

WEST TEXAS Country Trader

The West Texas Country Trader is a supplement of:

Thursday, August 5, 1993

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FloodAid concert set for Iowa flood victims

■ Extending a hand to sister ag region

By GORDON ZEIGLER

AgReview Writer

PLAINVIEW — With memories still fresh concerning its own experience with weather disaster — like the excessive rains that destroyed the 1992 cotton crop — Hale County is gearing up to bring aid to a sister farming region in need — flood-damaged Ames, Iowa.

Plainview, with a history of damaging floods dating back to the early 1960s (prior to construction of flood control dams along Runningwater Draw), will play host to a benefit music event to aid Ames' flood victims.

Plainview has adopted the farming/university community of Ames as beneficiary of a FloodAid concert set Aug. 28-29.

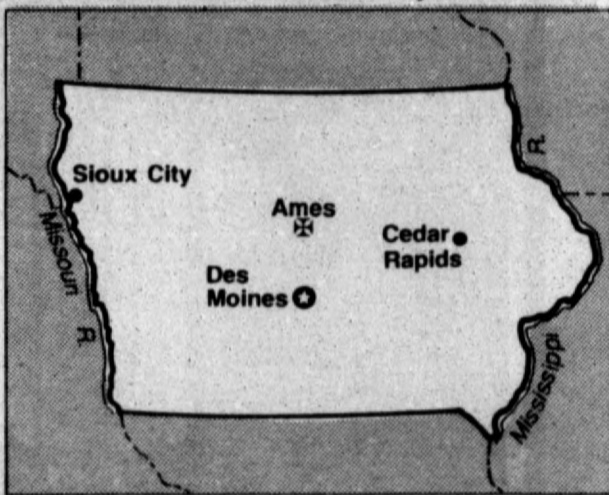
Featuring numerous bands and music styles, the concert will be in Plainview's Runningwater Draw Regional Park, sponsored by KVOP AM, STAR 97 FM and KKYN AM/FM. It grew from a recent suggestion made by a member of the Country Nites band to local radio deejay Randy Ballinger for this West Texas community

to do something to help its neighbors to the north.

All money, after expenses, will go directly to aid flood victims.

Advanced donations are being accepted at American State Bank, First National Bank and Hale County State Bank in Plainview.

In Ames proper, an estimated 2,500 families were left homeless by flood waters.



Iowa

In addition to city damage, numerous Story County farm families have been heavily impacted by excess rains and the flood.

Losses within the city of Ames were high in damaged homes and public buildings, but in the countryside, impact on farm is wide-

spread, and especially devastating for some.

As the city of Ames dries out, the realization of disaster is beginning to become more real for farm families across the county.

"I have never seen such uneven crops," says Barb McManus, farm writer for the Ames Daily Tribune.

McManus describes a bright spot of the the past few days as being the return sunshine to the area.

"For the past week, we have had more sunshine than rain, which is unusual," she reported on Monday.

Torrential rains — which have brought the area one and a half-times its normal moisture already this spring — caused many fields not to be planted this year, and continuing rains wiped out low-lying crops for others.

"For the entire year we usually receive 30 inches of rain," said one spokesman. "I think we're above 45 inches already."

Water is subsiding in the Skunk River and Squaw Creek — tributaries of the Des

See Iowa Flood, Page 4

City groups mobilize aid to Iowa

PLAINVIEW — Hale County 4-H and Hospice of the Plains and city churches have joined the effort to aid victims of the Ames, Iowa, flood.

Roxey Williams, executive director of HOP, has called to offer help to Homeward Hospice of Ames. The Ames hospice includes volunteers who have lost a home to floods.

See Aid, Page 8

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AgReview



Calendar Ag News

Aug. 7

OLTON'S SANDHILLS DAYS Celebration will be held Saturday with a day of festivities including the annual breakfast, foot and bike races, the Sandhills Parade and a volleyball tournament.

Aug. 7

KRESS HI-NEIGHBOR PICNIC — The day begins with a 9 a.m. fun run/walk followed by an arts and crafts show. Ice cream judging at 1:30 p.m. is followed by a parade at 2 p.m. A duck race, evening entertainment and a barbecue culminates the annual festival.

Aug. 14

HART DAYS — The annual Hart Days celebration including the traditional parade is planned for Friday, Aug. 14. A new event, tractor pedal pulling, will also be included.

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 Suzanne 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. There is a \$10 additional fee for late entries.

Menudo made of Panhandle ag products

By GORDON ZEIGLER

AgReview Writer

PLAINVIEW — A value-added food processing plant originally established to cook West Texas-grown pinto beans is already widening its horizons to include new products utilizing Panhandle's own ag commodities.

This month, just as it has established links with two major wholesale grocery distributors to market its Bowl-of-Beans products in frozen food sections of grocery stores in Texas and New Mexico, Beantime Foods, Inc., has introduced yet a new product — menudo — to be sold both in Texas and California.

Beantime believes its latest product success reflects a further opportunity to turn to Texas Panhandle grown beef and food corn in order to diversify its product lines.

"We believe in the value-added concept," explained Johnny Adkins, spokesman for Beantime Foods, Inc. "So we now have turned to Excel in Plainview (just 1 1/2 miles north on I-27) and to an elevator in Edmonson to secure raw ingredients for this new product."

