
 forthcoming marriage of their daughter, Wilma, and Cpl.
Eeein Jamison, son of Mr. and Mrs. Vernon Jamison of Etithat. Wedding date is June and 14 Primitive Baptist Church,
5th and Johnson, Clovis, at $3: 30$ p.m. (Texas time). No 5 the and Johnson, Clovis, at $3: 30$ p.m. (Texas time). No
Tiritiations will be malled and all friends of the young cuple are invited to attend the wedding and the reception at the
efidirch, immediately following the ceremony. Miss Norton charch, immediately following the ceremony. Miss Norton
fir a senior at Farwell Schools and her fiance is a 1958
graduate.


TWO STYLES
and a kitchen extension costs only pennies a day
to order, just call our
In a ballet roceitial Mal Mppear
the Marshall Auditorium in
then
A' Swimming


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$7 \%$ Set
Beach Shoes
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Swim Goggles

## each Towel <br> $\$ 198$ to $\$ 298$ <br> BeachBalls. S100

Variety \& Dry Goods

Miss Parker Honored

## Thursday

## Beverly Hubbell

 Mint green and white wereused as a color motif when
friends honored Miss Karolyn
Parker, bride-elect of Ross Parker, bride-elect of Ross
Langham of Muleshoe, with a pre-nuptial shower Thursday
night. The social occasion was night. The social occasion was
held in the home economics
bullding. building.
The ser The serving table was cover-
ed with a white linen cloth which ed with a white linen cloth which
was caught at the center with
white wedding bells tied with a white wedding bells tied with a
mint green bow and forming a drape effect. A heart-shaped
arrangement of white spring
aren flowers stood on a heart--shaped banner of mint green holding
minute lovebird figurines and wedding bells.
used and cryspal candle holders
were used with white tapers accented by green ribbon. Green and white carnations were used
in an arrangement on the registration tuble.
Individual white cakes were
served with lime sherbet punch served with lime sherbet punch
and green and white mints. Wedding napkins were inscribed
with the names of the young
Mothers of the honoree and her flance were presented corsages of white carnations thed
with white and Miss Parker was given white carnations with green ribbon.
Hostesses in
Hostesses included Mesdames
H. R. Crook and Gari Lynn H. R. Crook and Gari Lymn,
Otto Lingnau and Evelyn, L. W. Routon, Lester Norton and Wil
ma, Ray Ford and Jo, J Reed and Jean, Charlie Hromas and Darlene, Bruce Blair and
Martha, Raymand Martha, Raymond Martin and
Keon Billingsley and
Judy, John Range and Juanita Judy, John Range and Juanita, Jess Latham, R. B, Tucker and Emalee and Mary Long of Far
well; and Mesdames Dori Fields, Leona Harris, Frank
Fields, Ethel Sheriff, Sylvia Couch, Elsie Fair, Dorothy Jones, E. L. Vaughn, Buddy
Myers and Miss Barbara Byrd, Mye
Wes Wes Others attending were
Mesdames Francls Bessire, Omar Bessire, W. O. Stacy,
Lewis Scoggin, D. O. Burlimith Dub Bartley, Elvis Childs, and M Mesdames Robert Murray,
Misses Jeanerte Lindop and Misses jeanette Lindop Mr
Beverly Hubbll, Farwell; Mr
did Mrs. Bob Moore, Little field; Mrs. J. W. Rushing and

 ald, John Dickson and Geneva
Russell, Clovis; and Mesdames E. A. Walker, Virgil Nowell,
Leldon Phillips and Cindy, Leldon Phillips and Cindy,
Jaqueta Nowell, Dean Jones Partin Austin, Guy Austin, John
Thomson and Carl Dwyer, all of West Camp.

