

Hints Given On Cattle Feeding During Drouth

The feeding of cattle under drouth conditions presents special problems, says Uel D. Thompson, animal husbandman with the Texas Agricultural Extension Service.

These hints are given by the specialist for feeding cows and heifers during these dry times. He says to feed at least the minimum amount of roughage or one pound of roughage per 100 pounds of animal body weight. This level must be maintained for the proper digestive processes. Thompson points out that shortage of roughage is a problem in Texas because of its high cost.

He also recommends feeding no less than the minimum protein requirement because most roughages are not now providing as much protein as in normal years. Thompson explains that rumen bacteria use the nitrogen they get from protein for the digestion of feeds. This nitrogen is especially needed to enable the cows to digest low quality roughages.

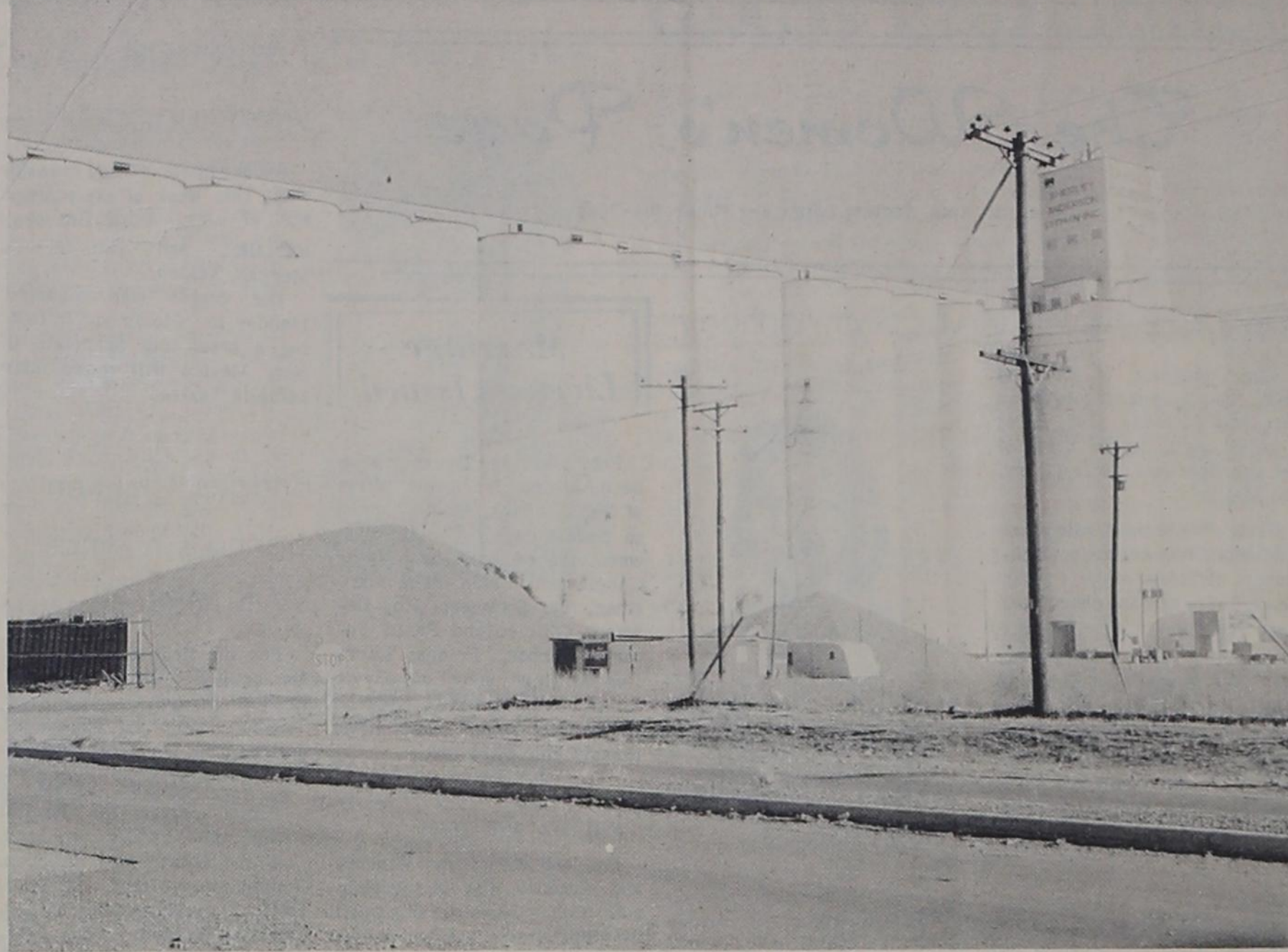
The specialist recommends feeding vitamin A to cows with calves and weaned calves. To supply this requirement, one pound of dehydrated alfalfa pellets, or synthetic vitamin A may

be fed, injected or given in the drinking water. Extra phosphorus should be supplied in the drinking water or a free choice mineral lick provided. Salt should be fed free choice to all cattle.

If grain is substituted for part of the roughage, feed one and one-half pounds of cottonseed or other protein supplement per head per day. If grass or grass hay is ample, feed two pounds of 41 percent protein meal or cake daily, says Thompson. He reminds that grain should not be substituted for protein.

One last tip is to put calves on creep as soon as possible or to sell them to take the strain off the cows, says Thompson.

A Brazoria County 4-H girl, Ann Williams, has been named a member of the team which will make the 1964 4-H "Report to the Nation" in April during National 4-H Conference in Washington, D. C. Five other 4-H members from every section of the nation complete the team. Ann in 1963 was a state and national winner in the 4-H Clothing Awards program.



A light cotton crop was responsible for one of the largest maize crops in the history of Parmer County. John S. Williams manager of the Sherley Anderson Pitman elevator in Farwell said that 54 million pounds of maize was piled outside the

elevator. The grain is now being hauled away to better storage facilities. Around 20 million pounds still remains to be disposed of.

Now Is The Time To Prepare Cotton Picker For Winter

Right now, before it is forgotten, is the time to prepare cotton pickers for winter, reminds B.G. Reeves, cotton ginning and mechanization specialist with the Texas Agricultural Extension Service.

Not only does the machine need preparation for the winter, it probably also needs some repairs to make it ready for next year's crop, says the specialist. Such things as thoroughly cleaning the machine, making all necessary repairs and properly lubricating it will pay dividends by minimizing time losses during the next year's harvest season.

Special attention should be given to the chain, V-belts, tires, battery, radiator, air cleaner, fuel system, water tank, the hydraulic system and the engine, says Reeves. Winter damage resulting from corrosion, freezing, and general deterioration can be extremely expensive, he adds, and every possible precaution should be taken to avoid this type damage.

For more information on the care of cotton harvesting machines, contact your local county agricultural agent, advises Reeves.

The sixth annual conference for County Judges and Commissioners will be held in the Memorial Student Center on the campus of Texas A&M University, February 16-18, 1964. The conference is sponsored by the County Judges and Commissioners Association of Texas and the Agricultural Extension Service.

If the nation's agricultural output of 1962 had been produced by 1939 methods, it would have cost about \$17 billion more in land, labor, capital and other resources than the actual '62 cost. This annual dividend is more than twice the cost of all agricultural research done by federal, state and private industry since the nation was founded.

FOOTSAVING EDUCATION



by James E. Edwards

Where Do All The People Come From?

Our good customers who come into the store and find that we are very busy often ask this question. They don't expect an answer - they just want to make us feel good. The answer is that two-thirds of our customers come from outside the city.

It seems that the revolution in shopping may be completing a cycle. At one time most of the shopping was done downtown because almost all the stores were downtown because the streetcars brought the people there. You might say that the downtown stores had a captive audience.

The automobile changed that. Shopping centers rose and flourished in areas that were impossible to get to by streetcar or bus.

