

WEST TEXAS Country Trader



The West Texas Country Trader is a Supplement of:

Thursday, September 30, 1993

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Texas big builder, big buyer of pickups

FORT WORTH — Dodge is introducing its first all-new pickup truck in 22 years.

It's a radical design — particularly the front end, reminiscent of a Peterbilt or Kenworth diesel truck — that is certain to polarize potential customers.

If you like it, thank your friends in Fort Worth.

If you hate it, blame your friends in Fort Worth.

Dodge began drafting the initial design back in 1987, but it was during three "clinics" with selected truck owners — in September 1989, June 1990 and December 1992 — that the final concept was chosen. All three of those clinics were in Cowtown with local truck owners.

After all, 13 percent of all trucks sold in the United States are sold in Texas (far above second-place California, with 9 percent), and Fort Worth counts for a disproportionately large share. This was also recognized by Chevrolet, which, a couple of years ago, held the national introduction for the all-new Suburban in Fort Worth.

Trevor Creed, design director for the Dodge truck, says that he and his staff spent hours studying the videotapes of the Fort Worth clinics. Each consisted of 10 or 12 truck owners who were invited to preview preliminary designs and discuss what they did and didn't like.

Dodge, which presently controls just 7 percent of the full-

The lineup of '94 pickups ranges from Dodges all new Ram to revamped designs from most other major auto makers . . .

— Auto authorities

sized pickup market, was looking to make a bold statement, and as with most bold statements, some liked it, some didn't.

"My favorite comment was from a man who said the truck looked like an old Studebaker," Creed said. "Some loved it, some hated it."

But this led to something Creed found very exciting: People argued passionately over the new design. The old Dodge truck was nothing anyone was likely to get passionate about.

Besides the design — which, frankly, resembles a Chevrolet from the sides and rear, but resembles nothing you have ever seen from the front — the big selling point is the availability of a new 8-liter, 10-cylinder engine. Eight liters works out to about 488 cubic inches, 300 horsepower and an incredible 450 foot-pounds of torque. Torque is a measurement of an engine's ability to pull, and 450 foot-pounds will pretty much pull a house off its foundation.

The new Dodge trucks also have a driver's side air bag and offer anti-lock brakes as an option. Test drives in various models show this new truck to be a leaps-and-bounds improvement over the old.

And that V-10 engine — a faster var-

iation of it is used in the fire-breathing Dodge Viper sports car — is magnificent. It isn't particularly fast, but it pulls like a locomotive. The trucks handle nicely, offer a good ride and, as Creed says, "with these looks, they won't be ignored."

Prices have yet to be set, but should be competitive with Ford and Chevrolet. Official introduction is in October, but they should start trickling into dealers any day now.

(Steven Cole Smith is automobile writer and columnist for the Fort Worth Star-Telegram.)

CHEVY

The makeover of Chevrolet's bread-and-butter division began last spring with the new Camaro. It continues this fall with the new S10 compact pickup. Though the front end is more rounded, the biggest changes are inside the



TEXAS-MADE — One '94 pickup, the Ram, is Dodge's first all-new design in 22 years.

cab, a larger, more comfortable and quieter space. Three more inches of shoulder room, one inch more

hip room and a half-inch more head room. A driver's air bag comes in the 1995 model as well as in the

new S10 Blazer sport utility due next summer. The new S-10

See Pickup, Page 4

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Ford Pickups

1980-1986 Fullsize Pickups (Shaded)	\$85 ⁰⁰
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When? Sunday, Oct. 3
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What? A peaceful, legal protest against abortion.

Why? Because 1,600,000 babies die in American each year from abortion — 4,400 every day.

Who? Sponsored by Lubbock Right to Life Committee.

Where? 50th Street, from Slide Road to Ave. J. Please stay on the sidewalks and out of driveways.

How? Call (806) 797-2790 for your church's block assignment and/or more details.

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AgReview



Ag News

Oct. 2

CANYON'S FAIR ON SQUARE — Plans are underway to entertain the more than 3,000 persons expected to attend Fair On The Square.

Festivities will begin at 8 a.m. with a 5-K/1-mile run and end at 3:30 p.m. with the final buffalo chip throwing contest.

Other planned activities throughout the day include live entertainment, basketball throw, cakewalk and the West Texas A&M University homecoming parade at 2 p.m.

An exhibit area will open at 10 a.m. and will feature food, crafts and fun. Nolon Henson's Christmas train display may be viewed for \$1.