C
In Byrd Home
"Personal Lives of Christlans was the tite of the de
votional by Francis Boling Thursday yight when the Companion Class of Texico Baptist
Church met in the home
Chur ing will be with Mrs. Joe Camp
June 4 . June 4.
Punch and cake Punch and cake were serv-
ed to Mesdames Camp, Boled to Mesdames Camp, Boi-
ing, Ysleta Kittrell, Rada Wink-
les les, Pat Webb, Margery Fought,
Tena Roth and the hostess, Mr, and Mrs. Duane Her-
ington of Lubbock were weekend guests of her parents, Mr. and Mrs. Clyde Magness

## Shower Honoree

Honoree at a pre-nuptial
hower Monday afternoon, May 11, at the Farwell home ec-
onomics cottage was Miss Bevnomics cottage was Miss
erly Hubbel, ride-elect of Har
lin Obensha in of Clovis. Blue candles and anarrange-
ment of iris decorated ment of iris decorated the serv-
ing table which was covered
with a lace cloth over blue with a lace cloth over blue,
White and blue cake was served
with floating punch. Hostesses for the courtesy
were Mesdames D, O, Rolland and Doris, Everette Christian,
George Lindop, Jess Latham,
Lloyd Lloyd Routon, Lee Jones,
Lester Norton and Wilma, Law-
rence Cooper, Virgil Schell and joanne, Joe Crume and Linda,
Tom Lindop and Jeanette, and
Misses Karolyn W Lubbock Meet Mohn Aldridge spent the day in Lubbock recently when they
attended the District Woman's Club meeting held there. The women attended two workshops,
one on "Inter and the other on ' The American Home" ${ }^{\text {They }}$
eon at eon at noon given in the First
Methodist he lunchist church. Speaker for diction of the FBI.
Both women felt that they

gained much from attending the meeting, according to their re|  |
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## Women Plan

 Family NightPlans were made for the
nonthly family night of the Lutheran League when the group
met Thursday aiternoon at the met Thursday aiternoon at the
Parish Hall. Mrs. Walter Kaltwasser, president, led the open ing hymn and prayer.
Ladies decided to films for the family night pro gram May 12 and to serve re-
freshments. Plans were also made to attend a fellowship evening at Rhea May 15,
Coffee was served members and next mee

Mr. and Mirs. Gerald Hardage,
students at Texas Tech, Lubbock, visited Saturday with his
parents, the Walter Hardages.


## Seniors Feted At

 Banquet Saturday| Farwell seniors were guests of honor at the annual junioring in a Clovis restaurant. Other guests were faculty members, their wives and husbands, school board members and their and , class parents, and Mr and Mrs. Herman Decker. <br> "Neptune's Court" was the theme of the banquet with an motif featured. Colors of aqua, silver and white carried out the theme with fish nets, fish and other objects of the sea decorating the banquet room and tables. Centerpiece on the speaker's table was an arrangement of daisies in driftwood, Guest speaker for the occasion was Herman Decker of Eastern New Mexico University Invocation was given by Donald Crume and James Burles on gave the welcome. Johnny Lovelace gave the response for the seniors. The class history was | presented by Wilma Norton and Alice Ramm, and the class will was read by Patsy Sprowls and Belva Christian. Joanne Schell and Linda Crume read the class prophecy. <br> Other entertainment included vocal numbers by the boys quartet and a duet by Jimmy Hardage and Martha Blair. <br> Amos Tatum, high school principal, announced that Joe Hughes and Joan Hubbell will represent Farwell at Boys and Girls State this summer. <br> Jumior class sponsors are Mrs. Shelby Jobes and J. D. Atwell. <br> Mr. and Mrs. Dave Greer and daughter recently returned to Crow's Landing, Calif., to make their home. They had been living here for several months. Mrs, Greer is the former Dean Walls, daughter of Mr. and Mrs. A. N, Walls. |
| :---: | :---: |
| Optometrist <br> 112 East 4th <br> Clovis, New Mexico <br> ---SPECLALISTS <br> By Appoin <br> Phone PO 3-4722 | Optometrist <br> Across from Post Office <br> Clovis, New Mexico <br> UMAN VISION--- <br> nt, Please <br> Phone PO 3-6753 |

## FURNITURE AUCTION

MONDAY NIGHT, MAY 18 James Priest, Clovis, Auctioneer: AUCTION BEGINS AT 8

New Bedroom Suites, Newly Upholstered Living Room Suites, New Coffee Tables and Step Tables, Rugs, Chairs,
Radios, Sewing Machines, manyotheritems, Be sure to see

THE COVER SHOP

Vacations
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Family Gatherings

## Whatever

## the occasion

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This ReA Whirupool Gas Renge has camed tive Gold Ster Awerd for excellence in performance, automation and design!

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To our many dear friends we would like to say thank you
or all the nice things you have for all the nice things you have
done for us and for our dear
daddy during his her yen rs of

We would like to express our
sincere appreciation for all the sincere appreciation for all the
cards, flowers, letters, food and cards, flowers, letters, food and
every kind thought and deed shown every kind thought and deed shown
us during our bereavement. May
God bless you all.

