

Gala Events Slated

Hart High School royalty will be revealed in the event-filled week prior to the Homecoming football game Friday night, Oct. 29.

Members of the student body will select a Bonfire King and Homecoming Queen with their identities revealed in separate activities during the week.

Candidates for Bonfire King are Gary Jackson, son of Mrs. Bessie Grensberg; Berto Minjarez, son of Mr. and Mrs. Manuel Minjarez; and Eliazar Castillo, son of Mr. and Mrs. Zaragosa Castillo.

Bonfire King will be crowned during the bonfire Wednesday at 9:30 p.m. Immediately following, all Longhorn supporters are invited to participate in a "Longhorn Locomo-

tive," a pedestrian and vehicular "snake dance" from the school to downtown Hart.

Homecoming Queen will be crowned in ceremonies preceding the football game. Candidates are Jana Mapp, daughter of Mr. and Mrs. Vernon Mapp; Sharla Carson, daughter of Mr. and Mrs. Joe Ed Carson; Arcelia Garza, daughter of Mr. and Mrs. Albino Garza; and Jacque Ritter, daughter of Mr. and Mrs. Bill Ritter.

Pep Squad members will crown their King in pinning ceremonies Friday at 10:51 a.m. in the high school gym. Candidates for Pep Squad King are Eliazar Castillo, Gary Jackson, Berto Minjarez and Donald Robinson.

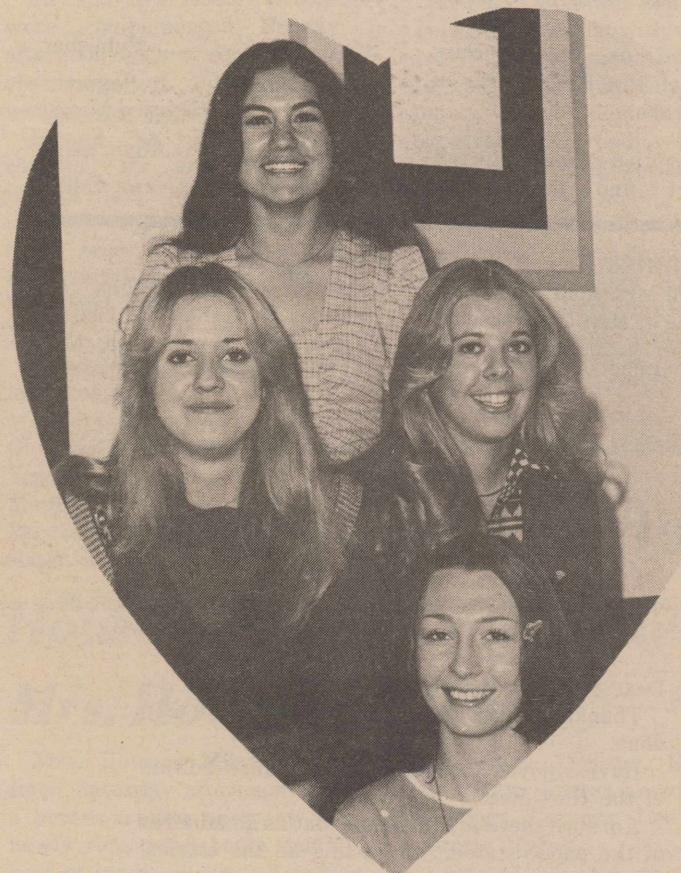
Next week will be filled with

gala events for the homecoming celebration. Decorations will be put in place Sunday afternoon, Oct. 24 from 2 until 6 p.m. and completed Monday evening, 6 to 10 p.m.

Tuesday is Spook 'Em Day and Wednesday is Shoot 'Em Day. Thursday has been designated as Maroon and White Day.

Friday is Dress Up Day. Pinning ceremony is the first of the day's long list of activities. A "Big, Big Pep Rally" is set for 3:30 p.m. with all Longhorn supporters invited.

Booster Club members will serve supper from 5 to 7 p.m. with Homecoming Queen coronation at 7:15, followed by the Longhorns-Wolverines football game.



HOMECOMING QUEEN-TO-BE - One of these pretty HHS misses will be crowned Homecoming Queen for 1976 in ceremonies preceding the Longhorns-Wolverines football game Friday, Oct. 29.

Booster Club To Sponsor Chili Supper, Pie Sale

Booster Club members will be serving chili and the "trimmings" prior to the Homecoming football game, Friday, Oct. 29. Serving hours are 5 to 7 p.m. in the school cafeteria.

Pie will also be served. Parents of every student who will be participating in any sports activity during the 1976-77 school year (football, basketball - girls and boys, track - girls and boys, golf, tennis, P.E.) are asked to contribute one pie.

Chili suppers are \$1.50 for adults; \$1 for students. Pie will be 25 cents per slice and any whole pies left over will be sold at the concession stand during the game.

Booster Club members express appreciation to Mr. and Mrs. Willis Hawkins Sr. for a tripod to use with the camera which they donated.

Catch The Bus

Longhorn fans chartered a bus for the trip to Vega Friday to see the Maroon and White Longhorns take on the Vega Longhorns. Persons who have booked reservations should gather at the school by 5:30 p.m. The driver announces that he "will pull out at 6 p.m. sharp!"



GOING TO THE CHILI SUPPER - Donna Hart and Lisa Higgins purchase chili supper tickets from Booster Club member Elsie Black. The supper is slated for Friday preceding the Homecoming football game.

The Beat

measuring the pulse of a growing community

Hart, Castro County, Texas, Thursday, October 21, 1976

Volume 14 Number 17

15 Cents

Limited Number Remains Of Hart Beat Special Issue

A limited number of the bicentennial edition of The Hart Beat remain for those who wish to purchase an extra copy or copies for friends and relatives.

Cost of the special edition is \$1.50. They may be purchased

from Pay-n-Save Grocery, B & K Grocery, Hart Oil and Butane or from the Olton Enterprise office in Olton.

Response to the special has been heartwarming. We are grateful for your compliments

and express, again, our regrets that there were errors. You, our subscribers and readers, have been most understanding and we thank you.

Remember, the bicentennial salute to our forefathers and those who made Hart the "best little town in Texas" will be a greater treasure in years to come. It is a souvenir which will keep those pioneers alive today and for years yet to come.

Dump Ground Closed

The city-leased dump ground on the Tump McLain farm has been permanently closed. The dump has been covered up and is no longer to be used.

Daniel Higgins Guesses Way To Week's Top Win

Daniel Higgins proved his ability to "second guess the coaches" and correctly predicted 12 of the 15 games in the Hart Beat's guessing game last week. He'll claim first place money for the week, \$5.

Five contestants missed four games each with the tie-breaker determining second and third places. Bill Ford was 15 points off the actual points scored by the Longhorns and

Kangaroos, picking it to be 47-7. He wins second place.

Third place goes to Anita Adams of Dimmitt who missed by 24 points with a 24-6 prediction.

Others missing four games and their tie-breaker predictions were David Bass, 27, 19-14; Leslie Reed, 32, 24-14 and W.G. Rountree of Dimmitt, 38, 30-14.

Continued to page 10

THE HART BEAT

Published each Thursday at Hart, Texas, 79043, % P.O. Box 449.

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counties. Elsewhere, \$7 plus tax.

Sue Cannon..... Publisher
Evelyn Davis..... Reporter
Phone 938-2564

Janis Chaney..... Advertising
Mozelle Trotter..... News Editor

FROM HEREFORD

Mr. and Mrs. Bobby Mayhew and Reyla of Hereford recently visited her grandparents, Mr. and Mrs. Willis A. Hawkins Sr.

SON VISITS

Mr. and Mrs. Willis A. Hawkins Jr. of Hereford visited Friday with his parents, Mr. and Mrs. Willis A. Hawkins Sr.

Letter To The Editor

Dear Sue and Mozelle,

Thanks so much for a most wonderful job well done.

Have enjoyed the special bicentennial edition of the Hart Beat.

Am sure there are mistakes, but as an admirer of the paper stated, "In getting all the stories, dates were not always the same, as we don't always remember names, dates and places accurately." So many pictures were loaned that all could not be used.

All people make mistakes, but when a news paper does, one can tell the paper has been read. If no mistakes, no one takes the time to tell them of a "Job well done."

Thanks for a review of our past.

One who appreciates our Home Town paper . . . Myrt



PEP SQUAD KING CANDIDATES - Members of the Pep Squad will crown one of these as their 1976 "king" in pinning ceremonies Friday morning. Left to right, Gary Jackson, Berto Minjarez, Eliazar Castillo and Donald Robinson.

