

WEST TEXAS Country Trader

The West Texas Country Trader is a Supplement of:

Abernathy
Weekly Review
The Canyon News

The Castro County News
The Clarendon News

The Lorenzo
EXAMINER
HEREFORD BRAND

Plainview Daily Herald
Ralls Reporter-News

The Slatonite
The Tulia Herald

Thursday, September 15, 1994

CATTLE REPORT: HANGIN' TOUGH!

Beef demand high but supply drags down price

TCFA President Les McNeill says feeders expect to wait a bit longer for price recovery

By GORDON ZEIGLER
AgReview

PANHANDLE — Feeders knew last year that cattle numbers were edging too high, yet they didn't expect prices to dip so low, or take so long to correct.

Les McNeill, Texas Cattle Feeders president, said it may

See McNEILL, Page 4

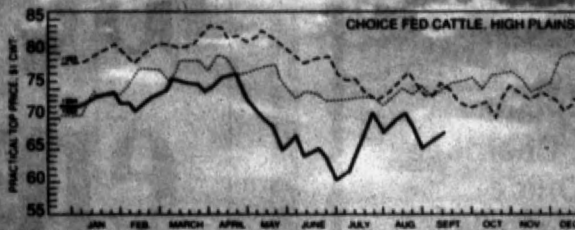
**COW CAPITAL
U.S.A.**

Nation's 'beef basket' is the Texas Panhandle

By GORDON ZEIGLER
AgReview Writer

When the cattle market loses ground — as it has within the past six months — it hurts worst where fed cattle are concentrated highest — and that pretty well describes the Texas Panhandle.

See CATTLE, Page 5



CATTLE COUNTRY — Cattle graze under Donna Wailliams/AgReview center pivots on a pasture between Olton and Hart.

WANT TO SELL a billboard? I'm interested in purchasing billboards within 50 miles of Lubbock, Plainview and Amarillo. Call Canyon Outdoor, 806-655-7121 or 655-1373 after 6pm.

FARM RISKS..

..We understand them....

HAIL Insurance
Free, Fast Estimates, all areas
-Melanie Mason-
MASON CROP INSURANCE
Wildorado, TX
426-3587

Single white christian female, ex-farm girl, old-fashioned, down-to-earth is looking for a SWCM, hopefully rancher or someone who likes the outdoors, enjoys the simple things in life, loves kids and critters, holidays, church and anything family. Age would be 38 and up. I have a heart, as big as Texas, but no one to give it to. Write to: A., Box 436, Silverton, TX 79257.

LARGE BILLBOARDS available on I-27 at Tulia and Hale Center. Also Lakeside near I-40 in Amarillo. Canyon Outdoor, 806-655-7121 or 655-1373

Cakes and catering for any occasion. Over 14 years of "SWEET" experience. Sweetz by Moi. Call Vickie Gilliam, 655-4168.

Childers Bros. Complete House Leveling. Oldest name in the business. Deal with a professional the first time. 352-9563, 800-299-9563.

Canyon's Annual Fair on the Square festivities will be Saturday, Oct 1 from 9 a.m. to 3 p.m. Reserve a 10'x12' booth space for \$30 by calling 800-999-9481.

1994 16' fish and ski boat, 70 h.p. Electric trolling motor, complete fish and ski pkg. Boat, motor and trailer, \$8,495. Anchor Marine, 4217 Canyon Dr. Amarillo, 353-9511.

1994 16x6 Gooseneck, slant nose. Extra nice trailer, \$3,250. Friskup Trailer Sales, 655-3341.

1991 GMC Extended Cab Pickup, 5 speed, loaded, one owner, nice truck, 655-3341, \$10,000.

1994 CLOSE OUT SALE
YALL COME



14010
CANYON DRIVE
(Across from Ron Clark Ford)
(806) 622-0441
1-800-658-6641

Anchor Marine INC.
Amarillo, Texas

BANK RATE FINANCING

MOTORS
• Outboards • Inboard-Outboard •
• Evinrude • Mercury • Merc Cruiser •
• Force • OMC •

PONTOON BOATS

BOATS (New & Used)
• Bayliner • Astro • Skeeter • Starcraft • Ebbtide • Cobra •
• Buccaneer Deck Boats • Mariah • Galaxie Deck Boats •
• Bass Boats • Cruisers • Ski Boats • Deck Boats • 2-Man Fishing Boats •

ACCESSORIES & TACKLE
• Rods & Reels • Boat Parts & Accessories •
• Fishing Supplies • Water Skis & Equipment •
• Trout Fishing Department • Trailers •

353-9511

SALES • SERVICE • REPAIR

OPEN 8-6 MONDAY - SATURDAY
4217 CANYON DR. • E-WAY & GEORGIA

NEED HELP WITH YOUR HOMEWORK?

M.R.L. TO THE RESCUE!

1st & Pierce 1st & Fillmore

WHAT HAVE YOU SAVED ON TODAY?

Marlboro
At The Kitchen & Bath Store
Malboro Cigarettes
2 Cartons for.... \$25.00

AT THE MAIN STORE

2"x4"x4 Ft. Long...50¢ Ea. • 2"x6"x4 Ft. Long.....75¢ Each
Flood Light Set With Automatic Timmer.....\$33.96
Brush Cleaner - 1 Quart Size, Reg. \$2.40 Sale.....\$1.50
Panty Shields, 22 Pads.....75¢
Good Selection Wallpaper Double Roll Bolts.....\$7.88 Ea.

AT THE DOOR STORE

LEADED GLASS ENTRY DOORS Normandy 36/80...\$425.00
Beverly 36/80.....\$625.00 Brittany 36/80...\$575.00
Bifold Doors... "24" "30" "36".....\$12.50
Laminated Pressed Wood ...4'x8' 7/8" Thick.....\$10.00 Ea.

AT THE KITCHEN AND BATH STORE

TRI-VIEW MEDICINE CABINETS with Light Bar, Available in White, Almond, Blue and Rose, 31" wide x 30" tall, Your Choice Only.....\$100.00
WALL CABINETS For the Bathroom, Wheat Door Design Only.....\$35.00
DECORATOR STYLE KITCHEN FAUCETS High neck design with sprayer and more. Reg. \$65.00Sale \$45.00
SELECT GROUP BASE CABINETS Good for Work Shop
Your Choice.....\$10.00 Each

Open Mon.-Fri., 9:00A.M. - 5:30P.M. Sat., 9:00A.M. - 5:00P.M.

Merchandise Recyclers Liquidators Shop at all 3 Locations & Save!

98 Fillmore Kitchen & Bath
373-6662 • Amarillo
99 Fillmore Door Store
374-6662 • Amarillo
100 Pierce Main Store
372-6662 • Amarillo

AgReview



South Plains

Ag News

Sept 14 -15\

West Texas Agricultural Chemicals Conference, Lubbock Plaza Hotel, Lubbock

East Texas Bedding Plant Seminar, Cherokee County Office-Norman Activity Center, Jacksonville

Sept. 15-16

Beef Efficiency forum. Texas Tech University Meats Lab and the University Center, Lubbock

Sept. 16

Agricultural Awareness Day, Texas A&M University Agricultural Research and Extension Center, Lubbock

Sept. 20 TUES

Pumpkin Field Day, Carthel Farm, Floydada.

Bob Carter discusses beef board emphasis

Beef Board Secretary-Treasurer offers viewpoint

By GORDON ZEIGLER

AgReview Writer

"Pretty darn good!"

That's how Plainview's Bob Carter, partner in C-Bar Feedyard, sums up the sales of beef to the consumer this past



R. M. "Bob" Carterr

summer.

Carter, longtime cattle feeder and past president of the Texas Cattle Feeders Association, is serving as secretary-treasurer of the nation's Beef Board.

It's the beef board's job to pump checkoff dollars into promoting the sale and consumption of beef. And anytime indicators show that is happening, guys like Carter are pretty happy about it.

"This slump in prices has been anticipated, I'd say the downturn in prices that started in February of this this has been anticipated for at least a year prior to that," Carter explained.

The advertising campaign and promotional campaign for this year was based on that knowledge "that we were going to have an excess supply of cattle," Carter said.

So what did the consumer do in that time span?

He ate more beef, lots more, according to recent surveys and sales figures.

"We have gone through vey large numbers of cattle and produced big tonnage of beef all this year, and sold it

all," Carter said. "The demand is pretty darn good."

