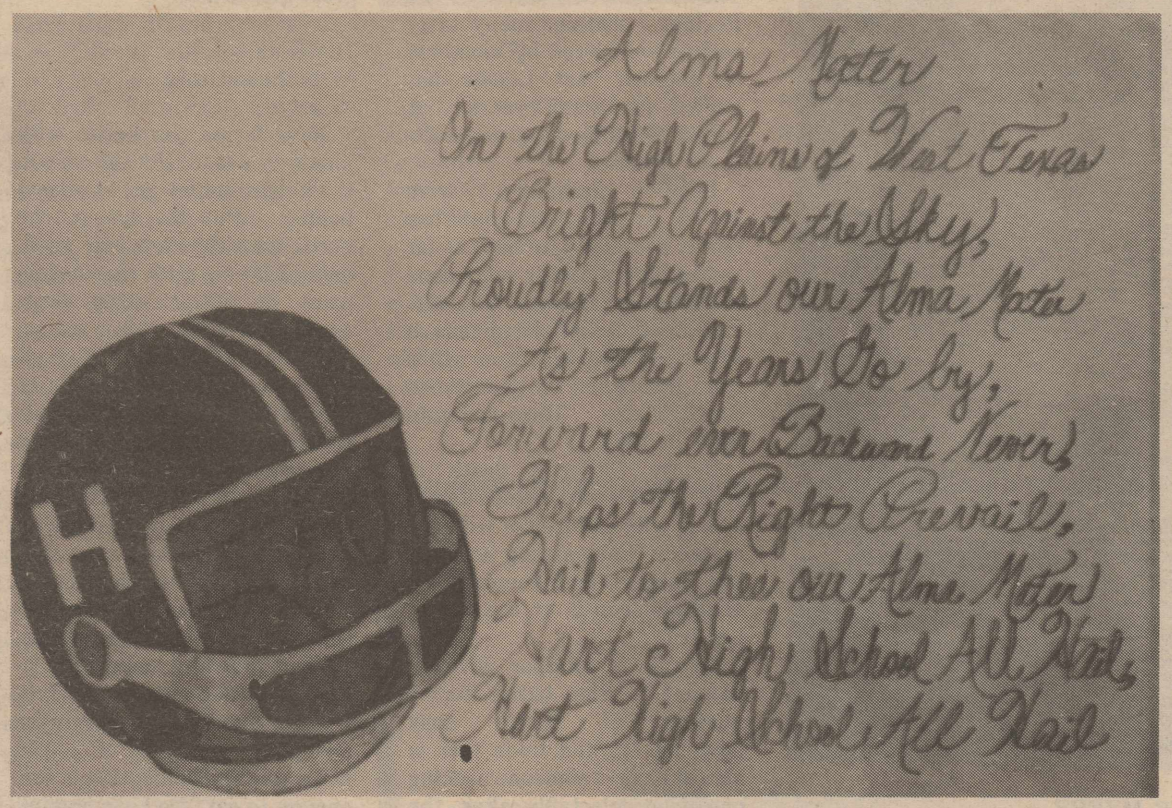


PROCLAIMING HOMECOMING ALLEGIANCE - The words of the Alma Mater grace the walls at HHS along with a Longhorn helmet getting everyone in the spirit of homecoming Friday.

The Hart Beat

measuring the pulse of a growing community

Hart, Castro County, Texas, Thursday, October 13, 1977

Volume [illegible] Number 16 15 Cents

Homecoming Is Friday

Friday is Homecoming Day at Hart High School. A full slate of activities awaits Longhorn fans.

The traditional pinning ceremony is scheduled for 10:51 a.m. on the day which has been designated "Dress Up Day." Football players will be pinned and the Pep Squad King crowned.

Candidates are Clay Hanes, son of Mrs. Lulu Mae Hanes; Kent Hill, son of Bill Hill and Evelyn Hill of Lubbock; Kelly King, son of Mr. and Mrs. W.T. King and Luther Isaguirre, son of Mr. and Mrs. Joe Isaguirre.

A giant pep rally will get underway at 3:20 p.m. in the high school gym. All Longhorn supporters are invited.

Stew supper will be served from 5 to 7 p.m. in the school cafeteria. The supper, sponsored by members of Hart Boosters, is $2 for adults; $1 for children 12 years of age and under.

The 1977 Homecoming Queen will be crowned in festivities beginning at 7 p.m. Candidates are Stacy Averitt, daughter of Mr. and Mrs. Ted Averitt; Abby Mancias, daughter of Mr. and Mrs. Gene Mancias; Martha Coronado, daughter of Mr. and Mrs. Nabor Coronado and Sherry Booe, daughter of Mr. and Mrs. Robert Horton.

Activities have been building all week with students observing special "days". Monday was Overall Victory Day and a host of students observed the occasion by wearing overalls. Tuesday was Kangaroo Mourning Day with students appropriately wearing black. Hex 'em Day was Wednesday with Kress' school colors of black and gold worn while Tuesday was celebrated as Maroon and White Day.

Stew Supper Set Friday

"Stew's on" will be the supper call Friday, Oct. 14 when Longhorn Boosters sponsor a fund raising supper to hungry fans heading for the Kangaroo Round-Up.

Serving hours are 5 to 7 p.m. in the school cafeteria. Tickets are $2 for adults; $1 for children 12 and under.

Boosters will also give away a half beef during halftime activities Friday. Club members are accepting $1 contributions to the beef prize.