FROM CHICAGO

Mr. and Mrs. Dave Hendrix of Chicago, Ill. have been visiting with his parents, Mr. and Mrs. Henry Hendrix. Joining the group Friday were the Hendrixes' son-in-law and daughter, Mr. and Mrs. Archie Bussey of Dimmitt and two grandchildren and their families, Mr. and Mrs. Muriel Bussey, Jeffery and Shawn of Hereford and Mr. and Mrs. Hilbert Wisian and LeAnn of Muleshoe.

VISIT PARENTS

Mr. and Mrs. Melvin Aven of Lubbock visited his parents, Mr. and Mrs. Buster Aven, over the weekend.

PIZZA SUPPER

Youth of First Baptist Church and sponsors, Lon Chaffin and Mr. and Mrs. David Smith, went to Plainview Sunday night for a pizza supper. Approximately 25 young people attended.

Season Standings

75 - Billy Hackleman, Lonnie Joe Howell; 73 - Anita Adams; 72 - Danny Rice, Lanny Tucker; 71 - Ted Averitt, Everette Heller; 70 - Clinton Holiman; 69 - David Bass, Beverly Hill, Bob Reed, Virginia Reed, W.G. Rountree, Suzan Sanders; 68 - Bobby Adams, Chad Black, Carl Rambo, Scott Rice; 67 - Ruth Hackleman, Mary Lou Rountree; 66 - Ethel Averitt, Bill Sanders; 65 - Trish Elliott, Weldon Jones.

CHURCH DIRECTORY

CHURCH OF CHRIST

RICHARD GRAY, Minister

Bible Study 10:00 a.m.
Morning Worship 10:55 a.m.
Evening Worship 6:00 p.m.
Midweek Worship Services 7:30 p.m.

FIRST BAPTIST CHURCH

REV. JOE CARIKER, Pastor
ARNOLD V. PESSOA, Spanish Minister
LON CHAFFIN, Youth Director

Church Phone 938-2316

Sunday School 10:00 a.m.
Morning Worship 11:00 a.m.
Training Union 5:30 a.m.
Evening Worship 6:30 p.m.
Mid-Week Service (Wed.) 8:00 p.m.
GA's (Sunday) 5:30 p.m.

CALVARY BAPTIST CHURCH

REV. FRIONIA COLE, Pastor

Sunday School 10:00 a.m.
Worship 11:00 a.m.

ST. JOHN'S CATHOLIC CHURCH

FATHER RAPHEL CHEN

Mass (Sunday) 8:30 a.m.
Catechism (Sunday) 9:45 a.m.
Mass (Thursday, Spanish) 6:30 p.m.

METHODIST CHURCH

REV. ELRA PHILLIPS, Pastor

Church Phone 938-2462 Parsonage Phone 938-2462

Sunday School 10:00 a.m.
Morning Worship 11:00 a.m.
MYF 5:30 p.m.
Evening Worship 6:00 p.m.
Choir Practice (Wed.) 7:00 p.m.
UMW (Thurs.) 2:30 p.m.

Hart Producers Co Op Gin

Ed Harris Lumber Co.

W.T. Sanders Ins. Agency

Bob's Farm Supply

Soila's Beauty Shop

The Hart Beat

Tide Products

Farmers Grain Co.

Pay & Save

B & K Grocery

Hart Oil Co.

Nora Lee's Gift & Apparel

Kings Blacksmith

Hart Lumber Co.

Hart Aerial Sprayers Inc.

Farmers State Bank

Kittrell Electronics

Results Of Contest

Dimmitt 7, Olton 7; Littlefield 35, Muleshoe 13; Floydada 7, Lockney 6; Whitharral 41, Wellman 20; Kentucky 21, LSU 7; Colorado 20, Oklahoma State 10; Texas A&M 24, Baylor 0; Ohio State 30, Wisconsin 20; Oklahoma 28, Kansas 10; Los Angeles 20, Chicago Bears 12; St Louis Cardinals 21, Dallas Cowboys 17; Cleveland Browns 20, Atlanta Falcons 17; San Diego Chargers 30, Houston Oilers 27; Hart 6, Kress 0.

DAUGHTERS VISIT

Jean Foster, a senior at Texas Tech University, and Janelle Massey of Dill, a sorority "little sister" and Karen Foster, a freshman at West Texas State University and Art Owens of Amarillo, visited last weekend with the girls' parents and brothers, Mr. and Mrs. Wamon Foster, Phil and Tim.

SUNDAY GUESTS

Mr. and Mrs. Roy Byrd spent Sunday night with their son-in-law and daughter, Mr. and Mrs. Mack Davis, Deryl, Diane and Debra.



JUNIOR CLASS OFFICERS -- Front row, May Ethridge, Esther Perez, Melanie Upshaw, Martha Cornado. Back Row, Larry Marble, Keith Reed and Doniece Clark.

IN SLATON

Lucille Myers spent Sunday and Sunday night with a niece and husband Mr. and Mrs. Joe Crabtree at Slaton. Also visiting there was her sister-in-law, Mrs. Velma Myers of Meadow.

ATTEND REUNION

Mr. and Mrs. Max Marble attended a class reunion at the Lockney Homecoming Saturday night. The Class of 1960 met in the home of Mr. and Mrs. David Frizzell.

IN LOCKNEY

Mr. and Mrs. Percy Hart recently visited G.C. Applewhite in Lockney. They report he is doing well.

IN EL PASO

Mr. and Mrs. Gene Huntsinger and Mr. and Mrs. Jim Werner were at El Paso over the weekend.

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at
K-Bob's

after purchasing a
new or used car
from



**James Measles
Jack Morris Ford**

Plainview

FISH FRY

Mr. and Mrs. Archie Bussey of Dimmitt hosted a fish fry dinner for their families Friday night in Kress. Attending were Mrs. Bussey's parents, Mr. and Mrs. Henry Hendrix; Mr. and Mrs. Dave Hendrix of Chicago, Ill.; Mr. and Mrs. Merle Bussy and sons of Hereford; Mr. and Mrs. Hilbert Wisian and daughter of Earth and Myrt Loman.

COLOR TOUR

Mr. and Mrs. Gene Huntsinger, Randall and Brian were in New Mexico recently near Taos to see the changing colors.

IN COLORADO

Mr. and Mrs. Mack Davis, Deryl, Debra and Diane spent Friday until Sunday in Monte Vista, Colo.

IN SILVERTON

Mrs. L.L. Swindle attended the 50th wedding anniversary observance of Mr. and Mrs. Jim Clemmer at Silverton Oct. 10. The Clemmers are parents of Mrs. Bill Swindle, former residents of Hart.

**Cards
Of
Thanks**

We would like to express our appreciation for the wonderful response and help after my accident. Special thanks to Albert Key and DeWayne Brown for taking me to the hospital; to Bro. Joe and Mary, Ray and Janice Clark and Doyle, June and Phil Davis who stood by during surgery; and to all our friends for offers of help and expressions of care and love. The Lord shows us His love in so many ways and is so good to us.

Thank you,
Curtis Snitker & family

**GA's
This Week**

GA's met Sunday afternoon at First Baptist Church. Girls wrote letters to the Vaughn Ross family and adopted them as their own missionaries.

The Ross family formerly lived in Hart and taught in the Hart school system. They are presently serving as missionaries in Africa. A letter from the family, shared by Myrt Loman, was read.

Refreshments were furnished and served by Jennifer Davis and Melissa Kittrell to Gayla Kittrell, Grace Bonsal, Debra Davis, Julie Davis, Christi Cariker and leader, Mrs. Mack Davis.

**Joe Cariker
Attends Meet**

The Rev. Joe Cariker, pastor of First Baptist Church, was one of an estimated 6,000 Texas Baptists attending the Baptist General Convention of Texas Tuesday through Thursday.

The 21st session was held in San Antonio with the highlight being the launching of a "Good News Texas" Campaign with a goal to "share Christ with every person in Texas."

One of the speakers was Charles "Chuck" Colson, an aide to the former president Richard Nixon, and author of "Born Again," his personal account of accepting Christ.

Want To Be Remembered?



Give a Homecoming Mum
in Polyethylene.

One that lasts forever.

Designed especially for you.

**Our Thing
Gift Shop**

405 Broadway Hart 938-2300

**Mr. and Mrs. Brooks Feted
On 50th Anniversary**

Mr. and Mrs. Robert Brooks were complimented Sunday afternoon with a reception in observance of their fiftieth wedding anniversary.

Hosted by the couples' children, Mr. and Mrs. Bob Brooks and Mr. and Mrs. Duward Armstrong. Calling hours were 2 to 4 p.m. in fellowship hall of First United Methodist Church.

Guests were received by the honorees and their children. A granddaughter, Mrs. Butch Chumley, registered guests. Special guests were Mrs. A.T. Matsler, mother of Mrs. Brooks, and Lee Burchette, sister of Mr. Brooks.