"We're in the phass of the cxattle cycle where we are going to have big numbers of cattle to market for the next three to four years," Carter predicted.

With that in mind, it is hard to anticipate the real improvement in live prices of cattle in that period of time, Carter cautions.

"We have seen during this past an increase in advertising space that retailers are using to feature beef, and at the same time a decrease in pork and poultry featurings," he said. "That, I think is a direct result of our efforts to promote beef to the retailer to get additional featuring of beef."

A new wrinkle tried recently in about a dozen test markets, Carter said, was use of money saving coupons to stimulate beef sales.

"The first bunch of them were in early August and then there was another series about three weeks later. We have en't gotten the results to see how successful that was, but it was one of the devices we are using."

Carter is a strong believe in trying to match beef product to the health conscious and thrift conscious consumer.

For that reason, he believes beef popularity has grown thanks to a push by packers to more closely trim cuts of beef prior to shelving in the market.

"That has been really pushed by all of the major packers . . . to achieve a closer trimmed retail product," he said.

The current market is yielding cattlemen lower margins than many in recent times while packers and retailers are in a more advantageous position to buy low, then resell to a beef-hungry consumer market.

Despite criticism afoot concerning the current state of affairs, Carter waxed philosophical about the state of things.

"It's the packers job to buy the live cattle as cheap as he can and it is my jhob as a producer to sell them to him as high as I can," Carter said. "When we have a bountiful supply, it makes my job harder and his easier."

Beef Board announces promotion efforts for FY 1995

Robert M "Bob" Carter of Plainview attended the Summer Meeting of the Cattlemen's Beef Promotion and Research Board in Denver, June 23 - 25, in which the new marketing emphasis of the promotional arm of the industry was announced.

During the meeting the Beef Board established a fiscal year 1995 budget which addresses the current cattle market situation and coordinates check-off investments based on program spending at both the state and national level. Carter serves as secretary/treasurer of the Beef Board and as a member of the Beef Board's Operating, Executive, Planning, Administration and Budget and Finance Committees.

Due to the current market situation — the increase in beef supplies and sharp drop in cattle prices — the 1995 budget puts added emphasis on promotion and foreign marketing programs that have the potential to move beef short-term, yet does not jeopardize other programs that benefit the industry in the long-run.

The FY95 budget (Oct. 1, 1994 - Sept. 30, 1995) also takes into account a Combined Statement of Beef Checkoff Activities, which is an incorporation

of financial information from each state beef council, as well as the National Cattlemen's Association, the Beef Industry Council, the U.S. Meat Export Federation and the Beef Board, to detail the spending of all state and national check-off funds — thus improving the coordination, efficiency and effectiveness of the checkoff program.

The FY'95 Beef Board budget is as follows: Promotion — \$25,150,000; Research — \$4,200,000; Consumer Information — \$3,000,000; Industry Information — \$4,000,000; Foreign Marketing — \$5,000,000; Producer Communications — \$500,000; Evaluation — \$200,000; Program Development — \$450,000; USDA Oversight — \$250,000; and Administration — \$2,250,000 (by law, the administration budget can be no greater than 5 percent of revenue and actual administrative expenditures have been much less.)

The Beef Board Executive Committee also acted to create a task force, with representation from NCA, BIC, MEF and the Beef Board, to develop a contingency plan for dealing with sharp declines in the cattle market. In related action, the Beef Board encouraged NCA to pursue additional sources of

commodity contingency funds from USDA and encouraged BIC to solicit voluntary funding from the packing industry.

Another highlight of the meeting was the presentation of 1995 draft project authorization requests. Beef Board committees reviewed and prioritized proposed projects and made recommendations as to whether the individual projects merit 1995 beef checkoff funding. The funding recommendations will be passed on to the Beef Promotion Operating Committee for final funding decisions in September.

The Beef Board is accountable for overseeing the national, one-dollar-per-head beef checkoff program including planning, budgeting, evaluating programs, collecting checkoff assessments, assuring compliance with the Beef Promotion and Research Act and Order and certifying state beef councils. The Beef Board's 107 members are appointed by and held accountable to the Secretary of Agriculture. Board members represent all segments of the beef industry including beef, veal and dairy producers and importers.

Cattle, livestock industry vital part of Castro County

The cattle feeding and livestock industry in Castro County had its official beginning in 1883, when J.W. Carter, the county's first settler, purchased land in Castro County.

In 1993, the county ranked second in the area in fed cattle numbers and boasts the region's largest feedyard.

Between those two statistics came years of "blue northers," grasshopper plagues, prairie fires and "black duster" sandstorms,

as well as years of change and persistent growth.

The root of survival for the cattle industry was the native grasslands in the area—Buffalo Grass, Blue Gama, side oats gama and mesquite. But in order for the cattle to feed off of the grasslands, moisture was needed to help the grasses grow. However, the elements didn't always cooperate.

Over the years, the cattle industry in Castro

County survived many natural as well as man-made threats, but the early years seemed to create the worst obstacles.

The disasters continued in the 1930s with the black duster sandstorms that buried the county's cattle forage under a layer of sand.

With one disaster after another, many of the early settlers moved on.

Of those that stayed, a few farmers and ranchers began to construct small feeding pens and fed their cattle on the farm.

With the onset of irrigation and the increased production of grain sorghum in the county in the 1940s and 1950s, the number of farmers and ranchers feeding their cattle on the farm grew.

Large commercial feedlots started springing up in the county in the late 1960s and soon they mushroomed into one of the county's biggest industries.

Today, feedlots in Castro County feed over 650,000 head of cattle per year, according to the 1993 Fed Cattle Survey released by Southwestern Public Service Co.

The report listed 660,981 head fed in the county

last year, which was up considerably from the 626,392 fed in 1992.

The region's largest feedyard, Bar G Feedyard, has an annual capacity of 75,000 head. Other feedyards in the county include Dimmitt Feedyard, 45,000; Rafter 3 Feedyard, 40,000; Seven X Feed Yard, 30,000; Cluck Feed Yard and Hill Feedlot, each with 20,000; LS Feeders, 17,000; Smith Cattle Feeders, 14,000; Texzona II, 12,000; Sunnyside Cattle Co., 10,000; Beef Co., 9,000; and Bridges Cattle Co. and Look Cattle Feeders, each with 5,000.

The fed cattle numbers alone do not represent the entire livestock industry in the county. Also included should be the sheep, swine and ostriches, as well as horses. Then there are the marketers and processors. And of course, numerous support industries add to the economy, including feed suppliers, health supplies, veterinarians, and hardware suppliers and repairers.

From the early-day tradition of the open range cowboy to the modern day technology of feedlots and scientifically formulated feeds, the cattle and livestock industry is an important part of our area's economy.

(Information for this story was obtained in part from the *Castro County History, Vols. I and II.*)

FARM EQUIPMENT

FOR SALE: JD 40-ft. deep furrow drill, LZ 1010 with marker and lights. JD 4840 overhauled, duals, Krause 27-ft. double offset disc. 352-8248, 647-7217. 22-1tc/ccn

FOR SALE: 4020 LP tractor with roll bar, shade, \$7,000, O.B.O. Also, 20-ft. Tye drill, 10-inch spacing with big box, \$2,500. Both extra clean and nice, ready to use. 806-276-5678, Hereford. 22-1tc/ccn

VEHICLES

MUST SELL! 1994 Chevrolet Corsica, four-door, V-6, automatic transmission, power windows, power door locks, tilt steering wheel, cruise control, AM/FM stereo cassette, and much more. No old contract to assume, no back payments to make. Just need responsible party to make reasonable monthly payments. Call Gene Hartis in the Credit Dept., Friona Motors, 806-247-2701. 22-1tc/ccn

MUST SELL! '94 Ford Aerostar, XLT, extended van, seven-passenger seating, power windows, power door locks, front and rear air conditioning, cruise control, tilt steering wheel, AM/FM stereo cassette, and much more. No old contract to assume, no back payments to make. Just need responsible party to make reasonable monthly payments. Call Gene Hartis in the Credit Dept., Friona Motors, 806-247-2701. 22-1tc/ccn

VEHICLES

MUST SELL! 1994 Ford Probe SE, automatic with overdrive, power windows, power locks, power mirrors, tilt, cruise, air conditioner, rear window defroster, AM/FM cassette, remote fuel and trunk release, dual air bags, interval wipers and more! No old contract to assume, no back payments to make. Just need responsible party to make reasonable monthly payments. Contact Kim Humphrey in the Credit Dept., Friona Motors, 806-247-2701. 22-1tc/ccn

