

WEST TEXAS Country Trader



The West Texas Country Trader is a supplement of:

Thursday, July 29, 1993

ABERNATHY WEEKLY REVIEW
Abernathy, Tx - Hale County
CANYON NEWS
Canyon, Tx - Randall County

CLARENDON NEWS
Clarendon, Tx - Donley County
CASTRO COUNTY NEWS
Dimmit, Tx - Castro County

HEREFORD BRAND
Hereford, Tx - Deaf Smith County
HOCKLEY COUNTY NEWS
Levelland, Tx - Hockley County

LAMB COUNTY LEADER
Littlefield, Tx - Lamb County
LORENZO EXAMINER
Lorenzo, Tx - Crosby County

PLAINVIEW DAILY HERALD
Plainview, Tx - Hale County
FALLS REPORTER-NEWS
Ralls, Tx - Crosby County

SLATON SLATONITE
Slaton, Tx - Lubbock County
TULIA HERALD
Tulia, Tx - Swisher County

U.S. wheat yield hits new high this year

By MARGARET SCHERF

Associated Press Writer

WASHINGTON (AP) — The average U.S. wheat yield this year is expected to top 40 bushels per acre for the first time, coming in at 40.5 bushels.

That's the prediction of the Agriculture Department's Economic Research Service in a mid-month situation and outlook summary on wheat.

Total U.S. wheat production for 1993 is forecast at 2.6 billion bushels, up 6 percent from 1992, and the fourth largest on record.

"Contributing to the expected bumper crop were wheat prices stronger than for most competing crops during planting, a 0 percent acreage reduction program, a larger-than-normal portion of planted area harvested, and favorable growing conditions in many areas," it said.

With wheat production the largest since 1990 and carry-in stocks from last year up, wheat supplies are forecast to be up 7 percent this year.

However, U.S. wheat exports in the 1993/94 crop year are projected down 11 percent, to 1.2 billion bushels, the report said.

"Large competitor supplies and slack global demand are constraining U.S. exports and resulting in a sharp drop in export prices," it said. "U.S. sales and commitments remain sluggish."

Major buyers such as China and the former Soviet Union have not yet purchased U.S. wheat for the crop year, it noted, though there have been relatively large sales to

such major markets as Morocco, Egypt and Algeria.

"Thus, total commitments as of July 8 were 4 percent below a year earlier, and the second lowest in more than a decade," he said.

However, it added that total domestic use is projected to reach 1.26 billion bushels, the second largest on record. The increased domestic use largely offsets the lower exports, leaving projected total use basically unchanged from last year.

The report noted that "heavy rains and flooding increased corn prices just as new crop wheat was being harvested" and cited generally higher feed grain prices.

Rancher fears effects of grazing fee boosts

By KATHERINE SHELLEY

Associated Press Writer

MOUNTAINAIR, N.M. (AP) — Rancher Oliver "Sato" Lee worries that higher grazing fees could put him and his way of life out of business.

Lee, who has been ranching for more than 30 years, says he expects a grazing fee increase, but is con-

cerned that if it goes up too much, smaller ranches will die.

"We can operate depending on how high fees go," he said while inspecting one of several water tanks on his cattle ranch. "I think people can stand an increase of 40 to 50 cents a month. If it goes higher, many can operate,

but they'll have to cut back herds and try to make up for the losses by not putting so much money into improvements."

Lee is among thousands of ranchers throughout the West who are anticipating the federal government will impose higher fees for them to graze their cattle on public lands.

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AgReview



Calendar Ag News

July 25-31

TEXAS 4-H HORSE Show, Taylor County Exposition Center, Abilene.

July 31-Aug. 1

SHOOTING Sports 4-Star and 3-D Archery Match, Texas State Muzzleloading Rifle Association Range, Brady.

Aug. 13-14

THE DIMMITT Roping Club will sponsor its Fourth Annual Rodeo in conjunction with the annual Castro County Harvest Days celebration. Books on the entries will open from 10 a.m. on Aug. 9 to noon on Aug. 10. Entry may be made by calling 817-592-4202. Local events register will be from 2-6 p.m. on Aug. 8 by calling Scott or Suanne Bagley at 647-4780.

Aug. 14

DIMMITT ALUMNI Technology Association sponsors its annual car show and swap meet from 11:30 a.m. to 6 p.m. as part of the annual Harvest Days activities. Three trophies will be given in each of 16 classes and the People's Choice Award will be given show-wide. Entry is \$10. The deadline for entries is Aug. 1.

Fresh approach taken to marketing

By BILL VIRGIN

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Crest toothpaste. Tide detergent. Kellogg's cereal.

In most aisles of America's grocery stores, the brand name is king, enthroned by the millions of advertising dollars spent to build generations of loyal customers.

But the power of the brand name seems to evaporate when the consumer wheels the grocery cart into the produce section. There the shopper picks fruits and vegetables not by brand names but by what can be seen, smelled, squeezed and thumped.

Some companies want to change that. They want to sell fresh fruits and vegetables under brand names that are as readily recognized by consumers as Campbell's or Coke.

Green Giant, a Minnesota-based subsidiary of Grand Metropolitan, recently picked a Yakima, Wash., grower and packer, Haas Fruit Co., to be its supplier of fresh apples and pears for its nationwide brand of fresh produce. Green Giant is also adding fresh corn, oranges, sweet potatoes, celery and onions to its existing line of potatoes, all sold under the familiar Green Giant name and logo.