Today's amazing pharmaceuticals aid in the healing and recovery of more than one symptom or ailment. Your doctor knows; he examined you with care, and prescribed for you. But, bring us that prescription, we'll fill it accurately and promptly.

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By Buying or Trading Now - Before the Rush!


BOVINA IMPLEMENT CO



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 FRIDAY NGGIMAY 15h
8 P. M.
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STUDENTS 50c
ADULTS $\$ 1.00$
FUN AND FROLIC FOR ALL


Lowest Prices Ever !


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$\$ 47.95$

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Nylon Cord
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\$56.95
SMALL COMMERCIAL TIRES
pared ahead of time and le
to bate in the oven about 30
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Ingredients:
one $61 / 2 \mathrm{oz}$,
oan
Ine $61 / 2$ oz. can tuna
one
3 tablespoons each finely chop-
ped pimiento and grated onion
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rushing through preparation of


## MAURER MACHINERY CO.

"Your Minneapolis-Moline Dealer"

## '59 FORD SIX

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Go Farow ward for savings with the West's Cost Less Brand of Trucks!

## FRIONA MOTORS

## HURST'S has everything

 4BIG
DAYS

## HURST'S GRADUATION SALE




## H. D. Women, 4-H Girls Use Cotton in Many Ways

-BY JIMMIE LOU WAINSCOTT PARMER COUNTY
HOME DEM. AGENT
The 4-H girls and home dem-
onstration club members of Parmer County are very cotton consclous. Many of their activities involve the use of cotton; in fact,

## We Have Moved To A New And Larger Office And Are Much Better Equipped To Serve Your Real Estate Needs.

We Are Anxious For You
To Drap In And Visit
Anytime You Are In
Town . . . . We Just
Might Do Some Business.
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Real Estate - Farm Loans
Phone ADams 8-2081
Bovina, Texas
just about everything involves the use of cotton.

Probably the most cotton used is in the sewing and clothing field. Did you know that cottons are the big news in the textiles field? Time was when cotton calico and muslin were just about all the cotton material you found, but now it's a different story.

The trend this year is texture and beautiful colors in cotton. The best dresses in all stores from the less expensive ones to the exclusive, are featuring dresses of cotton from $\$ 2.98$ to \$69.98.

Some of the home demonstration and $4-\mathrm{H}$ Club members are making their own original models. The list of members who sew with cotton would be so long so $I$ will just list a few:

4-H members are Judy Billingsley, Janice Hillock, Farwell; Barbara and Virginia Rea of Bovina. Some of the adult leaders who help them are Mrs. James Mabry, Mrs. Tress Tannahill, Friona; Mrs. Leon Billingsley, Farwell, and Mrs. Ellis Tatum, Black; plus many other leaders and mothers.

Also a factor of importance is that the county cotton association sponsored the 4-H Cotton Dress Review for the first time in 1958. The girls used a bale of cotton and cotton stalks

The Story Behind the Picture

Life gets pretty drab for the Farm and Home photographer Always taking pictures of agrarian subjects. Now, that's not bad, but can you imagine anything less exciting than the shape of, say, a potato? Or anything less inspiring than the face of, for instance, a cow chewing her cud?

But once in a while there comes along a glorious change. Seems like anytime the photographer can get a pretty girl in the picture, things just naturally take a turn for the better. The thought of photographing a bale of cotton took on new life when in the photographer's imagination he placed a girl atop it. So, here is the picture.

The girl is Judy Roach. She's the daughter of Mr. and Mrs. James Roach and is the FFA Chapter Sweetheart at Bovina, and also a student at that high school. She was very cooperative in helping make this picture possible. That made the photographer happier, and, we think, the readers happier too.

Western Warehouse at Bovina loaned the bale of cotton for the shot, and D. R. Bushnell, manager, seemed happy to do it.
to decorate the stage. Prize money was given the girls by the cotton growers. They all had very pretty cotton costumes.
The home demonstration clubs have had sewing workshops including basic, advanced dressmaking, tailoring and custom tailoring. At each of these workshops cottons were featured.

