

Packing Plant For Friona

LARGEST IN STATE

Missouri Beef Plans \$3 Million Project

by Bill Ellis
Editor, The Friona Star

Construction of a \$3 million beef packing plant near Friona was announced today by Missouri Beef Packers, Inc., and the Friona Chamber of Commerce.

Expected to employ 250 people, the plant will be located on a 197 acre plot three and one-half miles southwest of Friona. The land was purchased from Sam Rundell by the Chamber of Commerce's industrial committee.

The beef processing plant will have the capability of being the largest of its kind in Texas and the Southwest. It will have the capacity to slaughter 7,000 cattle per week, or almost 1,500 per day.

Construction will begin in the near future. Officials hope that the plant will be in operation by April 1, 1968.

Addition of the beef plant further solidifies the market for the area's grain sorghum, and enhances the cattle feeding business in the area.

Cattle-feeding, which has just begun to come into its own, received a shot in the arm in Parmer County as two mammoth feeding operations have been announced within the past month.

One, with a future capacity of 50,000 head, is to be built west of Friona, and another with a possible 30,000 capacity, is to be built near Bovina.

The area already had one of the largest cattle feeding operations on the Plains, Friona Feed Yards, which operates at 27,500 capacity.

The new packing plant will add over \$1,000,000 annually in payrolls alone to the economy of the Friona area.

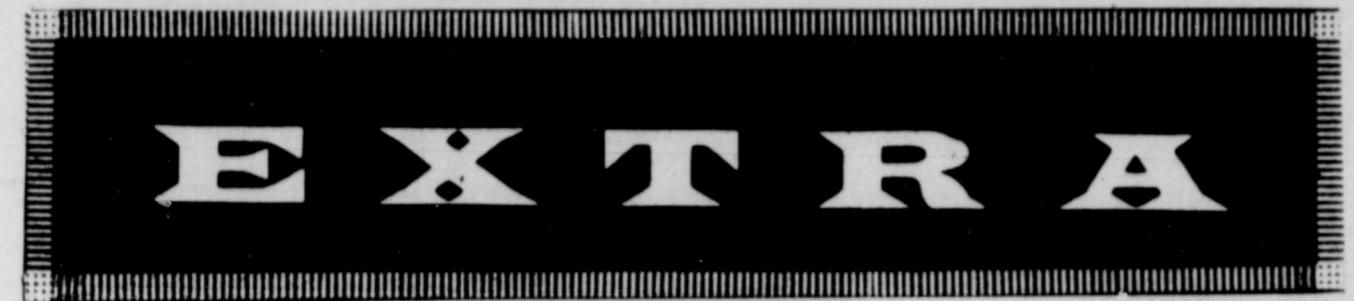
Presently, the largest packing concern in Texas is Neuhoff of Dallas, which slaughters slightly over 100,000 cattle annually. The plant to be built by Missouri Beef expects to slaughter almost 400,000 cattle per year.

The industrial committee of the Friona Chamber of Commerce, spearheaded by Dr. Loyd A. Shackelford, has worked feverishly on the packing plant project for the past six months. Other committee members are A. L. Black, Andy Hurst, Frank Spring and Jack Carrothers.

Missouri Beef Packers currently operates a plant in Rock Port, Missouri, which in slightly more than a year's time has started making a profit, something unheard of in the packing industry.

Robert E. Frye, who formerly was connected with Iowa Beef Packers of Denison, Iowa, is president of Missouri Beef Packers. Harry Nelson is vice-

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FRIONA, TEXAS

FRIDAY, APRIL 28, 1967

TEN CENTS

THE
FRIONA



STAR

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FOUR PAGES



Aerial view of Missouri Beef Packers plant in Rock Port, Mo.--A similar plant will be built in Friona.



Ground view of the Missouri Beef Packers, Inc. plant in Rock Port, Missouri.