The party table was laid with a gold cloth overlaid with white lace. An arrangement of gold mums was flanked by gold candles. Other decor featured gold streamers, wedding bells, old family pictures, pot plants and cut flowers.

Mmes. Emmitt Autry Jr. and Jacky Clem, granddaughters, presided at the table serving wedding cake, nuts, mints and punch. Mrs. Roger Cameron, another granddaughter, served coffee.

Mr. and Mrs. Brooks were presented a set of china by their children. Presiding at the gift table were Mrs. Terry Armstrong and Miss Amy Underwood.

**Housewarming Compliments
Mrs. Howard Mitchell**

Mrs. Howard Mitchell was feted Saturday afternoon with a housewarming party at her newly remodeled home north-east of town.

Guests were received by Mrs. Preston Upshaw. Mmes. Harvey Davis, Weldon Davis and Claude Ray served cookies, spiced tea and coffee.

Out of town guest was Mrs. L.D. Williams of Plainview.

Assisting with hostess duties

were Mmes. Upshaw, Davis, Davis, Ray, Warren Lemons of Plainview, Lorenza Lee and Everette Heller.

FROM O'DONNELL

Mr. and Mrs. Oscar Telchek of O'Donnell were Wednesday night guests of Mr. and Mrs. Lester Lancaster.

FROM OKLAHOMA

Mr. and Mrs. Owen Winkle of Oklahoma City visited his sister and brother-in-law, Mr. and Mrs. Jud Davis, Saturday.


* * *

Heating water accounts for 15 percent of the energy used in the home, so be sure to insulate your hot water storage tank and piping.

OUT OF HOSPITAL

Glen Wilson came home Thursday from Methodist Hospital in Lubbock. He is recuperating nicely at home.

FADED GLORY



Ask for the Faded Glory K.O. Jacket #3057.
Ask for the Faded Glory K.O. Jean #2057.

The Faded Glory "pin-tuck" stitch gives you a long, lean look.

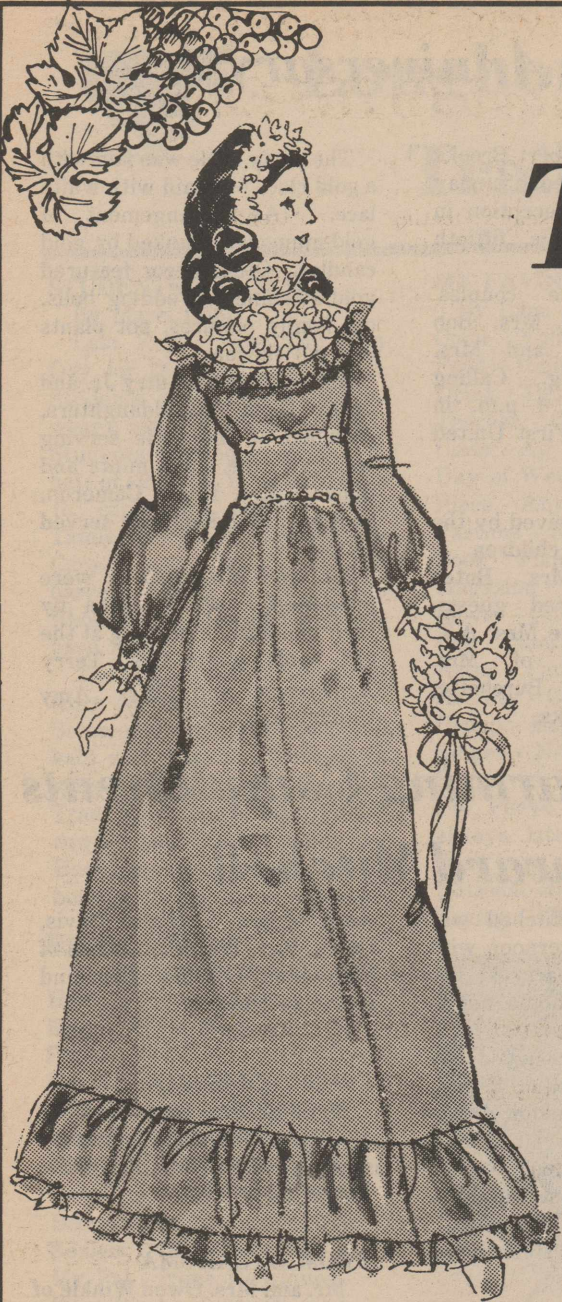
Faded Glory pre-washed denim is a soft touch.

Faded Glory Jeans fit in all the right places.

★★★★

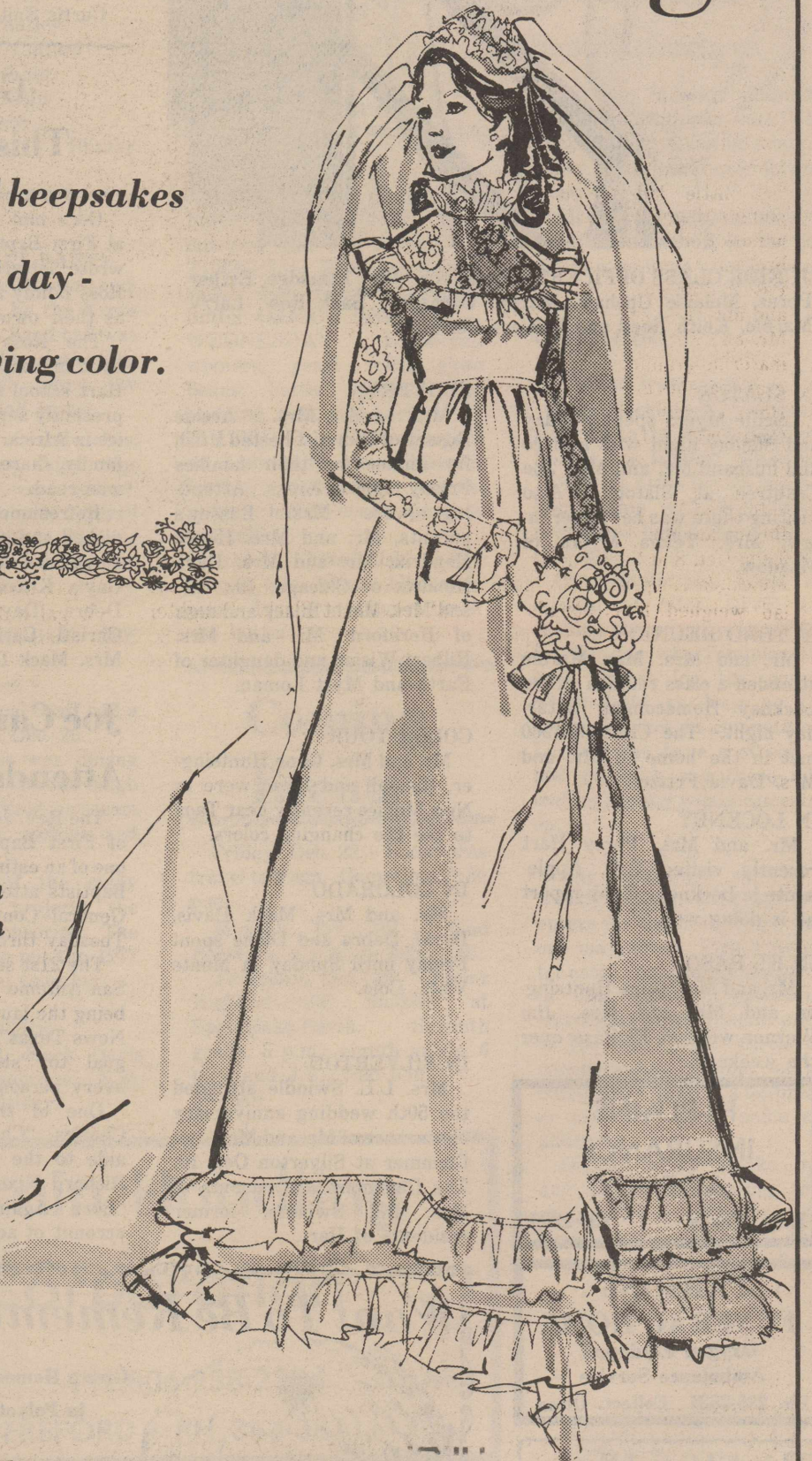
**THE
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STORE**

Hart, Texas



The Autumn Wedding

*The most cherished keepsakes
of that special day -
candid photos in living color.*



**Popular Sizes Available At Popular Prices
(For Wedding & Anniversary Pictures)**

NUMBER OF PICTURES	SIZE	COST
1 to 24	4 x 5	\$3.00 Each
1 to 24	5 x 7	\$4.00 Each
1 to 24	8 x 10	\$8.00 Each
25 to 50	4 x 5	\$2.50 Each
25 to 50	5 x 7	\$3.50 Each
25 to 50	8 x 10	\$7.50 Each
50 or More	4 x 5	\$2.00 Each
50 or More	5 x 7	\$2.50 Each
50 or More	8 x 10	\$6.00 Each



Sue Cannon - Photographer

Enterprise Studio



Hello



World

Mr. and Mrs. Kim Williamson announce the arrival of a daughter born Oct. 14 on her mother's 25th birthday. The little lass weighed six pounds eight ounces and was 19 inches tall. She has been named Shawna Lea. Grandparents are Mr. and Mrs. LeRoy Williamson of Hereford and Mr. and Mrs. D.N. Gamblin of Sunray. Great-grandmothers are Mrs. Alma Gamblin of Dumas Convalescent Home, Mrs. L.E. Ruffle of Sun City, Ariz. and Mrs. V.E. Bearden.