Other cottons used in home demonstration work have been in the upholstery and drape line. In upholstery most all of the fabric used was cotton and of course cotton felt for padding. The drapery workshop will be conducted in July. Also, there were many lampshades covered
with a beautiful selection of cottons and many that have a soilresistant finish.

Many have carpeted their floors with cotton carpet. Many have used cotton because of alergies to wool. So, you see, the Parmer County home demonstration and 4-H members all use our cotton in many different ways and enjoy doing it.

To help you with your spring housecleaning: cover vacuum cleaner nozzle with cotton cheesecloth held in place with a rubber band. Then clean button boxes, dresser trays, spool boxes, the witicles. disturbing any of the articles.


Western Warehouse Co. in as a Booster for Parmer County Cotton

Western Warehouse Co. is extremely proud to be a part of the great Parmer County cotton industry. Selling "Nothing But Service," Western Warehouse Co. offers, with fire-protected warehouses, the best cotton storing service available.

Since coming to Parmer County, we have worked to create a better, more competitive market for cotton from this area and feel that progress is being made.
This fall, request your ginner to deliver your cotton to Western Warehouse Co.

Lef's Get Behind the Nationwide Movement to Boost the Consumption of Colton. We Need
To Do A Better Job of Selling Cotton, So Lets Start Here in Parmer County -
Make Your Family, Your Friends, COTTON CONSCIOUS !

# Cotton Most Prized Crop 

BY W. H. GRAHAM JR. Cotton, that fleecy product so often identified with the Old South, has become the most prized crop grown on the irrigated High Plains. The reason is a simple one: It makes farmers more money than any other crop they grow.

Cotton is far from being a newcomer to the High Plains, but it has been only within the past decade that it has come to be so sought after by irrigated farmers of this area.

Actually, cotton has been grown in the Parmer County a rea almost as long as any crop. When the land was first broken out around the turn of the century, various crops were planted to determine which would be
the most adaptable.
The early settlers found that short staple cotton did as well as any crop, and better than many of them. Up through the 1930's cotton was grown on a substantial scale, but with declining prices and the apparent suitability of wheat and other small grains during that period, cotton began to dwindle in acreage.

The South Plains has always had a heavy acreage of cotton, but this western part of the High Plains about stopped planting it in the late 1930's.

Cotton along about that time was falling into disrepute among farmers, and in fact it became referred to as a "depression crop." It was blamed for depleting the soil and oppressing
the farm laborers of the South, and was pointed to as the chief culprit in the decline and fall of the famous Texas Blackland belt as an important agricultural region.

Farmers who moved to this area from the east and south came here vowing to "leave the cotton country for good." They had convinced themselves that there was something associated with the crop that produced hard times for the people that grew it. Their fears, though founded in ignorance, had a stark backgound in the areas from which they came that caused these beliefs to become widespread.

*     *         * 

How, then, did cotton attain the prominence and esteem it
holds today on the High Plains? Increased consumption and greatly improved prices brought on by wartime demand is a big part of the answer to this question. The irrigation well is a third--and perhaps the most im-portant--reason.

As said previously, cotton has been grown on the South Plains ever since the land was first put into cultivation. The lighter soils of that area could not sustain the yields of wheat and grain sorghum which were being produced to the north and west, so cotton remained the main crop while small grains took an increasingly important role in our own immediate area. As demand for cotton increased with the approach and
beginning of World War II, and prices began to rise, farmers all over the Plains began to realize large profits from producing the crop.

Coincident with this came the tidal wave of irrigation development all over the Plains. Farmers found that they could sustain large crop yields in dry years and wet with water from these wells, and they had the desire and capital to make these improvements.

Irrigation and cotton went hand-in-glove on the South and Central High Plains, and the fever spread west and north in a perfectly normal fashion.

Were it not for the fact
that grain sorghum was selling (Continued on Page 5)

## NATIONAL COT MAY $18-23$ <br> COTTONis still KING

 in Parmer County and in the nation
## Parmer County Farmers

 are becoming famous for their reputation in being able to lead the High Plains in per acre yields of cotton. We are proud to be able to assist in the ginning of their cotton.

COTTON INHOME ECCLASSThese girls, students of Mrs. Glenn-Lust, Farwell home economics instructor, are getting valuable experience in learning how to use cotton fabrics in dressmaking. Karen Schell is seated at a sewing machine and Joan Potts is showing her where to stitch. Checking the guide sheet is Carolyn Routon.

