



The Farmer-Stockman: Serving Rural Families

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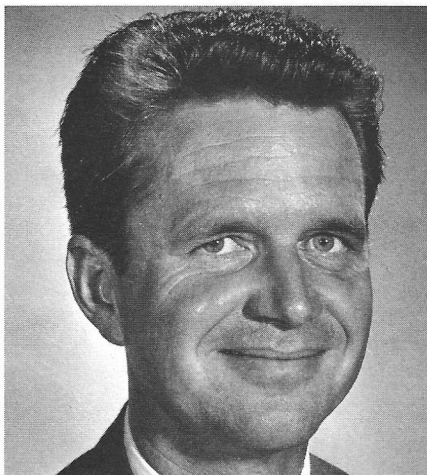


(above) Ferdie J. Deering, 32-year Farmer-Stockman veteran, is editor and manager.

(left) Katharine Randall has been home editor for 25 years.

(left below)
Ernest Shiner,
Oklahoma
editor.

(right below)
Sam Whitlow,
Texas editor.



Dedicated to the purposes of helping rural families grow better crops, improve their livestock, enjoy modern equipment and achieve finer living, The Farmer-Stockman magazines rank among the top publications in this specialized field.

The Oklahoma Farmer-Stockman came into existence Sept. 14, 1911, when Mr. E. K. Gaylord and his associates decided to convert the Weekly Oklahoman into a semi-monthly farm magazine. It had an initial circulation of about 3,000.

Now published as three separate monthly magazines for Oklahoma,

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The Farmer-Stockman

Kansas and Texas/New Mexico, the total circulation exceeds 400,000. It is read by 15 out of 16 farmers and stockmen in the four states.

Although the central offices are in Oklahoma City, most of the employees of The Farmer-Stockman work out of the other four offices, located in Dallas, Wichita, Chicago and New York.

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Ferdie J. Deering, who joined The Farmer-Stockman as associate editor in 1937, is editor and manager. He was named editor in 1943 and manager in 1967. Katharine Randall (Mrs. O. W. Rush) has been home editor for almost 25 years and Ernest Shiner, editor of The Oklahoma Farmer-Stockman, has been here 18 years. Shirley Outon and Lois Virtue complete the editorial staff in Oklahoma City.

Bill Pullen is in charge of the Oklahoma City advertising office, with Helen Bridwell as secretary. Naomi Beardain is production and sales assistant, whose job it is to see that all printing materials are assembled and delivered to Colorgraphics, where the magazines are printed.

The Farmer-Stockman opened offices in Dallas more than 20 years ago and built an office building. When this was outgrown, larger facilities were built to house the staff and also to provide Dallas studios for OPUBCO television station KTVT at 10111 North Central Expressway.

Sam Whitlow is editor of The Texas Farmer-Stockman and has

recently been joined by Associate Editor Charles Taylor. Madge Zeigler has been editorial secretary for several years.

Alex McCommas, whose responsibility as advertising manager includes supervision of salesmen who cover the entire United States from the five offices, makes his headquarters in Dallas. Also at Dallas are John Sims, regional advertising manager, Hazel Weeks and Barbara Scott, secretaries.

Headquarters for all circulation maintenance is also at Dallas, with Jim G. Bray as circulation manager and Jack Blakeney as assistant. They have planned, organized and supervised subscription sales for more than 20 years for The Farmer-Stockman but their work as a team in this field dates back to college days. W. T. Randolph is circulation assistant, supervising several employees who keep the subscription lists up to date. Hallie R. Pearce is sales supervisor for field crews. Jessie W. Bost and Eleanor Sammons are circulation secretaries.

All Farmer-Stockman subscriptions either come in by mail or they are sold by supervised crewmen without club sponsorship or premiums.

The Chicago office is next largest and is considered to be quite important because of the potential volume of national agricultural advertising that originates there. Leonard Owen is manager of the office. Bob McIntosh is salesman and Paul White has recently joined the staff as research and market-

ing specialist. Elsie Johncola is secretary. Offices are in the Wrigley building at 400 North Michigan Avenue.