Now it seems that "dying" downtown is regaining its strength. The automobiles that took people away are bringing them back. Those who want good merchandise and good service will go where it is to be found even if they go some distance.

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Some folks worked during the Christmas - New Years Day holiday week. Zeferino Villarreal (right at wheelbarrow) makes his home ready for the winter with the help of Clyde Meador, plasterer from Clovis. The home is located on the Joe Schilling farm in the Oklahoma Lane community.

COURTHOUSE NOTES

Report of Instruments for Dec. 16 to 2

- Fed. Tax. Lien - U. S. A. - Bob D. Davis - S. R.
- Fed. Tax. Lien - U. S. A. - Lester L. Rhinehart - S. R.
- W. D. - Loyd A. Shackelford - George C. Taylor, Jr. - Lot 21, Blk 6 of Sub # 6 Lakeside, Friona.
- W. D. - H. Y. Overstreet - Mrs. J. A. Stovall - tract on state line.
- W. D. - J. R. Hayworth - Clarence Melford Jasper - Lot 5 & 6 Blk 47, Friona.
- D. T. - Harold Dean McCallum - G. D. Turner - W/2 Sect. 11, Rhea "C".
- D. T. - Calvin E. Clark - Muleshoe State Bank - E/2 Sect 58, Kelly "H".
- D. T. - Frank Hemke - First Natl. Bank, Bovina - N. 120 a. W/2 Sect. 2 Synd "A".
- W. D. - H. Y. Overstreet - Western Way Homes - Lots 7, 8, 9, & 10, Blk 46, Farwell.
- W. D. - H. Y. Overstreet - Western Way Homes - Lots 17, 18 & S. 14 ft Lot 19 Blk 60, Farwell.
- W. D. - L. P. Davis - George C. Taylor Jr. - Lot 3 Blk 2 Baxter Add Friona.
- D. T. - Leroy Lance - Investors Inc. - Lot 11, Blk 4, Ridgelea, Bovina.
- W. D. - Medlock Investment Co. - Leroy Lance - Lot 11, Blk 4, Ridgelea, Bovina.
- D. T. - Jimmy Lance - Investors Inc. - Lot 23, Blk 4, Ridgelea Bovina.
- W. D. - Medlock Investment Co. - Jimmy Lance - Lot 23, Blk 4, Ridgelea Bovina.
- W. D. - Dan Ethridge - R. L. Fleming - S. 37 ft. Lot 2 N/2 Lot 3 Blk 11 Staley Add Friona.
- W. D. - C. E. Howard - Billy D. Bell -
- W. D. - Ranza B. Boggess - Ranza B. Boggess - Sect 1 Willis Sub.
- D. T. - Western Way Homes - Citizens Natl Bk, Lubbock - Lots 17 & 18 & S. 15 ft Lot 19 Blk 60 Farwell.
- D. T. - Western Way Homes - Citizens Natl Bk, Lubbock - Lots 7, 8, 9, & 10 Blk 46 Farwell.
- W. D. - Geo. C. Taylor Jr. - James C. Howell - Lot 3 Blk 2, Baxter Add Friona.
- D. T. - James C. Howell - F.F.S. & L. Assn - Lot 3 Blk 2, Baxter Add Friona.
- D. T. - Ivan W. Adkins - Travelers Ins. - E/2 Sec. 17 Blk "B" McMinn.
- D. T. - Thomas A. Kelly - J. Q. Mars - Sec. 31, TIN, R4E.
- D. T. - Joe Lewellen - J. Q. Mars - SE/part Sec. 31, TIN, R4E
- W. D. - J. Q. Mars - Joe Lewellen - 2 Tracts in Sec 31, TIN, R4E.
- W. D. - J. Q. Mars - Thomas A. Kelly - SE/part Sec 31, TIN, R4E.
- W. D. - J. Q. Mars - Thomas A. Kelly - SE/part Sec 31, TIN, R4E.
- D. T. - Forrest H. Osborn, & W. H. Ford - HI-Plains Sav & Loan - Sec 1, T3S, R3E.

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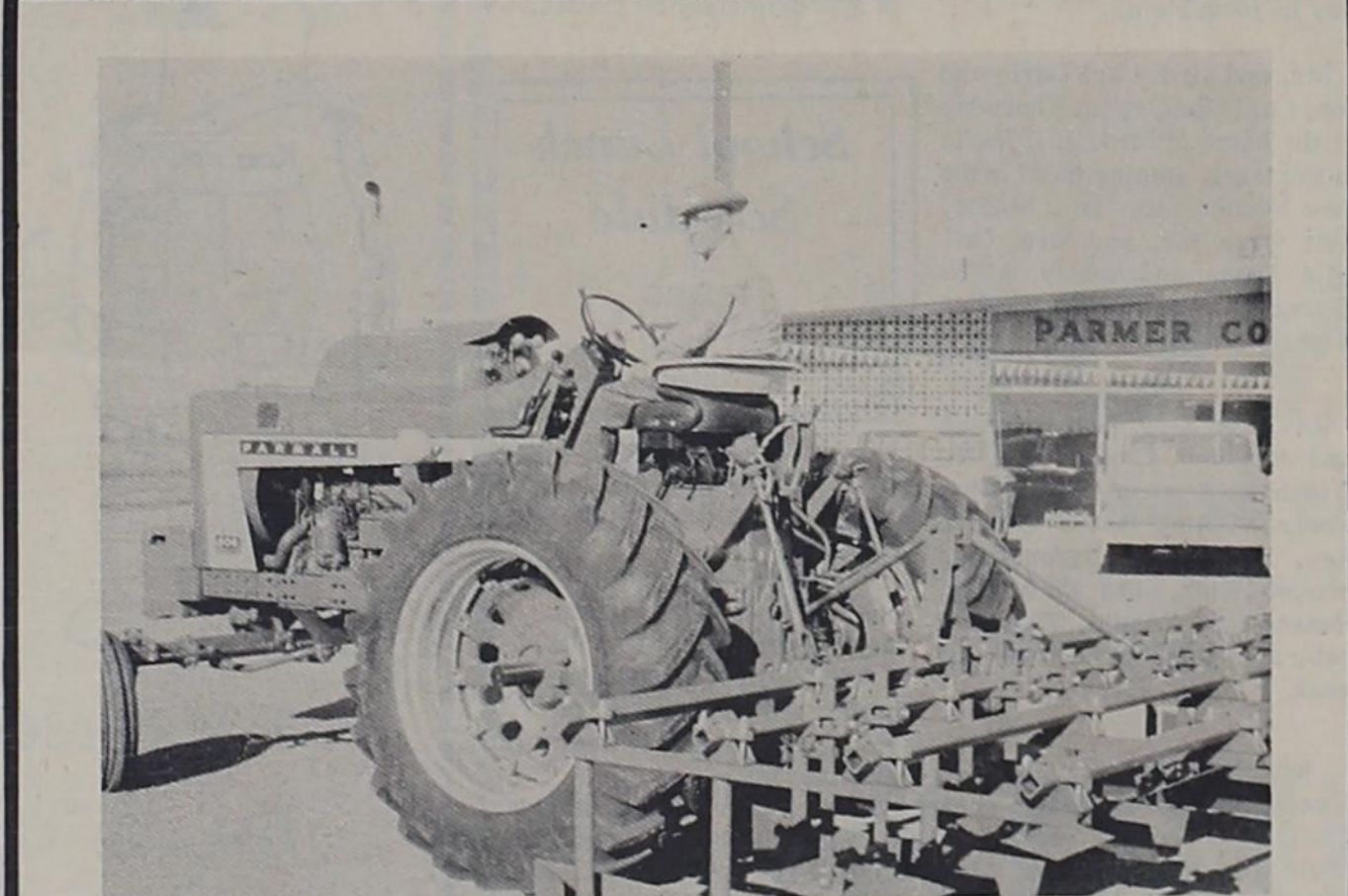
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Exactng food standards have a long and interesting history. In the Middle Ages, Henry VII of England beheaded any baker whose bread did not conform to the fixed weights for bread loaves. Bakers, to avoid this hazard, added an extra loaf to deliveries of 12, making the number 13 the well-known "baker's dozen."