On a smaller scale, a Seattle start-up company, Columbia Crown, is marketing premium fruit under its own brand name in local grocery stores. Other local, regional and national brands are also trying to elbow their way into the fruit and vegetable bins.

To date, national marketers have had limited success establishing brand-name identity for fruits and vegetables. Chiquita bananas, Sunkist oranges and Dole pineapple have been the most successful.

Some states have tried to build an identity for their particular products through joint marketing campaigns — Washington apples, for example, or Idaho potatoes.

But Columbia Crown President

David Mauk says surveys show market recognition of Washington apples is just 3 to 5 percent.

"That's a long way from the 60 percent of Chiquita," he adds.

Mauk says the produce industry's tradition has been to market fruits and vegetables with the mentality, "We grew it, we've got to move it. It has no bearing on what the customer wants."

But marketers are changing because consumers are changing. With the image of fresh produce contributing to a healthier diet, per-capita consumption keeps going up by a pound a year, says Desmond O'Rourke, director of Washington State University's Impact Center, which specializes in agricultural trade research.

Consumers also are becoming more selective about what kinds of produce they buy.

"Potatoes were potatoes," says Annette Otis, director of business relations at Associated Grocers, a Seattle-based grocery wholesaler. "Now (retailers) name the kind of potato or the region it came from. We've begun to teach consumers to differentiate."

And differentiation is exactly what a brand-product marketer strives for. Companies like Green Giant and Columbia Crown want to build a reputation for quality and consistency so consumers know what they are getting and are willing to pay a premium price for it.

Marketers plan to add to that comfort by providing an ear if customers aren't happy with what they buy. Green Giant has set up a toll-free telephone number; Columbia Crown includes consumer comment cards.

Is that comfort worth the extra money a consumer will pay for a brand name? Green Giant believes so. Its projections call for 14.5 percent growth in brand-name produce from 1990 to 2000, compared with 3 percent for the

overall market.

"It's obvious where Green Giant ought to be," says Art Davis, technical services director for Green Giant Fresh.

But national and regional marketers are not going to seize the produce section simply by throwing product and advertising dollars into the market. They've got some problems to solve first. One major hurdle is uniformity of product.

"If you take a product like Campbell's Soup, you can make it as uniform as humanly possible," O'Rourke says. "But even fruit from the same tree will be different."

Brand-name produce marketers say they can ensure uniformity by setting and sticking to strict standards for selection of fruit sold under their name. The eye is no guarantee of quality, they argue.

"People buy what looks good, and once in a while they get fooled," Davis says. "Oranges that look good on the outside, it really doesn't have a lot to do with what's going on on the inside."

The move to brand-name produce is also ironic for its timing, coming as it does just as the national media are trumpeting the defection of consumers from brand-name goods.

"With the recession very strong, consumers are moving away from branded products in the nonproduce area," O'Rourke says.

Otis of Associated Grocers says brands will succeed only when the product is consistent in quality and availability.

"The consumer buys with the eye (in produce) more than anywhere else," she says. "If the consumer perceives the price is too far out of line, and there's another product that looks very good to the eye, depending on the difference in value they'll make the decision just like that."

Fate of income tax should be left with voters

FORT WORTH — When Texans go to the polls in November, Texas and Southwestern Cattle Raisers Association recommends supporting a Constitutional amendment that would require a public referendum before creating a personal income tax and would also earmark those funds for education and the reduction of property taxes only if a tax were ever approved.

Although the 116-year-old, 16,000-member livestock trade organization opposes a personal income tax, its board of directors at their meeting in Galveston July 17 adopted a resolution in favor of SJR 49, by Sen. John Montford, D-Lubbock, which will appear on the ballot as an amendment to the Texas Constitution.

John W. Jones, TSCRA president from Brady, said that if the amendment were approved, it would, for the first time, require a vote before a personal income tax could become law.

In other business, the cattle raisers adopted a resolution urging the U.S. Department of Agriculture's Soil Conservation Service to "restore its original mission" which was to "provide sufficient

resources for needed technical assistance on private grazing lands to landowners on a voluntary basis." The group criticized Congress for shifting the direction of the agency away from voluntary programs to regulatory enforcement. The board called for qualified assistance from SCS "delivered only by those individuals with extensive pasture and range management training."

Guest speakers included U.S. Rep. Charles Stenholm, D-Avoca, and Drayton McLane Jr., owner and chairman of the board of the Houston Astros baseball club and chairman of McLane Co., a major grocery distribution firm.

Stenholm serves as Deputy Majority Whip in the House, a position in which he helps marshal majority forces in support of party strategy. He told the board that "compromise is not a four-letter word. Whether we're talking about the Endangered Species Act, the Clean Water Act, whether we're talking about budget reconciliation and how we get our deficit under control, (or) whether we're talk-

ing about the law that governs the utilization of chemicals . . . , unless we are willing to compromise and find the middle ground and move our country in the direction that we need to go, gridlock will continue to create terrific problems for our country," Stenholm said.

McLane said that grocery distribution is a no-growth industry despite population growth. "People are consuming less per person, per day in edible food products, so our industry is extremely competitive at this point," he said.