Menudo is a spicy, soup-like mixture of beef tripe, hominy and beef broth — a longtime favorite among Hispanics.

Frozen two-pound containers containing menudo packed with hominy and beef broth will soon be shipped to Los Angeles area super markets at the rate of 4,000 pounds per week.

A trial shipment was forwarded to California in March. Llano Alto Foods of West Covina, Calif., has re-ordered twice and is expected to become a regular customer, Adkins indicates.

Adkins says Beantime is excited about this latest development — which comes as it is beginning to ship more and more pallets of frozen, microwavable pintos to region-wide distributors Affiliated Foods and Fleming Foods.

"Our marketing focus has changed from the Dallas metroplex, and we are in the process of establishing the product within the Panhandle region," Adkins said. "To accomplish this, we have hired a new, full time sales person."

Beantime is teaming its pintos up with menudo in a campaign to place



MENUDO IS NEW PRODUCT — Christi Adkins shows new Menudo and larger-sized Bowl of Beans being produced from South Plains ag commodities.

both on grocery shelves throughout the Panhandle region. Grocery store patrons can find the product in both United Supermarkets and Farmers Country Market stores in the Texas Panhandle under the name Senora Ruiz's Menudo.

Beantime sells the menudo via an agreement with its California supplier, a large California wholesale distributor known as Certified Foods.

Why did Beantime decide on menudo to be its latest food introduction?

"We got the idea from a food processing firm in Abilene that had a chance to market it, but could come up with the recipe," explains Adkins.

Beantime saw quickly that the three basic ingredients of menudo — tripe, broth and hominy — was very similar to its Bowl-of-Beans — which contains beans and sausage.

"We decided it wouldn't be so difficult to cook, and discovered it wasn't," Adkins explains.

An unexpected spinoff of the project is Beantime's discovery that its bean cookers provided the perfect avenue for making hominy from corn

— a very unexpected development.

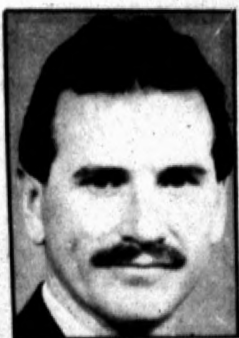
"We had located only two companies that could supply menudo, and it was available in cans only," Adkins said. "So we tried cooking it ourselves, and it worked."

A further development at Beantime is the production of a new, 2-pound microwavable bowl of spiced pintos without sausage, and six-pound transparent frozen bags of both spiced pintos and menudo.

"We are still looking at the institutional market, but we are mainly targeting the average shopper with out family-sized containers," explained Adkins.

Beantime also sees potential for the future in private brand processing of beans for various clients in the region.

Beantime, Inc., leases its facilities from United Bean Marketing Co-op, established by 106 farmers who are also the exclusive growers of pinto beans for Beantime. The management of Beantime includes Adkins and Hoss Farley, both who moved to Plainview from Clyde for the plant start-up. Many farmer members own Beantime stock.



GRAIN MARKET UPDATE

Dr. Mark Waller

The price volatility we have seen the last couple of weeks is indicative of a weather market rally, because traders are uncertain regarding the extent of losses, what the resulting supplies will be, and how high prices may need to go to ration demand.

This is especially true this year, with the weather damage coming from flooding rather than drought. While the market is concerned about the number of acres lost to flooding, it is important to consider the condition of the crop in areas outside the flooded

zone, and how the remainder of the crop is progressing.

The crop condition report released on July 19 shows that the condition of the corn and sorghum crops continues to deteriorate. This combined with crop progress showing only 14 percent of the corn crop silking versus 38 percent on average.

Recent supply/demand report estimates did reflect some degree of flood damage by reducing estimated corn production to 7.85 million bushels.

South Plains
Ag News

Aug. 19

SECOND ANNUAL CARGILL SEEDS FIELD FESTIVAL — Cargill's Hybrid Seed division, located 10 miles east of Plainview on U.S. 70, will hold its second annual Field Festival on Thursday, Aug. 19, from 11:30 a.m. to 7 p.m.

Numerous exhibits and field examples will be available to the public.

Aug. 21

PETERSBURG DAY — Besides the annual Petersburg Day Parade, numerous food and fun booths will be available and the band, Texas Thunder, will entertain during the afternoon.

Sept. 15-19

TEXAS PRODUCE growers will hold the 2nd Annual Texas Produce Convention and Trade Show will be Sept. 15-19 in the South Padre Island Convention Centre.

Information is available from the Texas Vegetable Association, 210-687-7250.

Sept. 16-17

SOUTHWEST BEEF Efficiency Enhancement Forum will take place in Lubbock. The new program coincides with the Golden Spur weekend. Topics include enhancing beef quality, communicating value to the consumer and genetic management for quality. Contact is Dr. Ronnie Green at 806-742-2805.

COUNTRY CALENDAR

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

EC wheat production is dipping

WASHINGTON (AP) — Wheat production in the 12 European Community countries is projected at 83.1 million tons in the 1993-94 crop year, down 2 percent from the previous crop.