Booths are available by calling Jan Meador at 655-9257 or the Canyon Chamber of Commerce at 655-1183.

Oct. 3-9

NATIONAL 4-H WEEK

Bank profits are sign of healthy ag sector

By BOB GREEN

AP Farm Writer

WASHINGTON, D.C.— Farmers earned more, paid off debt and borrowed less in 1992, helping agricultural banks post record profits, according to the American Bankers Association.

A study of the 3,886 banks that grant mostly agricultural loans showed earnings of more than \$2 billion in 1992, up 23 percent from \$1.6 billion the year before, the association said in report issued Sunday.

The banks took advantage of a healthy spread between their interest expenses and what they earned in interest payments. They also were more cautious in their lending, with the report noting that more banks required farmers and ranchers to put up land as collateral for production loans.

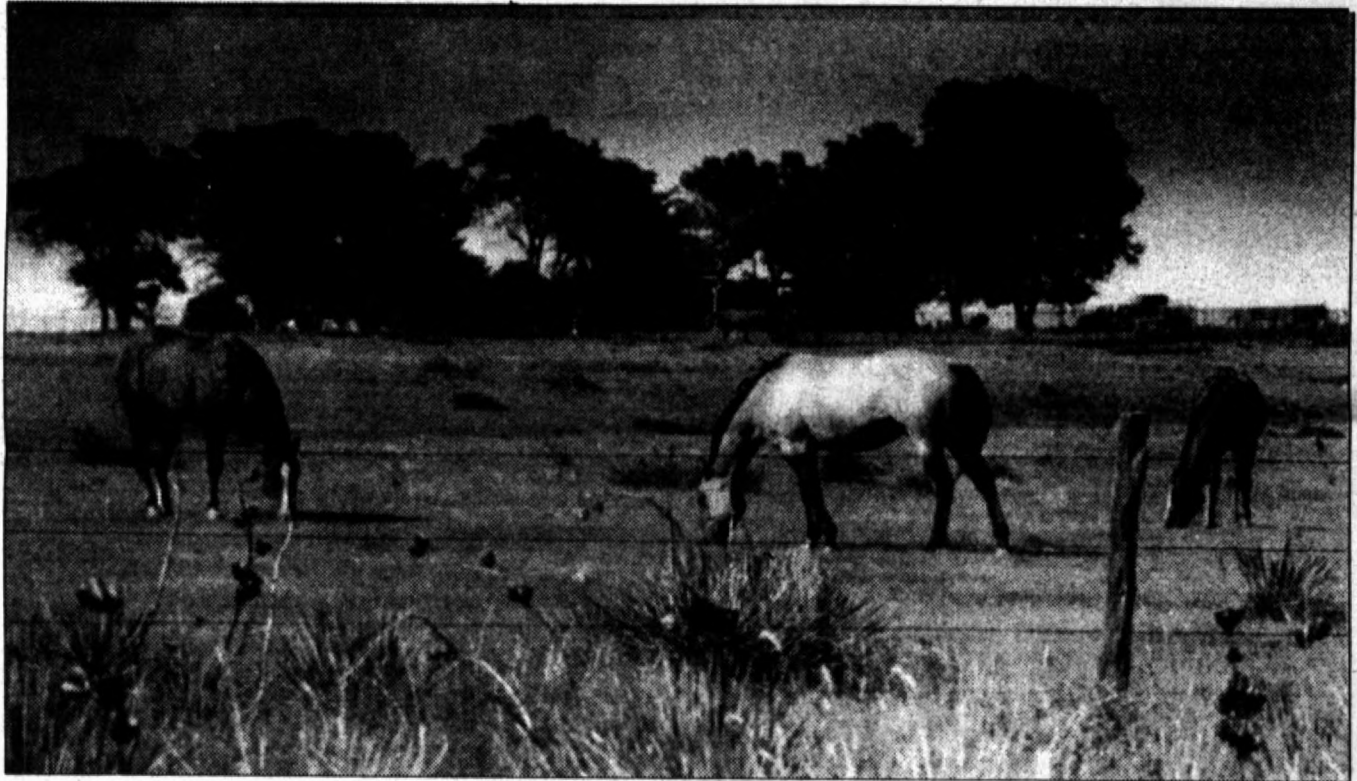
COMMERCIAL BANKS had a record year in 1992, but the report said farm banks did even better, posting a record return on assets, highest in more than a decade.

