

Lancaster Farming

It's our birthday!

For with this issue, Lancaster Farming marks its 25th anniversary!

And we, the publisher, editors and staff of Lancaster Farming approach this observance both proudly and humbly - happy that our efforts have proved so successful in filling a real need for our readers and advertisers and humbly re-dedicating our efforts to filling an even more important role for all farming interests in the years ahead.

A quarter of a century is a long period of time, indeed. Much can happen and much did happen. We realize vividly just what has occurred when we recall those formative days back in November 1955 when Lancaster Farming began as a weekly publication of 16 pages each issue.

And as we look back we are truly thankful for those faithful readers, many of whom still are with us, and of those advertisers who so consistently have been sending their messages to our readers each week.

For with this support, Lancaster Farming has grown from a small publication to a journal that averages 160 pages each issue. And our circulation has expanded until now we mail to paid subscribers more than 38,000 copies weekly throughout Pennsylvania and parts of New Jersey, New York, Delaware, Maryland, Virginia and West Virginia.

As we have grown over the years, more and more new features have been added to Lancaster Farming in keeping our readers quickly and accurately advised as to prices and other developments, in all of the countless changes which continually occur that are of interest to the farmer and agri-business.

While we have added many new features, entertaining and educational as well as of a business nature, we have retained much from those very first years.

And now, as then, we would not enjoy our present-day popularity without the faithful help and assistance given us by the Extension Service, "Ag" teachers and 4-H Club reporters and leaders. Equally important is the co-operation and assistance accorded us by the Farm Women, FFA, numerous association officials, market news departments and so many others who have made Lancaster Farming truly a publication for the entire family. It is impossible to list them all.

We are equally proud of our large and well represented group of advertisers. For through their efforts, our readers can find data on the sale or purchase of most everything related to the farm.

As Lancaster Farming has grown and expanded, other changes not so apparent to our readers, had to be made. About eight years ago we made the transition from letter-press printing to the more modern and efficient offset type of printing.

Instead of casting each line of type from molten lead, the composition of each page is accomplished through the use of computerized and photographic equipment.

The result is that we can produce a larger and more clearly readable publication more rapidly and economically than otherwise possible. But in attaining this goal, much effort and planning has been expended.

The past 25 years have been mighty pleasant - even exciting. And now we turn to the future hopeful we can do even more and fortified in this by the thought that such loyal readers and advertisers - everybody in general - we're off to a mighty good start!

Robert G. Campbell
Publisher,
Lancaster Farming