Kenneth V. Anderson is manager of the New York office, with Shirley Cleveland as secretary. Offices are in the Graybar Building at 420 Lexington Avenue, in the heart of the advertising business district.

Newest office, opened last July, is in Wichita, Kansas, where Ron Morrison, editor of The Kansas Farmer-Stockman, and Earl Holloway, regional advertising manager, headquarter. Marabeth Marker is secretary. This office is located in a new building at 3435 West Central Avenue.

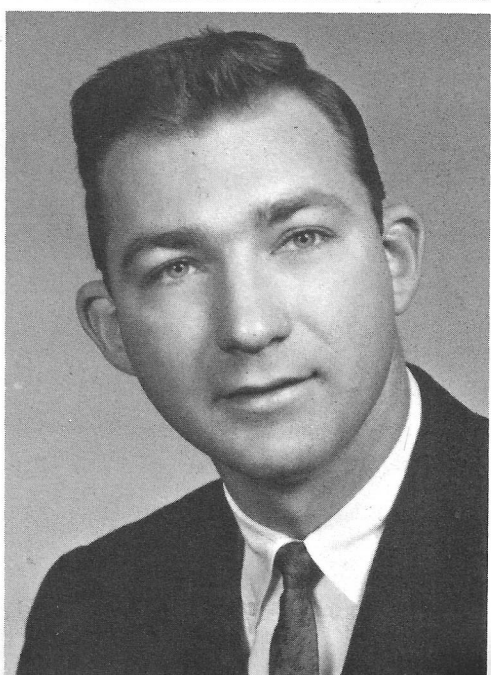
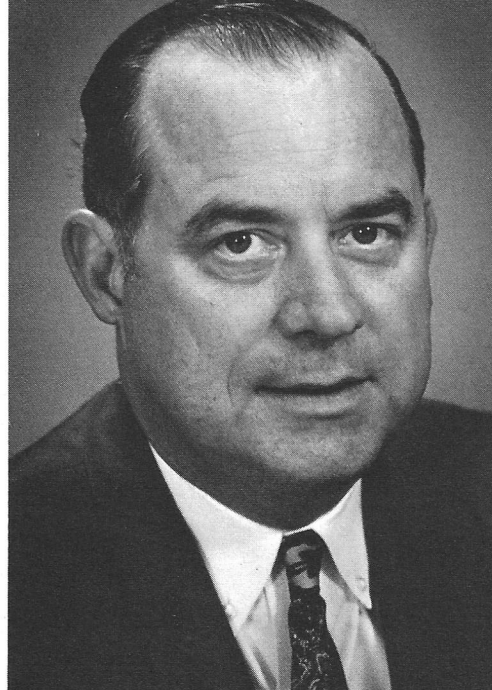
Throughout the years, The Farmer-Stockman has been identified with movements aimed at improvement of agricultural methods and equipment, and with advancing the economic, cultural and educational interests of farm families.

Among organizations that have been assisted by The Farmer-Stockman are the Oklahoma Livestock Marketing Association, National Livestock Credit Corporation, Oklahoma Crop Improvement Association, Oklahoma Wheat Research Foundation, Texas Flying Farmers and Oklahoma Flying Farmers, Oklahoma Farm Bureau, and many others.

One of the many promotional programs sponsored was the Rural Neighborhood Progress contest, in which prizes in excess of \$81,000 were awarded between 1947 and 1959. More than 600 Texas neigh-

borhoods and 400 Oklahoma neighborhoods participated, with some of the achievements still apparent today in spite of rapidly changing conditions in rural areas. The program was presented an award by Freedoms Foundation at Valley Forge in 1955.

Presently The Farmer-Stockman sponsors major farm machinery shows held annually at Oklahoma City and at Salina, Kansas. Another is being developed in Texas. *Cliff Smith*



(top to bottom, left to right)
 Alex McCommas, advertising
 manager; Ron Morrison, Kansas
 editor; Bill Pullen, Oklahoma
 City advertising; Jim G. Bray,
 circulation manager; Earl
 Holloway, regional advertising
 manager and John Simms,
 regional advertising manager.