"Favorable weather in northern France and Germany improved yield prospects," said a report in this month's issue of World Agricultural Production prepared by the Foreign Agricultural Service.

"IN SPAIN, forecast production increased as reports indicate that the earlier drought was not as bad as first thought," it said.

"In the United Kingdom," the report added, "production is forecast lower due to reduced area."

Pumpkins 'meeting' cotton on Floyd farm

By GORDON ZEIGLER
AgReview Writer

FLOYDADA — Tommy Assiter's cotton and pumpkin plants, growing side by side here for 25 years, often get mixed up.

Especially this year — with excellent growing conditions and moisture helping spur rapid early growth of both plants, especially the pumpkins.

Prolific pumpkin vines have spread their fingers and intertwined with several adjoining rows of cotton, depositing some fledgling jack-o-lanterns-to-be in their midst — and making it hard to tell what's

what among the foliage.

Already, huge yellow pumpkins have appeared amidst squaring and fruiting cotton.

"I found my first pumpkin last week," he beams.

He observes that these huge early specimens — all of the mammoth "Big Mac" variety — are as large as a typical pumpkin might be by Halloween. And, by then, the specialty Big Macs will be tipping the scales at 125 pounds or better.

"Some of my pumpkins are already about 20 pounds I've heard the Big Mac can get as big as 200 pounds, though I've never seen it," Assiter said during a recent scouting tour into his pumpkin patch.

Assiter, a lifelong Floydada general insurance agent, quit farming his own land in the 1950s except about 34 acres of pumpkins. For a quarter century he has leased out his other 300 acres for annual production of mostly cotton, and some wheat.

Assiter is one of a growing number of Floyd County farmers who are including 20 to 40 acres of pumpkins in their annual repertoire of crops.

Varieties grown in Floyd County range from the Big Mac, to the ever-popular Howden variety to pint-sized miniatures. Some farmers have

See Pumpkins, Page 9



Hale votes Aug. 14 on joining water district

PLAINVIEW — An election will be held Saturday, Aug. 14, for residents of a portion of Hale County not currently in the High Plains Underground Water District No. 1 to decide if that area will become part of the District.

Currently, only a portion of Hale County is included in the Lubbock-based, multi-county water district.

Hale County Commissioners' Precinct Two, as it was drawn in 1967, has been a member for 26 years. That includes roughly the southeast quadrant of the county near Petersburg.

The law provides that only registered voters of the proposed annexation area in Hale County must vote on the issue of joining the Water District and of levying an ad valorem tax.

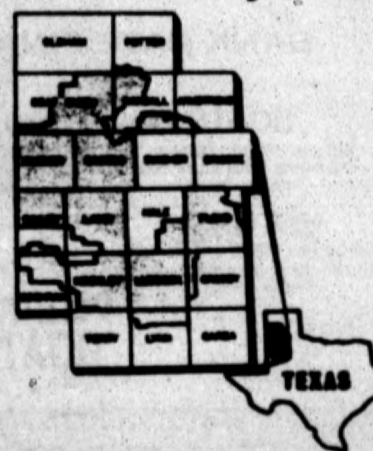
The tax rate levied on property in the annexed territory would be the same rate as is levied to property owners already within the District. Currently that rate is \$.0078 per \$100 valuation. By law, the district may never levy more than \$.05 per \$100 for operation and maintenance.

The territory proposed for annexation includes the cities of Abernathy, Cotton Center, Edmonson, Hale Center and Plainview.

The Water District was first contacted in May, when residents of the remainder of the county expressed an interest in learning more about the Water District and the annexation process.

Water District staff were invited to a meeting at the Ollie Linter Center in Plainview to tell residents more about the District.

A short time later, the HPUWD No. 1



Board of Directors accepted petitions bearing signatures of 229 land owners of the area, requesting annexation. A minimum 50 signatures was required.

A public hearing was held June 4 in Hale Center to give residents the opportunity to offer comments either for or against. Approximately 50 people attended the meeting. Several offered comments for annexation, with no one speaking against.

A second hearing was held June 8 for residents currently in the district to offer comments either for or against. Representatives of Hale County also attended. There was no opposition at the hearing.

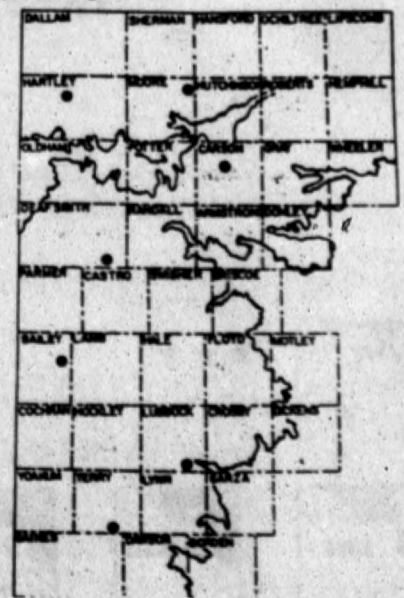
After the hearing, the Board voted unanimously to approve a resolution annexing the territory and calling the election to ratify the annexation and approve the levying of the ad valorem tax.

James Mitchell, president of the Board of Directors, said he was pleased with attendance at the hearing and pleased to see a cross section of Hale County residents in support.