“This bodes well for future

growth in rural areas, since local economies are closely tied to credit available to farmers and ranchers,” said James Chessen, the banking organization's chief economist. “It also marks the seventh year of recovery from the recession that nearly crippled the industry in the early 1980s.” Profits of commercial farm banks reach record in 1992

Profits of commercial farm banks reach record in 1992

The farm economy did well in 1992. Net farm income, at \$60 billion, rose 3.5 percent from the previous year and was near the record of \$60.3 billion reported in 1990.



GRAZING—Horses graze peacefully on a pasture across the road from Buffalo Lake Wildlife Refuge

Weak market influences future ARP level

Because exports are the key to the direction of the U.S. that may influence exports for the 1993/94 season. Also the sluggish export market worldwide is the main reason that the “A” Index is weak and the adjusted world price (AWP) dropped almost 11 cents per pound below the CCC loan price in mid-September.

The main concern is how long will world prices remain depressed with foreign stocks decreasing rapidly. If the AWP increases and marketing loan deficiency payment decreases, will the cash market increase offset the decrease to hold producer income steady?

The opportunity for expanded U.S. exports is good because of a 12 million bale deficit gap between expected foreign cotton production this season of 65 million bales and projected consumption of 77 million. The shortfall was 10 million bales last season which adds up to a sizable 22 million bale deficit in two seasons. China continues as the major unpredictable player in the world market as their policy makers attempt to influence Chinese producers by shifting government payments around to encourage and/or discourage production.

In September, the USDA reports projected much lower world stocks by the end of the season. The U.S. crop was lowered by 678,000 bales to 17.87 million bales. As a result, the cotton market may strengthen moderately this fall.

The Texas crop was placed at 5.5 million bales in September, 300,000 less than a month earlier. The Valley crop was good, with the Coastal Bend crop mostly good and the Upper Coast not so good. The Blacklands, especially the northern half, and the Rolling Plains



COTTON MARKET UPDATE

Dr. Carl Anderson

cotton crops are only poor to fair because of hot, dry weather in July and August. The Lubbock area irrigated crop is excellent but somewhat uneven, with the dryland area mostly good although weak spots exist. Many observers of the Texas crop expect the production to be reduced another 200,000 bales or more in the October report because of the bad weather.

Policymakers are now considering the level of ARP needed for the 1995/96 crop. A preliminary ARP should be announced by November 1 and a final ARP by January 1. For U.S. stocks to decline, increased exports are needed and fewer planted acres next year might further reduce future stocks. Most likely some of both will happen.

Unless the U.S. Crop is much smaller than currently expected and exports much larger, the 1994/95 ARP level may need to be set at 20 to 25 percent. Such a level would ideal a large amount of productive resources both on the farm and off. Because of short term planning, ARP levels have a history of large changes that create

severe industry adjustments. The last 25 percent ARP was in 1989/90. It was dropped to 12.5 percent in 1990/91 and further reduced to 5.0 percent in 1991/92. Then it increased to 10 percent in 1992/93 and down to this season's ARP of 7.5 percent.

A 5 percent ARP decreases production very little. Given the “flex” program, a minimum ARP of 10 percent in any year would offer less severe adjustments and lower government costs. When price levels move higher, acreage could be flexed into cotton from other crops as the program intended. Also, the U.S. target of stocks-to-use (s/u) percent would serve the industry much better if set up to be changeable from year-to-year based on foreign s/u. In other words, when foreign s/u was projected to be low, the U.S. s/u could be set at a higher level and vice versa.

The CCC loan program appears to be a part of marketing alternatives this fall. However, producers have several ways to use the program. Producers can have their cotton deemed not eligible for loan by the ASCS office and receive the appropriate marketing loan deficiency payment which is also known as the “POP” payment. Then, cotton can be sold on the cash market or held for sale at a later date. Or, cotton can be placed under loan and redeemed at the AWP level. Remember, storage is free while AWP is less than base loan for only up to 10 months.

(Dr. Carl Anderson, extension cotton marketing specialist with the Texas A&M Extension Service, is a noted authority on the national cotton markets.)

Oct. 3

EXCEL MEAT JUDGING — The 13th Annual Excel High Plains Intercollegiate Meat Judging Contest will be held all day in state-of-the-art facilities in the Excel Plainview Division plant north of Plainview.

The event will feature 25 of the nation's top collegiate judging teams vying for numerous awards.

Excel, the longtime sponsor of the event, will hold an awards banquet at 7:30 p.m. following the judging event.

Oct. 4

TDA HERBICIDE REGULATIONS MEET — The TDA will take comments on proposed changes to the Texas Herbicide Regulations, as published in the Sept. 14 edition of the *Texas Register*.