MUST SELL! '94 Oldsmobile Cutlass Ciera, four-door, V-6, automatic transmission, power windows, power door locks, tilt steering wheel, cruise control, AM/FM stereo cassette, and much more. No old contract to assume, no back payments to make. Just need responsible party to make reasonable monthly payments. Call John Risher in the Credit Dept., Friona Motors, 806-247-2701. 22-1tc/ccn

MUST SELL! '87 Ford F-150, super cab, XLT Lariat, V-8, automatic transmission, low miles, topper, power windows, power door locks, tilt steering wheel, cruise control, dual gas tanks, AM/FM stereo cassette, and much more. No old contract to assume, no back payments to make. Just need responsible party to make reasonable monthly payments. Call John Baxter in the Credit Dept., Friona Motors, 806-247-2701. 22-1tc/ccn

LOST & FOUND

STOLEN EQUIPMENT: S&S 40' soil cultivator with sweeps and Nobel tine harrow, also yellow 12' EMCO dirt mover with hydraulic cylinder taken Aug. 10-13 from lot of North Gin, Dimmitt. \$500 reward for recovery. Call 647-3123. 22-2tc/ccn

FOUND: Large male dog with black, brown and white markings and brown leather collar, obviously well-trained for farm or ranch work. Found Aug. 12 near Thriftway in Dimmitt. If you need a good dog or want this one back, call 647-3123, days, or 647-3535, nights. 22-1tc/ccn

GROWING things are nurtured many different ways.



There are many ways to fatten cattle. There are also many ways that we can help you grow—through loans for production or expansion; or through savings and investments for the future. We're here ready to serve you, and we gladly salute the men and women who have made the cattle feeding and livestock industry in Castro County and the area what it is today.



Member F.D.I.C. DIMMITT BRANCH
215 W. Bedford • 647-2265

We're all new! and ready to serve you!

New owners Ted Curry, Robert Powell and Gene Daves offer their years of cattle knowledge, and feeder cattle and calf sources.

We are proud to announce that our **New Steam Flaking equipment** is completed. We offer milo and corn rations, with highly competitive feed prices. Plus,

Orita Cattle Finance is ready to help you finance cattle and feed, and offers help in risk management.

Sunnyside Feedyard

Joe Easley, General Manager

US 385 806-647-4251
15 miles S. of Dimmitt

LOOK what we can do for you!

- 🐄 Backgrounding
- 🐄 Pre-conditioning
- 🐄 Custom processing
- 🐄 Wheat pasture available

Serving you since 1988

LOOK Cattle Feeders

Fred and Sandy Lookingbill

647-5427

Home phone: 357-2552

11 miles W. of Dimmitt on Hwy. 86

We Salute the cattle feeding and livestock industry in CASTRO COUNTY and the area!



The cattle feeding and livestock industry in Castro County and the area provides a big share of the economy that keeps our area thriving and growing. We appreciate those who are involved in each aspect of the industry and who help to keep it strong and vital. From the small farmers and ranchers to the commercial feedlots, and from the smallest suppliers to the largest marketers and processors, each one has an important part in maintaining an industry that has played a big role in the history of our area, and will continue to be a driving force in its development. To each one, we say, "We salute you!"

Westex Federal Land Bank Association

105 W. Bedford, Dimmitt

647-4178

it may yet be a while before things head back in the direction of higher fed cattle prices. "You can't get out of an over production cycle that quick. It takes a year or two to work out of one of these situations," cautioned McNeill, of Carson County Feedyards in Panhandle.

"I don't think we have any choice but to hang tough right now. It is the nature of our business to have ups and downs in it like this," McNeill added in an interview Saturday.

The damage has been extensive among cattle feeding entities across the cattle feeding region, due to eroding prices.

"There is no getting around the fact this industry has been terribly, terribly hurt," said McNeill. "I have seen estimates of the amount of equity lost just in the

Texas, New Mexico area. It is probably, when I saw these figures, in the range of \$167 million for January through July. So it has probably grown since then."

Unfortunately, there will be some casualties.

"We are going to have some new players here," he said. "Some have lost equity and can't come back."

McNeill said he is confident, however, the "day in, day out feeder" will stay in preparing for the rewards of a better market on down the road.

The positive side of the picture for feeders will be anticipated cheaper feeder cows in the near term.

"The cow-calf man will take less for his cows. You've got to cut production. So it kind of flows down here. You'll get the dis-benefit of a bad market. No one likes that."

"There's been too

much production in the cow/calf end, plus we had an easy winter and some competition from competing meats."

McNeill said feeders are thankful that beef demand has been good.

"The retailer has done a good job. And the industry has done a good job of advertising and has moved a lot of tonnage."

McNeill compared the current spell in the market with other memorable downturns in the past.

"The '73 break... that was very devastating," he recalled. "And the dairy buy out was what changed our market considerably. And, more recently, in August of 1991, when we took such a drastic drop in the market cattle were losing \$200 to \$250 a head."

What distinguishes the current market, however, is its duration.

"This has lasted so long and it involves so

POSITIVE SIGNS IN THE BEEF INDUSTRY:

- USDA announced it will purchase up to \$50 million worth of fed beef for the National School Lunch program;
- The National Cattlemen's Association and Beef Industry Council held a special background briefing for national news media on the current beef price and supply situation;
- USDA estimated the 1994 corn crop to be the second-largest in US history, leading to lower prices that will help stimulate more exports and domestic consumption;
- The BIC's new beef coupon clipping campaign is in full swing;
- The latest Gallup Poll shows in-home beef purchase intent is up 14 percent and out-of-home purchase intent up 10 percent.

many more cattle," he said. "It has just dragged on longer than anticipated."

"We knew we had too many cattle on feed due to cattle on feed reports and numbers being reported. We knew had some adjustment coming, but didn't know it would be this drastic. But it's not this unusual to have this kind of adjustment when have this many cattle."

Aggravating the market was a mild winter, with cattle performing well through the spring and summer.

This combination of "too many cattle on feed, and too many doing too well" dealt the market a double whammy for cattlemen.

Fortunately, for cattlemen, a huge beef demand was present to move lots of tonnage into the packing plants.

In 1993, for instance, a growth of demand in the wholesale meat market of five percent was experienced.

Demand for beef from the food service sector grew a whopping 10

percent.

"This is the only way to get yourself out of these predicaments, you sell yourself out of them," McNeill said.

"I think that, hopefully, on down the road we will see better times coming. But we have much to work through."

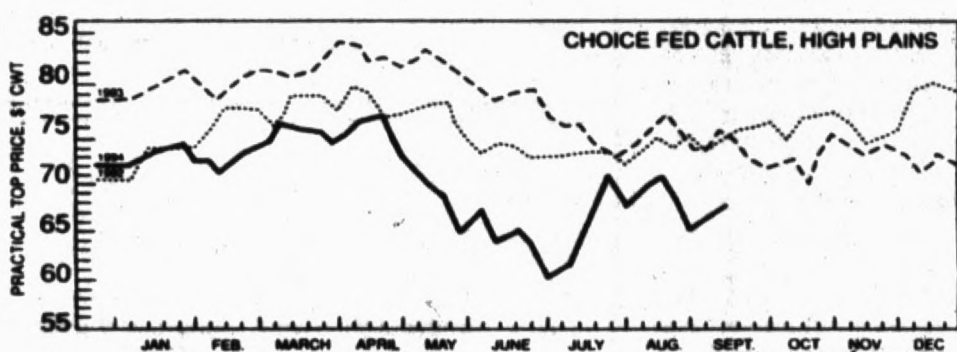
Feeders have seen prices which hit highs near \$83 cwt. in 1993 dip to \$60 cwt. in mid-June, climb to \$70 in July then dip back to the low 60s in August.

"I don't know if we can hold prices," McNeill said. "We think we have hit bottom, seen a turning point, but the next week your down in the mid 60. It's hard to know where we stand."

"We've done our

homework selling cattle," he stressed. "We realize we have got lots to sell. There has been no holding. Granted, we've had a lot of big cattle, but it was not due to holding them."

"There has been enough around for packers to buy without putting a little time on them. We've been pushed into a corner due to numbers available. It's not something we've liked but it's been a part of our business."