"The grocery business works in partnership with producers such as yourselves," he said. His company tries to determine what the consumer wants and then communicates with the producer in order to make the product more competitive. "The No. 1 issue today is competitiveness," he said, adding that a primary goal of the food industry is reducing the cost of production. "We found that the greatest part of this is to develop a partnership where there is trust between the producer and the wholesaler and the retailer," he said.

South Plains Ag News

Meat Imports

WASHINGTON, D.C. — The Agriculture Department is proposing to revise its regulations governing importation of cooked meat from countries where rinderpest or foot-and-mouth disease exist.

"The proposal incorporates the latest technological advances to ensure that imported meat has been cooked sufficiently to inactivate both the rinderpest and the FMD viruses to prevent their introduction into the U.S. livestock population," said Billy G. Johnson, deputy administrator of the Animal and Plant Health Inspection Service.

Fruit production

WASHINGTON, D.C. — The total value of U.S. fruit production in 1992 was \$8.4 billion, unchanged from 1991, says USDA's Economic Research Service.

The value of noncitrus fruit production declined less than 1 percent from the 1991 record to \$5.99 billion. The value of citrus production increased 2 percent to \$2.45 billion, the third highest on record.

"Generally favorable weather led to larger crops of most noncitrus fruits harvested in 1992," said the report this month on fruit and tree nuts.

Wheat

WASHINGTON, D.C. — World wheat production for the 1993/94 crop year is projected at 556.5 million tons, down slightly from the previous harvest.

U.S. production, forecast at 70.8 million tons, would be up 6 percent from the previous year. Total foreign production, projected at 485.8 million tons, is down 1 percent from the previous year, according to a report this month on world agricultural production by the Foreign Agricultural Service.

Pseudorabies

WASHINGTON, D.C. — The Agriculture Department is proposing to add a sixth test to the list of official diagnostic tests for pseudorabies, a contagious livestock disease.

COUNTRY CALENDAR

SUBMIT ITEMS TO: Editor, Country Trader AgReview, P.O. Box 1240, Plainview, TX 79072. Or phone 296-1354.

Fertilizer affects plant's water use

Special to AgReview

Texas Agriculture Experiment Station

LUBBOCK — Water is essential for growth in all living things. But how to efficiently utilize water for crop production is a question that takes root in the soil.

Dr. Arthur Onken, professor of soil chemistry at the Texas Agricultural Experiment Station (TAES) in Lubbock, says water use efficiency is affected by a number of factors. One of the most important is soil fertility.

Research being conducted at TAES with grain sorghum is examining the different responses crops exhibit as a result of the interaction between the amounts of fertilizer and water they receive.

Water use efficiency can be defined in a number of ways depending on one's outlook, Onken said. For example, two different viewpoints exist from the standpoints of production and physiology.

From the perspective of the producer, such as the dryland or irrigation farmer, efficient use of irrigation water and rainfall is of primary importance. Onken said that although farmers are more interested in utilizing the total water resource, both irrigation and dryland farming are affected by the fertility of the soil.

The physiology standpoint of water efficiency involves the plant itself and how well it utilizes the water it takes up. Efficient use of the water resource by a crop is affected by a plant's ability to extract water from the soil and use it metabolically, Onken said.

He said water is lost through evaporation from the soil and leaf surfaces, deep percolation and runoff. However, these losses can be modified through cultural practices.

The process of losing water from the leaf surface is called transpiration. Onken said a crop will generally produce directly in



BOOSTING FERTILIZER EFFICIENCY — Dr. Art Onken and the Texas A&M Experiment Station in Lubbock are devising new, more efficient ways to fertilize crops.

proportion to the amount of water it transpires.

Therefore, it's critical that a plant have the necessary water to transpire. Proper fertilization of a plant is an important step in this process.

Proper fertility will increase the leaf area of a crop, Onken said. With a higher leaf area, more of the soil surface is shaded and less water is lost to evaporation. This results in more water being available for the plant to transpire and efficiently use in order to produce the desired crop.

"A lot of money can be spent on distribution systems and land forming practices to reduce runoff and deep percolation," said Onken. "However, these will not pay for themselves economically if the crop is not properly fertilized."

It's important to efficiently utilize water resources to the

maximum extent in order to optimize profits," Onken said. While too much fertilizer will result in an unnecessary production expense, an appropriate amount matching the available water resources will result in a crop that is economically and efficiently produced.

Researchers have found that with grain sorghum, genetics play a role. Onken said that in using various breeding lines, results thus far have an interactive relationship between genotypes, water levels and fertility on water use efficiency.

In the future, genetic relationships will need to be taken into consideration. With proper combinations of resources and genotypes, it may be possible to lower the production costs per unit of crop being produced, Onken said.

EPA gives Capture exemption

The Environmental Protection Agency has granted a specific exemption under the provisions of section 18 of the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, to the Texas Department of Agriculture for the use of bifenthrin (Capture) on field corn to control mites.

Carl L. King, executive director of the Texas Corn Producers Board, met with Douglas Campt, director of the Office of Pesticide Programs at the Environmental Protection Agency in Washington, D.C. on June 17 to explain the importance of this pesticide.

King stated, "This exemption has come just in time to battle the mite situation. Thanks to the efforts of TDA in Austin and the EPA in Washington, farmers will be able to control the outbreak of mites caused by the recent high temperatures and windy conditions."

The specific exemption is subject to the following conditions and restrictions:

1. The Texas Department of Agriculture is responsible for ensuring that all provisions of this specific exemption are met. TDA also is responsible for providing information in accordance with 40 CFR 166.32. This information must be

submitted to EPA headquarters through the EPA Regional Office.