The meeting will be at 1 p.m. in the offices of the TDA, West Regional Office, 4502 Englewood Ave., Lubbock. Information is available by calling 799-8555.

Oct. 12-14

FARMER-STOCKMAN SHOW IN LUBBOCK — A 40-acre field demonstration area will be the focus of the first annual Texas Farmer-Stockman Show, billed as the first working farm show ever held in Texas.

The show will be based at the City of Lubbock farm, just east of Loop 289 on Farm Road 835 (East 40th Street).

Contact is Charles Taylor, 214-881-2677.

Oct. 13

PLAINS COTTON — The Board of Directors Meeting, Lubbock.

Oct. 23

GALLERY OF GIFTS IN DIMMITT — The Dimmitt Chamber of Commerce will hold its first annual Gallery of Gifts Arts & Crafts Show at the Castro County Expo Building from 9 a.m. to 5 p.m.

Those wishing to obtain details and to reserve booths may call 647-2524.

Likes being back in cotton business this year

By GORDON ZEIGLER
AgReview Writer

SLATON — Dale Kitchens has never been one to avoid hard work or shy away from new challenges.

He developed that quality at an early age. Kitchens farmed 420 acres while majoring in agriculture at nearby Texas Tech University, and still found time to do his homework. He graduated in three and a half years, then returned home to farm full time and begin building his operation.

Today he works combined farming operations totaling 6,300 acres.

In a normal year, Kitchens' only crop is cotton.

Last year, however, was no normal year. His resourcefulness was called to bear as he quickly switched gears and replanted with grain sorghum.

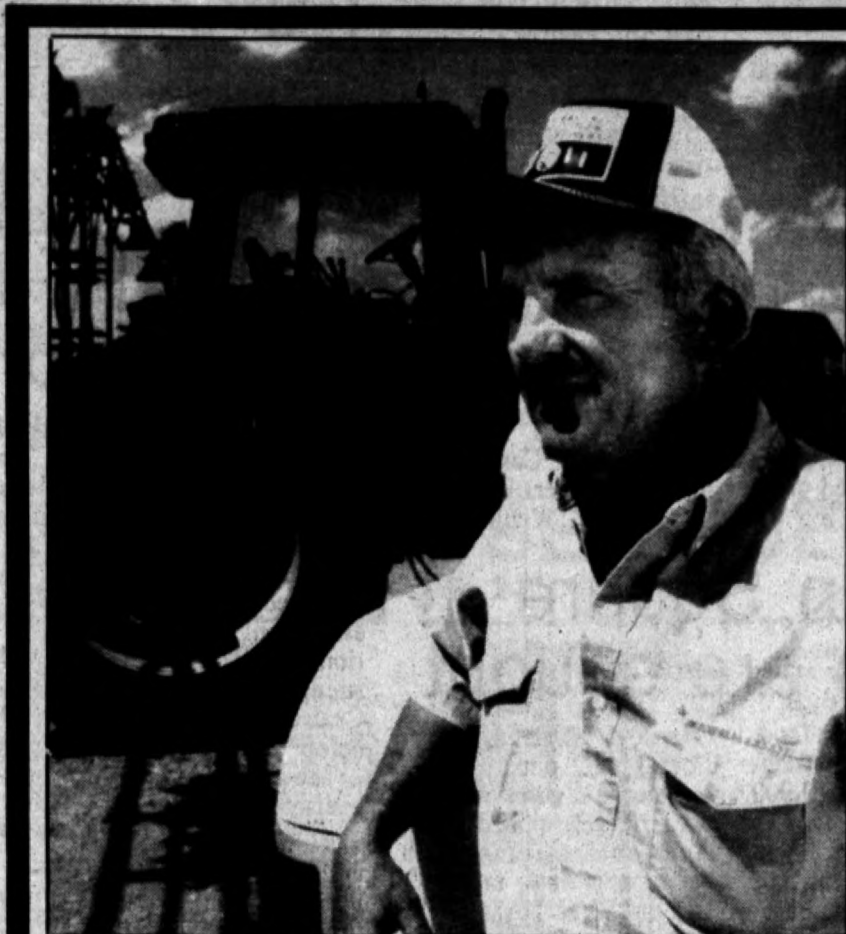
That fall, he found himself facing 5,500 acres of grain to harvest, with only one combine in the shed, a Case IH 1680.

He leased a second machine and set out to tackle what seemed a monumental task.

"We didn't have a single breakdown or equipment problem of any kind, he recalls.