New Auditorium Architect's Contract Let

A contract with the architectural firm of Riherd, Huckabee and Donham of Lubbock was approved Monday night at the regular session of the school board. The contract called for plans of a new auditorium, three junior high and high school classrooms, new kindergarten, new lighting and accoustical ceiling in the elementary school and the remodeling of the old kindergarten building into an industrial arts building.

Architect Hermann Riherd met with the board. Also meeting with the group was municipal finance consultant, Bob Davis of Underwood, Neuhaus and Company. A financial advisory contract was approved with Davis.

A called meeting of the board will be held Oct. 26 at 8 p.m. to make final plans for calling a bond election. An election date of Nov. 29 is considered.

In other action Monday, board members approved the audit report for 1976-77 as presented by Brown-Graham and Company of Tulia.

Meals On Wheels Program Being Readied In County

A Meals on Wheels program for Castro County residents will begin Nov. 1. Meals will be served five days a week including holidays and will be prepared by the staff of Plains Memorial Hospital so that persons on special diets can be served.

Applicants will be asked to pay the full price of meals. Partial payments might be arranged for those who are unable to pay the full price.

Additional information may be obtained from Retta Knox, 938-2145 or 938-2142, or by calling Meals on Wheels president, Carolyn Sides, 647-4235.

Panama Canal Letter Writing Campaign Set

Anyone wishing to participate in a letter writing campaign against the Panama Canal Give-away may do so Friday, Oct. 14 at the Farmers State Bank Community Room.

A list of U.S. Senators will be provided and persons may write as many as they would like. This campaign is being conducted by American Legion Zone 2, and will be manned by local personnel from 8:30 to 5:30.

Similar campaigns have been held this week in Dimmitt and Nazareth. Zone Commander William C. Hochstein Jr. urges Castro County citizens to let their voices be heard.

Upsets Plague Predictors

Most contestants found last week's football predicting to be "rougher than a stucco bathtub" as cartoonist Dirk West might say. A number of contestants who are usually adept at the guessing game were thrown by the number of upsets.

Four contestants, however, found it not so bad with a pair missing just two games and another duo missing three each. The tie-breaker, missed by many, had to determine the winners for the week.

Robert Mears and Jerry Allen were wrong on just two games each. Mears came nearest with his 24-21 tie-breaker prediction 26 points off, and thus earns the week's top money. Allen was off 29 points with a 28-20 guess.

Ronnie Truelock and Bill Sanders missed three games each but Truelock picks up third place for the week after missing just 8 points on a 17-10 tie-breaker prediction. Sanders was off 22 with 24-17.

Sanders regained the season lead, holding a one-point margin, with 76 correct picks during the six weeks period. Contestants with 66 or more points are printed elsewhere in this issue.

Each contestant drew one automatic point since the Farwell-Bovina match was

Continued on page 8

Church Group Hears Singers

A group from First United Methodist Church went to Plainview Sunday evening to hear the McMurry College Morningstar Singers present a program at First United Methodist Church.

Attending were Jay Wescott, Philip Foster, Phillip Hawkins, Clay Barnes, Suzahn Rowland, Teresa Mapp, Jeff Wheeler, Bryan Wheeler and Timmy Wheeler and Messrs. and Mmes. Bill Sanders, Leonard Griswold, J.V. Wescott and Lanny Wheeler and their guests Mr. and Mrs. Arnold Hall, Chris and Chuck Hall.

FALL COLORS

Fall carpet colors are softer, muted -- and natural, says Glenda Moore, housing and home furnishings specialist, the Texas Agricultural Extension Service, The Texas A&M University System.

DINNER GUESTS

Mr. and Mrs. Hubert Newman were Sunday dinner guests of a granddaughter and family, Mr. and Mrs. Bill Glidewell, Amy and Lori of Dimmitt. Also visiting there were Rebecca Reed of Orlando, Fla. and Mrs. Ona Mae Reed of Tulia and another granddaughter, Charla Newman of Canyon.



MRS. LUCILLE MYERS



Cook of the Week

Corn harvest is nearing completion and the availability may prompt some Hart Beat cooks to try a recipe shared this week by Mrs. Lucille Myers. Homemade hominy, almost unheard of today, is one of the recipes Lucille obtained from a cookbook put out by "Daughters of Mobeetie Pioneers." The book, "Good Food Recipes," contains many tasty recipes submitted by members of families that Lucille has known for many years. A recipe of Clifford's grandmother is included.

Lucille graduated from school in Mobeetie but her family does not date back as far as the Myers family who came to Wheeler County in 1906. Lucille and Clifford lived in Wheeler County from 1932 until 1936 when they moved to South Plains. They came to Hart in 1953.

Before Clifford's death in 1971, Lucille did a good bit of sitting with children of working mothers. Baby sitting is one of her hobbies and keeping her grandchildren is at the top of her list.

Baking is another favorite pastime. She bakes for a number of Hart's busy homemakers and finds ther is almost always someone seeking one of her delectable cakes - the most popular, her German chocolate and Italian Cream cakes. Last December she baked 30 cakes.

Lucille is a member of the Church of Christ and the Good Neighbors Club. She enjoyed being a member of Golden One Club until it was disbanded.

Her daughter, Nelda Jean Featherston, lives in Hico and is the mother of two daughters and a son. Aubrey and his family live in Hart. He and his wife, Nelda, are parents of two sons and a daughter. Grandson, Lynn, is married and the father of Lucille's first great-grandchild.