Courtesy Texas Cattle Feeders Association, Amarillo

Choice fed cattle, High Plains

The above report reflects market activity through Sept 8.

USED

Grain Drills	\$295-\$1975
Offsets	\$2950-\$3250
IH 140-4-bottom	\$2250
10' Front dozier	\$750
Hamby 7s mulcher	\$775

NEW

- BAKER Swing Mch
- LEE "BOSS" Quick Hitches
- PTO Seeder Boxes \$495
- RAC 21-shank chsl \$2622
- MMC 10' Hyd Blade \$2950

ADAMS
 Farm Equipment Co.
 Idalou Hwy. Lubbock
 (806) 762-2510

WANT TO BUY: Use farm tractors. ADAMS Farm Equipment Co. Lubbock (806) 762-2510.

FOR SALE: 20' & 40' steel ocean shipping containers. ADAMS Farm Equipment Co. Lubbock (806) 762-2510.

BETTER WHEAT RIGHT FROM THE START

INTRODUCING NEW DIVIDEND SEED TREATMENT

- Treated seed makes all the difference. Treated seed gets wheat off to the best possible start. And new Dividend is the choice for treated seed.
- See your treater or agricultural chemical dealer for complete details.

Seed Resource, Inc.
 Tulia, Texas 995-3882 Mick Tucker

Windshields • Windshields • Windshields

Lowest Prices Ever!!!!

Chevrolet & GMC Pickups & Suburbans

1978-1987 Fullsize Pickups & Suburbans (Shaded)	\$68 ⁰⁰
1988-1992 Fullsize Pickups & Suburbans (Shaded)	\$143 ⁰⁰
1993 Fullsize Pickups & Suburbans (Shaded)	\$198 ⁰⁰
S-10 & Jimmy Blazers (Shaded)	\$90 ⁰⁰

Ford Pickups

1980-1986 Fullsize Pickups (Shaded)	\$98 ⁰⁰
1980-1986 Fullsize Pickups (Tinted)	\$92 ⁰⁰
1987-1993 Fullsize Pickups (Shaded)	\$98 ⁰⁰
1987-1993 Fullsize Pickups (Tinted)	\$92 ⁰⁰
Ford Ranger & Bronco II (Shaded)	\$98 ⁰⁰

Dodge Pickups

1974-1993 Fullsize Pickups (Shaded)	\$125 ⁰⁰
1974-1993 Fullsize Pickups (Tinted)	\$100 ⁰⁰

*All above prices are installed plus tax.

75% OFF All Foreign Windshields
75% OFF All Domestic Windshields

*Plus labor, kit and tax

Windshield Repairs \$20⁰⁰
 Installed in Lubbock Only Offer good through September 30, 1994

Crafton's Glass Inc.
 4801 I-27 744-4838 744-3511 Lubbock

Region's feedlot capacity at 3.07 million in 1993

CATTLE, from Pg. 1

The 1994 Fed Cattle Survey of Southwestern Public Service Company sheds light on the state of the Texas Panhandle/Eastern New Mexico cattle region — called the Cattle Feeding Capital of the World.

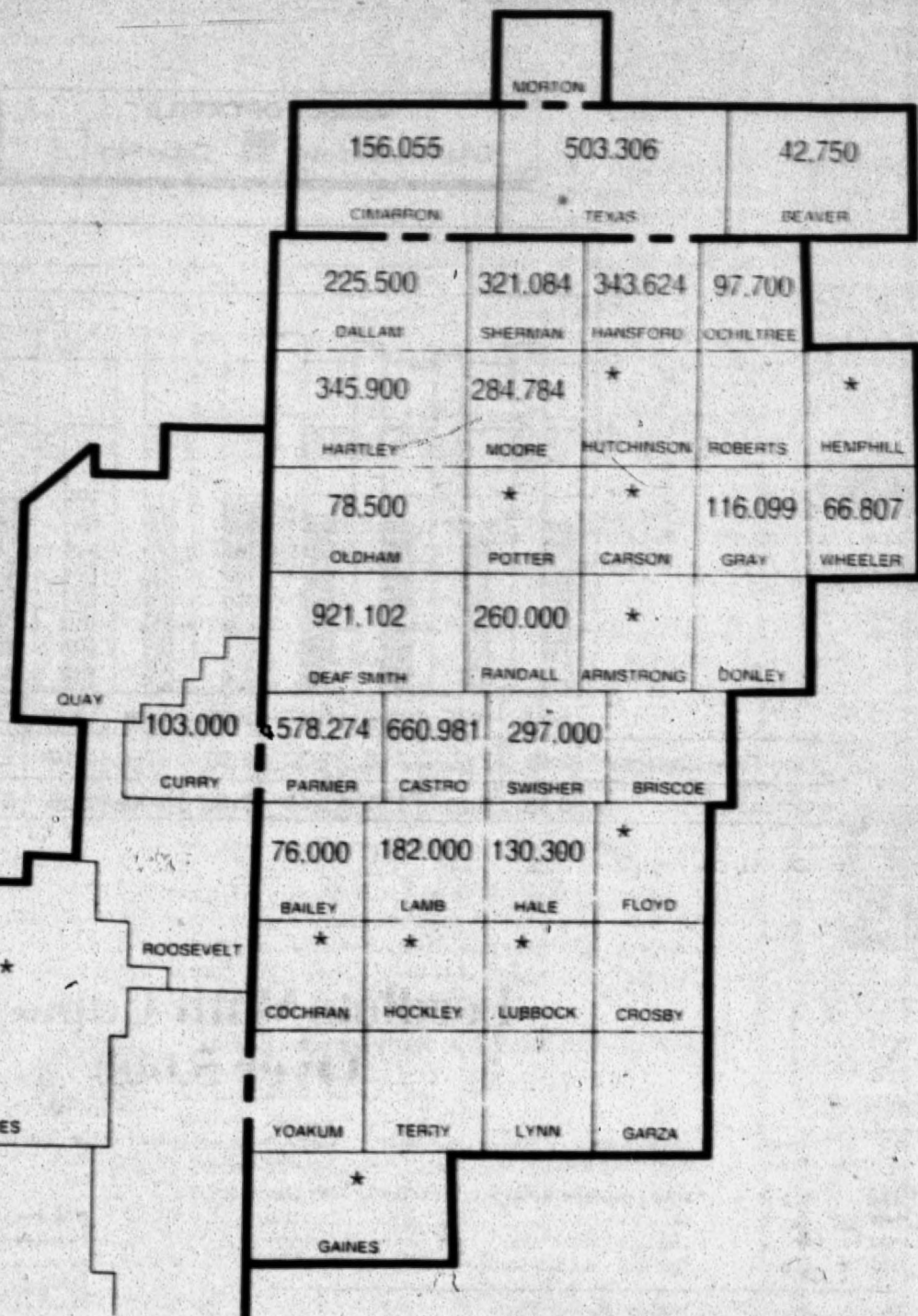
Total capacity of feedlots in counties served by SPS stood at 3,071,450 in 1993.

Actual number of cattle fed in the region was 6.269 million in 1993.

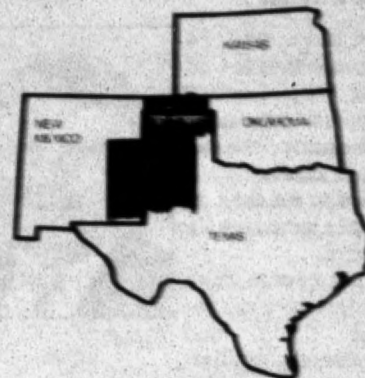
Of the 14 packing plants in the survey, total annual capacity was listed at 5,292,600 head.

Growth of the fed cattle industry appears steadily upward since 1984. The numbers of cattle fed grew from approximately 5.3 million in 1984 to 6.269 in 1993.

Capacity of the region's feedlots has also grown — from 2.6 million head in 1984 to 3.07 million in 1993.



SPS Service Area



Recorded weekly gain set in July marketings

Feedlot managers the week of July 15 saw record one-day and weekly cattle price advances and near-record weekly sales in Texas, according to Knight-Ridder Financial News.

In Texas, fed cattle cash prices soared \$3.00 per hundredweight July 11, matching the record one-day gain set June 22, 1986.

