

Target — 200,000 Ayes in Texas

COVERAGE vast enough, effective enough and attractive enough to blanket the entire state of Texas.

Not a simple assignment, but that's the goal as members of the editorial staff, circulation crews and advertising representatives set out to boost Farmer-Stockman circulation in the Lone Star state to 200,000.

Principal ammunition being used during the stepped-up campaign is a Texas edition which is written primarily by Texans for Texans.

This doesn't mean the entire magazine will be made over but it does mean approximately 45 percent of each issue will be revised to provide a distinct Texas flavor.

Added to that are expanded local and regional editorial coverage, a big jump in circulation agents and more advertising representation.

With F-S total circulation continually climbing and now tagged at an all-time high of 325,000-plus, distribution in Texas tops 160,000. This is more than 43,000 higher than the 117,280 claimed a year ago.

To kick off the drive to add some 40,000 new subscribers needed to meet the immediate goal of 200,000, a series of statewide editorial, circulation and advertising conferences were held at F-S Texas headquarters in Dallas.

The magazine's editor, Ferdie Deering, and OPUBCO circulation director George M. Jennings called meetings that were attended by correspondents and district supervisors from every section of the state. Advertising expansion at present will be conducted by F-S advertising manager Dewey H. Neal, Alex M. McCommas, Jr., Texas advertising representative, and Frank Brimm, manager of the Dallas branch of The Katz Agency.

Editorial coverage has been increased to include regular reports from all major agricultural sections. Texas editor T. C. Richardson, also headquartered at Dallas, will coordinate activities of seven correspondents retained at key locations.

Experienced agricultural writers, the correspondents are J. Garland Smith, Amarillo; Raymond Brooks, Austin; C. A. Price, College Station; Jack Creel, Lubbock; Ervin Hickman, San Angelo; Harry Foehner, Harlingen, and Sam Whitlow, Tyler.

Working out of four key cities under supervision of Jim G. Bray, F-S Texas circulation manager, and his assistant,

Jack B. Blakeney, district supervisors are M. L. Harrell, Houston; Richard Pearce, Denton; J. D. Nix, Henderson, and G. C. Gary, San Angelo. This quartet will direct activities of forty-five field men who will rap on farmhouse doors on every highway and byway in the state.

And that, from the personnel standpoint, does it — a blanket of agricultural savvy and farmer know-how set up to bridge the span from the Red River to the Rio Grande and from the pine woods of east Texas to the rolling hills of the Big Bend country.

Importance of a strong network of correspondents was emphasized by OPUBCO business manager Leland S. Vance at the Dallas editorial conference. He pointed out that the product for which stories would be written was the only farm magazine awarded a Certificate of Excellence in 1950 by the American Institute of Graphic Arts.

Brief, hard-hitting descriptions of F-S methods also were given by Deering, Richardson, Bray, McCommas, Oklahoma editor Ramon Martin, makeup editor James R. Streeter and Whitlow, former member of the central editorial staff who has been a correspondent since moving to Texas several years ago.

The meeting also was attended by woman's editor Katharine Randall, who frequently visits Texas farm women's conferences, and Lucille Downing, manager of the F-S service bureau.

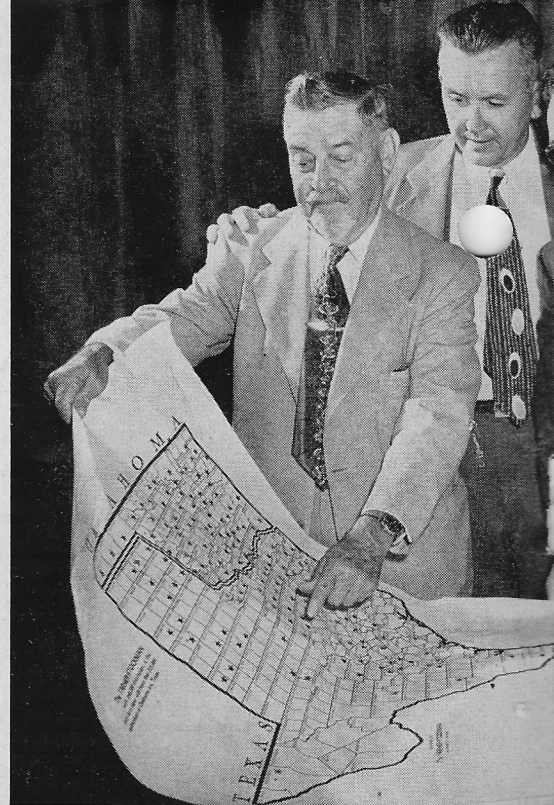
In addition to increased personal contacts with sales managers at all levels, F-S advertising will institute direct mail sales promotion tailored to describe the advantages of the magazine's quality production and the separate editing for Texas subscribers.

Actually, the current expansion program is little more than another step in a plan launched five years ago — to make The Farmer-Stockman as solid in Texas as it is in Oklahoma.

Farm coverage in Oklahoma is in excess of 75 percent. Meeting the goal of 200,000 would increase the Texas figure to approximately 60 percent.

From the standpoint of circulation, The Farmer-Stockman is the unchallenged leader among farm publications in Oklahoma. Now a strong third in Texas, the magazine ten years ago was no better than seventh or eighth.

Which is why those who've helped her grow and watched her go are convinced the ayes of 200,000 Texas subscribers will be with her come summer.



Expanded editorial coverage that will reach from the Red River to the Rio Grande. Ferdie Deering, right, with an assist from T. C. Richardson, coordinates editorial activities. Whitlow, Tyler, east Texas correspondent, and Ervin Hickman, Harlingen, also attend the conference.

Objectives of the F-S Rural Neighborhood Program. Lucille Downing, service bureau manager, and Oklahoma editor Ramon Martin, with correspondents Harry Foehner, Harlingen, and Ervin Hickman, College Station, who reports on the program.



Idea of increased activity strikes a pleasant note. Lucille Downing, service bureau manager, and Oklahoma editor Ramon Martin, with correspondents Harry Foehner, Harlingen, and Ervin Hickman, College Station, who reports on the program.



River to the Rio Grande is explained by F-S editor [name obscured], left, the magazine's Texas editor. Observers are Sam [name obscured], who covers west Texas activities from San Angelo. [name obscured] editorial activity throughout the Lone Star state.



Plans to blanket every corner of Texas are described by OPUBCO circulation director George M. Jennings, pointing to map. Jim G. Bray, seated, is F-S Texas circulation manager. Jack B. Blakeney, right, is his assistant. District supervisors are M. L. Harrell, Houston, south Texas; Richard Pearce, Denton, north Texas; J. D. Nix, Henderson, east Texas, and G. C. Gary, San Angelo, west Texas.

Dallas Conferences Set the Stage for F-S Expansion

a [name obscured] circulation builder, are enumerated by Lucille [name obscured] on Martin, second from left. They discussed the program [name obscured] Valley; Jack Creel, Lubbock, south plains, and C. A. [name obscured] developments at Texas A&M College.



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llas office.

A pattern for editorial-advertising teamwork that will help pave the way for additional sales is plotted by Alex M. McCommas, Jr., right, F-S Texas advertising representative. His plan is heard by Katharine Randall, woman's editor; James R. Streeter, makeup editor, and J. Garland Smith, Amarillo, Panhandle correspondent. McCommas makes local sales contacts in every section of the state.