HOMINY

¼ b shelled corn
½ c lye

Have large iron kettle with plenty of water. Put the corn in the kettle and let get to almsot boiling. Put the lye in the kettle with the corn, stir good, using a broom stick that has no paint on it or other long, unpainted stick. Stir often. Keep boiling until skin is all off the corn, when skin begins to come off, stir all the time as this will begin to get thick. When skin is all off, take the corn out and wash the skins all off, have fresh hot water in the kettle and put corn in and stir. Let boil until the water needs changing. Repeat this several times so as to get the lye out. When the water looks clear in the corn, take corn out, put in fresh water, let set overnight and pour that water off. Add hot water and boil until it is soft enough to eat. To keep hominy for use as needed, put in jars and pressure.

DO NOT use aluminum, lye will eat holes in it. Granite ware is good to use.

Do not fear too much lye, it is better to have too much than not enough as the skin and the little colored points of the corn will come off quicker and that is better before the corn gets soft and the lye comes out quicker. Do the skinning out in the open.

FEATHERBED ROLLS

Crumble into a bowl, 1 cake yeast. Add 2½ c. lukewarm milk, stir until dissolved. Cream in mixing bowl ½ c. shortening, add gradually 2 T. sugar and 2 t. salt. Stir in alternately with yeast and milk, 5 c. flour. Beat after each addition until dough is smooth and well blended. Scrape dough from sides of bowl. Cover, let rise until double in bulk, about 1 hour. Punch down with spoon and drop in muffin tins about ⅔ full. Let rise until double. Bake at 400°.

GOOD PIE CRUST

2 c flour
1 c Crisco
½ c water
1 t salt

Mix flour and Crisco until grainy then add water. Work just enough for mixture sticks together. Roll out on floured board.

BROTHER VISITS

Visiting from Friday until Monday with Mrs. V.E. Bearden was her brother, Matt Walker of Commerce.

CHURCH DIRECTORY

CHURCH OF CHRIST

RANDY LOUVIER, 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. LANNY WHEELER
Church Phone 938-2462
Parsonage Phone 938-2462

Sunday School	10:00 a.m.
Morning Worship	11:00 a.m.
U.M.Y.	6:30 p.m.
Evening Worship	6:00 p.m.
Choir Practice (Wed.)	7:00 p.m.
UMW (Wed.)	7:30 p.m.

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Morris Sheats To Be Here Saturday

Hart High School graduate, Jerry Phillips, will accompany Morris Sheats of Lubbock on a visit here Saturday. Sheats, senior minister of Trinity Church in Lubbock, has announced his candidacy for U.S. Congress from the 19th District, a post which will be opened when George Mahon's term of office expires.

Sheats will be at the community room of Farmers State Bank beginning at 8 a.m. Oct. 15 to get acquainted with local residents.

A graduate of Monterrey High School and Texas Tech University, Sheats said he had been encouraged to run for the Congressional post and that a number of persons have promised support.

"I appreciate this very much and will be utilizing their help in all aspects of the campaign," he says.

DAUGHTER VISITS

Mr. and Mrs. Johnny Stallings, Jonlyn and Brandi of Fort Carson, Colo. spent from Thursday to Monday with her parents, Mr. and Mrs. Joe Bailey.

IN RED RIVER

Mr. and Mrs. Thomas Brooks, Cindy, Ronda and Robin and Marci Wescott spent the weekend at Red River, N.M.

HAS SURGERY

R.A. Futtrell was admitted Monday to Baptist Hospital in Amarillo for eye surgery Tuesday morning.

DAUGHTER VISITS

Mrs. Anna Willman of Roswell, N.M. spent several days last week with her mother Mrs. Mamie McLain.

SELLING CANDY

Methodist Youth will be selling candy bars to help finance their ski trip in February.

This Ad Good For Steak For Two

At **K-Bob's** after purchasing a new or used car from



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Look Who's Here

Mr. and Mrs. Robert Lowrey III announce the arrival Sept. 19 of twin daughters born in St. Mary's Hospital in Lubbock. Grandparents are Mr. and Mrs. Robert H. Lowrey Jr. and Mr. and Mrs. Royce Davis. Levi Bennight of Dimmitt is their maternal greatgrandfather. Paternal great grandmothers are Mrs. Robert Lowrey of Lubbock and Mrs. Don Synder of Raymond, Ill.

Senatorial Candidate Speaks To Hart Lions Club Monday

James E. Brandon of Amarillo was guest speaker Monday at the luncheon meeting of Hart Lions Club. An attorney and CPA, Brandon is seeking the unexpired term of office vacated by Senator Max Sherman when he accepted the presidency of West Texas State University.

Brandon's wife, Peggy, was also a guest at the luncheon meeting along with Roy Parten of the Easter Community, and L. A. Duff and Mrs. L..C. McLain.

National defense, Brandon says, has to be the "Number one priority." He decried the cancellation of the B-1 bomber. "I believe," he said, "at the grass roots level, Americans want to defend our nation."

He said he also believes the Grass Roots American seeks rejection of the Panama Canal treaty. He said he believed that the one-third of the Senate which is up for re-election will not endorse the treaty.

"Our number two issue," Brandon states, "is inflation. No country that has debased its currency has stood."

"We're looking at housing that will cost $100,000 to $150,000 for kids coming out of college. Two-thirds of the people own nothing."

During a brief business session, Lions voted to postpone fund projects concerning two savings bonds and dinner for four at a Dimmitt restaurant for a future event, probably the donkey basketball game which is being planned for the future.

IN HOSPITAL

Mrs. Zella Rice was admitted to Plains Memorial Hospital in Dimmitt Wednesday for tests.