Residents began casting early votes July 26, and may continue to do so until Tuesday, Aug. 10.

Early voting is at:

- Plainview City Hall, 901 Broadway. Karen McBeth is early voting clerk.
- Edmonson Wheat Growers, Edmonson. Freida Jones is early voting clerk.
- Halfway Farm Store. Merwyn Igo is early voting clerk.
- Hale Center City Hall, Lee Dent's office. Lee Dent is early voting clerk.
- Cotton Center School Administration Office, Cotton Center. Holly Turner is early voting clerk.
- Abernathy City Hall. Judy Hewett is early voting clerk.



OGALLALA AQUIFER



FARMS AFFECTED TOO — Flooding in the Ames, Iowa, area included inundating of land in river bottoms.

Iowa Flood

From Page 1

Moines River, which swelled their banks in July as they cut through the mid-section of Story County.

But raging waters have already caused total disaster to crops in many bottom land farms.

With just 60 days of growing days left to make a crop in Iowa, time is running out for development of corn and soybeans — already said to be in a delayed situation. The full extent of the disaster on farms is just beginning to be estimated.

"I'm just guessing, but we're estimating 30 percent loss on corn and also 30 percent loss

on soybeans," County ASCS Director Rod Byenson said Monday.

Some who farm on land lying along county rivers face total crop losses, and some property loss.

"On bottom land, there is just nothing left," said John Creswell, County Extension Crops Specialist.

Hilly land in the area is susceptible to annual losses of acres to farm ponds in a typical year. But this year, ponds have eaten up even more valuable production land.

"Let's take an average 80 acres, where ordinarily you'd have a two-acre pond," explained Byenson. "This year you could say there was 10 acres covered by pond."

McManus, who has observed flooded fields first hand, said few have escaped the

effect of the rains.

"All the fields around here go from small, dead plants where there is mud to corn that is not tassling even though they are tall plants," explained McManus. "It just looks real uneven. It is hilly here, and the corn at the top of the fields is tall, while those down by a pond are either dead or yellow. The crops that aren't flooded out are behind about 2 to 3 weeks."

A truer picture of the losses will not be available until the first frost — just two months away. For that reason, many farmers could see a make it or break it situation based on what the weather will do for the remaining soybean and corn crop.

"They are hoping for a late frost, for the crops that have made it though flooding and

wet weather," McManus said.

But, aside from crop losses, many farmers suffered property damage from the by high water though much of it is believed related to water-logged equipment.

"Buildings and things were not carried away, but equipment was damaged because it was in the water," McManus said.

Needs of farmers are hard to bring into focus, explained McManus. Bringing aid to real human needs among farmers is difficult due to the nature of the farming culture of Iowa and the midwest.

"It is hard to say because farmers are so proud they won't say they need anything," explained McManus. "And they won't know their losses until the frost comes. Many, if they lose a lot of money, just won't make it."