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High Plains Cotton Acreage Changes Announced By ASC

LUBBOCK -- Changes in Texas' Release and Reapportionment program for 1964, made by the State ASC Committee, have been announced to Plains Cotton Growers, Inc., and may result in the High Plains area getting a larger share of released cotton acreage. The 23 counties in Plains Cotton Growers' territory received 91,684 acres of cotton under this program in 1963.

Under this program farmers who do not wish to plant all of their allotted cotton acreage can release the unwanted portion to their County ASC Committee for reapportionment to farmers, who request additional acres. After reapportionment within the county, excess acres are turned to the State Committee for distribution within the zone in which the acres were released.

Final date for releasing acreage, and for requesting ad-

ditional acreage, was set for March 4, 1964 in Zone 2, which covers all of the High Plains area. It is important that area farmers understand that requests for reapportioned acres must be filed with county ASC Committees before that date. Reapportioning of acres will take place on March 25 in Zone 2. Corresponding dates for Zone 1, which lies in South and Southeast Texas, are February 4 and February 25.

The two zones were slightly rearranged for 1964, with Zone 2 losing 11 counties and adding three others. Angelina, San Augustine and Sabine counties were added to Zone 2. Taken out of Zone 2 and added to Zone 1 were Schleicher, Sutton, Menard, Humble, Mason, Llano, Gillespie, Blanco, Burnet, Williamson and Milam counties.

Other changes in the 1964 program deal with limitations

placed on the number of acres a county or individual farm is eligible to receive under the program. Briefly, the limitations state this:

1. No county or individual farm can be given reapportioned acreage that will bring total acres in cotton to more than 50% of the total land in cultivation, nor can a county's base allotment be increased by more than 50%.
2. No farm can receive reapportioned acres unless at least 75% of that farm's effective 1963 cotton allotment was planted or unless failure to plant the allotment can be explained by weather conditions, illness, or other good cause beyond the farmer's control.
3. Farms with less than 15 acres base cotton allotment are limited to a 100% increase or an increase to a total of 15 acres, whichever is greater.
4. Farms with from 15 to 24 acres base allotment are limited to an increase of 100% or an increase to a total of 37 - 1/2 acres, whichever is greater.
5. Farms with 25 or more acres of base allotment are limited to an increase of 50% of that base allotment.

It is expected that these revisions in the regulations governing the reapportionment of released cotton acreage will provide for a more equitable distribution over the entire state, allowing greater utilization of the state allotment.

Moisture Aids Wheat Outlook

Thermometer readings in the teens plus almost two inches of snow before Christmas failed to do serious damage to Farmer County crops. Cotton farmers welcomed the bright sunshine that followed during the holiday season and the above seasonal normal temperatures.

To date cotton is almost two-thirds harvested and has not suffered seriously, according to County Agent Deryl Coker. However wet weather is always viewed with alarm by cotton raisers who recall when winter rains, snow and freezing weather lasted well into January.

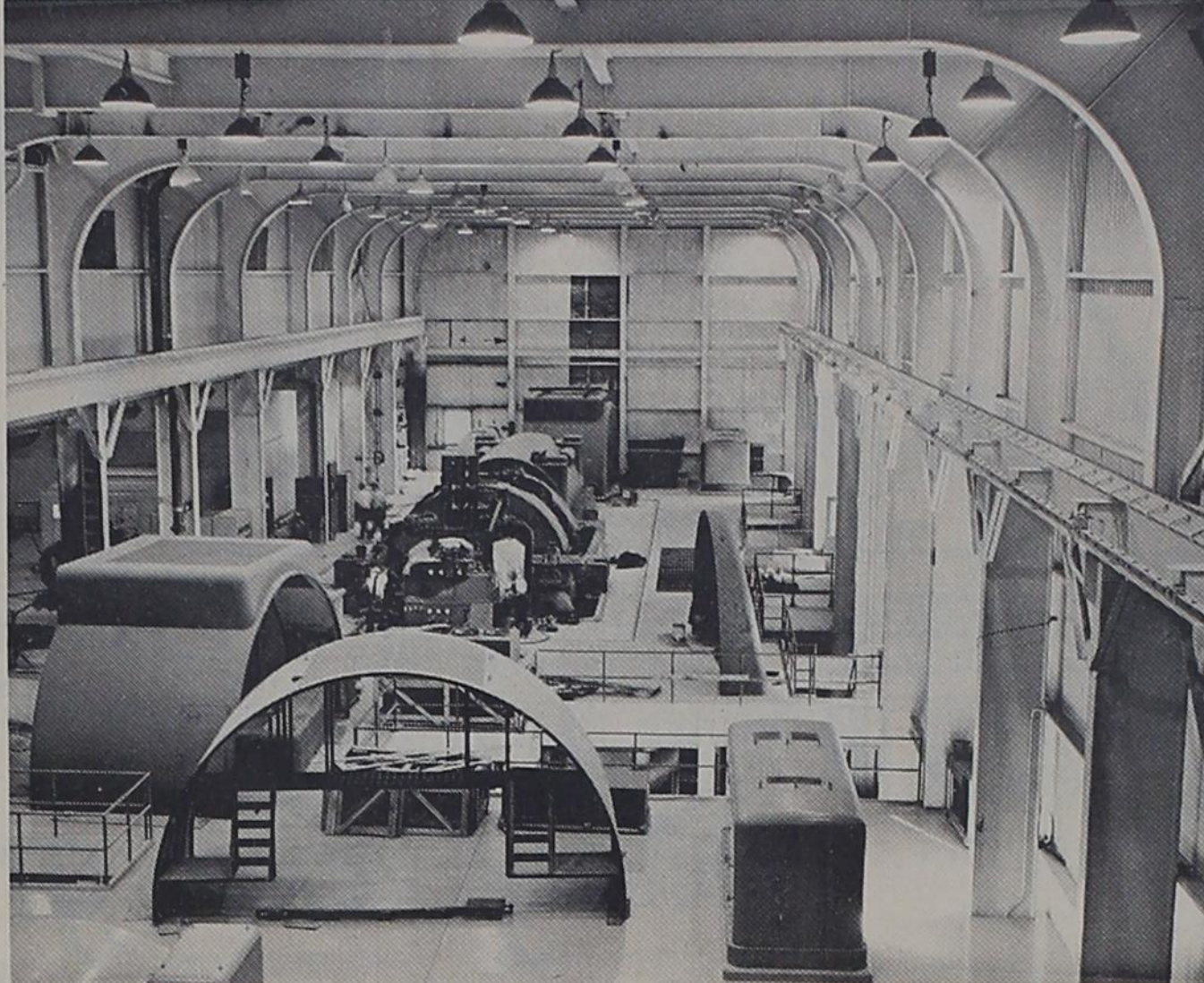
Continued wet weather would cause cotton grades to drop a point or two, but modern storm-

proof varieties are bred to withstand such weather far better than the old varieties. At least up until after the Christmas weekend nothing bad had hit Farmer County.

On the other hand, moisture received in the form of snow before Christmas, sleet and frozen mist, has been beneficial to wheat suffering for want of moisture. In some areas of the county, wheat was hit by the autumn drouth so severely that farmers were considering abandoning the crop. The pre-holiday moisture however, has brightened wheat prospects considerably.

The late arrival of frost this year aided harvesting, and was of value to cotton which got off to a bad start last spring.

THE HIGH PLAINS FARM AND HOME



Pictured under construction at Southwestern Public Service Company's Plant X, in Lamb County, is a 210,000 kilowatt generator. The largest unit ever installed on the company's system, the huge turbo-generator will go into service in mid-1964. Southwestern Public Service Company has announced that 1964 will be a record year for investment in construction and new facilities, with \$30,222,000 budgeted for improvements.