This year, Kitchens has 3,420 acres of excellent looking cotton — all planted skip-row. Kitchens believes he has been able to increase his yields by 15 to 18 percent that way.

"Cotton has about twice the profit potential of other crops in this area,"



SKIP ROW PROPONENT — Dale Kitchens believes skip row planting this year has increased his yield as much as 18 percent.

says Kitchens, who obviously is glad to be back in the cotton business this year.

In the future, Kitchens says he will continue to try new ideas when it comes to cotton production.

(Kitchens was featured recently in a farmer profile in Farm Forum, a national agricultural marketing magazine published by Case IH)

Sorghum becoming major cotton region crop

LUBBOCK — Sorghum's role in rescuing the cotton farmer was well illustrated in 1992 when bad weather made cotton yields and profit seem unattainable.

That scenario helped boost sorghum's role as a valuable follow on crop, believes Dr. Dan Krieg, who traced the history and future potential of sorghum for farmers during the recent West Texas Agricultural Chemical Conference.

Krieg, professor of agronomy at Texas Tech University, revealed that although sorghum is grown in most of West Texas, it has never been one of the major crops until 1990. When the cotton crop went bad in May,

'Of the grain sorghum grown on the High Plains, 60 percent is used locally in the feedlot industry and 40 percent is exported, with Mexico the major buyer. . .'

Dr. Dan Krieg

producers planted grain sorghum in its place.

Today, according to Krieg, sorghum's function in West Texas looks encouraging. Primarily, grain sorghum is known as an excellent cash crop, with its hybrids possessing good nutritional quality and yield.

"Grain sorghum and corn are also both very efficient water users, with sorghum being the more prolific of the two

crops," said Krieg.

He added that sorghum is also environmentally suited to West Texas. It does not require the abundance of early precipitation as do other grain crops. For example, with wheat there often is not enough rain early in the growing season to establish the crop.

Other benefits of sorghum include excellent seed production, with all of the hybrid

grain sorghum being produced in West Texas. It also serves as an efficient catch crop, usually making a crop in approximately 95 days.

"Of the grain sorghum grown on the High Plains, 60 percent is used locally in the feedlot industry and 40 percent is exported, with Mexico serving as the major buyer," Krieg said.

Between irrigated and dryland production, there was an estimated 2.5 million acres of grain sorghum grown in West Texas last year, and Krieg looks for those figures to increase.

"Grain sorghum has a bright future," said Krieg. "I think a lot of people have forgotten just how easy it is to grow."

Texas cattlemen to Congress: 'pass NAFTA'

LUBBOCK — Free trade with Mexico got vigorous support from the Texas cattle industry, with the Texas and Southwestern Cattle Raisers Association coming out in favor of NAFTA ratification by Congress.

Their only concern seemed to be adhering to strict health inspection requirements for imported cattle.

MEMBERS TOOK the opportunity during the annual convention last week in Lubbock to show support for NAFTA while calling for strict safeguards to protect the U.S. herd from bovine tuberculosis.

TSCRA is a livestock trade association involved in state and federal legislative and regulatory issues, theft prevention and other cattle problems.

Citing a high incidence of tuberculosis cases in Texas that were traced back to Mexico during the past year, the directors

adopted a policy resolution insisting that all Mexican states meet testing and inspection requirements that assure the exclusion of infected animals from trade deals.

TSCRA DIRECTORS called for Congress to ratify NAFTA which they said "will make Mexico a better trading neighbor for animal health and the environment."

In addition, the agreement will improve living standards in Mexico, decrease illegal immigration, stabilize the local government and increase the purchase of U.S. cattle and other ag products, the TSCRA said.

A third resolution adopted by the board addressed the Endangered Species Act and the National Historical Preservation Act. The acts require electric power cooperatives to document rare plants, animals and cultural resources while

performing routine maintenance on power lines.

Landowners said the advertisement of these sensitive sites may bring trespassers, vandals, land use restrictions and a fall in property value.

Board members voted to encourage policy makers and federal agency planners to develop procedures that allow electric cooperatives to continue service to rural customers without alienating landowners or causing them to view overhead power lines as a liability.

In a final resolution, the board congratulated TSCRA past President John S. Cargile for having won the National Golden Spur Award for being the nation's top cattleman.

PICKUP

From Page 1

starts at \$9,655 and runs to \$16,130.