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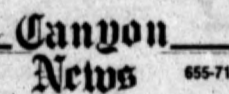
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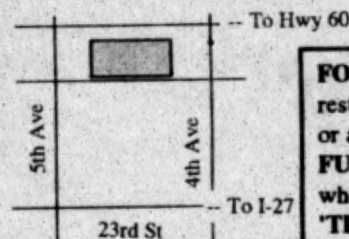
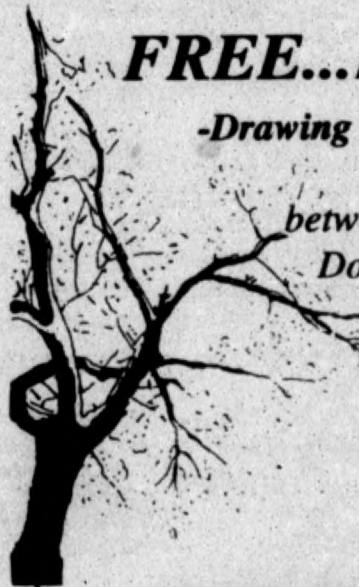
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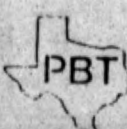
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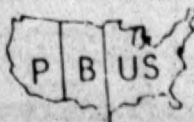
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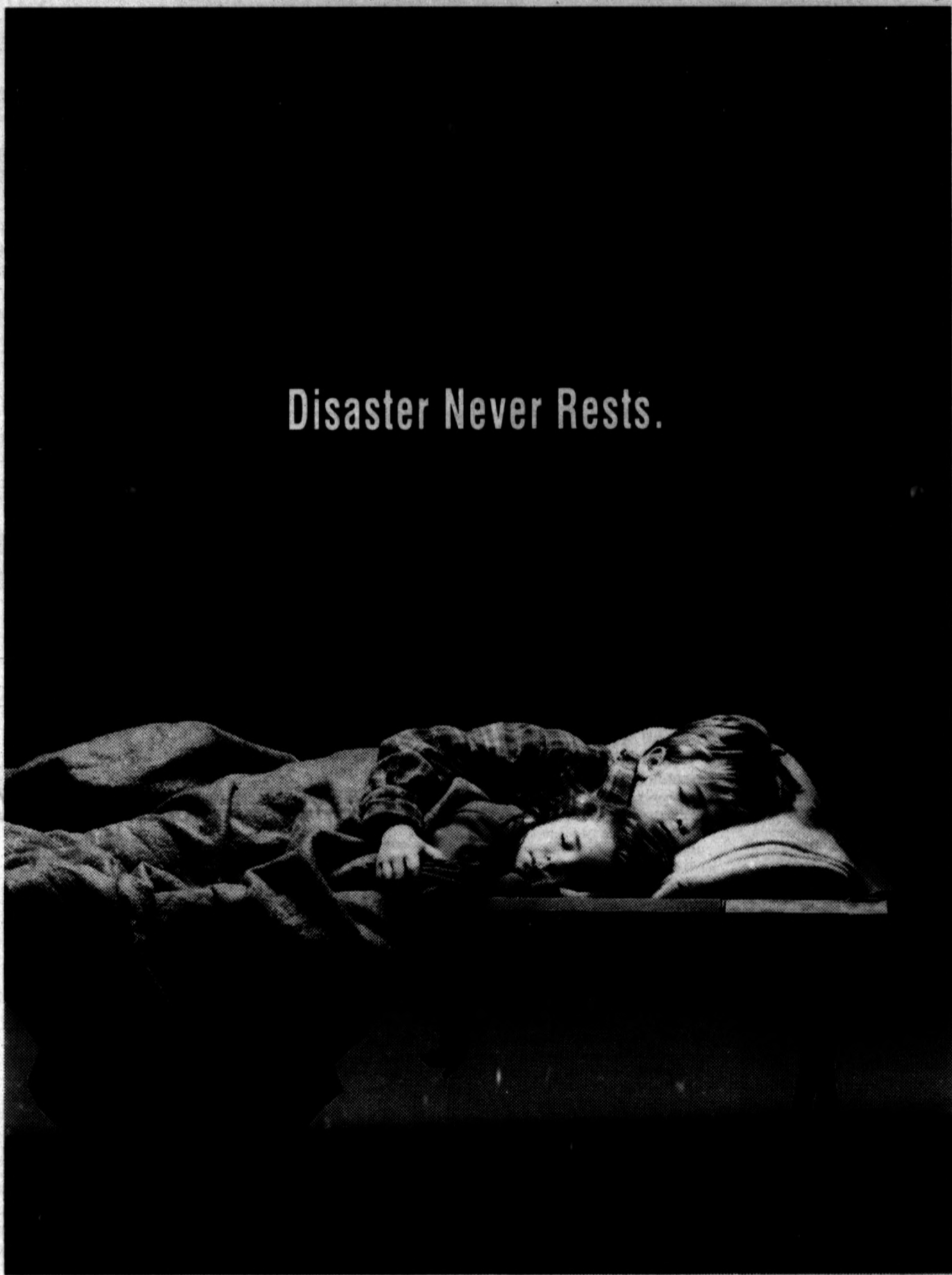
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Photographer: Dana Fineman

Looking past flood damage, farmers now fear early frost

By BARNABY J. FEDER
N.Y. Times News Service

CHICAGO — For all the damage that flooding and drenching rains have caused in the Midwest, most farmers and agribusiness in general are feeling more threatened by weather of a very different sort.

A dry or very hot August followed by an early frost, they worry, could do far more damage than the flooding. The problem is that spring crops were planted late across most of the Midwest, because of a late harvest last year and spring storms.

For millions of acres of corn, August heat could interfere with the crucial pollination process. And both corn and soybeans, the two most important crops in the region, will not have fully matured by the prime harvest time.

"It will take a massive miracle to avoid major crop losses to frost," said William W. Biederman, vice president in charge of research for Allendale Inc., an agricultural products brokerage and consulting firm in Crystal Lake, Ill.

"There will be a lot of discouragement," said Dean Kleckner, an Iowa farmer and president of the American Farm Bureau Federation, an association of more than four million farmers and

ranchers that is based in Park Ridge, Ill. "After this year, some young farmers with a college education are going to say, 'Why bother?' and some older ones are going to retire early."

Some will have the decision thrust on them. About 10 percent of the Midwest's farmers entered 1993 with heavy debts or a record of bankruptcy during the 1980s, said Neil Harl, an agricultural finance expert at Iowa State University. Those already in trouble are the least likely to have crops in storage to carry them through any shortfalls this year.

With the Mississippi and its rebellious tributaries continuing to breach levees and flood tens of thousands of acres of prime Midwest farmland, the immediate hazards of more rainfall are obvious. Even beyond the flood plains, millions of acres of crop land are heavily pocked with newly formed ponds, or are so sodden that the people who farm them expect to produce a fraction of their normal harvest even if the weather improves.

So far, though, much of the crop damage has been offset by ideal growing conditions in the eastern Corn Belt, from central Illinois to Ohio. Many farmers there are enjoying higher prices, and total farm income for the nation may well end up close to the earliest projections for the 1993 crop.

decline in the total output of the farms his company manages.

That assessment squares with the outlook at John Deere & Co., the largest maker of farm equipment. "We have pockets where sales have ground to a standstill, but they are up enough in other areas to average out," said Gordon Tjelmeland, a company spokesman. "So far, we haven't changed our sales projections or production schedule."