Bright Farm Outlook Predicted For 1964

Farmer County is winding up a good year in agriculture and is looking forward to another good year in 1964.

These opinions were handed down by agricultural experts who said 1963 had been one of the best farm years in the past decade. Almost every crop flourished except wheat. Maize overflowed the elevators.

From all indications 1964 will be another good year for the farmer if the weather and market conditions continue favorably. Grain sorghum yields made up for the slight wheat crop.

In 1964 many farmers are looking to sugar beets as the coming crop for this area. With a sugar production quota of 150,000 tons allocated to the Holly Sugar Corporation plant at Hereford, beet plantings in Farmer and surrounding counties are expected to reach 25,000 acres and more the following year.

Beef cattle, another agricultural industry of the High Plains, is increasing rapidly and should continue to boom with the beet pulp from the new mill and beet tops adding new feed sources.

Economic activity for the nation is expected to continue at a high level in 1964. Authorities report that consumer income, after taxes, are running about 5 percent above 1962 and are expected to gain in 1964.

Texas Agricultural Extension Service Economist John G. McHaney said that expenditures for goods and services by federal, state and local governments will increase in 1964.

"The general economic activity will depend to a great

extent upon the timing and the extent of the proposed tax cut," he said.

Hereford Man Invents Beet Raising Plow

Leslie Luther of Hereford is a jump ahead of beet growers in his area. He designed a bed shaper for beet planting and it is now being manufactured by Poarch Bros., Inc. at Hereford.

Bed shapers are available from many companies and will be widely used throughout Deaf Smith, Castro, Farmer and Curry Counties since the establishment of the Holly Sugar mill at Hereford.

John Deere, Opper and Massey Ferguson, and K.C. and Johnson, both California firms as well as others, make very satisfactory bed shapers and cultivators.

The International Harvester company #185 unit planters, the John Deere Model #70 Flex-planters, and the Milton planters do a very satisfactory job of space planting the Holly-coated monogerm seeds. The Dempster people are making a drill similar to those produced by John Deere and International.

This drill is now being tested at the Sheridan Seed processing plant, and it is expected that it will also do a satisfactory job of planting, according to D.W. Lillie, manager of the Holly Sugar Corporation plant at Hereford.

Southwestern Public Service Plans Large 1964 Investment

Southwestern Public Service Company's plans for 1964 call for the largest one year investment in new facilities in its history, it has been announced by A. R. Watson, President and General Manager of the electric light and power company.

Watson revealed Thursday that the company has investment plans for new equipment and construction of \$30,222,000 for this year.

The major item in the company's 1964 construction program will be an accelerated schedule of work on the second unit of Cunningham Station, located west of Hobbs. Originally scheduled for completion in 1966, the continued growth of the area has resulted in this timetable on this 210,000 kilowatt unit being advanced a full year, and it is now scheduled to be in service in mid-1965.

Still another major generating plant addition is the 4th turbo-generator at Plant X, in Lamb County. This 210,000 kilowatt unit, the largest single machine ever installed on Southwestern's system, will go into service in mid-1964.

Directly related to the construction of the generation facilities in 1964 is the building of a two hundred thirty thousand volt transmission line linking Plant X and Cunningham Station. This line will be the first constructed by the company to operate at 230,000 volts, although some segments of the present transmission system, which are operating at 115,000 volts, have been built for easy adaptation to the higher voltage.

The company's ultimate goal is the operation of a 230,000 volt "backbone" transmission system extending from Borger

to the Pecos Valley region of New Mexico. The result of doubling the transmission line voltage is that the line will then carry four times as much power.

The 230,000 volt transmission line construction scheduled for this year also calls for a new 230,000 volt line to Lubbock. This will make it possible for the Lubbock area to receive power at the new higher voltage and guarantee even better service in that region.

In addition to the transmission grid, which ties together all the company's plants, the

generating facilities of the larger stations, Plant X, Cunningham and Nichols Station, near Amarillo, are directly controlled by an automatic dispatching system, which electronically determines the most efficient generating units to be operated. The dispatching system also computes the share of the load which other plants should be carrying, on the basis of costs, and then these loads are assigned to the plants by direct communication from the load dispatching center in Amarillo.

Calendar Of Events

- DEC. 30 - JAN. 4 - Sand Hills Hereford and Quarter Horse Show, Odessa.
- DEC. 31 - JAN. 4 - Arizona National Livestock Show, Phoenix.
- JAN. 7-8 - 1964 Fertilizer Conference, College Station.
- JAN. 10-18 - National Western Stock Show, Denver.
- JAN. 13-15 - Dairy Manufacturers' Conference, College Station.
- JAN. 13-17 - Bimonthly Extension Service Conference, College Station.
- JAN. 16-17 - Annual Southern Farm Forum, New Orleans.
- JAN. 17-18 - Grain Storage Conference, College Station.
- JAN. 18-23 - Amarillo Stock Show, Amarillo.
- JAN. 24-FEB. 2 - Southwestern Exposition and Fat Stock Show, Fort Worth.
- JAN. 27-28 - National Cotton Council of America, Memphis.
- JAN. 30 - FEB. 1 - Texas State Grange Leadership Workshop, College Station.

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Pvt. Clifford Steele Spends Leave Here



PVT. CLIFFORD DALE STEELE

Pvt. Clifford Dale Steele 17, son of Mr. and Mrs. Charles Steele, Farwell, Route 1, who is taking his basic training at Fort Polk, La. arrived Dec. 21 for a Yule leave.

He is to report back to his base Jan. 2 for three more weeks of basic training after which he will be assigned to the communications division. Place of his assignment has not been announced.

Pvt. Steele entered the armed forces Nov. 7.

Children Visit In Rolland Home

Visiting in the home of Mr. and Mrs. D.O. Rolland Christmas Day were all of their children and grandchildren.

At the noon hour a turkey dinner complete with all the trimmings was served. Here for the occasion were Mr. and Mrs. Nathan Harding and Pete Rolland, Lubbock, Mr. and Mrs. Ed Rolland and Troy Lee, Amarillo, Mr. and Mrs. Jerry Darby and daughter Lisa, Farwell.

Visiting in the Rolland home over the weekend were Mr. and Mrs. Lee Moss, Dumas.

News Review

(Continued from Page 1)

March 15 - R. E. Price hired as new Texico town marshal.

Fire destroys workshop on Frank Seale farm.

Lions set pancake breakfast for fund raising project for youth in Farwell.

March of Dimes nets \$1,321 in Parmer County drive.

March 22 - Plans made to release 1500 more pheasants in Parmer County this fall.

Texico town officials sign general water and sewer bonds in the amount \$20,000.

Parmer County cotton farmers receive 20 per cent hike in acre allotments.

March 29 - Bank deposits set record in Parmer County.

Texico tops Elida in track meet.

Farwell band takes seven first places in regional contest.

Four Parmer County school districts get set for trustee elections.

April 5 - Texico PTA installs new officers.

Farwell girls win district volleyball tournament.

Sam Aldridge returned to office of mayor in Farwell with a total of 27 votes, C. C. Christian and Joe Blair, running for councilmen, each polled 25 votes.

Seven hundred seats are being added to the east side of the Farwell football stadium.

April 12 - James Patrick and W. D. Prince elected to Farwell school board.

Texico trackmen win Menual Relays in Albuquerque.

Melody Coffman and Bill Quickel chosen by the Farwell High School faculty to represent the school at the boy and girl state sessions in Austin this summer.

Texico city fathers report the dog population in the town has grown to such an extent that the canines have become a nuisance and that the animals will be impounded unless they wear the proper immunization license tags.

April 19 - Margaret Haseloff receives good citizenship award.

Luther A. Pearce named to fill vacancy on Texico school board.

Farwell seniors present "Finders Creepers."