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Attend Homecoming

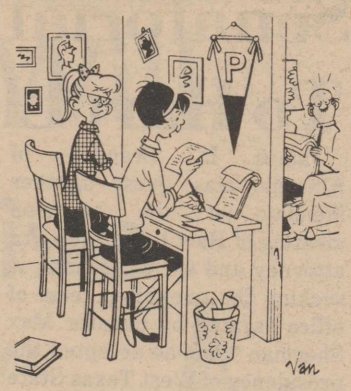
THE HART BEAT

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Sue Cannon.....Publisher
Evelyn Davis.....Reporter
Phone 938-2564
Mozelle Trotter.....
Janis Chaney.....



"That makes 10 girls for our party. Now let's start a list of 20 boys to invite."



TERRY MYERS & CHERYL PEVEHOUSE

Wedding Plans Told

Mr. and Mrs. Nathan Pevehouse of Dimmitt announce the engagement and approaching marriage of their daughter Cheryl Ann to Terry Dalton Myers, son of Mr. and Mrs. Aubrey Myers.

Wedding vows will be recited Saturday, Oct. 22 in the home of the bride's grandparents, Mr. and Mrs. Everette Cole.

Miss Pevehouse attended Dimmitt schools 11 years and graduated from Lubbock Christian High School in August. She is employed with Taylor and Son Food Store in Dimmitt.

Myers attended Hart schools. He is employed with a building contractor in Dimmitt.

Baptist Youth To Sponsor Hay Ride Fun Friday

Youth of First Baptist Church will sponsor an old-fashioned hay ride Friday night following the homecoming football game. Young people should gather at the parking lot of First Baptist Church.

Three separate hay rides are being combined into the one fun event. Children in the sixth grade and younger may ride in one wagon but must be accompanied by a parent or other adult. Their rides will be 50 cents for 15 minutes.

Junior high youth will also ride 15 minutes for 50 cents but need not have an accompanying parent. High school youth will get double measure; half-hour rides for one dollar.

Proceeds of the hay rides will go to the ski fund.

Welcome Home Exes!

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Go Longhorns!!!

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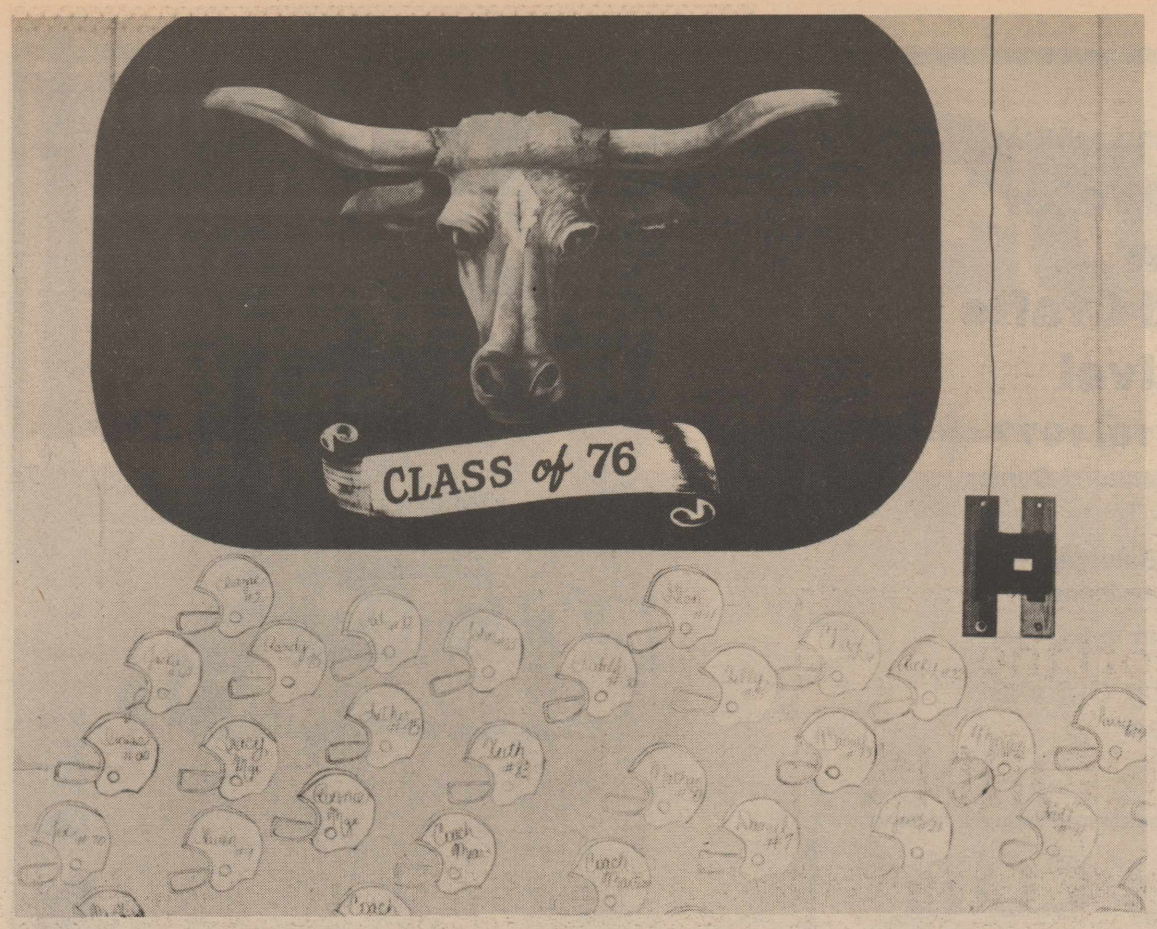
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LONGHORN FOOTBALLERS - Small helmets bear the names and numbers of the Horns in an arrangement beneath the Longhorn emblem in the high school gym.