## We Salute

## KING COTTON

## during National Cofton Week

May 18-23

## More and more our own

## Parmer County Cotton

is becoming recognized across the nation.

KENDRICK is proud to have been a part of this important crop in


## Parmer County.

For better results on your production Phillips 66 Anhydrous Ammonia
will give you higher yields, more profit

## KENDRICK OII \& FERTIIIZER



IN THEY GO--Demonstrating the washability of cotton clothes, Mrs. Gene Hardage, president of the new Town and Country HD Club, laads her washer.

## Protect Your

## Cotton

and Vegetables, too,
with Mathieson Quality
Insecticides and
Our Spraying Service.

Call on Us - by "Land or Air"
We Will Rid You of Insects.


## ParmerCounty Farm Supply

ADams 8-žózi
BOVINA, TEXAS

## Cotton－

for from $\$ 2.50$ to $\$ 4$ a hun－ dred in those years of world turmoil，it is almost certain that cotton would have occupied twice or even three time the acreage it does today as this trend moved across the Plains．

However，farmers of the wes－ tern part of the High Plains，in－ cluding the Parmer County area， were able to do very well grow－ ing their old standbys of wheat and grain sorghum．Few owned， or desired to buy，the neces－ sary equipment to farm cotton． Many still remembered that they （or their parents）had come to this part of the Plains to＂get a way from that depression crop．＂

So，the surge to cotton was held in check．

Even with this background of conflicting forces，though， Parmer County made enormous strides in its diversification of crops and its increasing use of cotton as one of those crops．

So much so，in fact，that in the middle 1950＇s Parmer County was receiving the state＇s great－ est allotment adjustments for the so－called＂trend＂factor． This was a special system that was of great benefit to the county in increasing allotments．It rec－ ognized the normal tendency of cotion to move from the old pro－ ducing areas of the South to the western states．

It was this method of figuring allotments，incidentally，that put the older cotton growers of the South and the newer ones of the western states at one another＇s throats in the halls of the leg－ islature，and resulted in a rift that dislodged the traditional sol－ idarity of the industry．

Western farmers charged that the growers of the South didn＇t want their cotton when prices of livestock were up and they could produce beef cheaply off of their heavy native grass，but that when cotton prices kept climbing and the bottom dropped out of the cattle market in 1952，they wanted their cotton back and tried to pass laws to hold it．

The Parmer County Cotton Improvement Association is the county＇s only commodity group that figures in all of these dy－ namic times．The men of the Association had the foresight in the early＂trending＂years to undertake voluntary measure－ ment of the county acreage to pre－ serve a record of acreage for the possibility of controls which might come in the future．It turned out that this was a wise move，as controls did come to be the normal thing．

In 1948， 4950 acres of cot－ ton were grown in the county． The 1949 acreage（which was never used in figuring allotments） was estimated at about 4000 ． The 1950 acreage was at its lowest ebb in＂modern＂times－－ 3500.

From there on，cotton really skyrocketed in Parmer County． The acreage lept to 31,000 in 1951．It was then distributed a mong 235 growers．

Another enormous jump oc－ cured the next year，and 80,000 acres went to the fluffy fiber crop．That year there were 421 growers．Acreage continued to increase in 1953 also，and 670 growere pianted 97,000 acres of cotton．

Controls were re－imposed in 1954 and thai was the year when
cotton farmers of the High Plains found their glamour crop in hot water with the USDA．

A national surplus of cotton had been accumulated，and acre－ a ge controls had become manda－ tory．That year，the allotment to each county was supposed to be based on a five－year history With Parmer County farmers just getting into the cotton farm－ ing business，this prospect indeed looked bleak for them．Their 1954 allotment was due for a 70 percent cut．

The Cotton Association，other farm organizations，and in－ dividual farmers voiced their objection long and loud in meet－ ings all over the county and a deluge of letters，telegrams，and phone calls descended on legis－ lators．It was too much of an adjustment to make in one year， they argued．

The Association asked for ＂no less than 60 percent of the 1953 acreage＂for 1954.