Mr. and Mrs. Ted Emery of Idalou announce the arrival of a son born Oct. 17 at 2 a.m. in St. Mary's Hospital in Lubbock. The little lad weighed six pounds 10 ounces and has been named Clint Lee. He has a brother, Coby, two and a half. Paternal grandparents are Mr. and Mrs. Lee Emery of Idalou. Mr. and Mrs. Doyle Davis are maternal grandparents. Great-grandparents are Mr. and Mrs. Horn of Lubbock and Mmes. Cora Davis and Zella Rice.

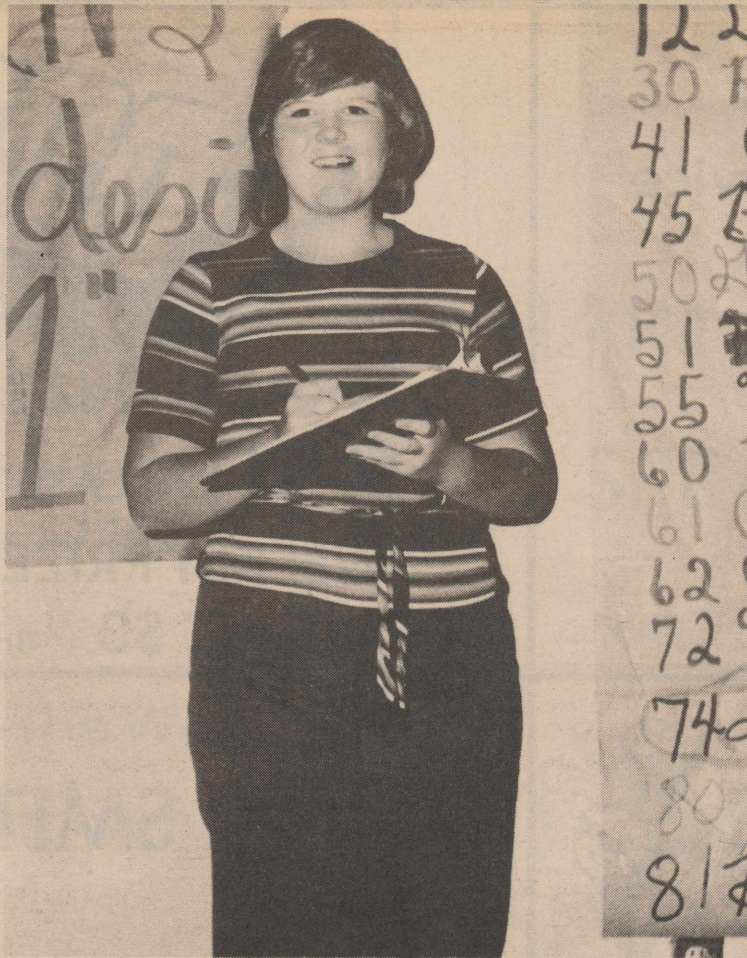
Mr. and Mrs. Jerry McKay of Bovina announce the arrival of a son Oct. 8 at 2:21 p.m. in the Muleshoe Hospital. The little lad weighed nine pounds 15 ounces and has been named Ron J. He has a brother, Rickey Lynn, 10 years old. Maternal grandparents are Gearl E. Duncan of Redwood City, Calif. and Ruby Surprenant of San Francisco, Calif. Mr. and Mrs. J.M. Duncan of Paul's Valley, Okla. are maternal great-grandparents. Paternal grandparents are Mr. and Mrs. E.L. McKay of Bovina. Mrs. Rose Osborn of Estelline and Mrs. Argie McKay of Electra are paternal great-grandparents.

GUEST SPEAKER

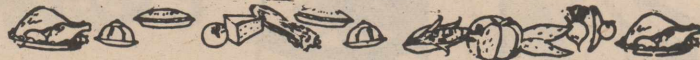
John Ivy of Amarillo was guest speaker Sunday morning at First United Methodist Church. He spoke for TANE, Texas Alcoholic and Narcotic Education.

SATURDAY VISIT

Lester Richburg and Mrs. David Smith and Dennis visited in Lubbock Saturday with their son and brother and family, Mr. and Mrs. Gene Richburg, Tana and Todd.



JANET BLACK



Cook Of The Week



Leading cheers for the Hart Longhorns is a favorite thing with our young Cook of the Week, Janet Black. Daughter of Mr. and Mrs. Jim Black, Janet is freshman cheerleader for HHS.

Janet also loves basketball. She's a football booster and has a brother, Glen, on the Longhorn football team. Glen is a junior.

Having lived in Hart all her life, Janet attends First Baptist Church. She is a member of Future Homemakers of America.

VANILLA WAFERS
1 c butter or margarine
1 1/2 c sugar
3 eggs
3 c sifted flour

STRAWBERRY PUNCH
Mix:
1 pkg strawberry Kool-Aid
1/2 gal water
1 c sugar
6 oz can frozen orange juice
6 oz can frozen lemonade
1ge 46 oz can pineapple juice
2 boxes frozen strawberries

POPCORN BALLS
1 c sugar
1/3 c Karo syrup
1/4 c water
1 t vanilla
2 or 3 drops of any coloring
1/4 c butter
Boil all together until forms a soft ball in cold water. Pour over popcorn and form into balls. Makes about 12 medium sized balls.

Microwave Demonstration Presented To HD Club

Mrs. Jerry Kittrell gave a demonstration on microwave cooking at Thursday's meeting of Hart Home Demonstration Club.

Mrs. Larry Lee presided over the meeting held in the home of Mrs. Deryl McLain. Roll call was answered with, "My Favorite Flower."

Plans were discussed for a tasting tea Dec. 11 to coordinate with the Christmas Home Tour. A committee was named including Mmes. Lyndall

Warren, Albert Key and Kent Kelly.

Attending were guests Mmes. Lorenza Lee and Leonard Griswold and members, Mmes. Key, Lee, Warren, Kelly, Bobby McLain, L.C. McLain, Don Richters, Steve Hanes, Ricky Mitchell and James Jackson.

LAKE OUTING

Mr. and Mrs. E.E. Foster met his brother and sister-in-law, Mr. and Mrs. S.R. Foster of Merkel at Lake Stamford Monday. They visited several days.

GRANDCHILDREN VISIT

Visiting Mrs. Mable Aven Monday were grandchildren, Mr. and Mrs. Roger Cameron of San Francisco; Roger Brooks of Houston and Robert Brooks of Dallas. Mrs. Roger Cameron will be visiting for several days.

3 t baking powder
1 T milk
2 t vanilla
Cream butter, sugar, add egg, beat well. Add milk and vanilla. Chill, roll very thin. Cut with cutter dipped into flour. Bake on greased cooky sheet 400 degrees 6 to 8 min. or until brown. Makes 5 dozen cookies.

We do domestic & irrigation sales & repairs

HART OF PLAINS PUMP SERVICE

938-2590 or 938-2570

Eliminate Texas right to work laws?

Carter says yes.
Ford says no.
What do you say?
Say it on Nov. 2nd.
Vote for President Ford.

THE PRESIDENT FORD COMMITTEE: JAMES A. BAKER, II, CHAIRMAN; ROYSTON C. HUGHES, TREASURER

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HART, TEXAS 79043

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See our large selection of vitamins - Quality Brands such as Plus and Shaklee

ATTENTION HYPOGLYCEMICS:

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We Now Have Bread Without Preservatives - Try it; you'll like it.

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Courteous Service"

FARMERS STATE BANK

1. MORTON

2. DIMMITT

FOOTBALL

GRAND PRIZE
\$50 IN CASH
WEEKLY PRIZES

1st \$5 2nd \$3 3rd \$2

Games included in this week's
ads found on these pages. Each
through 28.