DR. LOYD SHACKELFORD

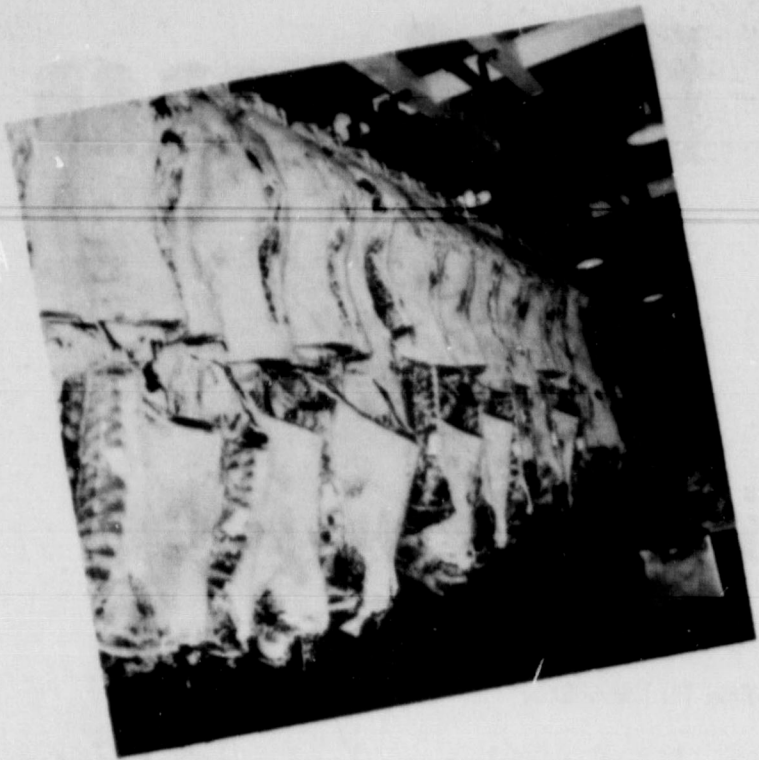


A. L. BLACK

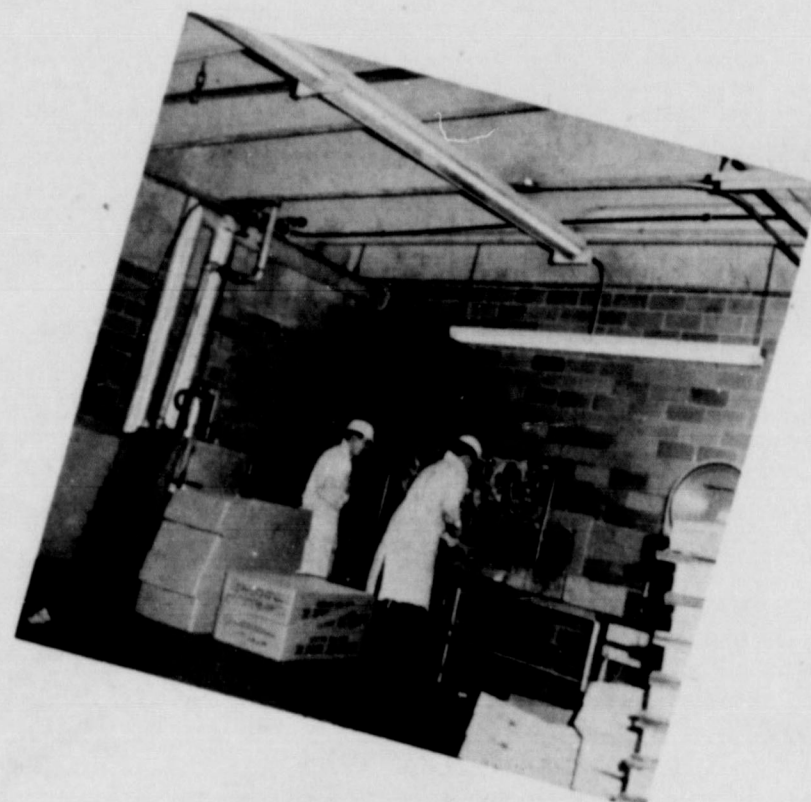
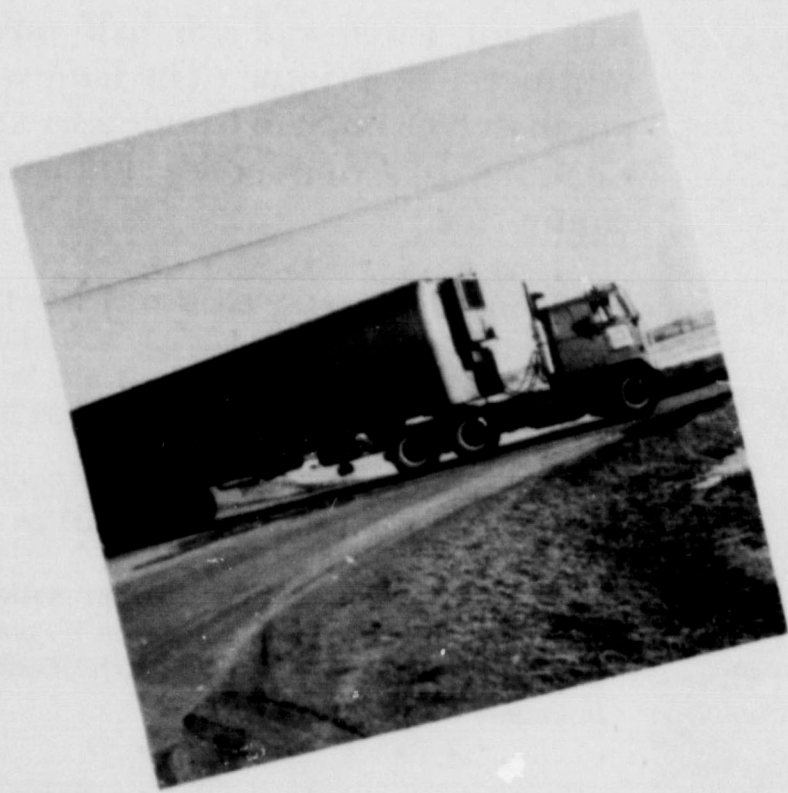