Analysts say the weather damage to date, including a severe drought in parts of the Southeast, may eventually push consumer food prices up 1 percent. So far, though, the upward pressure has been limited by huge stocks of many agricultural products and the availability of imports. But an early onset of wintry conditions could have a wider impact on crop yields than the rain and would send prices up sharply.

"Food inflation could go to 3 percent with a bad frost in September," said John McMillin, who follows the big food processors for Prudential Securities.

The sense of heightened risk — and, for some, the opportunity to profit from price swings — has sent prices bouncing upward and trading volumes soaring at institutions like the Chicago Board of Trade, which handles futures and options contracts on farm products. And lenders already made cautious by the crash of the agricultural economy in the mid-1980's have begun to tighten up on credit.

Farmers generally fear drought more than excess rain, a wisdom embodied in the saying "rain makes grain," and a glance at the dry Southeast shows why.

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"There's near-record potential in the eastern Midwest, and most farmers are better off than in the drought of 1988," said Jerry Warner, who oversees the management of 3,800 farms in Midwestern and Western states for the National Farmers Company in Omaha. Warner foresees only a 10 percent

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FLOODED AMES, IOWA — Photo shows damage along Highway 30 near Ames, Iowa, as the Skunk River bursts its banks. The disaster threw 2,500 persons out of their homes, damaged public buildings and also devastated area farmland.

AID

From Page 1

Hale County 4-H'ers have offered to help replace appliances lost by the Builders 4-H Club of Ames when flood waters drenched their concession stand on the fairgrounds.

"The first flood we had filled the stand and probab-

ly ruined most of the kids' equipment," reported Joanne Blanchard, Story County Extension Agent.

With determination and hard work, Ames 4-H'ers have repaired damage and have the stand open this weekend for their annual fair.

Nicole Logan is chairman of the Hale County 4-H citizenship committee

which is involved in the effort.

Local churches have visited with Ames churches in an effort to mobilize help for Iowans.

Information concerning churches and organizations in Ames that might need assistance is available by calling The Plainview Daily Herald Lifestyles Department, 296-1362.

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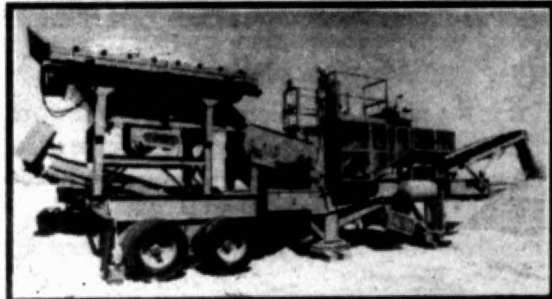
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Peanuts seen in a rebound

WASHINGTON (AP) — U.S. peanut stocks in commercial storage at the end of June totaled 1.59 billion pounds, up about 20 percent from last year.

Commercial processors utilized 129 million pounds of shelled edible grade peanuts during June. Utilization for all peanut butter products was 61.4 million pounds; for peanut candy, 32.3 million pounds; and for snack peanuts, 32.2 million pounds.

Deliveries under the Government Domestic Feeding and Child Nutrition Programs during June amounted to 5,451,472 pounds of peanut butter and 447,570 pounds of roasted peanuts.

Catfish in a supply dip

WASHINGTON (AP) — Commercial catfish producers in the United States had 174 million food-size fish on hand at the beginning of this month, down 13 percent from the July 1, 1992, total.

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Activities set for Aug. 14 in Dimmitt

A parade, a car show, an antique tractor show, outdoor games, a petting zoo, cow patty bingo, kids games, dancing and food will all be a part of the annual Harvest Days Celebration scheduled for Aug. 14 in Dimmitt.

The parade will begin at 10 a.m., and the car show will be from 11:30 a.m. to 6 p.m.

Outdoor games will include the pillow fight, dunking board, horseshoe pitching, washer pitching, water polo, volleyball, tug-a-war, "Back Seat Drivers," and wood construction fun. Some of the games require pre-

registration, and most will have an entry fee. The kids' games will be free with no pre-registration necessary.

Local square dancers will give an exhibition at the Expo building at 8 p.m. with observers given a chance to join in. The street dance, featuring the music of "Slo Motion," will be from 9 p.m. to 1 a.m. on the east side of the courthouse square. There is no admission charge.

Food events will include the Early Settlers potluck luncheon at the Senior Citizens Center at noon; a bar-

becue supper from 6 to 8 p.m. at the Expo, sponsored by the Dimmitt Promenaders, with tickets priced at \$6.50 at the door; and food booths at the fair from 9 a.m. to 5 p.m. will offer items including hamburgers, hot dogs, fajitas, funnel cakes, turkey wings, greater taters, and barbecue.

The County Fair entries will remain on display from 9 a.m. to 5 p.m., and arts and crafts booths will be open until 5 p.m.

Come join us for a really good time, said event organizers.

Parade entries needed

"We want to have the best parade ever," a spokesman for the annual Harvest Days Parade said.