DODGE

When it's your first new pickup truck in 22 years, it's bound to get attention. When it looks like an over-the-road semi-tractor cab, it's bound to get stares. Welcome to the

Dodge Ram. The redesigned Ram looks mean but will sell car-like ride and features, such as a driver's air bag and center console with enough room for a laptop computer. The truck will come in 2- or 4-wheel-drive variations in three series: 1500, 2500 and 3500. Four trim levels are offered in regular and

chassis cabs. The standard engine is a 3.9-liter, V-6 with a \$14,389 sticker. Optional: a 5.2-liter, V-8 and an 8-liter; a V-10 with 300 horsepower will be offered next year as a 1994 model. It's a cast-iron version of the engine from the Viper sports car.

Ford

The F-series pickup, the best-selling vehicle in the United States for more than a decade, gets a driver's air bag for 1994. An early problem of the bag deploying when the passenger side door is slammed delayed the early run of the truck reaching

customers. A center-high-mount stoplight also has been added as well as brakeshift interlock to automatic transmissions that prevents shifting out of park without stepping on the brake.

GMC

The twin of the Chevrolet S10 com-

compact pickup, the Sonoma, is redesigned for 1994. A different grille, wheel design and headlamps help distinguish it from the S10. It is the first redesign for Sonoma since 1982.

The Sierra full-size pickup has a new grille and headlamps.

Catfish farm caught in water controversy

AUSTIN (AP) — A controversial Bexar County catfish farm received preliminary approval by the

Texas Natural Resource Conservation Commission to resume operations. However, Wednesday's

decision affects only the quality, not the quantity, of water the Living Waters Artesian Springs Ltd. could discharge.

"We have no authority to affect the water-right allocation that this operation may be entitled to receive," Commission Chairman John Hall said before the 3-0 vote.

The application calls for a discharge of up to 55.3 million gallons of water a day. The commission said that amount would not pollute the Medina River if released under the proposed wastewater discharge plan.

Hall said the newly created Edwards Aquifer Authority, authorized in the

last session of the Legislature under an aquifer-management bill, is responsible for determining if the catfish operation is wasting water.

But the legal status of the new authority has been up in the air for weeks. State officials are awaiting a ruling by the U.S. Justice Department on whether its creation violates the federal Voting Rights Act.

The question was raised because the law creating the new authority changed it from an elected board to an appointed one, a move that some say dilutes minorities' chances for representation on the board.

Fair On Square entries are sought

CANYON — Fun, food, crafts and entertainment are what more than 3,000 persons are expected to find in downtown Canyon for the second annual Fair On The Square Saturday.

According to fair coordinator Wynon Mayes, the festivities range from a 5-K and 1-mile run that begins at 8 a.m. to a buffalo chip throwing contest that ends at 3:30 p.m., when the final chip falls.

"We're anticipating a very good turnout for the fair and we plan to have something for every age group so that this can be a family event," Mayes said.

One addition this year for children includes a guest appearance by

"Barney" the dinosaur from 1 to 2 p.m.

Other activities include pony rides, a quilt display, live entertainment, a basketball throw, cakewalk and the West Texas A&M University Homecoming Parade.

Exhibits will open at 10 a.m. Nolon Henson's Christmas train will be on display from 8 a.m. to 5 p.m.

Those interested in renting a booth may contact Jan Meador at 655-9257 or the Canyon Chamber of Commerce at 655-1183.

To enter the runs, runners may call Wynon Mayes at 655-6325 or Dwight Brandt at 655-9668.