ANDY HURST

Three Members of Friona's Industrial Committee



Missouri Beef Packers employees run the cycle from buying a load of beef cattle to having the beef ready for the consumers' table in just 76 hours. Pictures in this series show a portion of the steps taken during processing and packing at MBP's plant in Rock Port, Missouri. Machinery and other equipment pictured here is similar to the type that will be in use as the Friona plant gets into operation.



BIG NEWS!

**Missouri Beef Packing Concern
Announces Plans
For New Plant In Friona**

We are proud to welcome this fine company to Friona. We are backing you all the way!



This new \$3,000,000 plant promises to process a capacity of 100,000 pounds of beef per day, ready for the consumer market.

**PARMER COUNTY
IMPLEMENT COMPANY**

Friona

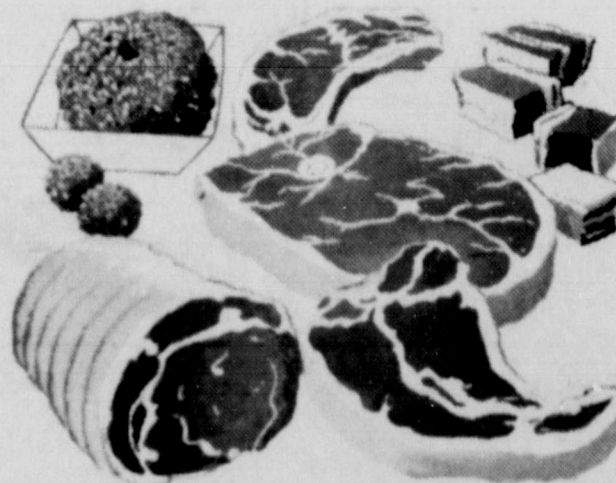
Phone 247-2721



**Friona Welcomes
A Big New
Agricultural Industry**

* * * *

MISSOURI BEEF PACKERS, INC.



Congratulations to the stockholders, owners and managers of Missouri Beef Packers, Inc. on their decision to locate their new \$3,000,000 packing plant in the Friona area.



*Dependable
ELECTRIC
Service*

Packing Plant For Friona . .

(Continued from Page 1)

president.

The members of the chamber's industrial committee, along with other interested citizens, have been in contact with Missouri Beef representatives several times in recent months.

Missouri Beef Packers, Inc., is an independent beef packer, and is comparative youngster in the packing business.

Chartered on November 15, 1964, the young giant set up a company on a sound financial basis unequalled by any new large packer first entering the industry.

They handed the company to a young management team with experience, vigor and foresight. The team was aware that it was entering an industry wracked with adversity, but was fully alerted to the fact that the industry was and is going through its first major evolution in a century, offering tremendous potential for the new challenger.

In its first full year of production, Missouri Beef Packers slaughtered 302,057 cattle, had gross sales of over 84 million dollars (\$84,000,000) and operated at a profit.

The first full year of operation saw the company with a net income of \$325,852, equal to 90 cents per share, or an approximate annual rate of return on invested capital of 10 per cent.

The key to minimizing start-up costs and weathering adverse marketing conditions was to reach an efficient volume in less time than had ever been reached before. The company's procurement organization was supplying over 1,000 cattle per day for its production facilities in the third week of operation, and went on to exceed 1,500 per day. This helped keep start-up costs at a minimum.