This year's event, with the theme "Swingin' Fifties," will be Aug. 14, starting at 10 a.m. Line-up will begin at 9 a.m. in Dimmitt. Deadline for entry is Aug. 12 at noon. A phone call or a completed entry form is required. Enter by phone by calling the Dimmitt Chamber of Commerce at 647-2524, or write to Parade Entry, 115 W. Bedford, Dimmitt, 79027.

Trophies and ribbons are given to the top entries selected by the judges.

Organizer of the lineup is the Dimmitt Lions Club.

Floats are asked to carry large signs on both sides so that the crowd can readily identify the group or business represented.

Vehicles in the parade will include entries in the car show and antique tractor show held later that day. Classes of cars for the parade will include antique, hot rod, classic and low-riders. Cars carrying dignitaries need readable signs indicating who they are by name and title.

Bicycles do not need to pre-register. All other entries do. Categories include business, civic, vehicle or other.

There is no fee for entry.

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Total farm numbers trend down

WASHINGTON (AP) — There are an estimated 2.068 million farms in the United States, about 1 percent fewer than in 1992, according to the National Agricultural Statistics Service.

In a recent report on farm numbers, the agency also said there are 978 million acres in farms, down 1.8 million acres from last year.

"The rate of decline in number of farms followed the historical trend while the land in farms declined marginally," the report said. "The average farm size increased from 468 acres in 1992 to 473 in 1993."

Texas is the state with the most farms, at 185,000, which is up 2,000 from a year earlier. Missouri is second with 106,000 farms, down 1,000 from last year. Next is Iowa, with 100,000 farms, down 2,000 from 1992.

The number of farms increased in four states: Alabama, with 47,000; Mississippi, with 39,000; Texas, with 185,000; and Wyoming, with 9,300.

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Pumpkins

From Page 2

added exotic gourds, turban squash and Indian corn to their repertoire of fall decorative crops.

Pumpkin raising is a practice dating back 30 years or so in Floyd County, where conditions are well-suited to pumpkins. But in the past 10 years, interest in the crop has grown considerably. Texas A&M now holds an annual Pumpkin Field Day in Floydada to funnel needed information to growers like Assiter.

"It's estimated we have at least 1,000 acres or more of pumpkins, maybe even 1,500 acres, in Floyd County," speculates Assiter. That may not sound like a lot of pumpkins, but each vine is capable of laying down mega-pounds per plot.

Recent impetus for raising the big orange globes has grown since Floydada proclaimed itself "Pumpkin Capital U.S.A." several

years ago. Its annual Punkin' Days Celebration has rated national attention.

Last year, Floydada treated over 1,100 youngsters to a trick-or-treat in the safety of downtown.

Assiter and fellow growers posed for photos last fall as a reporting team from *Texas Highways* magazine came to town for Punkin' Days. An article and photos are set to be published this October in conjunction with the annual event.

Pumpkins have always been an excellent cash crop, says Assiter, who markets his own crop annually through a Dallas broker. His pumpkins annually wind up in Winn Dixie stores, plus are shipped as far as New Orleans and Florida.

"We've probably three or four years wiped out," he says. "But that's about it. Sometimes, disease gets them, like mildew. And I got hailed out one year. But, overall, they've done real good."

Aside from his pride in

pumpkins, Assiter says he is also extremely pleased with the cotton on his farm, and on nearby Floyd County acres this year.

"Cotton is beautiful, all over this county," Assiter said. "It's really loading up, but it could use some moisture. Most of it has been watered once."

Assiter, who sells crop insurance to farmers throughout the county, says the only major disaster suffered so far was the loss of about 5,000 acres in the Lakeview and Dougherty areas. But most of those acres have been replanted with soybeans and sorghum, he says.

"We also have an area toward Center and Cedar Hill that hasn't had the water it needs," says Assiter. "But overall, we have received pretty good moisture."

And some isolated spots

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got damaging hail in late July — wiping out some cotton as well as onions.

This year is a far cry from last year, when Assiter and fellow farmers lost their cotton. Assiter saw his 300 acres replanted in soybeans and sorghum.

"This year it's much better," he says. "This is one of the best cotton crops I have seen in several years."

The Assiter family has been involved in farming in Floyd County for five generations. His great-grandfather established the homestead on which he was born, 11 miles south of Floydada, 63 years ago.

Assiter grew up on the farm of his father and

attended Floydada High School and Wayland College before going to work in farming full time in 1947. In 1954 he entered the insurance business.

He and wife, the former Joy Keeter, raised a family on the farm.

His sons, Tim and Tom, got their feet wet in farming by working on their grandfather's land. Now they are auctioneers. Tom went on to win the International Auctioneer Championships in 1990-91.

His daughter, Darla (Mrs. Jack) Carthel, grew up on the farm, and is now employed, along with her husband, at Pantex in Amarillo.

