grew up there, later attending North Texas State University (then Teachers College). She worked in Long-Sneed Clinic-Hospital in Denison for several years.

Fergie and Mildred have had busy, interesting lives, with no time for boredom. While Ferdie was away from home on business, Mildred took art lessons and now has several dozen oil paintings to her credit. After he retired Ferdie bought an electric organ, took lessons, and plays well enough to enjoy it. Both read a lot.

THE END