2. The product Capture 2EC, EPA Reg. No. 279-3069, manufactured by FMC Corporation, may be applied. All applicable directions, restrictions and precautions on the EPA-registered product label must be followed.

3. A maximum of two applications may be made, at the rate of 0.08-0.1 lb. a.i. per acre, by air in a minimum of two gallons diluent per acre, or chemigation equipment.

4. Bifenthrin will be applied by, or under the direct supervision of, certified commercial or private pesticide applicators. Mixer/loaders must wear, at least, long sleeves, long pants and gloves. Mechanical flaggers only may be used. All applicable directions, restrictions and precautions for chemigation on the EPA-registered product label must be followed.

5. Emergency use of bifenthrin may be initiated in those corn fields that meet the economic threshold criteria for treatment, Management in Corn." Prior to authorizing applications of bifenthrin in a particular county, the Department of Agriculture or official designees must confirm the presence of the above emergency situation in the county.

6. Growers with Low Energy Precision Application (LEPA) chemigation capabilities in place and functional at the time of need may not use bifenthrin under this exemption.

7. A thirty-day pre-harvest interval and crop rotation restriction will be observed. Treated fields will not be grazed prior to harvest. Straw derived from wheat planted in corn fields treated with bifenthrin may not be used for animal feed.

8. A maximum of 450,000 acres of pop- and field corn may be treated.

9. A buffer zone of 500 feet will be maintained between treated fields and streams, ponds, lakes, rivers, springs, swamps, bogs, marshes or irrigation canals containing water year around. Applications may not be made under this exemption when wind speeds are 10 mph or greater.

10. The use of bifenthrin is prohibited in areas that may result in exposure of endangered species. Prior to authorizing use in a particular county, the Texas Department of Agriculture will notify the appropriate Endangered Species Specialist, U.S. Fish and Wildlife Service.

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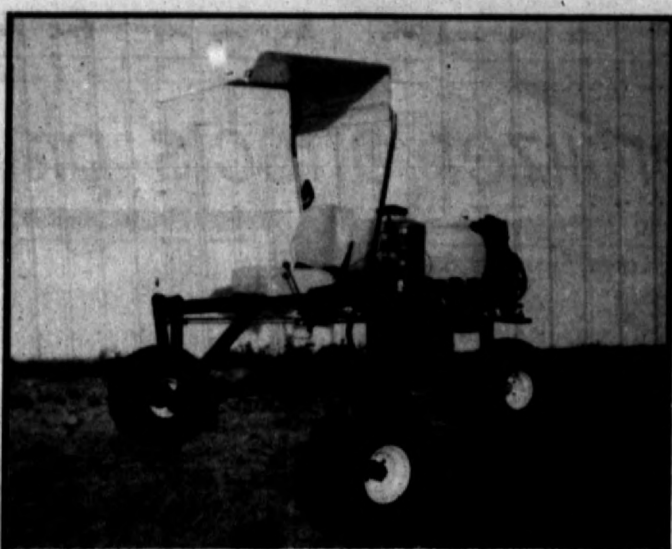
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'Crying farmer' saga has happy ending

By RICH HOOD
C. Kansas City Star

AMITY, Mo. — In this water-logged agrarian countryside, it's hard to get out of the gloom these days. David and Marilyn Peterson did.

They were once renowned for their misfortune, spotlighted in the now-famous "Crying Farmer" political commercials of the 1986 U.S. Senate race in Missouri.

Today, for the first time in eight years, the 240-acre farm the Peterson family had worked since 1969 is back in their name. The deal became final Wednesday.

"It feels wonderful!" said David Peterson.

"It's almost unbelievable," said Marilyn Peterson.

For all this they credit a Washington political consultant known for mowing down Republicans rather than alfalfa fields.

"It couldn't have happened if Bob Squier had not been willing to stick his neck out to help us," said Marilyn.

In 1986 Squier was working for Democratic Senate candidate Harriett Woods. Her likely Republican opponent would be Kit

Bond. That year, as farmers were being forced out of business across the Midwest, Squier's camera captured David Peterson as he broke into tears over the loss of his dairy herd and farm. The commercials blamed Bond for the problems of the Petersons and other farmers who had been forced off their land.

At the time Bond was a director on the board of Mutual Benefit Life Insurance Co., which had foreclosed on the Peterson farm in 1985.

The commercials created chaos.

Polls showed that Woods gained support as a result of the ads. But in urban areas, Woods faced a firestorm of criticism. Shortly thereafter she fired Squier.

Bond counterattacked with a TV spot that claimed Woods used the Petersons without their knowledge or consent.

Bond supporters — insisting on their candidate's blamelessness — criticized the Petersons, accusing them of extravagant spending, bad judgment and poor management.

Strangers in grocery stores mocked the Petersons in their misfortune.

Bond backers also criti-

cized the Petersons for building what they called a luxurious house on the farm, contributing to the money drain that led to their financial ruin.

The 15-year-old one-story brick structure is comfortable and spacious. But it's not luxurious. Other farm homes in these hills and valleys are more imposing.

But this one — now sporting a hefty handmade wooden plaque in the front yard triumphantly proclaiming the Petersons' ownership — is a wonderful haven for the Petersons.

And it's theirs once again.

