

Give The ELDORADO SUCCESS

AS A CHRISTMAS GIFT THIS YEAR. A SUBSCRIPTION FOR THIS COMING YEAR WOULD BE APPRECIATED BY YOUR OUT OF TOWN RELATIVES AND BY OTHERS WHO HAVE LIVED HERE IN THE PAST AND MOVED AWAY. THE SUCCESS WILL PROVIDE A LINK WITH THE OLD HOME TOWN, AND YOUR THOUGHTFULNESS WILL BE REMEMBERED THROUGHOUT THE COMING YEAR.

THE ONE-YEAR SUBSCRIPTION RATE IS \$4.00 TO A TEXAS ADDRESS, OR ELSEWHERE IN THE UNITED STATES AND POSSESSIONS. JUST FILL IN AND MAIL THE HANDY COUPON WITH PAYMENT TODAY. WE WILL BE HAPPY TO SEND A CHRISTMAS GIFT GREETING CARD WITH YOUR NAME.

P. S.: THE SUCCESS SUBSCRIPTION RATE HERE IN SCHLEICHER COUNTY IS JUST \$3.00 A YEAR.

THE SUCCESS, Eldorado, Texas 76936. Gentlemen: Please enter a subscription for one year to the following address; payment enclosed:

Name.....

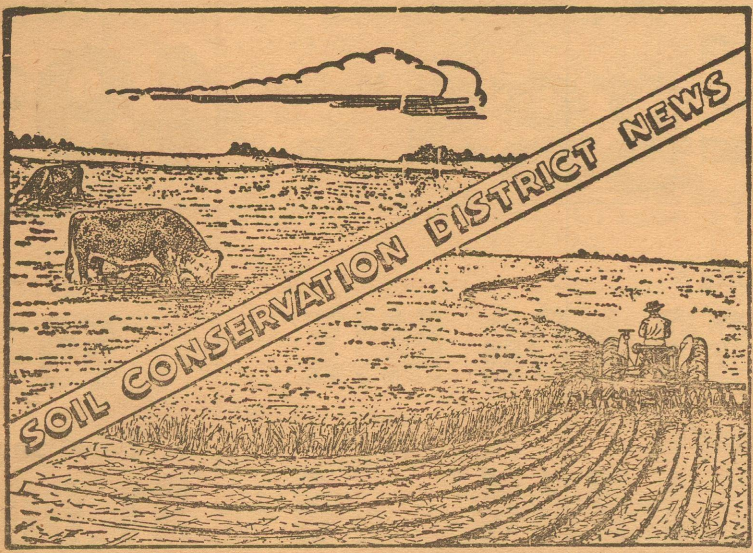
Address.....

City..... State..... Postal ZIP Code No.....

Christmas gift greeting card to be signed from.....

Watch next week's Success
for details on our
Formal Opening in our
newly enlarged and
remodeled building, set for
Sunday, December 13th.

THE FIRST NATIONAL BANK
Eldorado, Texas



Board of Supervisors of the Eldorado-Divide S.C.D.
M. G. Shurley.....Chairman
Otis Deal.....Vice Chairman
Ben Hext.....Secretary
Walter C. Pope III.....Member
Doyle Johnson.....Member

Pasture Management
Pastures not properly used soon deteriorate and become unprofitable. Grazing pasture grasses correctly is on the increase with more and more cooperators of the Eldorado Divide S.C.D. having a better understanding of how grasses grow.

District cooperators are finding out that the "factory" for grass is in the leaves of the plant. About 95% of the raw materials for making plant food for grass is gathered from the air and the remaining 5% comes from the soil. These are made into plant food, with the aid of sunlight, by a manufacturing process carried on in the plant leaves. Growth takes place at the base of each leaf and in the joints of all stems of the plants. These are sometimes called "growing points." Heavy grazing damages the food factory, removes too many growing points, and shortens and weakens the root system. This makes for stunted plants and low production of grass.

Coastal bermudagrass grazed to an average height of about 6 inches will continue producing indefinitely. Total grass production is highest when a pasture is properly grazed. In addition, moderate use of grass permits a heavy cover which almost eliminates soil loss and greatly increases water intake into the soil.

Ranchers need ample cross fencing to properly manage their pastures, technicians pointed out this past month and throughout the year.

By cross fencing pastures are divided into units where various parts of the total unit can be fertilized, watered and rested for a period of time before being grazed again.

Bermudagrass pastures need at least two pastures of about equal size so that a system of rotation grazing can be followed during the growing season, which lasts from about May 1 through Oct. 1.

On larger farms and ranches there may still be further subdivisions into three pastures or even four pastures, all handled in one grazing system. On a two-pasture rotation grazing program, each pasture should be grazed for two weeks and then rested for two weeks. For three pastures in a rotation, there should be about 10 days grazing and 20 days resting, and in the four pasture program, there would be seven days grazing and 21 days resting.