Use the handy entry form p
number on the entry form of each
win. Predict the score of the tie
in, completely, the remaining bl

Each week's entry must be tur
sponsoring merchants. Contest
prepare and turn in entries. DE
each week is noon Friday.

Total number of correctly pick
weekly winners and counts on co
for the GRAND PRIZE.

Contestant with most points
receive \$50 cash. In the event
determines the winner.

Weekly prizes go to person
number of wins, each week. The
game as well as helping determin
if necessary. In case of ties, p
equally.

Only one entry per person
eligible.

Backing The Longhorns
And The
Longhorn Band

PAY-N-SAVE



SMITH POTATO CO.

3. FLOYDADA

4. ABERNATHY

9. TEXAS

10. TEXAS TECH



Backing
The Longhorns

GRAIN HANDLING CORP.

HI WAY GARAGE

Go
'Horns!

We're Wit
Longho

TRIPLE PUMP

5. KRESS

6. BOVINA

11. MICHIGAN

12. MINNESOTA

15. OKLAHOMA

FARMERS GRAIN COMPANY

Supports
The Longhorns



Good Luck,
Longhorns

HI PLAINS INSURANCE

7. BUFFALO BILLS

8. NEW YORK JETS

13. DALLAS COWBOYS

14. WASHINGTON REDSKINS

2

CONTEST

Each Week The Top Three
Winners Will
Be Listed Below

1. DANIEL HIGGINS 2. BILL FORD 3. ANITA ADAMS

contest are listed in
team is numbered, one

provided. Circle the
team you predict to
breaker game and fill
in.

needed in to one of these
teams have a week to
ADLINE for entering

ed games determines
contestants season total

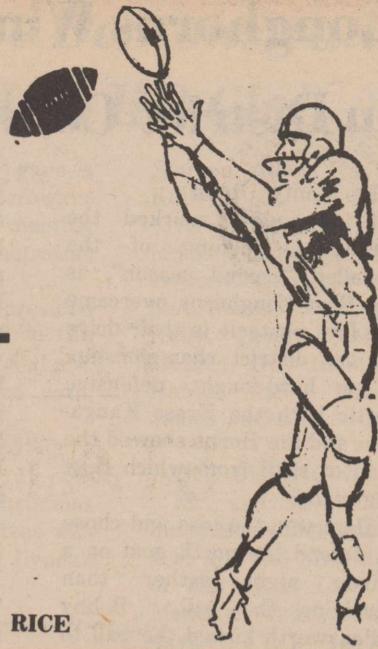
for the season will
of a tie; flip of a coin

is picking the most
tie-breaker counts as a
the week's winners,
prizes will be divided

allowed: Everyone is

HART AERIAL SPRAYERS

Go 'Horns!



23. ARKANSAS

24. RICE

All The Way,
Longhorns

KING'S BLACKSMITH

17. MISSOURI

18. OKLAHOMA STATE

Go All The Way,
Longhorns!

B&K GROCERY



25. ST LOUIS CARDINALS

26. SAN FRANCISCO RAMS

h You,
rns!

A
CO.

Building Materials
From
Foundation To Finish

-Glidden Paints-



ED HARRIS LUMBER

16. COLORADO

19. MISSISSIPPI

20. LSU

We're Behind The
Longhorns
All The Way



HART



OIL & BUTANE

On The Farm Tractor Tire Repair



27. DETROIT LIONS

28. GREEN BAY PACKERS

Go, Longhorns!

SUN-VUE FERTILIZER

1. CINCINNATI BENGALS

22. CLEVELAND BROWNS

OFFICIAL ENTRY FORM

NAME ADDRESS

CITY STATE

CIRCLE THE NUMBER OF THE TEAMS YOU PICK TO WIN

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

17 18 19 20 21 22 23 24 25 26 27 28

GUESS THE SCORE ON THIS GAME

Hart

Springlake-Earth

TIE BREAKER

Longhorns Win Opener In District Competition

By Monty Upton

Friday night marked the successful opening of the so-called "second season", as the Hart Longhorns overcame the first obstacle in their drive for the district championship. In a hard-fought defensive battle both the Kress Kangaroos and the Horns showed the kind of stuff from which they are made.

Hart won the toss and chose to defend the north goal on a windy night rather than receiving the ball. Bobby Allensworth kicked the ball to the 3 yard line where Jackie Scott bobbled it. Evidently that was just enough time to

get Hart's defense to relax a bit and Kress got their necessary blocks because Scott scooted past everybody. Just as it looked like he was going all the way, Eliazar Castillo caught up with a TD saving tackle on Hart's 21 yard line. Using short gainers and a Hart penalty, Kress moved to the 6 before the Horns showed their quality and stiffened. On a fourth and seven, Billy Boggs kicked a field goal that was good but Hart had a penalty which the 'Roos accepted rather than the field goal. This moved them to about the 3 but Dane Sisemore was unable to punch it over and Hart got the ball with a clean

slate.

Using Kerry George's excellent running on seven carries and a 15 yard Kress penalty after Castillo scampered for 14 big yards, the Horns moved to the Kress 26 before George coughed up the ball. However, Kress was unable to move the ball for a first and were forced to punt. Lester Aven took the punt on his own 20 and advanced it 6 yards. Hart again moved the ball well before Castillo was hit just as he was pitching the ball to George. The ball dribbled along before a Kangaroo could pocket it on the 'Roos 39.

On the next series, which lapped over into the second quarter, Kress used another Hart penalty to earn only its second first down. Gary Jackson then tackled Sisemore for a 4 yard loss to force a punt on the next play that went to

the Horns 7 yard line. There Castillo fielded it and returned to the 22 but a penalty started the Horns on the 11. Three plays later Hart was still 8 yards from a first and punted but on the first play from scrimmage Scott could not find the handle and Joe Flores came up with the ball on the Kress 45.

George carried the ball four consecutive plays to move to the 6 yard line. Then on a busted play, Castillo carried the ball around the left side to go in standing up with 6:00 left in half. Allensworth's kick looked good but was ruled off to the side.

Following a short kick-off, the Kangaroos had the ball on the 36. Using twelve plays, one a 19 yarder by Sisemore that Castillo stopped from going all the way, and a 15 yard Hart penalty, Kress moved to the Hart 5. There Bryan Irons, who was in on 21 tackles for the night, knocked down a Benny Durham pass. That left one play to go the distance but Sisemore could only manage 3 of those yards and Hart allowed the clock to run out.

After the third stanza kick-off, Kress used a 40 yard strike from Durham to Jeff Rogers and short runs to establish a drive that was ended when Gary McLain, who had 18 tackles, intercepted a Durham pass on the 27 and returned it 30 yards to the Kress 43.

However, neither team could sustain a drive for very long because of strong defense. Hart had special plays in the third quarter when Donald

Robinson and Johnny Newsom both broke up passes to help end drives.

Hart punted to Kress on the first play of the fourth and the Kangaroo started a small drive on their own 3 yard line. However, unable to sustain it beyond their 29, Scott got off a punt that sailed to the Horns 27. Hart then used nine plays to threaten Kress but stopped themselves when Aven fumbled the ball away on the Kress 39.

Kress moved for one first but Aven did a good job of breaking up a pass that slowed Kress and caused them to give up the ball. Just as it looked like Hart could use some running plays and a first down or two to run out the clock, Hart got fumble-itis for the fourth time and Castillo let the ball slip from his grasp on the Hart 49. Kress pulled out all the stops and completed 2 out of 4 passes but Irons broke up a third and a Scott run lost 3 yards so Hart got the ball back in time to run out the clock.

In addition to those outstanding defensive players already mentioned, others praised by the coaching staff are Gary Jackson and Glen Black with 13 tackles each, Joe Flores with 12, and Berto Minjares with 10. Offensively, Kerry George led all rushers with 136 yards on 31 carries for a 6.5 yard average. Glen Black had 32 yards, Eliazar Castillo with 31 yards, and Lester Aven lugged it 30 yards.

Next game is against old nemesis Vega on their field at 7:30, October 22.