Stop The Roos

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(Act of August 12, 1970: Section 3685, Title 39, United States Code)

SEE INSTRUCTIONS ON PAGE 2 (REVERSE)

1. TITLE OF PUBLICATION: The Hart Beat
2. DATE OF FILING: Sept. 20, 1977
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EDITOR *(Name and address)*: Sue Cannon 1011 W. 10th St. Olton, Texas 79064
MANAGER EDITOR *(Name and address)*:

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T & T Enterprises	Atlanta, Texas

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G. TOTAL *(Sum of E & F--should equal net press run shown in A)*	500	500

I certify that the statements made by me above are correct and complete. *(Signature of editor, publisher, business manager, or owner)*
Sue Cannon

Emergency Farm Loan Deadline Extended Dec. 2

The U.S. Farmers Home Administration (FmHA) has extended to Dec. 2 the deadline for farmers in Castro County to apply for farm emergency loans to cover losses caused by this years drought and other natural disasters.

The agency's Supervisor, Wayne Pipes, said the extension has been ordered by Secretary of Agriculture Bob Bergland for applications under drought or other emergency loan-eligibility designations that would expire before Dec. 2, provided the designations are based on disasters that have occured on or after July 1, 1976. The Secretary's action was taken under requirements of recent emergency loan (PL 95-89) signed by President Carter.

Among deadlines changed to Dec. 2 is the previous Sept. 30 deadline to apply for farm loans under the President's special drought assistance program. Eighty counties of Texas are designated under that program.

Farmers lacking other sources of necessary credit may apply to FmHA for loans to offset losses or revive farming operations. Under the schedule of interest rates as revised by PL 95-28, loans are made at a rate of 3 percent on the first $250,000 borrowed against actual loss, 5 percent for additional amount offsetting actual loss, and 8 percent for loans not based on loss but needed to continue farming or make major adjustments in farm operations.

Pipes said extension of earlier deadlines will give farmers whose crop returns are determined late in the year a better opportunity to assess their losses and credit needs, and enable FmHA to speed completion of work on applications now pending that need immediate processing.

FmHA emergency loan applications from farmers in Castro County are received at the agency's county office located at SW 3rd and Bedford Sts. in Dimmitt.

COMPARISON SHOP

Comparison-shop -- even at sales, says Claudie Kerbel, consumer information specialist with the Texas Agricultural Extension Service, The Texas A&M University System. Even though a sale may offer a saving, the same merchandise may be cheaper at another store, the specialist says.

HOSPITALIZED

Greg Swindle, infant son of Mr. and Mrs. Jim Swindle of Lubbock, has been taken out of intensive care in the Methodist Hospital in Lubbock where he has been for several days. They are former Hart residents.

FROM LUBBOCK

Visiting over the weekend with Rev. and Mrs. Lanny Wheeler and sons were Mr. and Mrs. Arnold Hall, Chuck and Chris of Lubbock.

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Friday and Saturday,
10:00 am to 9 pm

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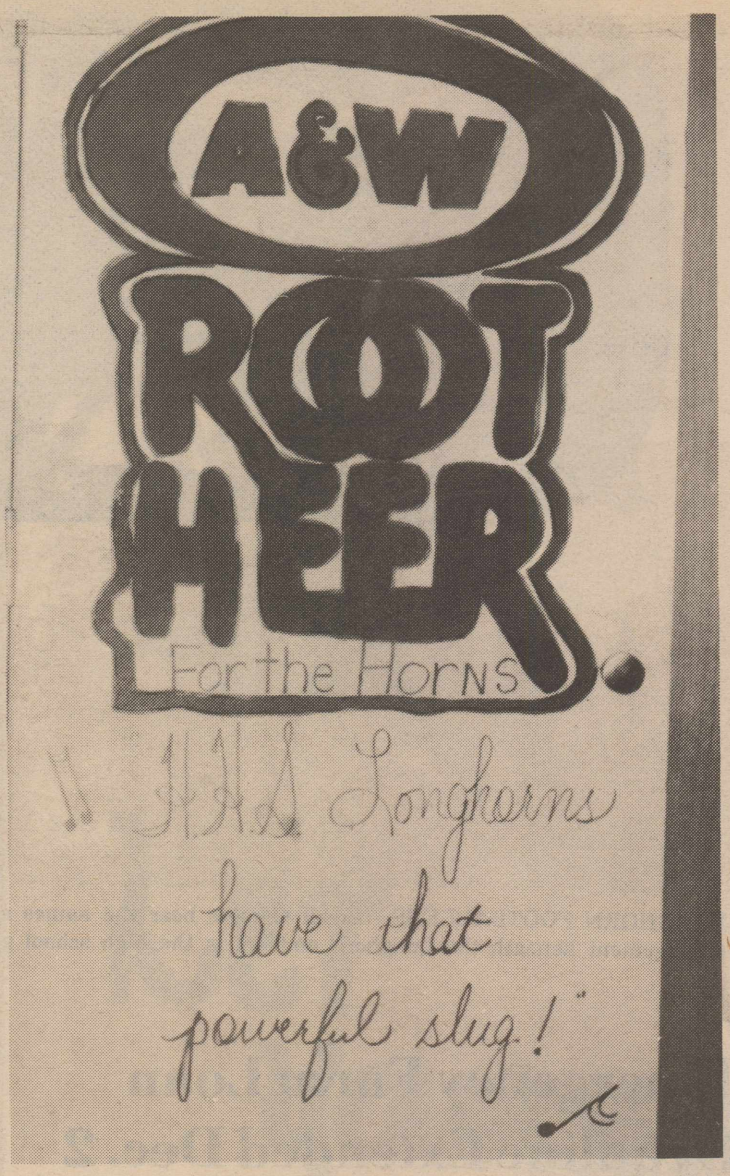
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"ROOT HEER" LONGHORN FANS -- One of the many decorated doors found in HHS this week as Homecoming Fever raged.

