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OKLAHOMA CITY--- Sale of The Farmer-Stockman magazines to four long-time employees has been announced by Edward L. Gaylord, executive vice-president and treasurer of The Oklahoma Publishing Company.

Alex M. McCommas Jr., Dallas, present advertising manager of the monthly farm publications, is president and publisher of the new Texas firm, The Farmer-Stockman Publishing Company. Other officers and directors are Ferdie J. Deering, Oklahoma City, present editor and manager of the magazines; Jim G. Bray, Dallas, circulation manager; and Jack B. Blakeney, Dallas, assistant circulation manager. Amount of the transaction was in excess of \$1 million, payable over a number of years.

The Farmer-Stockman magazines are three state magazines, edited specifically for agricultural interests in Kansas, Oklahoma and Texas. Advertising space is sold by states or as a unit. Circulation totals about 385,000 subscribers, approximately equalling the number of farms and ranches in the three states.

In announcing the sale, Mr. Gaylord pointed to the brighter outlook for agriculture and expressed confidence that the publications will continue to serve farmers and stockmen as they have done since 1911. That is when E. K. Gaylord, president of The Oklahoma Publishing Company, launched The Oklahoma Farmer-Stockman to fill an urgent need for localized agricultural information by pioneer farmers in the young state.

"Substantial gains in advertising lineage and income have been made this year by The Farmer-Stockman, Edward L. Gaylord said. "We anticipate that it will continue to increase with the high reader interest and valuable merchandizing services that have so long been associated with these respected publications."

He cited the long record of The Farmer-Stockman in promoting

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agricultural research, modern farm equipment, farm organizations, new crops and improved livestock, better markets for farm products, conservation of soil and water, and, more recently, weather modification as a means of alleviating drouth.

"Although the number of farms has declined, each one is more essential and the agricultural industry is bigger than ever," Mr. Gaylord added. "Furthermore, our agriculture is a vital tool for world peace, because a larger number of people in other countries than ever before depend upon the American farmer for part of their food."

Present personnel is expected to remain in the new organization, except Deering and Bray. They will assume new executive responsibilities in The Oklahoma Publishing Company but will also serve on the board of directors of the new company.

The magazines will continue to be printed by the Web Offset Division of OPUBCO in Oklahoma City.

The Farmer-Stockman offices are located at 500 North Broadway in Oklahoma City; at 10111 North Central Expressway in Dallas; at 3435 West Central Avenue in Wichita; and at 400 North Michigan Avenue in Chicago. All operations will continue at the same locations.

Ernest Shiner, Oklahoma editor of The Farmer-Stockman, for more than 20 years, has been designated editor-in-chief, taking over editorial responsibilities that Deering has carried for more than 30 years. Charles Taylor, Dallas, is editor of the Texas edition, and Paul Zeh, Wichita, is editor of the Kansas magazine.

McCommas first joined The Farmer-Stockman as an advertising salesman in 1949 and was appointed advertising manager five years ago. Bray and Blakeney worked together in magazine subscription sales

on other publications before they joined The Farmer-Stockman 23years ago. Blakeney will become circulation director when the new publishing firm takes over, effective with the January 1973 issues.

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