IT ALL "ADS" UP

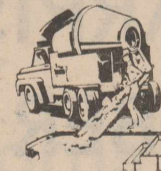


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NEWSPAPER ADVERTISING MOTIVATES SALES

The Hart Beat

	HART	KRESS
yd. rush	229	138
yd. pass.	---	56
Total yd.	229	194
Pass att/comp	2/0	13/4
Interception by	1	0
Fumbles lost	4	1
Punts/av.	4/33.2	2/41.0
Pen/yd.	8/64	5/35



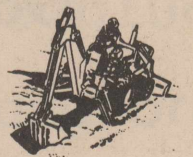
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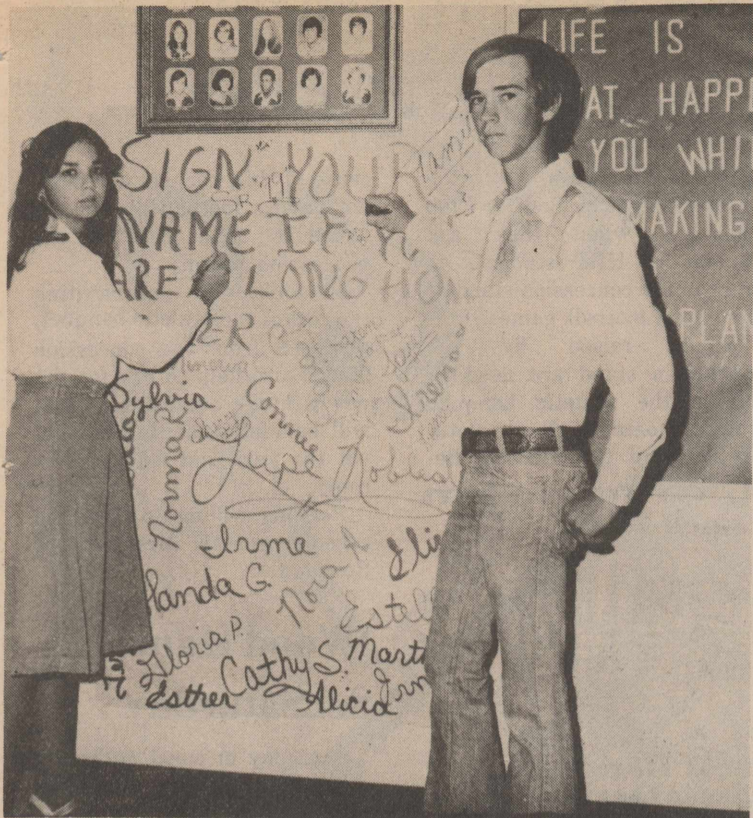


Offices located at 106 Grant, Dimmitt

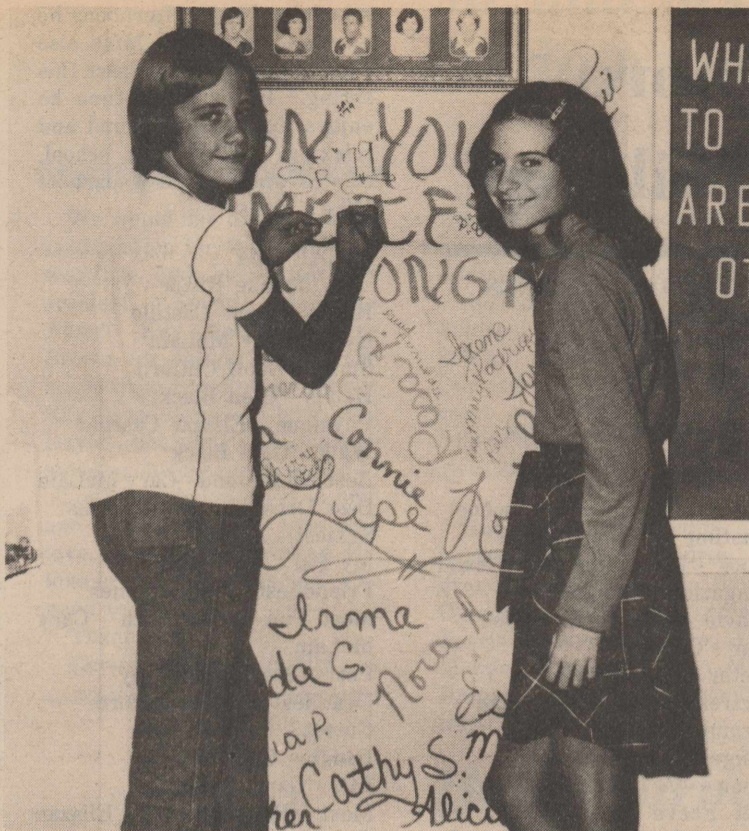
Phone 647-3664.

Carl Henderson, Manager

HENDERSON FOUNDATIONS, INC.



BEST CITIZENS FOR HHS are Norma Rios, daughter of Mr. and Mrs. Ernest Rios, and Brad Barnes, son of Mr. and Mrs. Frank Barnes.



BEST CITIZENS FOR HJHS are Derek Rich, son of Mr. and Mrs. Bill Rich and Suzahn Rowland, daughter of Mr. and Mrs. Newlon Rowland.

SUNDAY GUESTS

Mr. and Mrs. Warren Lemons and Suzanne and Mrs. Lemons' mother, Mrs. E.O. Wykes of Plainview were guests in the home of Mr. and Mrs. Miles Cox Sunday.

MAKE COLOR TOUR

Mrs. Tom McLain, Mrs. John McLain, Mrs. Ronnie Truelock and Robyn and Mrs. Robert Ivy of Dimmitt went to Chama, N.M. Oct. 8 and on to Antonita, Colo. where they spent the night. They rode the narrow gage scenic train through the mountains and viewed the beautiful trees in their change of colors. They also visited in Red River, N.M. returning home Sunday.

DINNER GUESTS

Sunday dinner guests of Mr. and Mrs. Bob Reed, Keith and Leslie were his parents, Mr. and Mrs. G.T. Reed of Plainview and Evelyn Davis.

RETURNS HOME

Mrs. Lena Maples returned home Sunday from Amarillo where she had been since Wednesday to be with her son, Glen Maples who had undergone surgery Friday.

SUNDAY GUESTS

Visiting Sunday afternoon with Mr. and Mrs. Jim Dalton were her sister and brother-in-law, Mr. and Mrs. R.V. Bills of Sunnyside.

INJURES FINGERS

Curtis Snitker received injuries to three fingers of his left hand Thursday while trying to dump a truck load of grain. He was admitted to Methodist Hospital and returned home Saturday.

NOTICE

NEW WATER WELL ACID STICK for better water yields for summer irrigation. Irrigation wells should be treated during pumping season while water table is at its lowest. Rex McFadden Co. 792-4446. Available at Olton Farm Supply. 11-tfc

FOR SALE - Two full size mattresses and springs. Call after 6 p.m. 938-2561 17-1tc

WANTED - custom plowing, shredding, tandem and flat breaking. Phone 938-2319 or 647-4546. 15-tfc

GOOD 160 ACRES, west of Olton, good water, 29% down, some improvements. Call Central Plains Realtors, 889-3810 or 293-4339. 15-3tc

FOR SALE - 3-bedroom home, 2 bath, basement, double garage, 305 Ave. F, Hart, phone 938-2392. 9-tfc

FIVE ACRES, FFA hog farm, fenced, three inch well, sprinkler system. South edge of Olton. Central Plains Realtors. 2101 W 5th, Plainview. 15-3tc

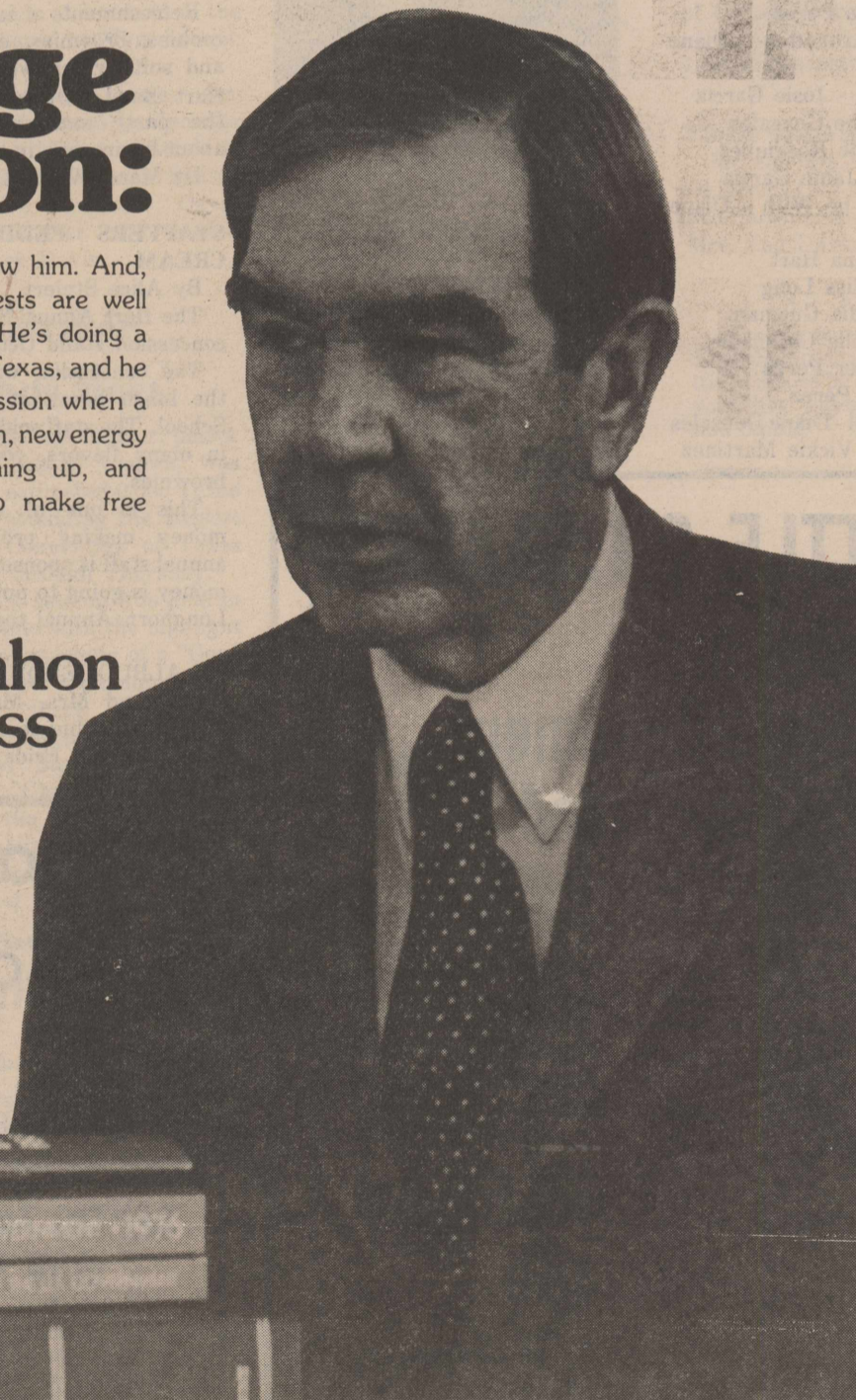
FOR SALE - Boat - 17 ft. Glassmaster Inboard-Outboard, 6-cylinder Chev. engine. Contact Bill Hill; 938-2490 14-4tc

