

Lucille Shuler

Arabian Horse World

The late Lucille Shuler was the founding editor of *Arabian Horse World* Magazine. She and her husband, Jay, purchased *Pacific Arabian Life* in 1960 and changed the name to *Arabian Horse World*. The Schulers moved from New York to California in the late 1960's.

Mary-Jane Parkinson, a longtime writer for the magazine, recalls Lucille as an energetic and humorous individual who built the magazine into a very successful business.

Lucille and Jay sold the magazine to their daughter, Jan, and Nat Gorham in the early 80s who later sold it to PRIMEDIA.

For 47 years, *Arabian Horse World* has chronicled the Arabian breed, its major bloodlines, shows, breeders and newsmaking events. The magazine is targeted to all Arabian horse breeders, professionals, and amateur showmen, and individual owners for whom Arabian horses are both a pleasure and a passion.

There are only a few publications that exist today that have served the equine industry continually since the inception of AHP. Lucille would be proud to know the publication she gave birth to is one of them.