Close and accurate records reveal that proper pasture use on coastal bermudagrass coupled with rotation grazing will increase for-

age production; the season of best use is May 1 to October 1; and that more than 28# of water and 80# of nitrogen per acre is required for maximum production.

On a shallow Austin silty clay soil, it has been shown that forage yields from coastal bermudagrass, properly fertilized and managed, can be increased from 1-46 to 4 or 5 tons of air-dry hay per acre.

Remember, a grass plant is like a motor. It cannot operate efficiently if it doesn't have the proper number of spark plugs; a plant cannot produce efficiently unless it has an adequate amount of leaves.

Good pasture management requires delayed grazing in the spring and proper use of the plants to leave plenty of leaves throughout the growing season.

For assistance in planting and establishing pasture grasses see Soil Conservation Service personnel assisting the Eldorado-Divide Soil Conservation District.

"Water Saved Irrigates More Acres"

The delivery of irrigation water to fields to be irrigated continues to be one of the problems that irrigation farmers are confronted with. Water loss in earthen ditches or any inefficient delivery system can be very costly to irrigation farmers. Water loss from cropland in the Eldorado-Divide S.C.D., whether from irrigation wells or rainfall, is not conducive to efficient farming.

Irrigation farmers in the district usually recognize the fact that too much water is lost in earthen ditches. If each irrigation farmer were asked, how much irrigation water can you afford to waste? there is little doubt that all would answer none. All would undoubtedly agree, regardless of how little or how much water is lost, it could be used to good advantage for crop production.

The amount of water lost in earthen ditches varies some depending on several factors. The type of soil that the ditch is on, is one of the factors effecting the amount of water lost. The distance water is transported in earthen irrigation ditches is another factor effecting the amount of water lost. Checks made by technicians of the Soil Conservation Service in the summer of 1962 were on the type of soil that would lose less water from a ditch than other type soils in the district.

In making the checks in 1962,

to determine water loss in earthen irrigation ditches partial flume was used to determine the gallons of water being carried in the ditch 600 feet from an irrigation reservoir. Orifice plates were used to determine the amount of water delivered at the point being irrigated. The flow in the ditch at the Parshall flume was 1250 gallons per minute. The total delivery to the field being irrigated was 820 gallons per minute. Water loss in the 2100 ft. ditch being 430 gallons per minute. This loss of 34% was less than that experienced by J. F. Mayo, from the same ditch the first year he irrigated. That year the number of siphon tubes used close to the well was cut in half at the farthest point from the well.

The purpose of the first irrigation well in the district was to take some of the gamble out of farming. An adequate supply of water from wells would mean that some crops could be given all the water needed to help attain maximum production. Since the first irrigation well was drilled, a total of approximately 58 have been drilled. Water from the wells run from about 100 to 1250 gallons per minute.

If the average well in the district produced 224 gallons per minute, 12 acre inches of water would be pumped each 24 hours. Assuming that the crop was irrigated at 12 day intervals and 3.5 inches of water is applied, 41 acres could be irrigated. However, if 34% of the 144 acres inches pumped is lost in a poor delivery system, only 27 acres could be safely irrigated. For 58 wells this would mean the loss of enough water to irrigate 808 additional acres.

Fortunately the 34% loss of irrigation water in the delivery of irrigation water does not apply to every system. To date, underground pipelines are in use on 5 farms, above ground pipelines are used on 8 farms and 11 sprinkler systems are being used, whereby water is transported in pipes.

Water in lined ditches or pipelines is easier to handle than water from earthen ditches. Less labor is required and a more efficient application of water can be attained.

F.H.A. Family Night Held Here

Family Night was shared by 30 people last Monday evening as the Future Homemakers of America met in the Memorial Building.

After box suppers were shared by families, a candle-light ceremony with Miss Dana Owens as installing officer presented the officers for the ensuing year. They are:

President ----- Sharon Nyquist
1st V. P. ----- Judy Davidson
2nd V. P. ----- Martha Sue Page
3rd V. P. ----- Jan Porter
4th V. P. ----- Kay Sanders
5th V. P. ----- Frankie Blaylock
Secretary ----- Cissy Gault
Historian ----- Marilyn Wilson
Parliamentarian ----- Janeey Lacy

Games in which all participated closed out the evening's entertainment.



4-H Gold Star Boy

CLIFFORD SCHOOLEY

Clifford Schooley known as "Cliff" by his friends received the Gold Star award at a luncheon at the Cactus Hotel Wednesday, Dec. 2, sponsored by the West Texas Utilities.

The Gold Star award is the highest rank of achievement a 4-H club member can receive in the county.