Prices continued to climb, setting a record \$7.00 weekly advance. The previous record weekly price gain, at \$5.00, was in the week of June 22, 1986, according to Jim Gill, market director with Texas Cattle Feeders Association. Top trade was \$69.00. USDA reported 115,000 cattle sold in Texas during the week.

Tom Brink, director of research for Cattle-Fax says it is important that the industry continues to sell cattle, because it will have to move the largest supplies of cattle of the year in the next three weeks.

U.S. cattle on feed hit 7.37 million

WASHINGTON (AP) — The number of cattle on feed totaled 7.37 million head in July, down 3 percent from July 1993 but up 5 percent from two years ago, according to the Agriculture Department.

July placements were 1.53 million head, up 2 percent from the same month a year ago and 7 percent from 1992.

Disappearance — cattle lost for a variety of reasons, such as death or movement from feedlots to pasture — accounted for 55,000 head in July, a decline of 32 percent from last year and a drop of 35 percent from 1992.

Net placements, which account for disappearance and other factors, totaled 1.47 million in July, up 4 percent from 1993 and 9 percent from two years ago.

Marketings for July dropped 2 percent from 1993, to 1.65 million head. This also marked a 2 percent decline from 1992 levels. These were the lowest marketings for July since 1984.

The July estimates are based on monthly reports from seven states.

Of the total cattle on feed, 90.8 percent were at feedlots housing more than 1,000 head.

Help Wanted

WELDERS & SHOP HANDS NEEDED - Apply in person - Lorenzo Manufacturing, Lorenzo, Texas

MOM'S DREAM Lose weight, work part time or full time. Earn more than your spouse. I did! Call Debbie 906-797-2214

SINGER • KENMORE • WHITE • PFAFF • NECCHI • ELNA • VIKING • BERNINA • MONTGOMERY WARD

ONE DAY SERVICE, \$24.95

SINGER Reg. \$54.95

Clean, Oil & Adjust Tensions Any Make or Model

SINGER SERVICE CENTER

6418 Slide Rd. Lubbock Tx • 796-0608

Monday-Friday 9:30-5:30 • Saturday 9:30-3:00

NEW HOME • ATLAS • BROTHER • SEARS • DRESSMAKER

WATER PUMP SPECIALISTS



\$10.00 Off With This Coupon
Any Pump. We specialize in hard to find cases. Pumps rebuilt & shipped same day received!

FREIGHT FREE!! 800-365-1981

O & G WATER PUMP CO.

1102 AVE. "A" LUBBOCK, TX 79404

2-DAY ANTIQUE AUCTION

COUNTRY FAIR PLAZA ANTIQUES

Sat. 9 a.m., Sept. 17/Sun, 1 p.m., Sept. 18

DOWNTOWN SPUR, TEXAS

7,500 sq. ft. full of American Antiques, glassware, gadgets furniture, books, dolls, iron tins, primitives. A 25 Yr. Collection of estates & collectibles. Owner: J. W & Barbara Flud

THURSDAY, SEPTEMBER 22, 1994 - 10:00 A.M.

FARM EQUIPMENT AUCTION

LOCATION: Calgary Gin Yard - From Crosbyton, Tx, go south 19 miles on Hwy. 651 to Hwy. 261 (Calgary, Spur, and Post intersection), then East 3 miles on Hwy. 26

OWNERS: RANDY HADDERTON & OTHERS

SMALL GRADER, STRIPPER & TRAILERS - 1 AC Model D motor grader, motor fair: 1 - JD 283 Cotton Stripper, off JD 4430, on trailer - 8 - Cobey 8x8x24 steel, wire cotton trailers; 1 Cobey 32-ft. flatbed, tandem axle Trailer: 1 Cobey 24-ft. flatbed.

EQUIPMENT - 1 - New Holland 1989 hay swather, 12-ft., # 495; 1 - Caldwell 4-row shredder; 1 Bigham 8 row lister w/5 dikers, dbl. bar; 1 - Springtooth 28-ft. hyd. fold-up w/mulcher; 1-Hamby 8-row rotary hoe; 1 - J. D. 4-bottom break plow, # 835; 1 - J. d. 6 row buster planter; 1-Krause 4-row tandem; 1 - 1,000 gal. water tank, truck chassis, lpg. conv.; 1-6 row drag seat sprayer, 4x4 bar; 1-6 row drag box planter; 1 - Nobel mulcher for tandem

Tool Bar & Tractor Attachments - 8-Stalk cutter row units; 1 - Hyd. 8 row rod weeder; 21 - 1x3 shanks; 2 - J. d. 20.8x38 rims w/poor tires; 6 - J. D. rolling fenders; 1 - Case IH quick hitch, # 2; 1 - J. D. tractor radio; 4 - Stubble mulch shanks; 1 - 200 gal. fiberglass spray tank, 3 pt. w/8 row boom; 8 - Beet knives and frames; 3 - New 18.4x38 Dyna Torque Goodyear Tires; 1 - 18.4x38 Radial Firestone, 6 ply, new; 3 - 10.00 x 16 tractor tires, 3 rib, new; 2 - 11.00x16 tires, 6-ply, new; 1 - Roll-A-Cone 7-9 row markers; 2 - PTO spray pumps; 5 - Ripper Shanks; 1 - Lot miscellaneous shanks, clamps, spacers.

Shop & Miscellaneous - 1 Amy disk roller, small gas motor; 1 - Citation kerosene pressure washer; 1 - Craftsman 15, 12 speed drill press; 1 - Hyd. jack 30 ton-press; 1 - Ingersoll Rand shop air compressor; 1 - 2 1/4-ton floor jack, 2 - 3/4" socket sets, Stanley 13/16 to 2 3/8"; 2 - HD battery chargers; 3 - Chain saws; 1-PU A-frame; 1 - Air paint gun; 1 - Oxygen bottle; 1 - 36" Stilson wrench; 1 - Truck lug wrench; 2 - Hyd. jacks; 1 lot new bolts.

MOSES & ZUBER

Phone (800) 253-2945 — Mobile 657-7945

AUCTIONEERS

ROUTE ONE, BOX 311-RALLS, TEXAS 79357

DWAYNE MOSES, CAI Phone 253-2945

PAUL ZUBER Phone 328-5204

DOUG ZUBER Phone 525-4471

Ernie Davis suspects that packers may be muscle flexing in cattle market

By GORDON ZEIGLER

AgReview Writer

"We have had 14 continuous months of red ink the feedlot industry, and lost a quite a bit of equity," began Dr. Ernie Davis as he tried to put the current cattle situation in perspective.



DAVIS

Recent events have put feeders at a disadvantage and packers/buyers/retailers at an advantage, he says.

"The packers/buyers are still playing hardball with us," Davis said. "It looks to me that if they continue to push down these prices, we eventually will get to where we thin out the numbers in feedlots. Whenever that happens we can get recovery."

Davis admits he thought that could be achieved by October or November, but it doesn't appear likely.

An analysis of recent cattle prices in real terms was almost shocking to marketing specialists.

"When our prices dropped in June to \$60.50, we went back and looked at that," Davis said. "Not in nominal, but in real terms, that is the lowest price we have had in real dollars in the history of the cattle feeding industry."

"That is not the best indication there at all," Davis said. It is bad for everybody. What is happening, during that same time when that price got that low the last week in June, the retailers' margins were the largest they have ever been been at \$1.42 — the retailers are not backing off on their prices, and the margins, for both the retailers and the packers have been good. The feedlots have been victimized by it."

The full impact is seen when comparing prices today to a year ago.

"Now we are seeing those losses in the feedlots reflected in 7 to 8 weight cattle prices," Davis said.

During an interview on Friday, Davis noted that prices were down \$11 from a year ago in 5 to 7-weight feeder weaned cattle coming out of the herds, the prices are some \$10 to \$12 below a year ago, he indicated.

"There is no good news," Davis volunteered. "This is absolutely, probably one of the most dismal markets we have had in a long time."

In talking to some of the producers — many who feel like they are still above the break even level here — Davis sees concern for the next three years.

"So far as feeder prices are concerned, feeder calves will see a continual decline as we thin the herds," he said.

So where is any good news.

Davis said the best news for some will be that price of feeders and feed will be coming down, leading to inputs and cost of production coming down.

"We may get to where we can break even at \$70 per hundred weight, but we've got to get prices back there," Davis said.

The first three weeks in August fed cattle in the Texas Panhandle sold at \$70.38. Last year it was at \$76.96. The five year average is \$73.19.