As are the adjoining 50 acres of alfalfa, 65 acres of corn, 55 acres of soybeans and 36 Holsteins.

It's a great relief to the Petersons.

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closed after the Petersons missed one semiannual payment. For a year after that, they were subjected to a stream of prospective buyers traipsing through the house.

But Squier came to the rescue.

Though he had never met the Petersons before he shot the television commercials at their home, he was so moved by their problem that he spent months negotiating with the insurance company to purchase the Peterson house and farm. In November 1986 he signed the papers and drew up a 10-year agreement that allowed the Petersons to lease their former land and home, with the possibility that payments could be

applied toward repurchasing the land.

Last week, they were able to pay off Squier and reclaim their dream.

It took grit, gumption and a refusal to give up.

Marilyn, 53, worked days at one post office and nights at another for six years before finally winning a full-time job as postmaster at Altamont.

David, 54, worked nights 6 1/2 years at the Weyerhaeuser plant in St. Joseph.

During the days they worked the farm, fighting the weather and worn-out machines.

Last year, with plentiful rains, the crops made a profit.

This year they had saved enough to pay off the

\$97,000 purchase price, plus insurance and taxes Squier had taken care of since he bought the farm.

David Peterson said appearing in the "Crying Farmer" spots caused the family years of grief.

"But the good Lord knew what was best for us. In my heart I was trying to speak out for the farmers that were hurting.

Bond has sued his investment adviser, whom he accuses of squandering his trust funds. The adviser, in turn, has accused Bond of looting his own trust fund by a profligate lifestyle.

Warren Erdman, administrative assistant for Bond, said the senator will not litigate his lawsuit on the trust fund in the newspaper.

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| Ford Pickups | |
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| 1980-1986 Fullsize Pickups (Tinted) | \$80 ⁰⁰ |
| 1987-1993 Fullsize Pickups (Shaded) | \$85 ⁰⁰ |
| 1987-1993 Fullsize Pickups (Tinted) | \$80 ⁰⁰ |
| Ford Ranger & Bronco II (Shaded) | \$85 ⁰⁰ |
| Dodge Pickups | |
| 1974-1993 Fullsize Pickups (Shaded) | \$110 ⁰⁰ |
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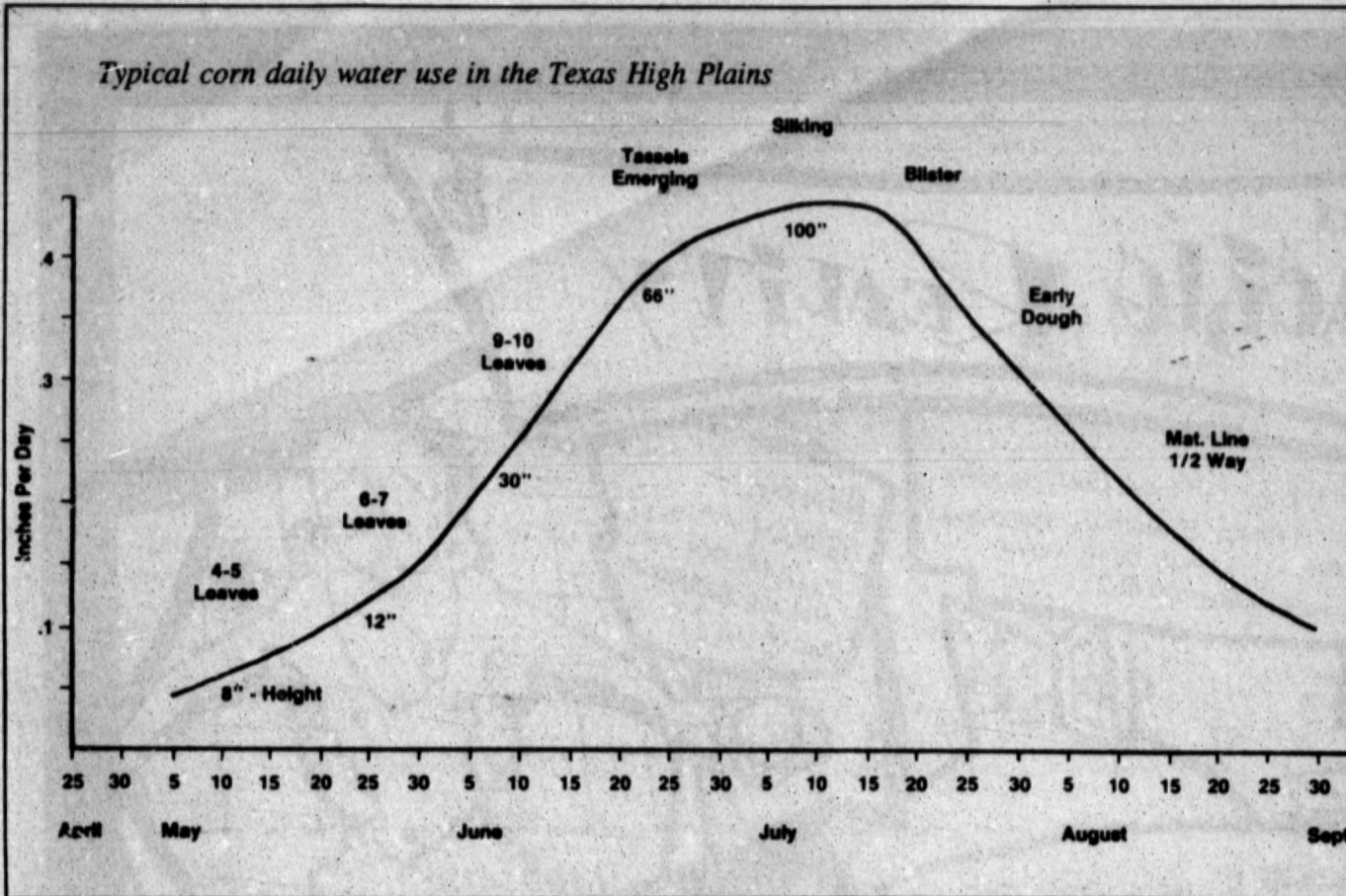
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STAMPEDE By Jerry Palen

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"You ask him, how much!"