George Mahon:

He knows us and we know him. And, thanks to him, our interests are well represented in Congress. He's doing a lot for the people of West Texas, and he can do a lot more next session when a new farm bill must be written, new energy and oil legislation is coming up, and there'll be new efforts to make free enterprise more free.

VOTE FOR George Mahon for Congress

Paid Political Adv. by The George Mahon for Congress Committee, H. E. Griffith, Treas., 310 Texas Commerce Bank Bldg., Lubbock, Texas.





Longhorn Trails



STUDENTS TOP 'EM

By Marci Cobb
Last Friday was Top 'Em Day for the Hart Longhorns. Students were encouraged to wear a hat or two of some kind. Students arrived at school in hats of all kinds, from hard hats to caps and cowboy hats. Tamie Gilcrease and Sharla Carson wore wildly colored barrel racing caps while Rhonda Cole showed in a yellow hard hat.

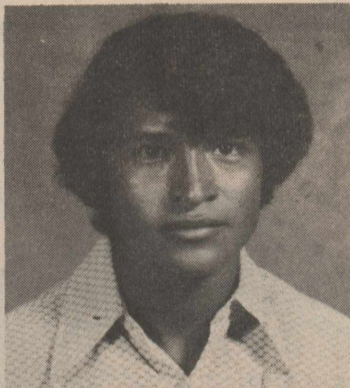
The majority of the students wore brightly colored caps. Some of the students switched hats with friends. Glen Black wore Sharla Carson's cap and Tracy Rich wore Marci Cobb's cowboy hat. That evening the Hart Longhorns topped it all by beating Kress six to nothing.

IDEAL GIRL

By Eliazar Castillo
Hair - Jacque Ritter
Eyes - Silvia Carrasco
Smile - Jaws
Hands - Doniece Clark
Figure - Diane Gonzales
Walk - Leticia Perez
Best All Around - Diane Gonzales
Best Dressed - Josie Garcia
Sexiest - Diane Gonzales
My Pal - Irene Rodriguez
Friendliest - Janie Garcia
Most Fun to be With - Diane Gonzales
Pest - LaDonna Hart
Deadliest - Miss Long
Meanest - Lidia Guzman
Cutest - Martha Coronado
Laugh - Esther Perez
I.Q. - Esther Perez
Most Beautiful - Diane Gonzales
Personality - Vickie Martinez

MY FAVORITE THINGS

By Lana Tucker
Color - Yellow
Food - Italian
Drink - Dr. Pepper
Teacher - Coach Barnes
Class - Ag
Day of Week - Friday
Place - Anywhere but school
Pastime - Riding around
Book - Flame and The Flower Magazine - Glamour
Movie - Ode To Billie Joe
Car - Camaro
Actor - Paul Newman
Actress - Cloris Leachman
Group - Eagles
Singer - Neil Sedaka
Song - "A Little Bit More"
Pet Peeve - People who are always late and people who don't care
National Hero - Calvin Hill
Saying - "If you think so"



MIKE MENCHACA

SENIOR SPOTLIGHT

By Lisa Nelson
Mike Menchaca, son of Mr. and Mrs. Mike Menchaca Jr., is one of Hart High's seniors this year. American History, English IV and I.C.T. are

included in Mike's class schedule. In the afternoons he works at Hart Oil. Mike also plans to participate in track this spring. In his spare time he enjoys just sitting around and relaxing. After high school, college studies are a part of Mike's plans.

IDEAL BOY

By Jacque Ritter
Hair - Eliazar Castillo
Eyes - Cary McLain
Smile - Geoff Clifford
Hands - Glen Black
Physique - Eliazar Castillo
Walk - Glen Black
Best All Around - Cary McLain
Best Dressed - Bryan Irons
Sexiest - Eliazar Castillo
My Pal - Yo Flores
Friendliest - Clay Haynes
Most Fun To Be With - Cary McLain
Pest - Steven Brantley
Deadliest - Geoff Clifford
Cutest - Cary McLain
Laugh - Cary McLain
I.Q. - Gary Jackson
Most Handsome - Eliazar Castillo
Personality - Glen Black

BAND FETED AT PARTY

Hart Longhorn Band attended a party given by the Kress Band. The Kress band hall was the site of the festivities Friday, Oct. 15, after the Hart-Kress football game.

Refreshments of sandwiches, cookies, brownies, chips, dips and soft drinks were served. Hart Band members enjoyed the party and are thinking about having one in the future.

By Marci Wescott

STAFFERS PEDDLE ICE CREAM

By Alice Steiert
The Hart Annual Staff had a concession stand Oct. 20.

The concession was during the lunch break at the High School. The staff sold ice cream in many flavors, cookies and brownies.

This is one of the many money making projects the annual staff is sponsoring. The money is going to put the 1977 Longhorn Annual together.

IN ALBUQUERQUE

Mr. and Mrs. Mack Davis were in Albuquerque, N.M. Thursday and Friday.

'Yes, I'll Work' Sought For Boosters Pleading

"Yes, I'll work," is the answer sought by Booster Club members when they ask parents of HHS students to work in the concession stand at Longhorn football games.

Funds raised by the concession stand are used to finance the athletic banquet which honors all athletic programs of the school. Be-

cause of this, parents who may not have a football player are asked to "take turns" in the concession stand.

In addition to underwriting the cost of the athletic banquet, proceeds from the concession stands also help to pay for the new athletic equipment which will benefit students throughout the year and for years to come.

Persons willing to help are asked to contact Mrs. Newlon Rowland.

Lunch Menu



At Hart Schools

Oct. 18-22
MONDAY - Steak, dinner rolls, buttered corn, june peas, apricots, milk and butter.
TUESDAY - Burritos, tossed salad, new potatoes, peanut butter cake and milk.
WEDNESDAY - Barbecued wieners, yeast rolls, pinto beans, butter spinach, rice pudding, milk and butter.
THURSDAY - Cheeseburgers on homemade bun, mustard, lettuce, tomatoes, onions, pickles, baked beans, peaches and milk.
FRIDAY - Fried fish, tarter sauce, cole slaw, blackeyed peas, cinnamon struesel, milk and butter.

Coming Events

Friday, Oct. 22 - Longhorns travel to Vega. Gametime, 7:30 p.m.

Monday, Oct. 25 - Band Boosters, 8 p.m. in band hall.

Thursday, Oct. 28 - Junior Highand JV football at Springlake-Earth. Seventh grade, 5 p.m.; eighth grade, 6 p.m. and J.V., 7:30 p.m. football

'Wood Hunt' Set Saturday

Saturday in wood gathering day for Longhorn fans who want to help make this year's homecoming bonfire the largest ever.

All who will help are asked to meet at the school so the job can be completed in swift order.