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WELCOME ALUMNI

Let's Boost The Longhorns To A Homecoming Victory!!!

Stone Motor Service

HOMECOMING



Homecoming Queen Candidates

L To R, Martha Coronado, Sherry Booe, Stacy Averitt, Abby Mancias

Be There For The Crowning Of The Queen

7 p.m. Friday

Farmers State Bank

We Hope Your

HOME COMING

Is A Success! ! !



Dimmitt Meat Co.

7th Grade Gridsters Fall To Friona 'Powerhouse'

Hart seventh grade suffered its first defeat Thursday as it succumbed to a stubborn Friona team, 12-4. Hart's offense could not mount much of a charge as Friona's defense stiffened in the second quarter and continued for the rest of the game. The only bright spots for the Hart bunch were two safeties performed by Alex Carrasco and Andy Gonzales in the first half. Hart led 4-0 at the half.

Friona came back in the second half and grounded out two TDs - one up the middle and the other a long run around the end.

Leonard Washington and Alex Carrasco provided what little punch the Hart offensive had.

DAUGHTER VISITS

Mrs. George Landtroop of Hereford spent Sunday with her mother, Mrs. Nora Ray.

Contest

Continued from page 1

incorrect.

No contestant should give up trying for the season grand prize even though trailing by a number of points. Leaders may hit a streak of bad luck. Dropping out merely gives the leader a better chance and the quitter no chance.

Any contestant can be a weekly winner, even one who enters for the first time. Enter this week, it's fun and you might be a winner.

IN FRIONA

Mr. and Mrs. Robert Brooks visited over the weekend with a granddaughter and family, Mr. and Mrs. Butch Chumley, Danielle, Brandon and Farrah in Friona.

Welcome Home Exes

Friday

10:51 a.m. - Pep Squad King Crowning

3:20 p.m. - Pep Rally

5-7 p.m. - Stew Supper

7:00 p.m. - Queen Coronation

7:30 p.m. - Game

Down The 'Roos

FARMERS GRAIN

Everbody's Market Place CLASSIFIED ADS

EARN $80 WEEKLY at home, stuffing envelopes. Information: rush 50 cents and stamped self-addressed envelope: Financial Miracles, Box 15129 Fort Worth, Tex. 76119 10-4tp

HOUSE FOR SALE in Hart - Two-bedroom with large all purpose room, located on corner lot. Completely repainted inside and out. George Real Estate, Jimmy George, broker. Call day or night, 647-3274. Hiway 385, South, Dimmitt. 50-tfc

FOR SALE - 1972 Honda 100. 961 miles. 938-2552 after 5. 15-tfc

HELP NEEDED: Experienced tire service man needed. $200 for 54 hour work week for right man. Non-experienced and afraid of hard work need not apply. Apply in person at Paxton Tire & Service, corner of 603 SE 3rd and SE Highway 385, Dimmitt. See Kenny Paxton. 51-tfc

FOR SALE - XL 125 Honda; S-L 175 Honda; and 250 Honda Dirt Bike. Call Punk Hamby 938-2181 14-tfc

BIRD DOG
Lost about two months. Red and white, short hair, no tail. Answers to "Red"
LARGE REWARD
Kelly Young
Rt. 1 Hart 864-3522

8th grade's Win Streak Comes To Friona Halt

The Hart eighth grade's winning streak came to an abrupt halt Thursday when it was snapped by a very powerful Friona team. Several long runs and passes boosted the Friona team to a 40-12 victory.

Friona threatened on its first possession, but the threat was stopped when Phil Foster recovered a fumble on the Horns 20 yd. line. Hart went to work and drove the ball well until a fumble, four plays later, stymied the attack.

From this point on, it was Friona all the way. They scored four touchdowns before intermission and led 26-0.

The second half proved a little brighter for the home-town boys as they scored on runs from Melvin Washington and Derek Rich. Conversions failed. The Horns failed to score early in the fourth quarter when Friona stopped them on the one yard line.

Friona's offensive crunch loosened a bit as it could muster only two TD's the second half, one of those on a kick return.

Hart's passing attack clicked the second half as David Guzman and Chris Clifford gathered one each. Derek Rich gained much needed yardage around the end while Washington chugged up the middle.

Defensively, Clay Barnes did a fine job at corner back and Jorge Barretero, at his strong safety position, intercepted a pass and made a fine return.

Card Of Thanks

I would like to thank Hart Fire Department for coming out Sunday. Because of the quick response of the department and my friends, I received only smoke damage. You will never know how much your help and friendship mean to me. A special thanks to Mr. and Mrs. Cecil Ray Jones for coming to my rescue, may God bless them. Also to Mr. and Mrs. Percy Hart and Mr. and Mrs. Miles Cox. Thanks again.

Mrs. Mamie McLain

We want to express our gratitude to Punk Hamby for making our car wash possible. We do appreciate his very generous contribution to our money-making project. The free use of his car wash helped us to have a very successful project and we say "Thanks a million".