Maximizing your irrigation

Special to AgReview

TAES Farm & Ranch Update

Corn is more sensitive to plant water stress than most other field crops and must be adequately irrigated in order to produce optimum yields. Realizing that the corn production areas of Floyd County are limited by water, maximizing its use should be foremost.

being fully utilized by the corn plant; whereas, the two foot level is declining. Do not let the appearance or feel of the soil surface alone indicate when irrigation is required. Use of gypsum blocks, tensiometers and penetrometers is suggested for a better measure of soil moisture.

The greatest potential for limiting irrigation is during early vegetative growth. Highest plant water needs of the season occur during a

four week period that is two weeks before and two weeks after pollination in July. Plan irrigations with the plant's water use in mind, along with the ability of the irrigation wells and water distribution equipment to supply the requirement. See Figure

1 for typical water use for corn on the Texas High Plains.

Currently the one foot level is wet from recent rain and the three foot level is not

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Gordon Zeigler/AgReview

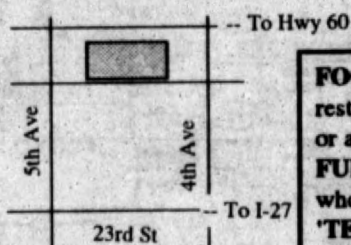
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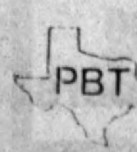
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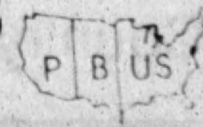
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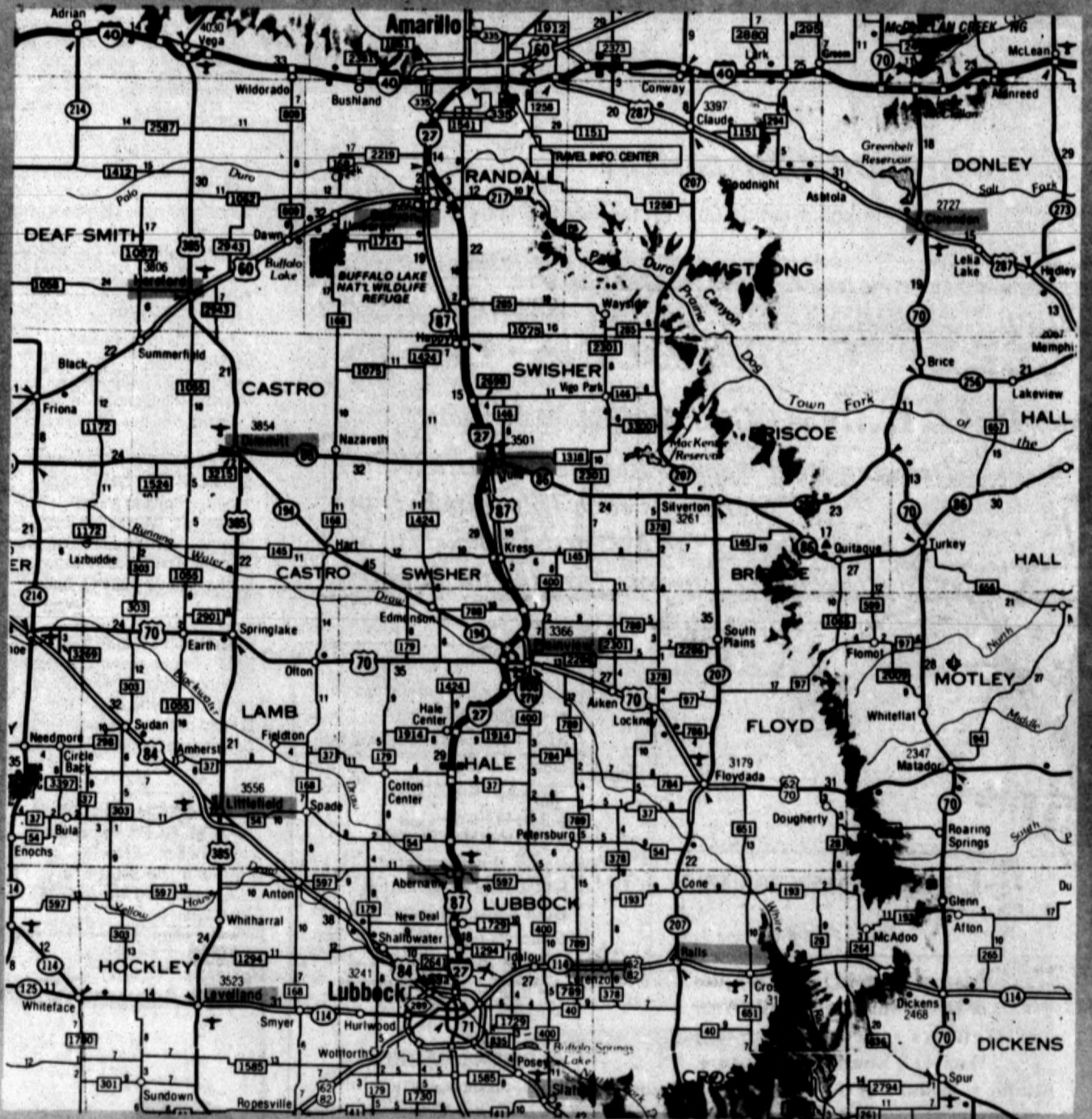
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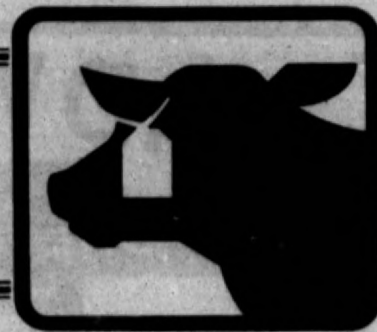
** PURCHASE THESE LOVELAND PRODUCTS AND YOUR LOCAL 4-H AND FFA WILL SHARE A \$.20/G DONATION.