On paper，Parmer County had＂earned＂only about 15,000 acres as a 1954 allotment，the way the formula read．The state PMA committee（now ASC）in－ creased this disastrously low figure to about 28,000 ，pulling acreage from the state reserve．

Even the figure of 28,000 seemed low as compared with the 97,000 acres of the year pre－ vious，and farmers in the area regarded the special＂ $65-40-50$＂ legislation eventually passed as a godsend．

Under this special program， a farmer was allowed to choose from one of these options：
1． 65 percent of the last three
year＇s average planting．
2． 40 percent of the best year of the last three．
3．But in no case is the allot－ ment allowed to exceed 50 percent of the total cropland． The issue of cotton allot－ ments was a violently tossed po－ litical issue that year and after
much jockeying，Parmer County ended up with 56，000 acres for their 734 growers．

This didn＇t seem like cause for rejoicing for those farmers who were taking a stiff cutback in allotments，but it was somuch better than what was feared for a time that people were generally pretty happy．

## Cotton allotments continued

 their decline for the county in the next two years，and it was during these years that more and more people were wanting to grow more and more cotton． The demand from＂new＂growers for an allotment was impressive， but didn＇t help raise the allot－ ment．Farmers in 1955 received 44,000 acres of their favorite cash crop．In 1956 the allot－ ment dipped to 41,000 for an all－time low．By that time the growers had increased to almost 1，000－－986 and individual allot－
ments were becoming smaller and smaller．

A few persons were seeing the diminishing allotments as a sign of cotton on the way out in this area．

Area farmers couldn＇t af－ ford to give up their quest for more cotton though，because prices for other products they had been growing were coming down a steep hill．

Grain sorghum had declined to less than $\$ 2$ a hundredweight in just two years．Wheat was also selling for less and less． Other crop possibilities showed some promise，but none was as stable a money－maker as cot－ ton．So they kept on growing cotton－－as much of it as poss－ ible．

This intense effort to pro－ duce as much lint as possible from the limited acreage alloted to the county made Parmer County the leading cotton pro－ ducing county on the High Plains

TWO BALES AND OVER PER ACRE－－That is the record in Parmer County．Above，thi picture was taken last year just before cotton was harvested in northwest Parmer County．This field averaged $21 / 5$ bales per acre．

## Look at the records－

Parmer County land produces more bales per acre every year than any other county on the High Plains of

Texas．We are proud to be a part of this record．

> DOUGLAS-BINGHAM LAND \&NSURANCE CO.

Phone 8711
Farm \＆Ranch Leans－Insurance－Real Estate
from the standpoint of yield per acre.

Even the old cotton-growing counties of Lubbock, Lamb, and Hale were eclipsed by the Parmer County combination of good

## NOW!

Crop Hail Insurance for COTTON $\$ 100$ less than a year ago

Also, we offer a policy with or without replant clause

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## A. L. Glasscock <br> Bank Building <br> Bovina <br> AD8- 4382

soil, plentiful water, a favorable climate, and a desire on the part of the farmer to attain the maximum yield.

From the 56,000 -acre allotment in 1954 Parmer County farmers produced slightly over 50,000 bales--a little less than a bale an acre. Most of them were well pleased with the result of the crop, and few at that time realized what an important partner in yields the weather was. The fall of 1954 was an ideal one for finishing out cotton at this latitude and harvesting the crop.

They found the other side of the coin in a harsh manner the next year, and the early freeze of 1955 is one of the most painful remembrances of Plains cotton farmers. That poor year, weather-wise, impressed indelibly on the minds of hundreds of growers what experiment stations had already discovered and recommended--that farmers stop watering their cotton late in August, or risk producing rank and immature cotton that would drastically reduce their returns in the event of an early or even "normal" freeze.

It became apparent that farmers who continued to encourage plant growth in late season were actually betting against the elements, and statistics indicated that the game was loaded against them.

The weather was more cooperative in 1956 again, and this year set up an "every other time" pattern that has continued for five years. That is, weather conditions have been exceptionally good and exceptionally poor on alternating years since 1953.

The beautiful fall weather of 1956 put many cotton farmers of the Plains on the comebacktrail after they had been knocked out in 1955. It also tempted them once again to keep watering late to produce the maximum fruit possible.

Farmer " A " for example, may have made a bale and a quarter an acre and been satisfied with following recommendations that he quit watering his crop around the 20th of August.

But his satisfaction turned into envy when he talked with his neighbor, Farmer " $B$ " who laughed at this foolishness and showed him that he had made a bale and a half by watering until the 6th of September.