Coach Dempsey Alexander and four members of his Farwell track team enter regional meet in Lubbock.

April 26 - Awards night held for Farwell athletes.

Texico town fathers discuss ways and means of keeping town swimming pool in operation this summer.

Texico track and field team wins Tatum Relays with 115 points.

May 3 - A. D. McDonald hired by Texico school board as school superintendent.

Farwell FFA judging teams participate in state judging contests in Austin.

Texico Future Business Leaders win five first places at state convention.

Members of the Farwell Study club are ringing doorbells in a drive for the cancer crusade. County quota is \$1500.

May 10 - Parmer County is among the fastest growing counties in the state of Texas, according to figures in the latest issue of "Texas Business Review."

The Jaycee organization, which is one of the newer organizations in the Twin Cities, elects a new roster of officers.

Heavy resignations of teachers hit Farwell school officials.

May 17 - Mrs. Cricket B. Taylor hired by county com-

Belen Visitors

Mr. and Mrs. T.H. Richey, Texico, spent the Yule holidays in Belen in the home of their daughter, Mrs. Joe Murphy. They returned home Monday.

Return From Visit

Mr. and Mrs. William Dannheim Sr. and children returned from a Christmas visit to Arkansas Sunday. They had been visiting in the home of their daughter and son in law, Mr. and Mrs. A. F. Levesee and son at Melbern since Dec. 20.

The Dannheims spent the time getting acquainted with their first grandchild who is only a few weeks old.

On the return trip they visited in Vernon with Mr. and Mrs. Ches Bohot, parents of Mrs. Dannheim.

Holiday Visitors

Mr. and Mrs. Leon London and children, Patti, Gay and Karen have spent the past two weeks visiting in Aransas Pass and Corpus Christi.

They spent Christmas with Mr. and Mrs. Lewis Lee, parents of Mrs. London in Aransas Pass.

Visitors in the home of Judge and Mrs. J.R. Thornton, Christmas Day were their children Mr. and Mrs. William Thornton and daughter, Dimmitt, Mr. and Mrs. Rondal Price and Evelyn, Amarillo, Mr. and Mrs. Wilfred Quickel, Bill and Teresa, Farwell and Mr. and Mrs. Lowell Cook, Pritchett, Colo.

Hal Ed Helton, a student at Tulsa University is spending the Yule holidays visiting in the home of his parents, Mr. and Mrs. Joe Helton, Texico. Hal Ed, accompanied by his parents, spent the day Tuesday visiting the ranch of his uncle, Troy Whatley, near Tucumcari.

missioners as the new home demonstration agent in Parmer County.

Texico relay team sets new record at state meet.

Baccalaureate services scheduled at the Texico and Farwell schools Sunday night.

May 24 - A \$17,000 "well-tagging" project begun in Parmer County, sponsored jointly by the Texas Water Commission and the High Plains Underground Water Conservation District.

County farmers fail to approve wheat referendum in largest vote.

Thirty-two Farwell seniors receive diplomas.

Twin Cities receive two inches of rain in 30 - minute downpour.

May 31 - Lions Club to Sponsor Little League baseball.

Texico dogs still worry council.

Jaycees to repair Farwell FFA barns.

A 23-year-old farm hand, Gabriel Chavez, struck by lightning on the Glenn Kelly farm rendering him unconscious.

June 7 - Roads, bridges and fields along the Running Water Draw in Parmer County damaged by flood.

New-Tex swimming pool opens in Texico despite cool weather.

James Pierce named by Texico school board as high school principal. Mrs. Collen Axe hired as school secretary.

June 14 - Parmer County verified top grain producer in nation for 1962.

First load of wheat received at State Line Grain Inc. Wheat cut on Verney Townes farm six miles south of town.

Five teachers hired by Farwell school board.

Vacancies being filled in Texico faculty.

June 21 - Texico FBLA receives two certificates of award at national convention in Dallas.

Johnny Lovelace (Big John) leaves for Calgary, Canada where he will begin training with

FOOTSTEPS OF PROGRESS IN TEXICO AND FARWELL

Main Line Santa Fe R.R.
To Los Angeles, San Francisco

4-Lane, Divided Highway to West.

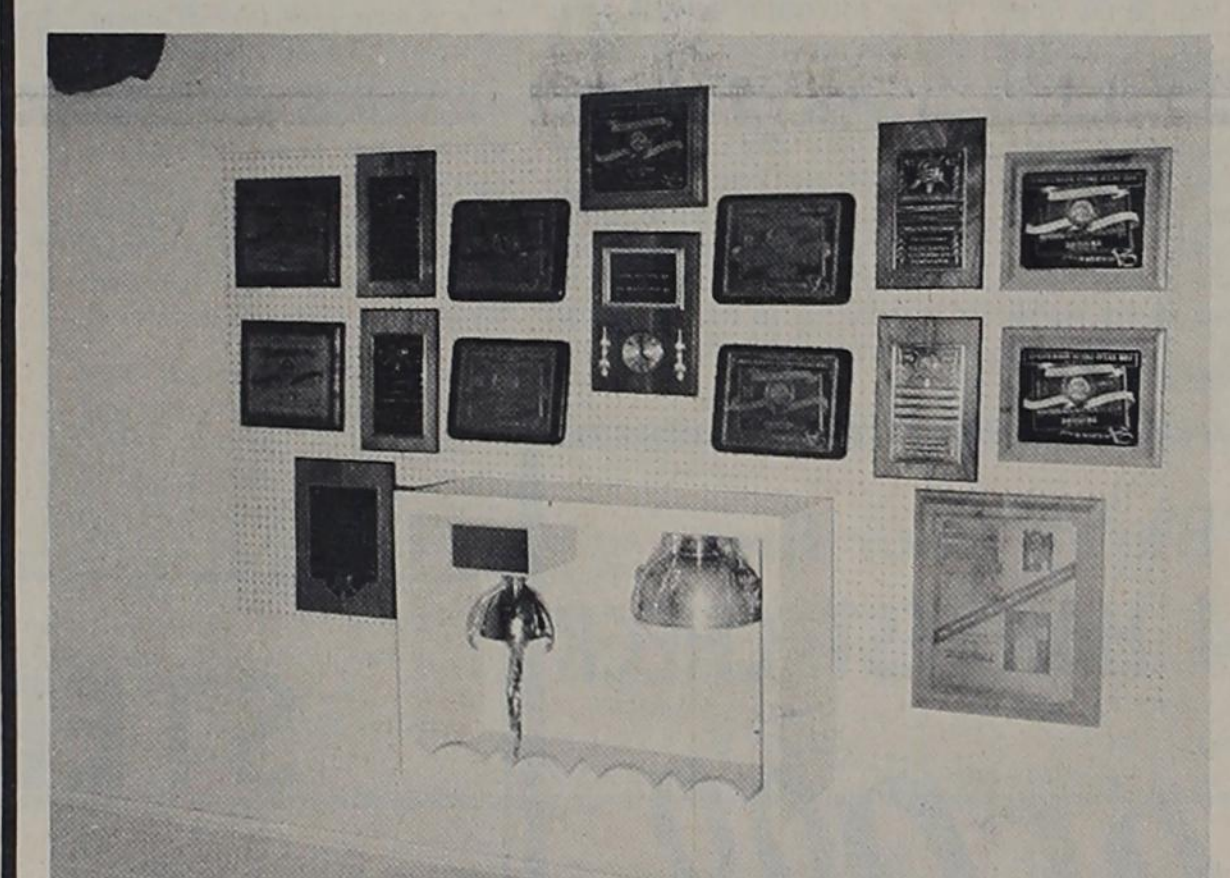
U.S. Highway 60
Santa Fe to Chicago

U.S. Highways 70 and 84
Santa Fe to Galveston

#19
Meet The Builders
Of Your Town
Designed To Better Acquaint You With The Business And Industry In Texico And Farwell

Fact #19
Texico and Farwell Were Thriving - Communities Long Before Clovis Was Even Founded.