*** PURCHASE THESE LOVELAND PRODUCTS AND YOUR LOCAL 4-H AND FFA WILL SHARE A DONATION OF: \$.40/LB ON TARGET DRY CONC. (AND/OR) \$.20/LB ON TANK & EQPT. CLEANER

ACTIVATOR 98 **BOND** **DEPOSIT** **FOLIAR FEED 18-9-3** **HERBIMAX** **INTAC** **LI 700** **SILWET 1-77** **SLICK PICK** **TANK & EQPT. CLEANER** **TARGET DRY CONC.**

CLOVIS LIVESTOCK AUCTION

CLOVIS, NEW MEXICO 505-762-4422 • Charlie Rogers - Mrg.



THURSDAY, JULY 29th

Video Cattle Auction followed by the First Emu and Ostrich Video Sale

Selling 30,000 Cattle and Over 100 Emus and Ostrichs

-SATELLITE CATTLE EXCHANGE VIDEO SALE-

Will be televised live via Satellite from Clovis Livestock Auction, Clovis, New Mexico
- A Division of SCE.

A special invitation for you to attend

SALE SCHEDULE:

- 11:00 A super nice meal of Mesquite Cooked Barbeque Beef by Hoss Miller of the Wagon Wheel Cafe
- 11:30 Preview of 30,000 Cattle to be offered on the Video Auction
- 12:30 The Video Cattle Auction begins.
- 5:00 (Approximate Time) Winner of the \$300 Hat from The Hat Barn and the attending CLA Buyer Award will be announced
- 5:30 Emu and Ostrich Auction - Over 100 Birds Sale

BE HERE - BE HUNGRY AND ENJOY A PLEASANT DAY.

For More Information Call

Ike Carter
Satellite Cattle Exchange
(806) 359-5900

Ryan Figg
(505) 762-4422
(505) 769-3624 Night

Charlie Rogers
(505) 762) 4422
(505) 762-0811 Night

Wayne Kinman
(505) 762-4422
(505) 769-2540 Night

Steve Friskup
(806) 655-3341

PORTALES LIVESTOCK AUCTION SPECIAL HOLSTEIN HEIFER SALE

**Monday & Tuesday
August 2nd & 3rd**

Portales, New Mexico

Selling 2000 Holstein Heifers

MONDAY - 11:00 a.m. 1200 to 1500 Open and Short Bred Holstein Heifers will sell 200 to 1100 Lbs. Open and bred up to 5 months - A few breeding Bulls

TUESDAY - 11:00 a.m. 500 to 750 Springers and Fresh Heifers will sell - Few Bulls

For more information or to consign livestock call
Tommy Bouldin (505) 356-4740 days
(505) 276-8643 nights

3 DAY HORSE SALE CLOVIS LIVESTOCK AUCTION CLOVIS, NEW MEXICO

| | | |
|---------------|-----------------|---------------|
| Friday | Saturday | Sunday |
| Aug. 20 | Aug. 21 | Aug. 22 |

EXPECTING OVER 1000 HORSES

**A few days left to get
Horses in the Supplement**

For more information call
Del Rae Driggers - Horse Sale Secretary
(505) 762-4422

Steve Friskup
(806) 655-3341

Cheese Lover's Plus Pizza

PIZZA HUT PRESENTS

THE

BEST

-OF-

TEXAS

Pepperoni Lover's Pizza

Meat Lover's Pizza

\$12.99

Medium Specialty & Medium 1-Topping Pizza

We've lined-up some of our best, loaded with toppings and two layers of cheese! Choose from Pepperoni Lover's*, Veggie Lover's*, Sausage Lover's*, Cheese Lover's Plus*, Supreme or Meat Lover's* - plus a medium 1-topping pizza for just \$12.99!

Delivery, Dine-In & Carryout.



TRY THE PIZZA HUT®

TEXAS-SIZED BUFFET!

Choose from a variety of Pizza Hut® pizza loaded with heaps of toppings and two layers of cheese! Plus pasta, salad, breadsticks and more! All you can eat for just

\$3.49 It's the **BIG** deal in Texas. And Texas Knows Best!