Assembly-line techniques are used in the Missouri Beef Plant, where each worker has his individual job to do.



George McGlumphy, vice president in charge of buying, is shown with James Lawless, who is recording purchases from buyers.



BERL HUFFMAN

Tech Exes Will Meet In Friona

Texas Technological College ex-students in Parmer, Deaf Smith and Castro counties will meet for a "Texas Tech Day" program on Friday night, May 5 in Friona.

Berl Huffman, assistant football coach at Tech will be the speaker. The meeting will be held at the Friona State Bank Community Room.

All ex-students of Texas Tech regardless of whether they graduated, and other Tech fans are urged to attend, according to Bill Ellis, chairman of the affair.

"We need to get our ex-students in the area better organized, and we hope that all Tech exes will make plans to attend," Ellis stated.

Refreshments of coffee and cookies will be served. The meeting will begin at 8 p.m.

A collection of Tech year-books, beginning with volume 1, number 1, will be on display at the meeting.

The meeting will not be for fund-raising purposes, it is emphasized.

EAT MORE BEEF!

MISSOURI BEEF PACKERS INC.

Welcome

TO FRIONA AND PARMER COUNTY

We are proud that you have chosen the Friona area to build your new \$3,000,000 packing plant. We wish you the best of luck in this undertaking.

WHITE AUTO STORE
Leland Hutson, Owner

Congratulations

TO THE PEOPLE OF
MISSOURI BEEF PACKERS

* * * *

Congratulations to the stockholders of Missouri Beef Packers, Inc. on their enterprise and decision in the construction of a \$3,000,000 packing plant in Friona. Best of luck to you in this venture. May we say how proud we are that you have chosen our area in which to locate.

FRIONA STATE BANK

Serving The Great Irrigated Area
Member FDIC

BIG NEWS!

WE WELCOME A
BRAND NEW INDUSTRY
TO FRIONA!

Congratulations
MISSOURI BEEF PACKERS INC.

On Choosing Friona For Your New Plant. We Wish You Every Success!

*Dan Ethridge *Frank Spring
*Bill Stewart *Flake Barber
Ethridge Spring Agency
Phone 247-2766

YOUR Independent AGENT

Announcing.....

**MISSOURI
BEEF PACKERS, INC.**

WILL LOCATE

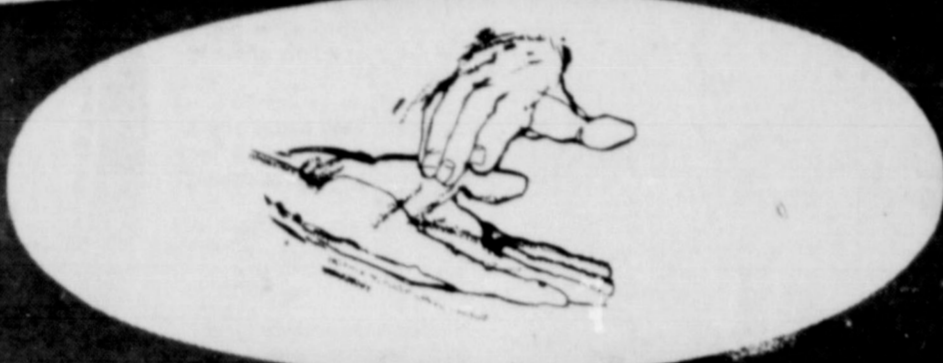
IN FRIONA!

* * * * *
**THIS FINE FACILITY WILL
BE OF INESTIMABLE VALUE
TO THE AGRICULTURAL
INDUSTRY OF THE COUNTY.**



Congratulations to the ownership and management of Missouri Beef Packers, Inc. on the decision to build a \$3,000,000 packing plant in Friona. We join with all in Friona and Parmer County in pledging our support to your industry.

We
Welcome
You
To
Friona!



Friona Feed Yard, Inc.

BIG NEWS

.....
We at Friona Consumers are proud to join with all Friona in congratulating Missouri Beef Packers, Inc. on their decision to locate a new plant in Friona. We welcome this fine new industry to our area.

.....
**FRIONA
CONSUMERS**

Buddy Lloyd, Mgr



We're Pretty Proud!

* * *
Yes, We Are Proud To Have
The Honor Of Welcoming
Missouri Beef Packing, Inc.
To Friona.



REEVE CHEVROLET COMPANY

510 MAIN STREET

FRIONA

PHONE 247-3011