★ On the State Line
★ On the Ball!



The State Line Tribune is published in Farwell by W. H. Graham Jr. Mr. Graham assumed publication of the Tribune on the death of his father W. H. (Hop) Graham Sr. in 1953. Hop senior purchased the Tribune in 1926. Moving here with his family from Melrose, N. Mex. Over the years the Tribune has become one of the most recognized County newspapers in the United States, having won many journalistic awards, both on a state and national level.

<p>KELLY GREEN SEED CO. "We Grow For You" "Pat" Patrick Farwell</p>	<p>CONTINENTAL OIL CO. Paul Wurster, Agent PH 481-3221 Farwell</p>	<p>VILLAGE TV & ELECTRONICS Franchised Dealer Sylvania And Motorola Ray And Irma Stone</p>
<p>ROSE DRUG & GIFT "Prescriptions A Specialty" PH 481-3281 Farwell</p>	<p>FARWELL HARDWARE Mr. & Mrs. Clay Henson PH 481-3286 Farwell</p>	<p>STATE LINE FOOD MILL Mr. & Mrs. John Porter PH481-3282 Farwell</p>
<p>WATTS MACHINE & PUMP, INC. Your Layne Bowler Dealer PH 481-3239 Farwell</p>	<p>HUGHES AUTO PARTS AND LIVE LONGER LAUNDRY</p>	<p>LEBOW'S HOTEL And CAFE Where Friends Meet To Eat Texico</p>
<p>S & S FURNITURE, INC. Home Furnishings PH 482-9150 Texico</p>	<p>SHERLEY-ANDERSON-PITMAN "Serving The Farmer" PH 481-3207 Farwell</p>	<p>FARWELL MOTOR CO. Chrysler And Ford Irrigation Engines Stoney & Leroy</p>
<p>SPUR RESTAURANT Christmas Parties Welcome Mr. & Mrs. C.W. Cathey</p>	<p>GLADYS' READY TO WEAR Bobbie Brooks & White Stag Sports Wear East On US 70-84 Farwell</p>	<p>STATE LINE TRIBUNE Local News PH 481-3681 Farwell</p>
<p>CITY CLEANERS Dri-Sheen Dry Cleaning PH 481-3384 Farwell</p>	<p>TEXACO INC. Woodrow Lovelace PH 481-3209 Farwell</p>	<p>FARWELL PLUMBING CO. Mr. & Mrs. Curtis Birchfield Ph 481-9057 Farwell</p>
<p>SHEETS AND SON * Ditching * Pipe Line Installation * Welding * Horizontal Boring 220 Wheeler Ave. Texico</p>	<p>KEMP LUMBER CO. Home Building Service Joe Crume, Mgr. 481-3291</p>	

(Continued on Page 8)

High Quality Printing Is Produced At Plains Publishers

The State Line Tribune printed at Plains Publishers in Friona, is happy to announce

the arrival of the most modern offset press in West Texas, Fairchild's new Color King.

Some are curious as to the operation of such a machine. In beginning, let us explain

the term "web-offset." In our case, newsprint is delivered for our use in continuous rolls,

being approximately thirty-one inches wide, and weighing approximately one - thousand

pounds. This paper is fed through the press from the roll as a continuous sheet. It is automatically cut and folded as it leaves the press on a conveyor belt. This continuous sheet is called the "web".

ments depending on its nature.

These aluminum sheets are placed on the press around steel cylinders. As the press rotates, a dampener roller rolls over the surface of the plate. The aluminum surface absorbs water, but the lacquer surface (which is the type image) repels water. Another roller rolls over the plate freely distributing ink to all surfaces which are receptive. The ink has a greasy base, and is repelled by the wet aluminum surface. The dry lacquer surface, however, receives the ink.

After all the copy is set, it is pasted down on a type of graphsheet which is specially prepared for the use of the construction department. After their final touch, the pages appear just as they do in print.

If you would indulge with me, let us follow the process from the time the copy enters the plant.

As the editorial and advertising staff supply their copy to the plant, the copy is channelled through different depart-

The next step in the operation is photographic. Negatives are made of the different pages. These negatives are printed photographically onto aluminum sheets. These sheets are developed with a lacquer compound which repels water.

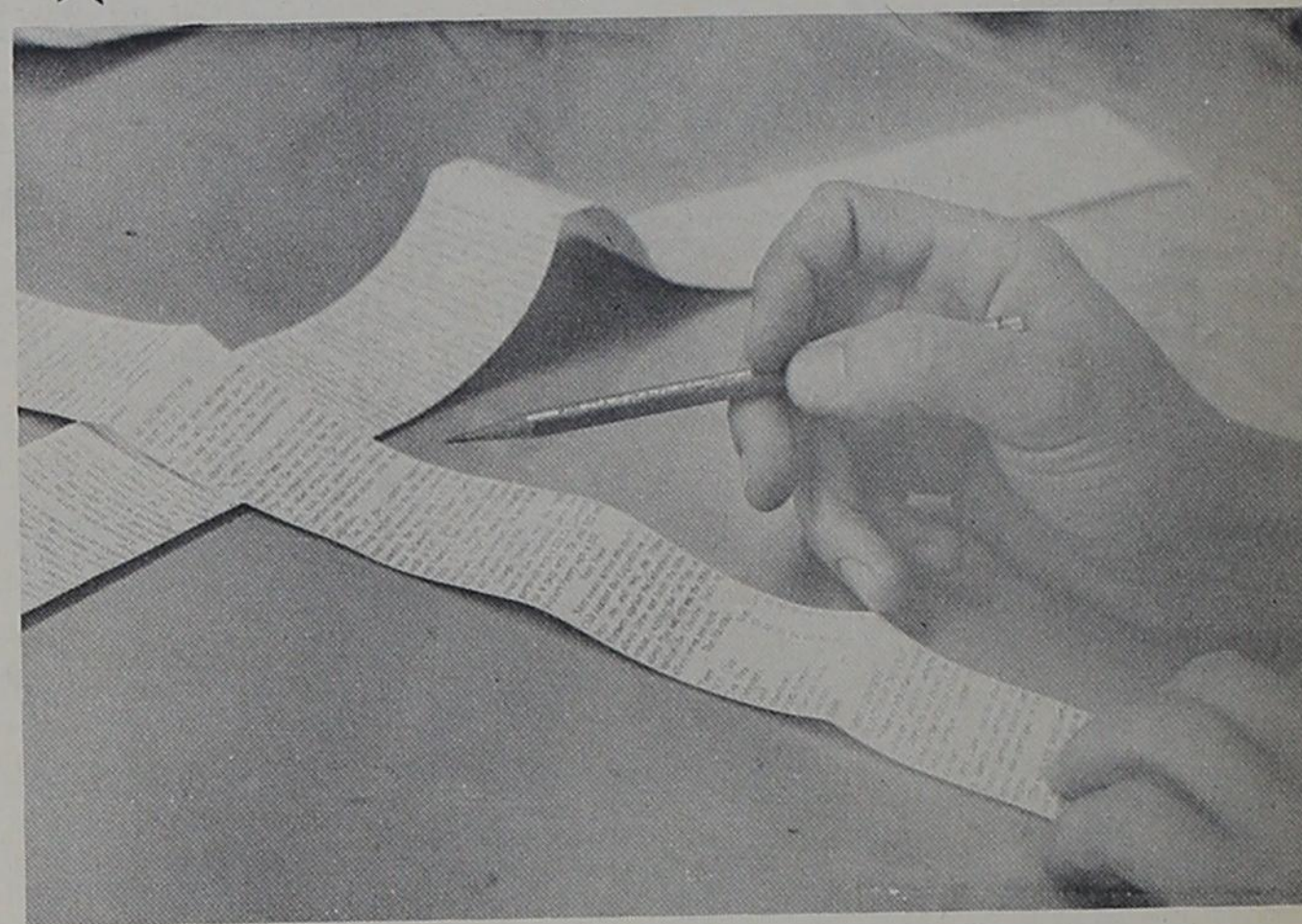
In turn the plate cylinder rotates with its surface in contact with the rubber printing cylinder. The inked image on the plate is then transferred onto the rubber cylinder. The rubber cylinder rolls over the surface of the paper, and the process of printing is completed.