Monday - Friday
11:30 a.m. - 1:30 p.m.



TEXAS KNOWS BEST
Pizza Hut

DELIVERY • CARRYOUT

DUMAS, TX
1421 Dumas Ave. 935-6111
HEREFORD, TX
611 McKinley 364-8555
PAMPA, TX
1500 N. Banks 665-0887

DELIVERY DINE-IN • CARRYOUT

BORGER, TX
1418 W. Wilson 274-7245
..... 274-7238
CANYON, TX
110 23rd St. 655-7125

DINE-IN • CARRYOUT

CHILDRESS, TX
1209 Ave. F. N.W. 937-3623
CLAYTON, NM
312 S. 1st St. 374-2171
DIMMITT, TX
216 S. Broadway 647-4233

DUMAS, TX
1515 Dumas Ave. 935-3230
HEREFORD, TX
1304 W. First 364-5551
PAMPA, TX
855 W. Kingsmill 665-5971
TULIA, TX
811 S.W. 2nd St. 995-4010

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FREE PIZZA!

TWO SQUARE FEET!

PIZZA HUT® BUFFET!

FREE

Medium 1-Topping Pizza
With The Purchase Of A
Large Specialty Pizza
At Regular Menu Price

Specialty Pizzas Include
Pepperoni Lover's®, Veggie Lover's®, Sausage Lover's®,
Supreme, Cheese Lover's Plus® and Meat Lover's® pizza.

DELIVERY • DINE-IN • CARRYOUT

Hurry! Offer expires 9/15/93. One coupon per party per visit at participating Pizza Hut® outlets. Mention coupon when ordering. Limited delivery area. \$1 delivery charge in some areas. Drivers carry no more than \$20. Not valid with half-price pizza, BIGFOOT™ pizza or any other offer. ©1993 Pizza Hut, Inc. 1/20¢ cash redemption value.



BIGFOOT PIZZA!

\$10⁹⁹
Up To 3
Toppings

OR



\$8⁹⁹
1-Topping

DELIVERY • CARRYOUT • DINE-IN

No coupon necessary. Not valid with half-price pizza or any other offer. Limited delivery area. \$1 delivery charge in some areas. Drivers carry no more than \$20. © 1993 Pizza Hut, Inc.

CARRYOUT SPECIAL!

ALL-YOU-CAN-EAT
Pizza, Pasta, Salad &
Apple Crisp Dessert

\$3.49

Monday - Friday
11:30 a.m. - 1:30 p.m.

DINE-IN LUNCH ONLY

Hurry! Offer expires 9/15/93. One coupon per party per visit at participating Pizza Hut® outlets. Mention coupon when ordering. Not valid with half-price pizza, BIGFOOT™ pizza or any other offer. ©1993 Pizza Hut, Inc. 1/20¢ cash redemption value.



SUPER SAVINGS!

FAMILY SPECIAL!

SPECIAL DEAL!

DELIVER ME!™

Large Supreme Pizza

\$10⁹⁹

2nd Pizza 1/2 Its
Regular Menu Price

Half-price pizza not valid on
Personal Pan Pizza® or BIGFOOT™ pizza.

DELIVERY • DINE-IN • CARRYOUT

Hurry! Offer expires 9/15/93. One coupon per party per visit at participating Pizza Hut® outlets. Mention coupon when ordering. Limited delivery area. \$1 delivery charge in some areas. Drivers carry no more than \$20. Not valid with any other offer. ©1993 Pizza Hut, Inc. 1/20¢ cash redemption value.



Medium Specialty
Pizza & Medium
1-Topping Pizza

\$12⁹⁹

Specialty Pizzas Include
Pepperoni Lover's®, Veggie Lover's®, Sausage Lover's®,
Supreme, Cheese Lover's Plus® and Meat Lover's® pizza.

**DELIVERY • DINE-IN
CARRYOUT**

No coupon necessary. Limited time offer at participating restaurants. Limited delivery area. \$1 delivery charge in some areas. Drivers carry no more than \$20. Not valid with half-price pizza, BIGFOOT™ pizza or any other offer. ©1993 Pizza Hut, Inc.



Two Medium
1-Topping Pizzas &
A Pitcher Of Pepsi®.

\$12⁹⁹

DINE-IN ONLY

Hurry! Offer expires 9/15/93. One coupon per party per visit at participating Pizza Hut® outlets. Mention coupon when ordering. Pepsi is a registered trademark of PepsiCo, Inc. Not valid with half-price pizza, BIGFOOT™ pizza or any other offer. ©1993 Pizza Hut, Inc. 1/20¢ cash redemption value.



Large Specialty Pizza &
Large 1-Topping Pizza

\$15⁹⁹

Specialty Pizzas Include:
Pepperoni Lover's®, Veggie Lover's®, Sausage Lover's®,
Supreme, Cheese Lover's Plus® and Meat Lover's® pizza.

DELIVERY • DINE-IN • CARRYOUT

Hurry! Offer expires 9/15/93. One coupon per party per visit at participating Pizza Hut® outlets. Mention coupon when ordering. Limited delivery area. \$1 delivery charge in some areas. Drivers carry no more than \$20. Not valid with half-price pizza, BIGFOOT™ pizza or any other offer. ©1993 Pizza Hut, Inc. 1/20¢ cash redemption value.