Methodist & Baptist Youth

Season Standings

76
Bill Sanders
75
Lanny Tucker
74
Albert Hartman
73
Larry Cole
72
Marsha George
Lonnie Howell
Beverly Hill
Robert Mears
Ronnie Truelock
71
Billy Hackleman
Betty Heller
Carl Rambo
70
Leslie Reed
Mary Lou Rountree
69
Ethel Averitt
Rita Hartman
68
Calvin Alexander
Don Elliott
Charley Hill
Everette Heller
Ruth Hackleman
W.G. Rountree

SUPPORT THE HOME TEAM



Hart Farm Supply

Youll Score EVERY TIME!



First State Bank

Dimmitt, Texas

"Friendly
Courteous Service"

FARMERS
STATE BANK

1. OLTON 2. MORTON

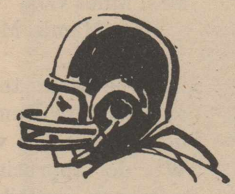


Backing The Longhorns
And The
Longhorn Band

PAY-N-SAVE

3. GREEN BAY PACKERS 4. TAMPA BAY BUCCANEERS

HI WAY
GARAGE



Go
'Horns!

9. ROOSEVELT 10. TAHOKA

Football

GRAND PRIZE
$50 IN CASH
WEEKLY PRIZES
$5 2nd $3 3rd $2



Rules

Games included in this week
listed in ads found on these pages
numbered, one through 30.

Use the handy entry form prov
number on the entry form of e
predict to win. Predict the sc
breaker game and fill in, c
remaining blanks.

Each week's entry must be tur
these sponsoring merchants. D
entering is noon Friday.

Total number of correctly
determines weekly winners a
contestants season total for the G

Contestant with most points for
receive $50 cash. In the event of
coin determines the winner.

Weekly prizes go to persons pi
number of wins each week. T
counts as a game as well as helping
week's winners, if necessary. I
prizes will be divided equally.

Only one entry per perso
Everyone is eligible to enter.

FARMERS GRAIN
COMPANY



Supports
The Longhorns

5. TULIA 6. FLOYDADA

We're With You
Longhorns!

B & B
FARM
SUPPLY

11. SLATON 12. POST

SMITH'S FOOD BRAND



POTATOES

SM
PO

15. IOWA STATE 16.

Backing
The Longhorns



GRAIN
HANDLING CORP.

7. ARKANSAS 8. HOUSTON



HI PLAINS
INSURANCE

13. NEBRASKA 14. COLORADO

FOOTBA

Go, Longho

TIDE
PRODU

17. FARWELL 18.

Contest



Each Week The Top Three Winners Will Be Listed Below

1. ROBERT MEARS 2. JERRY ALLEN 3. RONNIE TRUELOCK

's contest are
. Each team is

ided. Circle the
each team you
ore of the tie
ompletely, the

ned in to one of
EADLINE for

picked games
nd counts on
RAND PRIZE.
the season will
a tie; a flip of a

cking the most
he tie-breaker
determine the
n case of ties,

n is allowed.

GO! GO! GO!

Go 'Horns !

HART AERIAL SPRAYERS

25. HOUSTON OILERS 26. PITTSBURG STEELERS

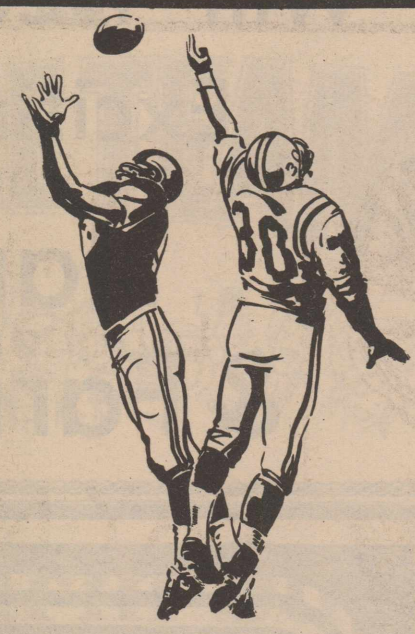
All The Way, Longhorns

KING'S BLACKSMITH

19. OKLAHOMA STATE 20. KANSAS

Go All The Way, Longhorns !

THE HART BEAT



27. ST. LOUIS CARDINALS 28. NEW ORLEANS SAINTS

MITH

TATO

CO.

-OKLAHOMA

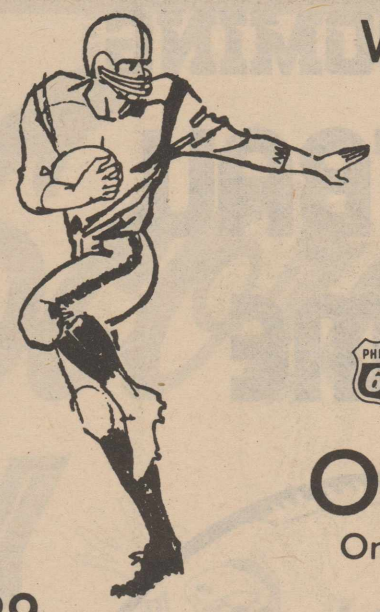
Building Materials From Foundation To Finish

-Glidden Paints-



ED HARRIS LUMBER

21. AIR FORCE 22. BAYLOR



We're Behind The Longhorns All The Way

PHILLIPS 66 HART PHILLIPS 66

OIL & BUTANE

On The Farm Tractor Tire Repair

29. DALLAS COWBOYS 30. PHILADELPHIA EAGLES

ALL

rns !

CTS

KRESS



Good Luck, Longhorns

TRIPLE A PUMP CO.

23. KENTUCKY 24. GEORGIA

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 29 30

GUESS THE SCORE ON THIS GAME

TIE BREAKER Hart Vega

FOOTBALL

Friday -
7:30 p.m.