If the second farmer convinced the first farmer of watering late, it was fatal to two instead of one the next year, since 1957 saw a return of very poor maturing and harvesting weather for cotton on the High Plains. history and the Plains produced their lowest quality crop in history. No surprise that they received some of the lowest prices ever also.

The cycle repeated itself once more in 1958 when fair weather returned to the Plains again produced an excellent crop. ** county have been difficult if not impossible to keep track of. One of the reasons has been the large amount of cotton that has been ginned outside of the countr in the

## TWO Bales per Acre With Ammo-Phos for Grow Power



Bud Crump, Manager of Parmer County
Farm Supply, and J. B. Sudderth
In 1958 I had 80 acres of cotton. I fertilized this cotton with 200\# of Mathieson's water soluble Ammo Phos 13-39-0 and and got 2 bales per acre except on the hail damaged part, where 1 got $13 / 4$ bales per acre.

I always have my soils tested to show me what fertilizers are needed. I break my land 9-11" deep and plant as soon after April 15th as weather will permit. In 1958 I used 200\# of Mathieson's 13-39-0 and an early season insecticide program to set and hold the early crop. I irrigated the first time when the crops started fruiting heavily, and the last time on August 20th.

The, hail on July 4th damaged 25 acres very badly. It tore the cotton down from knee high to about $4^{\prime \prime}$ high, and yet it produced $13 / 4$ bales per acre.

THE PHOSPHORUS IN THLS WATER SOLUBLE 13-39-0 HASTENED MATURITY FROM 7-12 DAYS AND THIS IS IMPORTANT TO ME. I WILL USE MATHIESON'S 13-39-0 THIS YEAR.

## J. B. Sudderth <br> Rt. 1 <br> Farwell, Texas

Oklahoma Lane Community

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Parmer County Farm Supply
Bud Crump, Mgr. - BOVINA - ADams 8-2621

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Texus Certified AUSTIN COTTONSEED

Texas 620 and 660 Hybrid Miles and New Mexico certified 111 Pinto Beans
early "modern" years.
In 1953 and 1954, two of the biggest years for cotton in the area, only five and seven gins, respectively, were in operation in the county during those years. They were ginning about 40,000 bales a year. That much or more was going outside of the county for processing. There was no way to keep track of production totals.

The thirteen gins now in Parmer County result in practically all of the cotton being ginned locally, so figures taken from these gins are much more accurate.

Last year's production exceeded 60,000 bales. That was from a 43,000-acre cotton allotment. In 1957, the yield was down to 55,000 bales but the crop was of very poor quality. The acreage was about the same as in 1958.

In 1956, with acreage at about 41,000, production again neared 60,000 bales. The yield was cut back to about 50,000 bales in 1955.

As can be seen, the ginning industry expanded into Parmer County to take care of the burgeoning cotton development here, but discovered that a good cotton harvest on the High Plains is not always a bed of roses.

Parmer County farmers beat all they had ever seen for getting a harvest over with in a hurry. Utilization of the mechanical stripper resulted in record quick harvest in 1952, 1953, and 1954, and the ginner found he had to "get his while the getting was good" or be left out in the cold. Farmers, anxious to get their cotton off to market, would gladly pay to haul to outside gins to close out their season.

To counter this, local gins began to buy the crop in advance and rick it on their own yards at their own risk to get to gin the crop and extend their ginning season.

In recent years, the discovery that more money can be made by obtaining a better quality crop has led to the "retrogression" of harvesting methods. Considerable hand labor is employed in getting the early (and usually "white") crop in. Strippers cannot do this.

Thus, the ginning season has been extended somewhat by this method. But it's still pretty much of a whirlwind affair when the frost comes and pretty weather follows, allowing the machine boll pullers to harvest thousands of acres in only a few days.

Gins have been extending their service to the farmer by helping provide a labor pool for the early hand boll pulling. Many have undertaken the expense and time of importing bracero labor groups, and contract and manage special harvest labor with area farmers.

Area gins are also among the most modernly equipped on the Plains, and help farmers market a crop that reflects the best quality attainable.

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Big changes in the outlook for cotton both in this nation and in the world can be seen in the making. For the first time since allotments have been imposed, cotton growers have been allowed a choice of more acreage at less price protection, or less acreage with more price protection.

Cotton is still a commodity with serious marketing problems and competition from synthetics
is very keen in many industries. Cotton is still the most widely used of all textile fibers, and new research indicated that manmade additives can do for the natural product about the same thing that man-made synthetics have done for themselves. Which means that the industry stands to obtain benefits from research just as does its competitors.