"Cliff" has fed the champion lamb in the county for three consecutive years. He became the permanent possessor of the Nathan's jewelry trophy this year.

"Cliff" has given demonstrations to younger 4-H members on showmanship, trimming and fitting of lambs on numerous occasions.

He has registered Hampshire and Rambouillet sheep and was quite successful in sales of registered sheep this year. In addition he has fed calves and shown in major shows with both lambs and calves—this year showing the champion Southdown at San Antonio.

Clifford is the winner of the achievement medal also in 1965.

Sinclair Announces Personnel Changes

Midland.—Six supervisory-personnel changes in the gas and gas products department of Sinclair Oil & Gas Company's Midland division have been announced by R. M. Kobdich, vice president and division manager.

Paul E. Shepherd, superintendent of the Sweetwater Gas Products Plant since 1956, has been named superintendent of Sinclair's gas products plants at Imperial, Crane and Midland.

Moving to the Imperial plant as foreman is Leonard C. King, who has been foreman at Crane and Midland the past year.

Karl W. Nease, assistant foreman at Tatum, N.M., Gas Products Plant, has been named foreman at Crane and Midland, succeeding King.

Lloyd E. Davis, Jr., senior chemist at Tatum, has been promoted to assistant foreman there.

Eddie Wright moves from foreman at Eldorado Gas Products Plant to foreman at the Sweetwater plant.

Advancing from assistant foreman to foreman at Eldorado is Glen D. Chapman, succeeding Wright.

Statement Pads, 40 sheets to pad, 25c at Success.

Advertising Keeps Christmas Trade

Seventy per cent of the shoppers who perennially leave small cities to buy Christmas needs in distant metropolitan centers gain nothing in variety or savings.

This estimate, made from a study of markets in cities under 25,000, is considered conservative by some retailers. The merchant may justly wonder why local citizens—perhaps his own family—travel 50 or 100 miles to buy Christmas gifts.

Who is responsible for the recurrent sapping of community

wealth? Why is loyalty to the local community so flagrantly void?

The merchant who raises such questions should look first to himself. He may be responsible.

The retailer who fails to inform consumers that his bicycles or doll carriages are attractive in price and quality may be responsible for shopping in metropolitan media.

It is an essential service in retailing to inform the community

that variety, brand names, and bargains are conveniently available.

The consumer habitually depends upon newspaper advertising to complete a lengthy Christmas list. He can not shop at home if he does not know who has what in local stores.

The shopper, then, often fails his local retailer only because the retailer first fails to provide an essential service through advertising.

It's December and time to think about Christmas Lay-Aways

We invite you to come in and look over our selection of Christmas toys, just arrived, then put your selection in LAY - AWAY. Anything we have in our store or can get for you can be selected NOW, before stocks are depleted.

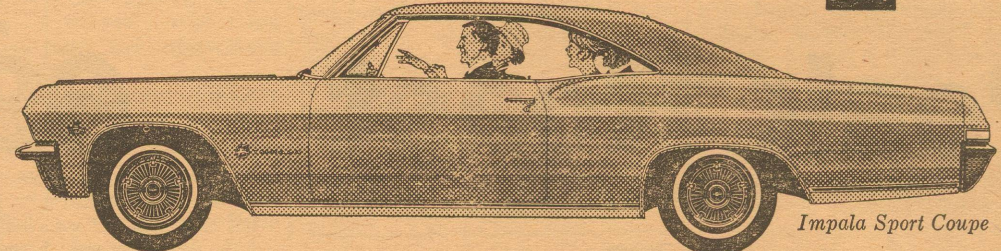
Arrangements should be made for law-aways by Dec. 21st.

Western Flyer Bicycles . \$29.95 up

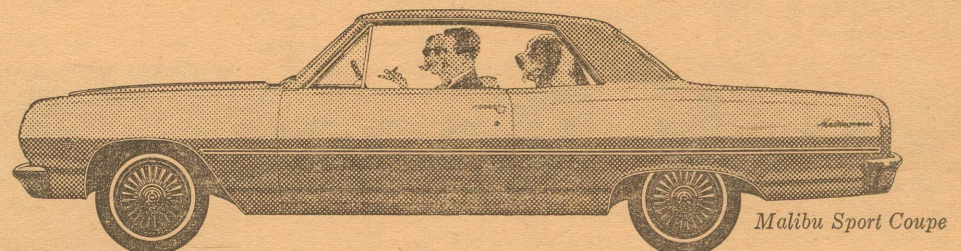
Western Auto Asso. Store
ROY PHELPS, PROP. PHONE 24141

More on the way every day! Thanks for waiting!