"Numbers like these kind of tell you where we are," Davis said.

"The thing I am most concerned about right now is the price information we are getting. The packers/buyers are putting on more and more pressure on feedlots to sell on a formula basis, or forward contract. They want control of the cattle, control of the market."

With the prices the prices we are collecting on the market, we sometimes wonder if they are really reflective of what contract cattle and formula cattle are bringing... the formula changes from customer to customer. How many formulas are out there?"

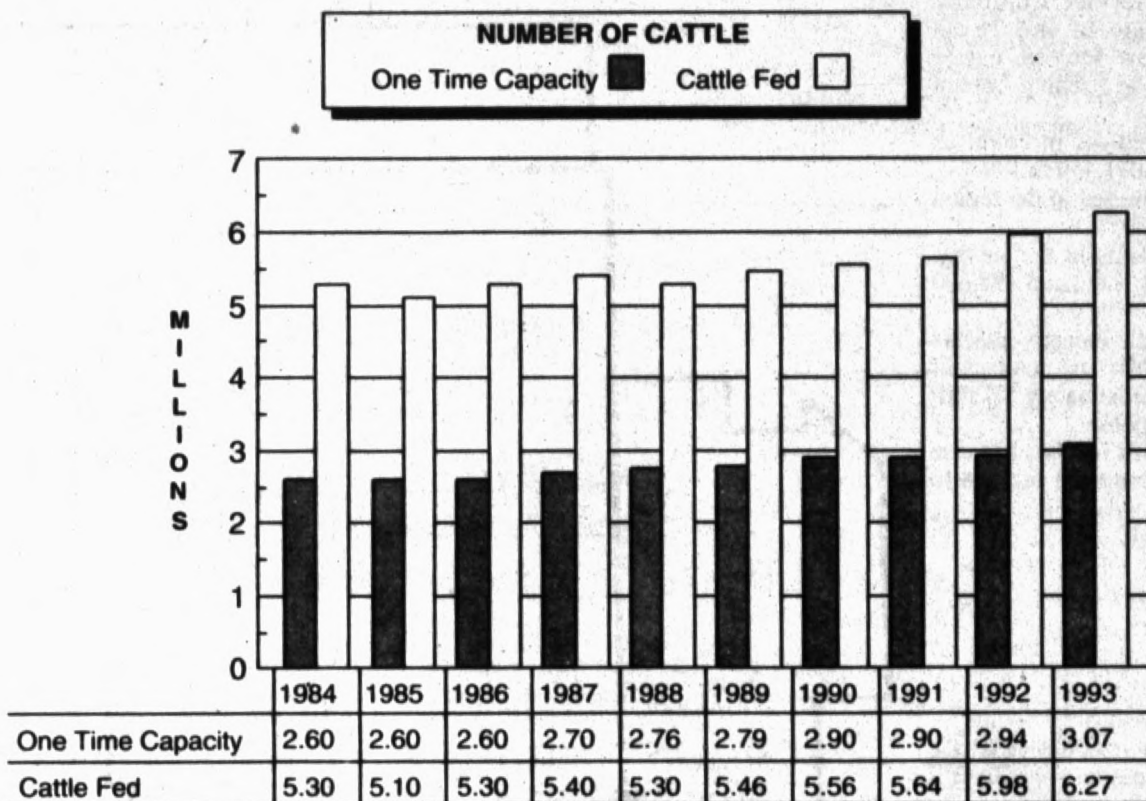
"I think the situation has gotten out of hand," Davis concludes. "The packers have gotten so large, and they are flexing their muscle and trying to control this industry and are doing a pretty doggone good job of it."

"Packers and the stockyard administration has the power or will to regulate and make sure that industry is playing on a level view. They've got the regulations there, if they would force that. I don't see a lot of activity by packers and stockyards in being active players in that market."

"I think packers and stockyard administration are being intimidated by the large packers."

(Dr Ernie Davis, Livestock Marketing Specialist with the Texas A&M Extension Service, is an authority on the cattle markets. He writes a regular column which appears periodically in the West Texas Country Trader and AgReview.)

GROWTH OF THE FED CATTLE INDUSTRY



Feedlots With Capacity Over 5,000

State	County	Feedlot Name	Site No.	Capacity	State	County	Feedlot Name	Site No.	Capacity
NM	Chaves	Bogle Farms, Inc.	96	12,000	TX	Hale	Hale County Feeders	86	10,000
NM	Curry	Clovis Feedlot	97	11,000	TX	Hale	Texzona Cattle Feeders	84	35,000
NM	Curry	Mesa Livestock	120	8,000	TX	Hansford	Caprock #1	22	30,000
NM	Curry	Oppliger Cattle Feeder	119	30,000	TX	Hansford	Caprock #2	24	32,000
NM	Curry	Oppliger Land and Cattle	98	18,000	TX	Hansford	DGC Feeders	23	8,500
OK	Beaver	McGuire Feedyard, Inc.	90	10,000	TX	Hansford	Flint Rock Land & Cattle Corp.	27	10,000
OK	Beaver	Tri-State Feeders, Inc.	14	22,000	TX	Hansford	Frontier Feedyards	25	42,000
OK	Cimarron	Boise City Feed Yard, Inc.	1	10,000	TX	Hansford	Palo Duro Feedyard	28	32,000
OK	Cimarron	Cimarron Feeders	2	62,000	TX	Hansford	Spearman Cattle Feeder, Inc.	26	40,000
OK	Cimarron	Felt Feed Yard	3	10,000	TX	Hartley	Caprock Industries #4	29	54,000
OK	Cimarron	Stafford Feed Yard	4	10,000	TX	Hartley	Hartley Feeders, Inc.	5	25,000
OK	Texas	Brookover's	9	11,000	TX	Hartley	XIT Feeders	30	55,000
OK	Texas	CRI Feeders	11	43,000	TX	Hemphill	Canadian Feedyard	95	30,000
OK	Texas	H. C. Hitch Feedlot	6	44,000	TX	Hockley	Hockley County Feedyard	89	14,000
OK	Texas	Hitch Feeders I, Inc.	8	60,000	TX	Hutchinson	McCloy Feedlot	34	12,000
OK	Texas	Pride Feeders #1	10	43,000	TX	Lamb	Littlefield Feedyard	117	27,500
OK	Texas	Texas County Feedyards	12	26,000	TX	Lamb	Olton Feedyards, Inc.	80	38,000
OK	Texas	Texhoma Cattle Feeders, Inc.	100	8,000	TX	Lamb	Springlake Cattle Co.	116	10,000
TX	Armstrong	Holland Feed Yard	37	5,000	TX	Lamb	Sudan Livestock & Feeding	81	23,000
TX	Bailey	Coyote Lake Feedyard, Inc.	77	22,000	TX	Lubbock	Lubbock Feedlots, Inc.	92	48,000
TX	Bailey	WES-TEX Feed Yards, Inc.	79	25,000	TX	Moore	Cactus Feeders, Inc.	31	63,000
TX	Carson	Carson County Feedyards	38	14,500	TX	Moore	Dumas Cattle Feeders, Inc.	32	22,000
TX	Castro	Bar-G Feedyard	67	75,000	TX	Moore	Texas Beef Producers	33	46,000
TX	Castro	Beef Co., Inc.	63	9,000	TX	Ochiltree	Jade Cattle Feeders, Inc.	103	7,000
TX	Castro	Bridges Cattle Company	127	5,000	TX	Ochiltree	Perryton Feeders, Inc.	109	25,000
TX	Castro	Cluck Feed Yard, Inc.	64	20,000	TX	Ochiltree	Saguaro Feedyard, Inc.	110	15,000
TX	Castro	Dimmitt Feedyard, Inc.	65	45,000	TX	Oldham	FSW Cattle Co.	35	27,000
TX	Castro	Hill Feedlot	68	20,000	TX	Oldham	Kirkland Feedlot	112	10,000
TX	Castro	L S Feeders, Inc.	66	17,000	TX	Parmer	Bovina Feeders	56	42,500
TX	Castro	Look Cattle Feeders	69	5,000	TX	Parmer	Caprock Industries, Inc. #5	62	35,000
TX	Castro	Rafter 3 Feedyard	49	40,000	TX	Parmer	Cattletown, Inc.	57	43,000
TX	Castro	Seven X Feed Yard	70	30,000	TX	Parmer	Farwell Feeders, Inc.	58	25,000
TX	Castro	Smith Cattle Feeders	73	14,000	TX	Parmer	Friena Feedyard	59	28,000
TX	Castro	Sunnyside Cattle Co.	71	10,000	TX	Parmer	Lazbuddie Feeders	55	10,500
TX	Castro	Texzona II	72	12,000	TX	Parmer	PACO Feedyard	61	37,000
TX	Cochran	Whiteface Feedyard, Inc.	88	36,000	TX	Parmer	Paco Feedyard - 2	78	5,000
TX	Dallam	Carrizo Feeders	15	10,000	TX	Parmer	West Plains Feedyard	60	72,000
TX	Dallam	Coronado Feeders	111	58,000	TX	Potter	Tascosa Feedyard	36	15,000
TX	Dallam	Nortex Feedlot	16	17,500	TX	Randall	Lone Star Feedyard	53	42,000
TX	Dallam	Potter & Potter	13	5,000	TX	Randall	Randall County Feedyard	54	65,000
TX	Deaf Smith	Barrett & Crofoot East	44	45,000	TX	Sherman	Dean Cluck Feedlot	18	15,000
TX	Deaf Smith	Barrett & Crofoot West	48	65,000	TX	Sherman	Freeman Feedlot, Inc.	19	5,000
TX	Deaf Smith	Bartlett #2	46	42,000	TX	Sherman	Hart Start, Inc.	17	5,000
TX	Deaf Smith	Champion Feeders, Inc.	45	32,000	TX	Sherman	Morris Stock Farm	7	6,500
TX	Deaf Smith	Circle 3 Feedyard, Inc.	124	20,000	TX	Sherman	Stratford Feedyard	21	80,000
TX	Deaf Smith	Frio Feeders	123	7,000	TX	Sherman	Walter Lasley & Sons, Inc.	20	18,000
TX	Deaf Smith	Great Plains Cattle Feeders	122	26,000	TX	Swisher	Bartlett No. 1	74	35,000
TX	Deaf Smith	Hereford Feedyards	47	48,000	TX	Swisher	Swisher County Cattle Co.	75	50,000
TX	Deaf Smith	Keeling Cattle Feedyard	125	17,000	TX	Swisher	Tulia Feedlot, Inc.	76	25,000
TX	Deaf Smith	Lookingbill Feedyard, Inc.	126	6,000	TX	Swisher	Wrangler Feedyard	118	45,000
TX	Deaf Smith	MC-6 Cattle Feeders, Inc.	121	22,000	TX	Wheeler	Heritage Beef Cattle Co.	42	30,000
TX	Deaf Smith	Southwest Feedyard	50	42,000	TX	Wheeler	Wheeler Feedyard, Inc.	43	12,000
TX	Deaf Smith	Sugarland Feedyards	51	28,000					
TX	Deaf Smith	Tri-State Feedyards, Inc.	52	15,000					
TX	Deaf Smith	XCL Feeder, Inc.	115	6,000					
TX	Floyd	Caprock Industries, Inc.	87	35,000					
TX	Gaines	Agri-Tech Feeders Corp.	94	35,000					
TX	Gray	McLean Cattle Co., Inc.	113	20,000					
TX	Gray	Moody Farms	41	12,000					
TX	Gray	Tejas Feeders, Inc. East	39	15,000					
TX	Gray	Tejas Feeders, Inc. West	40	20,000					
TX	Hale	C Bar Feedyard	82	18,000					
TOTAL CAPACITY									3,046,500