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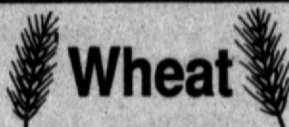
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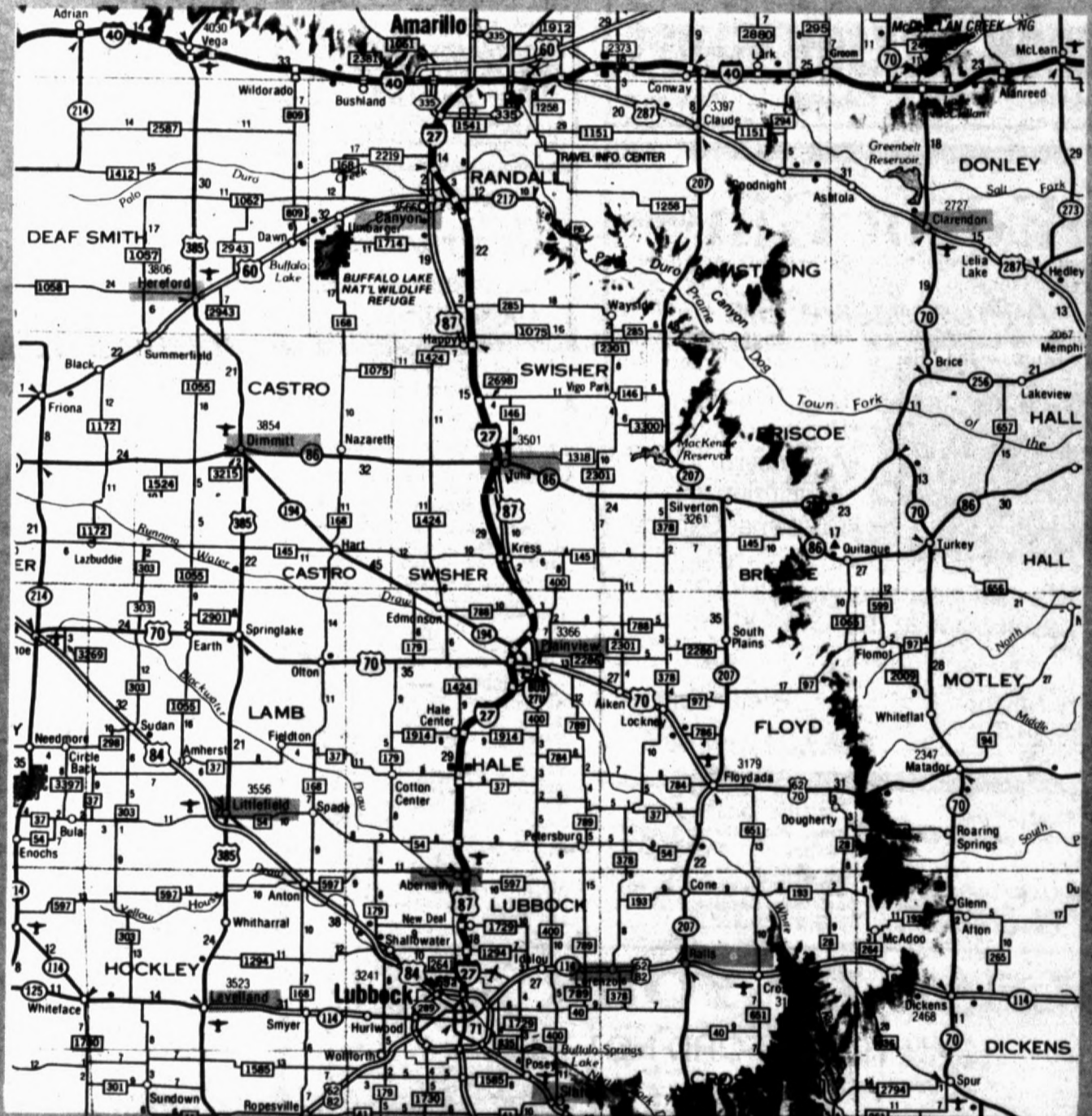
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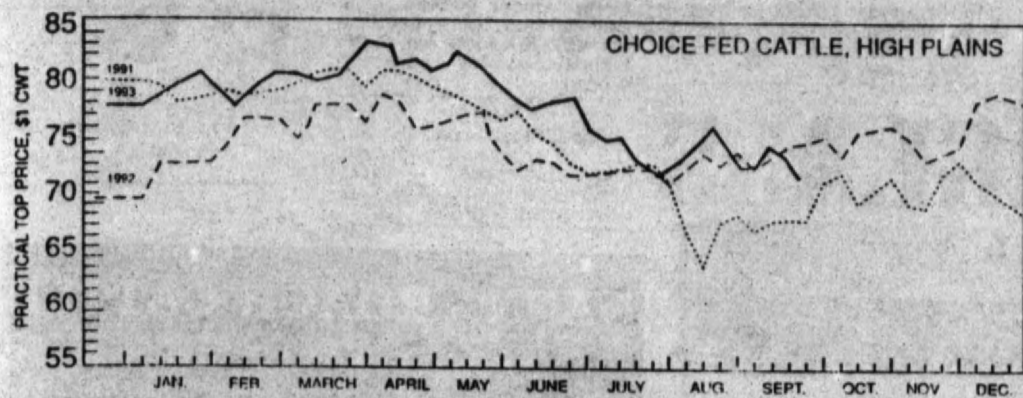


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The above report reflects market activity through September 24.

Slaton quilters stitch memories

■ Quilt is annual thing

The Slaton Slatonite

SLATON — The assignment: Stitch your favorite memory of St. Joseph School on a foot-square piece of muslin.