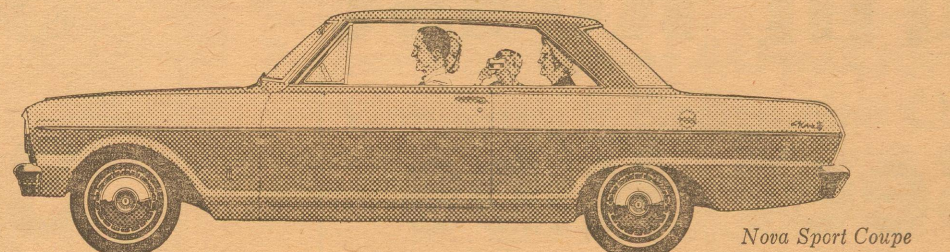
Your wait for one of these new 1965 Chevrolets is about over—and we want to thank you for your patience. Come see us now. When you get behind the wheel, you'll be glad you waited!



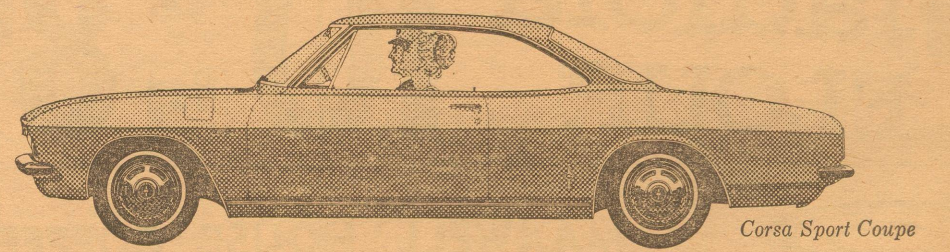
'65 Chevrolet Impala Sport Coupe
It's longer, wider, lower. It's swankier, more spacious. You could mistake it for an expensive car—if it weren't for the price.



'65 Chevelle Malibu Sport Coupe
Fresh-minted styling. V8's available with up to 350 hp. A softer, quieter ride. And it's as easy-handling as ever.



'65 Chevy II Nova Sport Coupe
Clean new lines. Fresh new interiors. A quieter 6 and—V8's available with up to 300 hp. Thrift was never so lively.



'65 Corvair Corvair Sport Coupe
It's racier, roomier, flatter riding. With more power available—up to 180 hp in the new top-of-the-line Corsas.

More to see, more to try in the cars more people buy
Order a new Chevrolet, Chevelle, Chevy II, Corvair or Corvette now at your dealer's

EAGLE CHEVROLET CO. — ELDORADO, TEXAS

OUR Holiday Savings are Sweet

—and you can't beat the
extra Christmas Gifts
you get with



Double
Stamps
Wednesday



BIG BEEF BARGAINS

Round Steaks **89^c** POUND

Loin Steaks **89^c** POUND

T-Bone Steaks **89^c** POUND

Club Steaks **69^c** POUND

Seven Steaks **59^c** POUND

Peak Roast **69^c** POUND

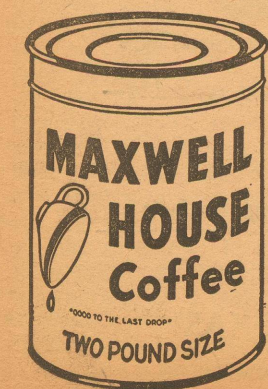
Rump Roast **69^c** POUND

Chuck Roast **49^c** POUND

Arm Roast **59^c** POUND

Beef ribs **33^c** POUND

Gladiola **10** Lb. Bag **89^c**
FLOUR



MAXWELL HOUSE COFFEE
1 Lb. Can **69^c**
2 Lb. Can **\$1.37**

DAIRY FOODS

Lee's Cage Dozen
Eggs **49^c** Medium Size

Holiday EGG-NOG MIX
Gandy's Quart
EGG NOG MIX **59^c**

Gandy's 1/2 Gallons
FRO-ZAN **3 for \$1.00**

At our Dairy Case!
NEW! Pillsbury ICEBOX Cookies
(Just slice and bake) **98^c**
Two-Pack with Holiday Kits

8ozs NET WT
KRAFT DE LUXE SLICES
PASTEURIZED PROCESS AMERICAN CHEESE
SWISS AMERICAN PIMENTO **39^c**
8-OZ. PKG.

DELICIOUS FRUITS

Texas 5 Lb. Bag
ORANGES **49^c**
Texas 5 Lb. Bag
Grapefruit **49^c**
Delicious Pound
APPLES **19^c**

Jewel 3-Lb. Can
Shortening **59c**
Staley 24-Oz. Btl.
Corn Oil **39c**

Staley 24-Oz. Btl.
Waffle Syrup **39c**
Aunt Jemima 2-Lb. Box
Pancake Mix **39c**

Parker Foods