Total Feedlots	
Texas	96
New Mexico	5
Oklahoma	13
Total 5000+ Feedlots	114
Lots Under 5000 Head	11
TOTAL	125

Grape cloning is subject of A&M research project

LUBBOCK — The Texas Agricultural Experiment Station has been evaluating grape varieties for the Texas High Plains since 1968 and has helped to identify the commercial varieties now being produced.

Now, Experiment Station scientists are seeking to identify the vine clones which have the best results in this high-producing region.

Clones of a variety are different sources of the same variety which may differ in vigor, yield and fruit quality due to viruses and mutations. Better clones may result in double the yield in many cases compared to poor clones.

"What we want to accomplish here on the Texas High Plains is to identify which of the clones are most adapted to our micro-environment and then find methods of identifying the clones already planted here on the High Plains so that growers may request replacement vines and new planting vines from the best clones," said Dr. William Lipe, Experiment Station professor of viticulture.

Unfortunately most of the vineyards now in existence on the High Plains and the rest of

Texas were planted with unknown clones.

"What this means to the Texas grower is that he does not know what clone he or his neighbor planted in the past and cannot request more vines of the most desirable clones, n added Lipe.

Most Texas growers get their grape vines from nurseries in

late 1980s California Foundation Plant Materials did not identify the clone on material they distributed and today many nurseries in California still do not identify the clone.

The four primary grape varieties planted on the Texas High Plains are Chardonnay, Cabernet Sauvignon, Chenin Blanc and

smaller planting of Riesling, Merlot, Pinot Noir, Semillon, Cabernet Franc and Melon.

Clones of Cabernet Sauvignon, Chardonnay and Pinot Noir are planted at the Experiment Station in Lubbock and at the cooperative Texas Agricultural Experiment Station-

farm at Brownfield. The Experiment Station at Lubbock represents the sandy loam soils of the Central High Plains.

facility in Halfway, representing the clay-loam soils of the Northern High Plains.

The Experiment Station at the Tech farm in Brownfield represents the sands of the Southern High Plains. Clones of Chardonnay, Melon and Riesling are planted at the Texas Agricultural

"This research should provide identification of the most suitable clone of each variety and in each area and hopefully help us to identify the better clones that exist in growers' vineyards," said Lipe.

Couch chosen to take district extension post

COLLEGE STATION—The Texas Agricultural Extension Service has named Dr. Martha E. Couch to the position of district director-home economics for the Panhandle area, effective September 6. She fills the position held by the late Dr. Judy Flynn.

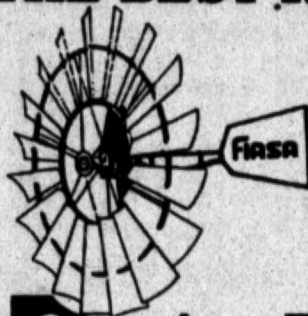
Couch is a 22-year veteran of the Extension Service, having served as 4-H and youth development specialist for the Panhandle and South Plains areas the past 19 years, with headquarters at Lubbock. She also served as county Extension agent in Gaines County for three years.

"We are extremely pleased that Dr. Couch has accepted this key leadership and management position for the Panhandle area," said Kyle Smith, assistant director for county programs with the Extension Service. "She is well versed in the region and knows the Extension faculty, many Extension clientele and supporters."

Couch will be officed at the Texas A&M Research and Extension Center at Amarillo.

SOLD!
COUNTRY TRADER
CLASSIFIEDS

THE BEST IS AS SIMPLE AS 1-2-3.



1 FISA WINDMILLS THE BEST AVAILABLE

• Best Design • Competitive Price • Quality • Effective Warranty • Prompt Reliable Service • Full Line • 6' thru 16'

Ranchers in the Americas buy more FISA windmills than Aermotor, Dempster, "Remanufactured: mills and solar pumps combined.

2 AquaFlex Fiberglass water well sucker rods

NOT JUST ANOTHER SUCKER ROD

Ranchers are finding the missing link to a more cost efficient pumping system. The reasons are obvious: Patented FDA approved electroless nickel plated couplings • Low friction factory installed rod guides • Lightweight • Reduced wear and load on rod and other pump equipment • Selection of size and length • Time tested and proven • Five year guarantee to depths of 2200' • Cost effective •



The Original - TOWNER CUP

by Raindrop Made in Australia

3 to 4 times the life of leathers • Reduce maintenance on cylinders • Work well in new or worn cylinders • Significantly reduce costs of windmill pumping • Non-porous and made to fit. Do not Swell. Prevent Excessive wear on cylinders.

For a dealer in your area call

Amarillo - 800-530-4744 -- Lubbock 800-530-4755



Attention Farmers!

Sell Your Used Equipment
In The West Texas
Country Trader



Reach 33,000 homes in 11 agricultural towns, between Lubbock and Amarillo. List your used tractors, plows, combines, trucks and supplies and expect results.