KATHERINE BRAND sets news columns on an automatic typesetting machine. (PHOTO By Bob Burmeister)



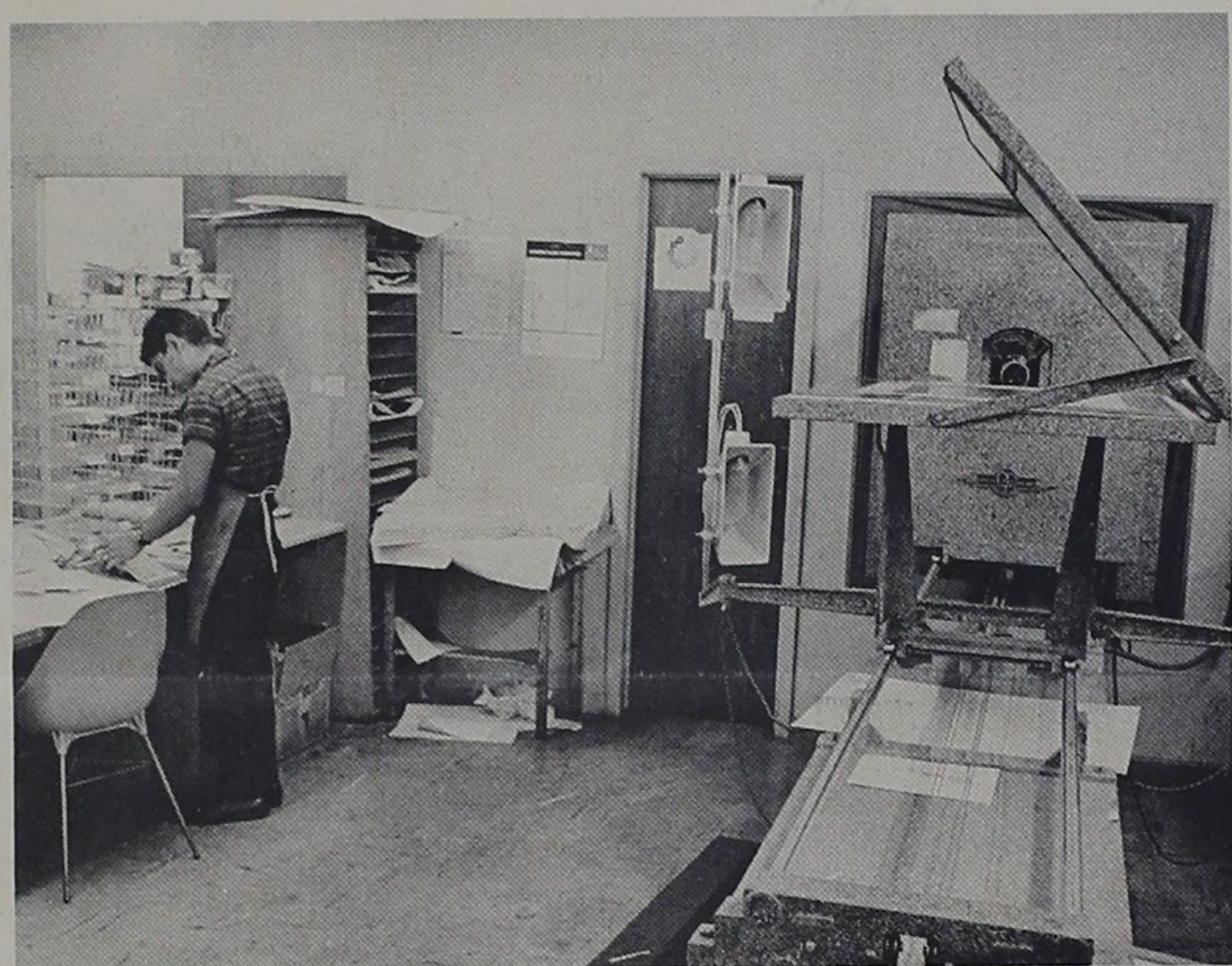
Juanita Wright dials the letter and punches a button, thus the larger type is set, produced on photosensitive tape. (PHOTO By Bob Burmeister)



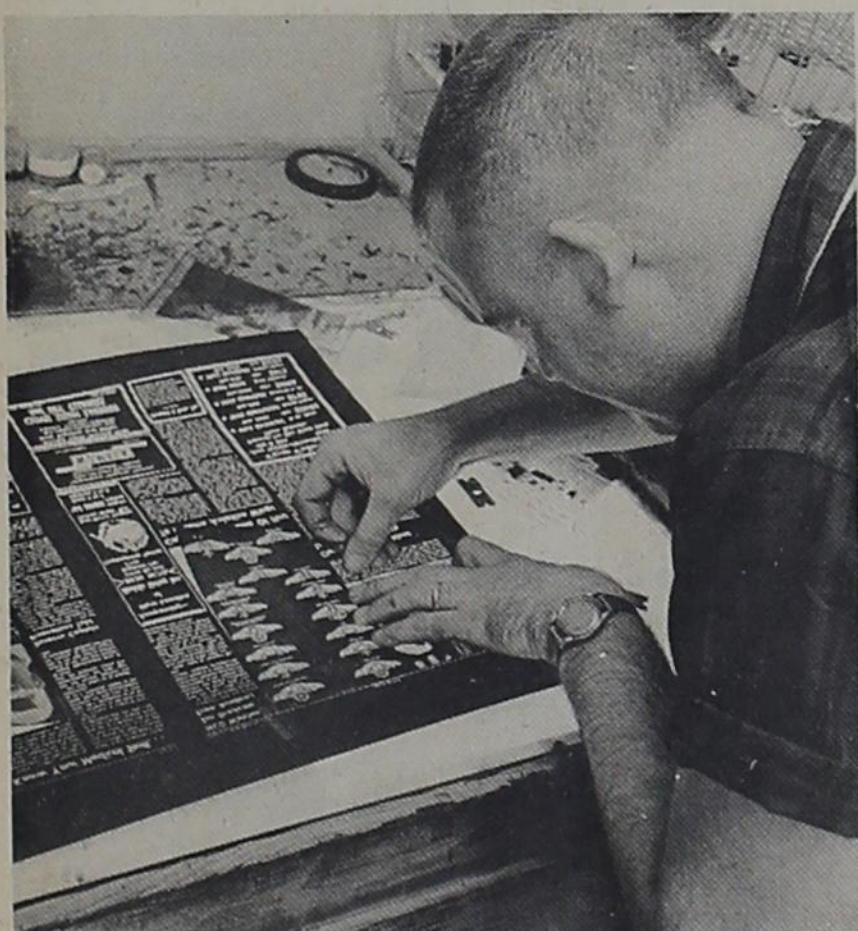
Copy is carefully screened for typographical errors.