There is a growing philosophy in the government to tear down the walls now thrown up
between the domestic producer and his foreign counterparts. Reduction of tariffs and world-wide marketing efforts are pointing the way to developments in the field of international trade that would increase the use of cotton.

Here at home there is little that a Parmer County area cotton grower feels he can do about international trade relations, but he has discovered that he has a part to play in insisting that his family continue to ask for and
buy cotton products whenever they make consumer purchases.

That not only makes good sense for a local industry that badly needs increased product outlets, but makes good sense from a practical consumer point of view anyway.

Where else can a man or woman buy such a comfortable, attractive, durable product at such an economical price?

Fancy stitching, which looks especially pretty on cotton dresses for little girls. is easier to do than ever on improved automatic zigzag sewing machines. A new feature on the machine enables you to select decorative stitches.

An automatic electric bun warmer has a washable red cotton gingham cover. It keeps hread or rolls oven-hot and makes a colorful addition to the table for an informal din-


NATIONAL COTTON WEEK


## Parmer County cotton is as good as

 the best and better than most. We make every effort to see that our
## service to Parmer County cotton farmers

## is of the same high calibre

## Let's Keep King

 Cotton on His Throne! BUY COTTON USE COTTON
## West Hub Gin Corp.

Leo Ruzicka, Mgr.

- HUB -


## Women Use Cotton

Practically every week in the year is Cotton Week for many Parmer County homemakers.

Versatile cotton fabrics play a ma jor role in High Plains homes just as cotton fields are billed at the top in the farming picture.

Clothing is just one area in which cotton is utilized. Its wide variety of weights, weaves, tones, textures and colors makes it highly popular in interior decorating and for domestic uses. Practicality and wearability. coupled with ease of care are some of the characteristics that lead women to choose cotton fabrics. Their farmer husbands also influence their choices.
'My husband has a fit if I buy anthing else," laughingly confided one veteran seamstress.

But she added that she has always preferred to use cotton because it is easy to handle and lends itself to any style.

New processes have greatly increased the versatility of cotton. Wrinkle resistance has been increased by scientific research; the new "drip dry" materials have made caring for cottons even simpler; and cotton satins and dainty sheers have made "dressy" outfits less expensive, cooler, and longer wearing.

Work and play clothes that must endure rugged wear and frequent laundering are almost exclusively made of cotton because it wears longer, holds its shape better and colors resist fading.

This same color-fastness and durability has made cotton a popular fabric for drapes and slip covers. Material to fit into any decor is available and the home decorator can take her pick of modern, abstract, or floral prints as well as solid colors. For an added elegance. many have a gold or silver metallic thread woven in.

Its economy is not the least of cotton's attractive features. With just a touch of brightly colored terry cloth or print, a homemaker can dress up her kitchen or bathroom for just a little money. And she can change her color scheme often without straining her pocketbook.

Rugs of cotton resist soiling clean easily and wear longer according to la boratory tests.

Through home demonstration clubs throughout the county, Parmer County homemakers keep up with the latest developments in the ever-increasing list of cotton varieties and uses. Cotton suitings, tweeds, semi-sheers, plisses, voiles, dimities, tissue ginghams, piques, and even cotton lace, make it possible for them to wear cotton for every occasion and the year a round.

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WIDE SELECTION of cotton fabrics greets Parmer County women whenever they enter a store. Mrs. Donald Watkins, left, chooses material for her daughters, Jill and Sandra, in Ware's in Friona. At right is Mrs. Jesse Sinclair


PROFESSIONAL LOOKING curtains in the home of Mrs, Loy Loafman, a member of Lakeview HD Club, are white polished cotton with gay print trim to harmonize with the other colors in the room. Mrs. Loafman, whose neat gray striped dress is also of cotton, "keeps her sewing machine open all the time" and prefers sewing with cotton because it is easy to handle, wears longer, and launders well.

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# SCIENCE 

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march to produce new
products utilizing Cotion. We at Bainum Butane are always looking for new ways to help you increase your production and profits.

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[^0]:    Encourage Junior to wash behind his ears by giving him a color on white cotton terry cloth are pictures of urchins are bad. we ari norrid. When we are good, we are very good. towel, and wash cloth