The result: A colorfully-crafted collage that reflects the school's 72-year-history. Members of St. Joseph School's Home and School Association have stitched together the pieces and quilted them, to be sold at auction at the school's funfest on Oct. 24.

"Great Beginnings Last a Lifetime — Memories of St. Joseph School" is the quilt's title, the blocks of which were created by some of the school's early students and by mothers of those currently enrolled.

A stack of four appliqued books — reading, writing, arithmetic and the Holy Bible on top — and "Educating the Whole Child" is one by the O.F. Kitten Family.

Another block was a Sister of Mercy in her long black habit with a rosary at her waist.

It was one of two blocks bearing memories of the Catholic religious order

that founded the school in 1921. Another block honored the Sisters of St. Francis who operate the school today.

Thye volunteer sewers gathered around the quilt frame in the school's cafeteria to finish the 25-block quilt and ponder their own memories of the school.

Judy Meurer and JoeRita Wimmer graduated from St. Joseph more than two decades apart, but at least one of their memories were the same: The rattle of big rosary beads that meant you'd better behave yourself — a Sister of Mercy was nearby.

Valeria Wimmer's block bore an antique school desk, represented in fabric cut-outs meticulously turned under and stitched.

Elizabeth Bednarz Kitten embroidered the "St. Joseph School Bus, 1921." It was really her parents' horse buggy that brought her to school every day.

Susan Kitten's memories of the school are of the

attendance of her children, now first and second graders. As quilt chairman for the annual project, she comes up with a different pattern each year and coordinates its creation.

She wanted to make something special this year and based it on the "friendship" quilt idea. So she cut fabric squares and passed them out to St. Joseph sewers with the simple instruction — to stitch a memory.

"I told them to do their own thing," she said. She didn't worry that ideas could be duplicated. She said, "Everybody has a different memory. Every idea was completely different."

Even the two Sisters of St. Francis' memories were interpreted differently.

Proceeds from the auction of the quilt will benefit St. Joseph School.

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Girl wins battle with cancer

Leticia Rodriguez is more grateful for the little things in life than most other nine-year-olds around.

Leticia has fought the good fight, against cancer, against her gosh-awful chemotherapy, and won.

"I'm glad not to be scared anymore," Leticia said recently. She's glad to be back in school full-time after too long of in school/out of school. "It was hard going to school because people would make fun of me. I had no hair because of the chemotherapy, and it was hard for everyone else to understand."



Leticia Rodriguez

Leticia is the daughter of Juan and Margarita Rodriguez of Dimmitt and she is a third grader at Richardson Elementary School in Dimmitt.

Leticia is trying to get more people to understand cancer, including her peers. September was Childhood Cancer Awareness Month for the American Cancer Society, and Leticia gave talks to

Dimmitt sets holiday arts, crafts show

The Dimmitt Chamber of Commerce will hold its first arts and crafts show, *Gallery of Gifts* on Oct. 23 at the Castro County Expo Building.

The show will take the place of the arts and crafts show which has been held in early December.

It will be a "juried" show, and pictures of booth items must be submitted for approval in the show.

Brenda Bruton, chairman of the show, and her steering committee, Connie Morris, Paula Graham, Sherry Wilkerson and June Sutton, will be calling on Chamber members to help with the show.

The committee is asking for names and addresses of artists and craftsmen who might be invited to the event.

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Get Out, Stay Out: Your Fire Safe Response



some of her peers during the month.

"I want to tell them now that I am well and happy," she said. "I would like to talk to all of them and help them understand."

For Leticia, the hardest part of her ordeal was not the illness but the cure.

"I took my chemo for a year," she said. "The part I like best now is not being scared. I was very scared at first, scared of the long needles and the spinal tap."

Leticia was in the hospital for a month when she was first diagnosed, with her family staying at the Ronald

McDonald House in Lubbock while Leticia was at Methodist Hospital.

"When I first went to the hospital I couldn't get out of my room," she said. "Everyone who came in had to wear a mask and gloves! I didn't like their food, so I had to stay longer because I didn't eat."

Now, Leticia is chemo-free, medicine-free, and living life large.

"I have more candies and balloons now," she said. "I get to eat more lemons, and I finally get to ride my bike. I missed my bike. I like that most."

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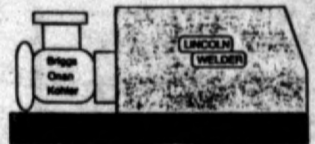
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