Corrected copy is pasted on graph sheet specially designed for newspaper construction. (PHOTO By Bob Burmeister)



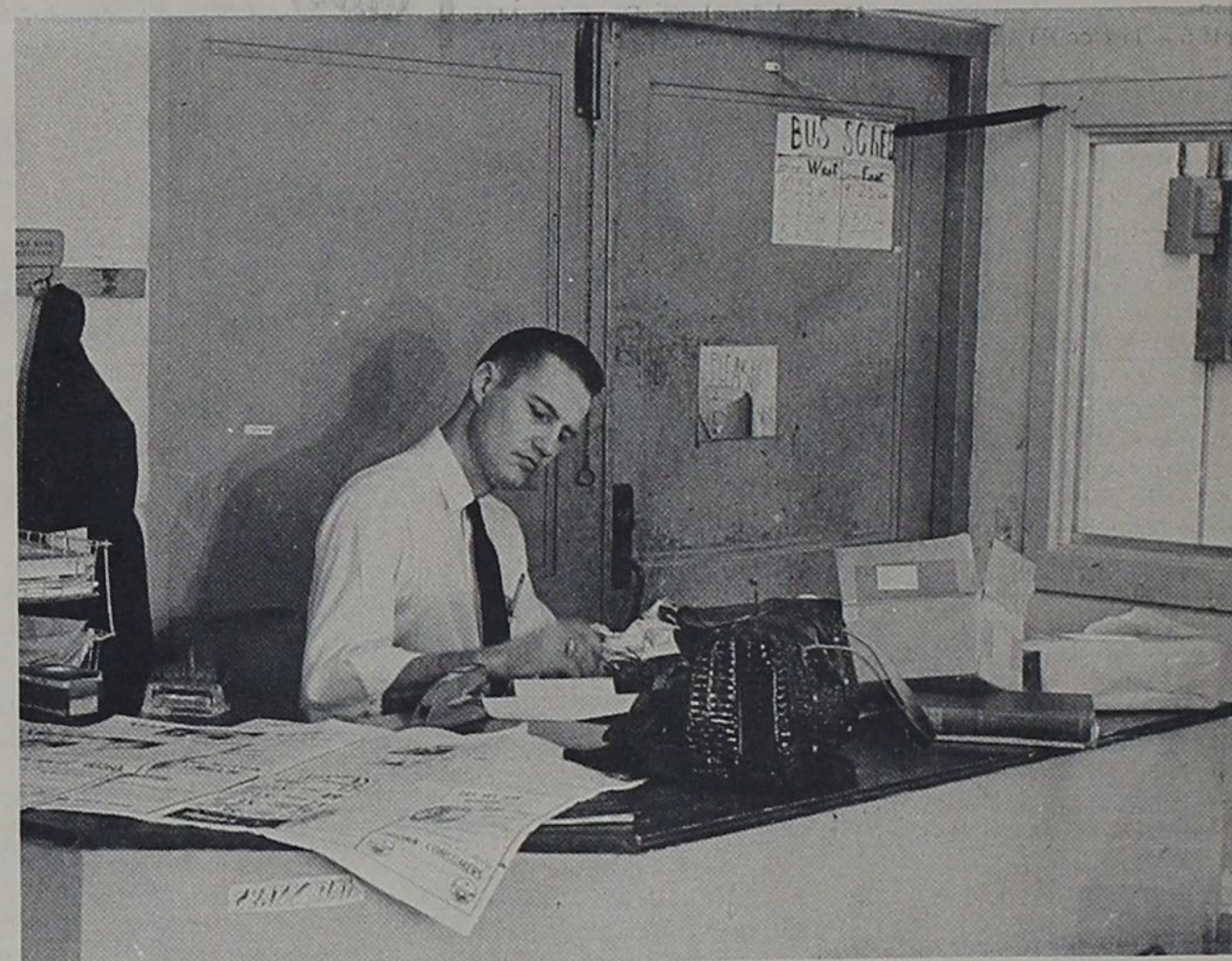
Completed pages are produced in negative form with a giant camera. (PHOTO By Bob Burmeister)



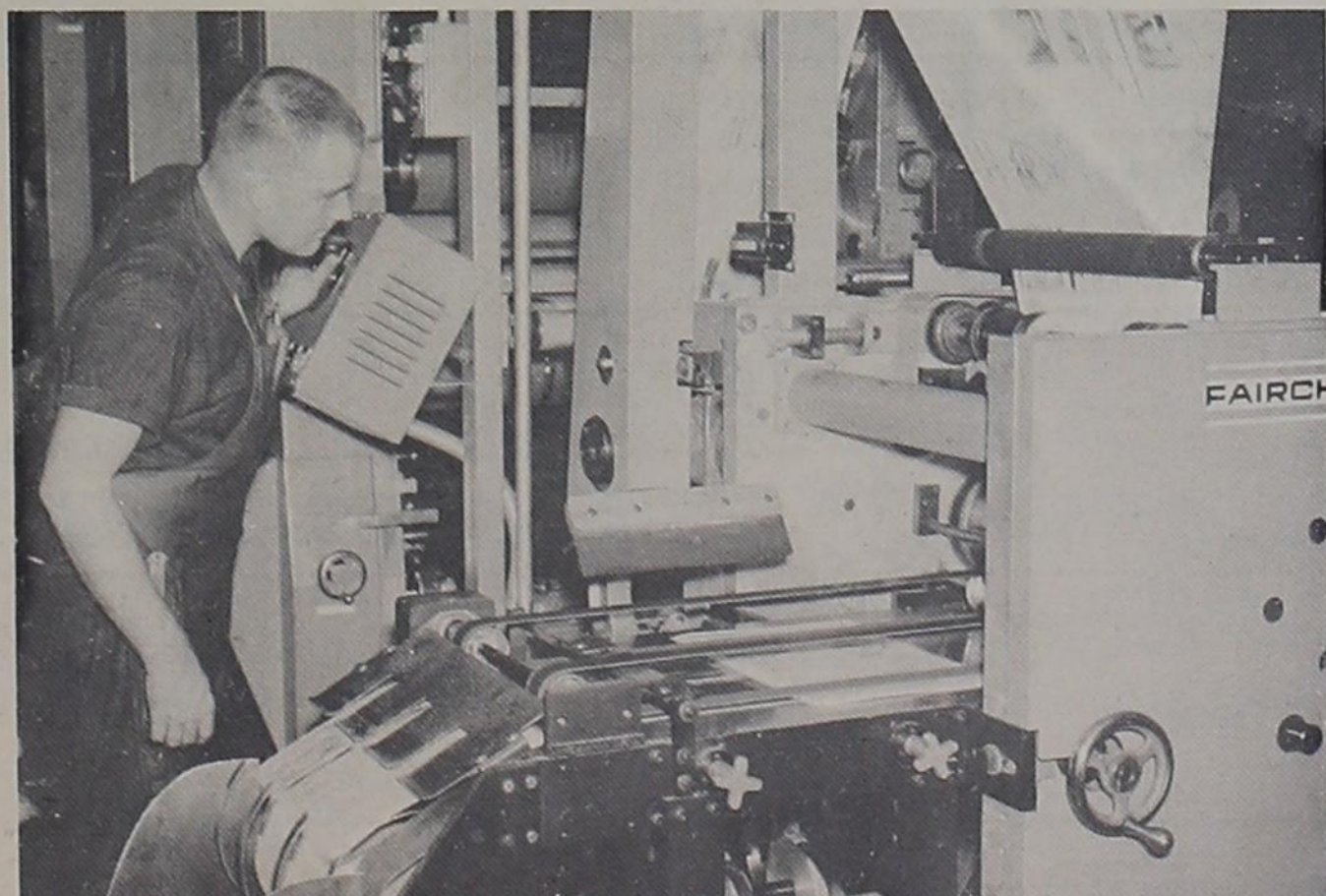
Page negatives are carefully examined for defects and are stripped together in preparation for printing. (PHOTO By Bob Burmeister)



Page negatives are printed on thin photosensitive aluminum sheets by an tonization process. (PHOTO By Bob Burmeister)



The finished product must pass the scrutiny of plant superintendent, Travis Harrell, thus quality control. (PHOTO By Bob Burmeister)



The image is transferred from the aluminum sheets to rubber rollers and to newsprint, thus the offset process is completed by this machine.



Whoops, The decision maker what supersedes all decision makers makes the scene it is, but publisher, W.H. Graham, helps construction department decide what to do. (PHOTO By Bob Burmeister)