A 25 word ad is only \$8 per week, 25¢ for each additional word. Deadlines for ads are 1 week before the next issue. Send your form, along with a check or money order to your nearest Country Trader (Newspaper) Representative, or take it to their office.

Country Trader Word Ad Form

Name: _____
Address: _____
Phone #: _____
Weeks Ad Will Run: _____ Amount Enclosed: _____

WEST TEXAS
Country Trader

The West Texas Country Trader is a Supplement of:
Abernathy Weekly Review | The Canyon News | The Carrizo Star | The Lubbock News | The Morning News | The Plains Daily Herald | The Slaterville News | The Valley News

Floydada Livestock Sales Inc.
Quality Service For 21 Years
Don McCandless, Owner
983-2153
N. of City Floydada, Tx.

Custom **TEX ZONA** CATTLE FEEDERS
PAT HALVERSON, Mgr.
291-8081
TEDDY POOL Mack Schmalzried Dave Koontz
Cattle Superintendent S.E.P. Director Yard Superintendent
879-4484 293-7515 385-5626
FM 1914 & SH 179 • HALE CENTER

Custom Grain Harvest

Call
L&J Farms
Hector Munoz
• 9500 John Deere • 9600 John Deere
• 30 & 40 Row Corn Heads
• Sorghum Platform
296-1547
800-988-0900

IN THE TEXAS PANHANDLE
Serviceable-Age Bulls For Sale

Happy Herefords
Nolon & Bobby Henson
806/764-3320
HCR 2 Box 57
Happy, TX 79042

Equine program debuts this fall at West Texas A&M

The fall 1994 semester is providing West Texas A&M University agriculture majors with a new degree emphasis option.

"Students will have an equine industry and business option," Dr. John L. Pipkin, WTAMU's director of

the equine industry program and associate professor of animal science, said. "It will be an integration of business and science principles to horses and the horse industry."

Pipkin said the program will provide students with a broad base of horse and horse industry knowledge as

well as animal science and business training.

"The program is very unique because it is the only one of its kind in the United States," Pipkin said.

According to Pipkin, there has been wide response to this program across the country.

"The potential stu-

dents recognize the marketability of a merge of the two areas," Pipkin said. "There are many facets of the horse industry including recreation, show, race, as well as allied industries such as health, equipment and feed."

Pipkin forecasts enrollment of between 50 to 100 majors within

three years.

Along with the degree emphasis option, Pipkin plans some aesthetic and functional changes

to the WTAMU Horse Center in the near future.

"We are planning a renovation of the facilities to incorporate addi-

tional teaching and research facilities," Pipkin said. "We also plan a modification of the facility to better meet animal housing needs."

Pipkin began his appointment Dec. 15, 1993.

Message is clear: Consumer, buy and eat more beef!

Consumers get word: "Buy beef now!"

Listed below are results of some of the recent programs funded through checkoff investments of state beef councils and the Beef Board, and through investments of packers and processors. For information, contact BIC Update editor Joanne Fields at 312/670-9230.

Returning \$27.36 on every checkoff dollar invested, the test Cut & Save Label Incentive

Program moved an additional 585,838 pounds of beef and increased net beef sales by close to \$1.7 million. Texas was one of three state beef councils participating in the program.

Beef recipe releases moved more beef during the biggest grilling holidays— Memorial Day, Father's Day and Fourth of July. The recipes were picked up by 673 newspapers with a combined circulation of more than 19 million.

The Fast Family Favorites full-color recipe page has been requested, to date, by food editors from 94 newspapers with a combined circulation of 6 million.

To promote beef within the foodservice industry, BIC participated in three trade shows during July. Checkoff-funded materials were distributed to foodservice representatives from schools, colleges, nursing homes, hotels, motels and other institutions.

Dietitians found our "Beef is as easy as 1,2,3" ad to be the most interesting ad in a recent issue of the Journal of the American Dietetic Association, according to READDEX scores.

About 110,000 "Eat well, grow strong" posters, developed to teach children how beef fits into a healthy well-balanced diet, have been distributed since March. Survey results indicate that nine out of 10 teachers have used, or

plan to use, the poster and accompanying educational materials. Findings also show 98 percent of teachers felt the program was "very good" or "good."

To reach youth outside the classroom, a publicity program targeted at youth-oriented media has been launched. News releases, camera-ready games and puzzles, and a video news release will be distributed to youth media during the next few weeks.

Farm safety is object of unique John Deere program

Deere & Company has produced and released three 30-second public service announcements (PSA's) on tractor safety as part of its safety education efforts. The announcements were distributed via satellite to over 650 television stations throughout the U.S. during March.

"Accidents involving farm tractors of all sizes and brands claimed over 300 lives in 1992 according to National Safety Council estimates," says Al Higley, spokesman for Deere & Company. "These public service announcements represent one approach among many that John Deere is using to remind farmers and their families to operate tractors safely at all times. The goal of this and other efforts is to help reduce the number of tractor accidents and fatalities rural America experiences each year."

These PSA's address three of the most common types of accidents involving farm tractors: runovers, overturns, and pto (power takeoff) driveline entanglements. Although John Deere tractors are shown in the announcements, the information on safe operation is

appropriate for all tractor brands.

One of the PSA's focuses on resisting the temptation to let children (or anyone else) ride along on a tractor designed for only one person — the operator. A rider who falls from a moving tractor could experience a serious injury — or worse.

A second announcement warns farmers about the danger of attempting to bypass the normal procedure for starting a tractor. Bypass starting by shorting across electrical connections on the starter while standing on the ground is a dangerous practice. It puts operators in a position where they could be

run over if the tractor is left in gear, starts, and moves.

The third PSA provides several safety reminders for

tractor owners and operators. These safety messages include equipping older tractors with a ROPS

More information about John Deere safety materials is available by writing Deere & Company.

Adoption: Happily married and we wish to adopt a baby. Stay at home Mom. Call Shirli & Tom collect anytime. (806) 358-7743.
It is illegal to be paid for anything beyond legal/medical expenses.

Want To Buy Hegari Or Red Top Seed Off The Turn Row 258-7394

HAVE CRUSHER WILL TRAVEL




Completely portable on-site custom crushing of your caliche rock for all your crushed caliche needs. We can also haul and spread the material after crushing it.

• 1-800-585-4854 •

OFFICE# 806-364-2322 • NIGHTS 806-364-5205
MOBILE 806-346-1024 • HOLLY RD. HEREFORD, TX

GRIEGO DRAGLINE INC.



Farmers & Ranchers


A few of the growing needs of farmers and ranchers in the '90s include financial stability, operating efficiencies and profitability. The people who understand these needs the most are the agricultural specialists at the LAND BANK ASSOCIATION. They will work with your individual needs to help ensure you a successful operation.

So, if you are considering making changes in your operation, see the LAND BANK ASSOCIATION for additional information on a loan program to fit your specific needs.

Stop by or give us a call!

Association offices conveniently located at:

<p>AMARILLO 3615 S. Georgia (806) 353-6688</p> <p>CHILDRESS Highway 83 South (817) 937-6181</p> <p>CROSBYTON 207 S. Berkshire (806) 675-2761</p> <p>DIMMITT 105 W. Bedford (806) 647-4178</p> <p>HEREFORD 709 N. Main (806) 364-1464</p>	<p>LEVELLAND 613 Ave. G (806) 894-6155</p> <p>LITTLEFIELD 504 Phelps Ave. (806) 385-4425</p>	<p>LUBBOCK 1117 65th Drive (806) 745-3277</p> <p>MULESHOE 316 Main Street (806) 272-3010</p> <p>PLAINVIEW 629 Baltimore (806) 296-5579</p> <p>SPUR 403 East Hill St. (806) 271-3378</p> <p>TULIA 115 N. Armstrong (806) 995-3129</p>
---	--	---



Are you interested in Diesel powered irrigation?

Would you like a free cost comparison?

Fred Garrison Oil Company is now offering a free analysis of your irrigation energy cost. Our investigations of the use of diesel as an energy source have shown cost savings for some of our customers to be as high as 60%. These savings over a year can be as high as \$9,000 per well for some users. We are also cooperating with diesel engine companies to provide an engine and fuel tank for a demonstration. We will compare your energy cost from other sources with a diesel demonstration on your well. If you would like additional information please call our office at 806-296-6353.

1107 Walter Griffin St. **FRED GARRISON** 296-6353
Plainview