Contest

Continued from page 1

Billy Hackleman of Dimmitt moved into the season lead with Lonnie Joe Howell. Each has 75 correct picks for the season. Contestants with 65 or more points are listed elsewhere in this issue.

Contestants are again reminded to NOT GIVE UP seeking the grand prize of \$50 for the one who compiles the best record for the season which lasts as long as the Longhorns are in competition. Leaders can have a streak of bad guessing and those who trail by several points can catch up.

Any contestant can be a weekly winner, even one who enters for the first time. Anyone may enter. Pick a winner for each of the games appearing in the ads of sponsoring merchants on the contest pages of The Hart Beat. Circle the corresponding number on the entry blank, predict a tie-breaker score and fill in name and address.

Deposit entry blanks with any of the sponsoring merchants. While you're there, tell them you appreciate their making the contest possible.



"Well, then if I can't use the car tonight, may I just borrow your wallet?"

CATTLE ON STALKS?

Patented New Supplement Fits The Need

Cattle need a supplement to help them get maximum benefit from stalks. And you need a supplement that feeds with minimum labor. New, patented Nutrena Controlled Release CLS fits both needs. Its controlled release of protein-building nitrogen in the rumen provides extra safety and better nitrogen utilization than a conventional urea-based liquid supplement. Practically no labor: just feed free choice in lickwheel feeders. Check with us for patented new Nutrena Controlled Release CLS.

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SEPTIC TANK-CESSPOOL CLOGGING CAN NOW BE PREVENTED!

FAIRFIELD, N. J. - An amazing bacterial discovery that prevents clogging of septic tanks and cesspools with a single, safe, easy-to-use yearly treatment, has been developed by FX-Lab, Fairfield, N. J. and is now available locally.

Available also is a free booklet, "The Story of Willie Bacteria, or How To Take Care of Your Septic Tank or Cesspool," from:

Farmers Grain
Hart, Texas

Football Score Board

EIGHTH GRADE

Raul Menchaca, Joe Portillo and Benny McLain turned in outstanding offensive jobs Thursday in the eighth grade's 12-0 loss to Kress.

"We had a couple of breakdowns that led to both their touchdowns," said Coach Larry Cole. "Also we had some penalties that hurt us on offense that kept us from scoring."

"We recovered three fumbles and intercepted two Kress passes and only lost one pass interception so our defense is playing good and improving all the time."

Turning in good defensive performances were Isaias Ponce, Mario Hernandez, Jesus Gonzales, Chad Black and Benny McLain.

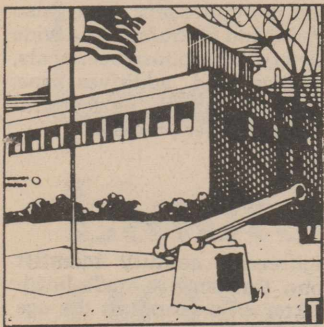
JV's
Hart JV's compiled 200 yards

WEEKEND GUESTS

Visiting over the weekend with the Monte Upton family were her brother and family, Mr. and Mrs. Richard Harris and Daniel of Canadian.

PUT YOUR MILITARY EXPERIENCE TO WORK PART-TIME.

If you're out of the service, the Army Reserve is a great way to get back in, part-time. And make good extra money at a job you already know. And can do best. With promotions and many of the excellent fringe benefits military service has to offer. See your local Army Reserve unit for details.



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Dan Knox

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Dimmitt 79027

rushing in a 31-8 losing effort against the Kangaroo JV's Thursday. Putting points on the scoreboard for Hart were Ricky and Rowland and Pat Ritter.

Outstanding defensively were Nathan Ingram and Clay Hanes.

SEVENTH GRADE

Kress seventh graders whipped the local team 20-0 in play Thursday in Longhorn Stadium.

Playing well offensively were Clay Barnes, Joey Ritter, Greg Hankins, Reent Upshaw, Jose Valdez, Roy Martinez, Derek Rich, Jorge Baraterro, Daniel Guzman, Chris Clifford and Leon Isaguirre.

Jay Wescott was outstanding on defense.

Lunch Menu



At Hart Schools

Oct. 25-29

MONDAY - Burritos, tossed salad, new potatoes in cheese sauce, peanut butter cake, milk and butter.

TUESDAY - Smothered steak, hot rolls, green peas, buttered carrots, apricots, milk and butter.

WEDNESDAY - Barbecued ham, cornbread, cole slaw, pinto beans, rice pudding, milk and butter.

THURSDAY - Sloppy Joes on home made bun, ranch style beans, vegetable salad, peaches and milk.

FRIDAY - Roast beef, home made sliced bread, green beans, whipped potatoes, apple cobbler, milk and butter.

FROM CANYON

Sister Norene Foster and Sister Mary Hawkins of Canyon spent the weekend with Sister Mary's parents, Mr. and Mrs. Willis Hawkins Sr.

FROM PLAINVIEW

Miss Retha Aven of Plainview visited her grandparents, Mr. and Mrs. Buster Aven Saturday.

GRANDCHILDREN VISIT

Saturday overnight guests of Mr. and Mrs. Robert Brooks were grandchildren, Mr. and Mrs. Roger Cameron of San Francisco (the former Rene Brooks), Roger Brooks of Houston and Robert Brooks of Dallas.

WARREN GUESTS

Kenneth Warren and John Ray Holloway of Lubbock spent Saturday night and Sunday with Mr. and Mrs. Ray Warren. Other supper guests Saturday night were Mr. and Mrs. Lyndall Warren and Bill.

1977 COUGAR XR-7



1977 COUGAR XR-7—The completely new 1977 Cougar XR-7 will feature bold styling and an efficient, comfortable interior. For the first time, the Cougar nameplate also will encompass an entire family of cars, including two- and four-door and station wagon models. All Cougars will feature the same bright, vertical theme grill and dual rectangular headlamps. The XR-7 will be distinguished by its own wraparound taillights and a sculptured deck lid akin to that of the Mark V. A 302-CID 2V engine and automatic transmission will be standard on the Cougar XR-7.

Blanket pardon for all draft evaders?

Carter says yes.

Ford says no.

What do you say?

Say it on Nov. 2nd.

Vote for
President Ford.

Apple Eyed As Cake Ingredient



"Oh, Applesauce!" "Razzberries!" "Baloney!" A market order with gusto? No, these words were once used as slang to express the feeling that something was all nonsense. There's no nonsense, however, in this Applesauce Cake—just good wholesome eating.

APPLESAUCE CAKE

2 cups unsifted flour	1/4 teaspoon ground cloves
2/3 cups sugar	1/2 cup Karo dark corn syrup
1 teaspoon baking powder	1/2 cup corn oil
1/2 teaspoon salt	1 egg
1/2 teaspoon baking soda	1/2 cup applesauce
1 teaspoon ground cinnamon	1/4 cup water
1/2 teaspoon ground nutmeg	

Grease 8 x 8 x 2-inch baking pan. In large bowl stir together flour, sugar, baking powder, salt, baking soda, cinnamon, nutmeg and cloves. Beat in corn syrup, corn oil, egg, applesauce and water until smooth. Turn into prepared pan. Bake in 350°F oven 40 to 45 minutes or until cake springs back when lightly touched. Cool in pan 10 minutes. Remove from pan and cool completely on rack. If desired, dust with confectioners sugar.



TO REIGN OVER THE BONFIRE - One of these young men will be given the crown of Bonfire King, chosen by the student body and crowned at the bonfire Wednesday night at 9:30 p.m.



steps to better living

COMPUTERS THAT COOK UP DYE RECIPES

Digital watches that instantly tell the time, day and month...electronic calculators built into ball-point pens... these are only two of the thousands of recent computer innovations.

The Dyestuffs and Chemicals Division of CIBA-GEIGY Corporation, a leading dyestuffs supplier to the textile in-

dustry, has probably developed one of the most dramatic industrial applications for the computer to date—a system to "cook up" dye recipes for color matching fabrics.



The computerized system, which has replaced some manual lab techniques more than a century old, is not only more accurate but saves textile manufacturers enormous amounts of time and money.

Color values or reflectance characteristics of a sample

shade to be matched are compared against similar color data on individual dyes previously stored in the computer. From this analysis, the computer can then evaluate—in just an hour's time—over 50,000 dye combinations. From these, the computer automatically selects the six best recipes to suit the customer's requirements. These may be further refined to provide the best matches under all light conditions—daylight, fluorescent or incandescent—for customer fastness needs, or economy in dye cost.

Assisting the textile industry is just one way the scientists at CIBA-GEIGY Corporation help make life better and more pleasant. They also create and manufacture a wide variety of pharmaceuticals, plastics and additives, specialty chemicals, agricultural and consumer products.

Eighteenth century scientist John Dalton was made headmaster of a school at the age of 12!

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