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FURNITURE & HOUSEHOLD ITEMS

For Further Information Contact Rex Mogg - 806-296-5532

- | | |
|---|--|
| <p>FURNITURE -</p> <ul style="list-style-type: none"> 1 - Queen Ann Sofa, Pink, Blue & White Floral Upholstery - Vcry Nice 1 - Neutral Pattern Upholstery Sofa - Sleeper - Nice 2 - Wing Back Chairs, Rose & White Stripe Upholstery 1 - Tiger Oak Square Top Table, Clacw Foot On Copper w/Glass Rollers 1 - Mahogany Oval Coffee Table w/ Glass Cover 1 - New Magnavox 19" Color TV w/ Remote 1 - Sat Maytag Washer & Dryer - Harvest Gold 1 - Emerson VCR w/Remote 1 - Oak Finish 25 Cup Holder Wall Shelf 1 - Unfinished Wall Hung Quilt Rack 3 - Quilts 1 - Antique Mantle Clock 1 - German Cookoo Clock | <ul style="list-style-type: none"> 1 - Redwood Cedar Chest 1 - Light Blue Recliner - Cloth Upholstery 1 - 9 Drawer Yellow & White Dresser 1 - 4 Drawer Yellow & White Vanity w/ Mirror 1 - Lot of End Tables 1 - Kenmore 4.3 hp Carnister Vacuum Cleaner - Like New 1 - Double Door Metal Storage Cabinet <p>GLASSWARE -</p> <ul style="list-style-type: none"> 1 - Assorted Lot of Roseville Pottery 1 - Assorted Lot of Hummel Figurines 1 - Lot of Crocks 1 - Lot of Old Bottles 1 - Large Lot of Etched Crystal Glassware 1 - Lot of Towels, Pillows & Linens 1 - Lot of Pictures, Stereo And Much More |
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Lunch Will Be Available • Bring Your Own Checkbook

TERMS & CONDITIONS: Cash Day Of Sale, All Items Sold As-Is, Where-Is, Without Warranty. We Act Only As Commission Agents. All Announcements Made At Auction Supersede Any Printed Or Oral Statements Made Prior.

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Rex Mogg LIC. #7322 Plainview, Texas 296-5532	Terry Dunlap LIC. #4859 Lubbock, Texas 745-1846	Larry McNitt LIC. #881 Plainview, Texas 293-3345
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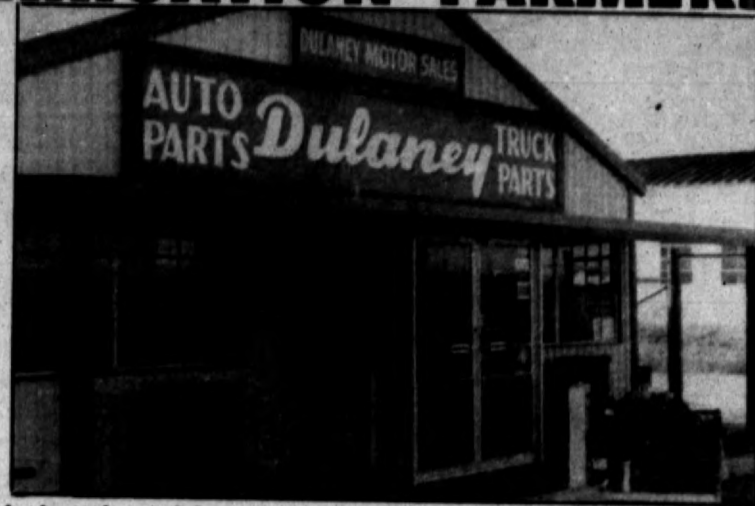
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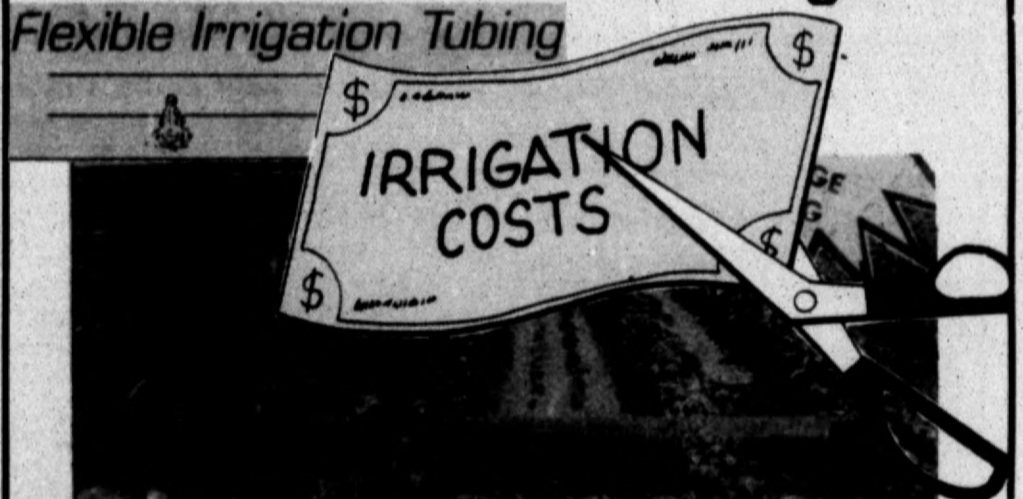
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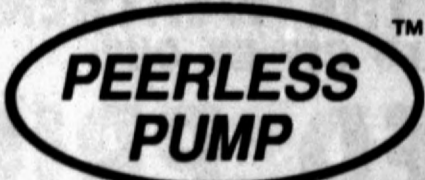
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