The Hart
Longhorns
Will 'Treat' You To An
Exciting Evening

Hart Auto
& Farm Supply



UM-M-M-M- Good Eatin'! This door decor shows the latest food fad for hungry Longhorns.

OUT OF HOSPITAL

Mrs. Robert L. Hawkins came home Monday from Nichols Hospital in Plainview where she had undergone surgery.

DINNER GUESTS

Mr. and Mrs. Klaus Meuller of Lubbock were dinner guests of Mr. and Mrs. Deryl Clevenger Sunday.

HOMECOMING
FOOTBALL
GAME

Friday, October 14
7:30 p.m.

Hart Aerial
Sprayers



The
Company Store
& East Side
Grain Co.



"OVERALL VICTORY DAY" Monday found students and teachers dressed in this fashionable garb, predicting a victory for the Horns Friday night.

What's Cooking At School?

Oct. 17-21

MONDAY - Corn dogs, tossed salad, buttered corn, peanut butter cake and milk.

TUESDAY - Sliced turkey, gravy, hot rolls, green beans, mashed potatoes, oatmeal cookies, milk and butter.

WEDNESDAY - Pinto beans with ham, corn bread, buttered spinach, pickles, onions, peach cobbler, milk and butter.

THURSDAY - Barbecue on home made bun, tossed salad, baked beans, fruit and milk.

FRIDAY - Fried fish, tarter sauce, cornbread, cole slaw, blackeyed peas, orange cake, milk and butter.

IN PLAINVIEW

Visiting Saturday with Mrs. Jud Davis at the Heritage Home in Plainview were her brother and sister-in-law Mr. and Mrs. Owen Winkle of Oklahoma City, Okla.

GRANDSON VISITS

Visiting over the weekend with Mr. and Mrs. Earnest Martin was a grandson, Wade English of Bovina. Mr. and Mrs. Martin took him home Monday.

INFANT DEATHS

America has a high incidence of infant mortality, says Debby Johnson, family life education specialist, The Texas Agricultural Extension Service, The Texas A&M University System. "Of the 42 nations reporting, the U.S. ranks 16 in the number of infant deaths."



Bring The Whole Family To The Game For An Evening Of Fun & Excitement

Bailey Motor
& J & J Dry Goods

Beat The Kangaroos



Don't Miss Any of the ACTION!!!

We're No. 1

C & S Equipment



Is No. 1
Longhorns!!!
Longhorns!!!
Longhorns!!!

B & K Grocery

KICK OFF

FOR THE HOME TEAM

Hart of the Plains Gin & Pump Service

Friona Gets Revenge

Indians Round-Up Horns

A group of Indians off the reservation at Friona led an uprising and in the process rustled a herd of Longhorns into a loss Friday night. Hart's Randy Gonzales took the opening kick off 10 yards to the 37 and then Johnny Newsom got eight yards on a dive. Hart got a first from Michael Finch before slowing on a penalty. Going to the air, QB Eliazar Castillo's pass was picked off by Friona's Mike Hutson on the Chiefs 45 and returned to the Horn's 45.

From there, Friona used running plays to move to the 27. At that point Chief QB Chris Barnett hit halfback Jeff Whiteside with a pass that moved into pay dirt. Ernest Mills then booted the PAT wtih 7:16 of the first left.

Glen Black took the Chief kick off 10 yards to the 36 and Finch totted the mail to the Friona 43 on 3 plays. Then the Horns were stalled by a 15 yard penalty. With a second and 22, there was a mix up in the backfield as Newsom and Castillo bumped each other to loosen the ball. Friona came up with it on the Hart 36.

The Chiefs then moved to the 12 but the Horn's Kent Hill sacked the QB for a 3 yard loss. The Chiefs moved to the 9 but the treat ended when Kelly Jones broke the ball away from Barnett and Larry Marble scooped it in at the 17. The possession, however, was short lived as the Horns were forced to punt. Again the Chiefs coughed up the ball when Whiteside dropped it and Black covered it on the Friona 46.

Using runs by Finch, Castillo and Black and an 11 yard Castillo to J. Newsom pass, Hart got its first score when Black roared across from the 10 behind blocks of Clay Hanes Kelly King and Jackie Ethridge. The PAT kick failed with 10:42 of the second quarter showing.

Following the kickoff, Friona used fourteen plays to go 71 yards and score on a Barnett to Kevin Kothman pass that really was well defended but caught in a clutch. Mills again got the point-after kick with 4:46 showing.

Following an exchange of punts, Hart got the ball moving as Castillo first hit J. Newsom for a 30 yard pickup, ran for 12 then attracted a 9 yard Friona pass interference call when he threw to K. Newsom. With time running out, Hart's Hanes attempted a field goal on a 4th and 7. However, it went astray and Friona ran out the clock leaving the Horn's with a 14-6 deficiency at half.

Opening the second half, Friona had a small drive going out could not overcome a Castillo sack of Whiteside for minus six. Forced to punt, the Chiefs played tough defense and a fourth and 7 try by Castillo fell short by inches. Friona then used 6 plays and a Hart penalty to finally score on a Glenn London 2 yard run with 4:25 of the third left. Mills faked PAT kick was short.

There was an exchange of punts after the kickoff thanks to tough defense by both clubs. On the Friona punt, John Barretero lost the handle but sent the ball out of bounds for an eleven yard gain to the Hart 44. Castillo then completed, on a 3rd and 10, a 10 yard pass to end Luther Isaguirre before the quarter ran out.

As the fourth quarter opened, a Castillo to J. Newsom pass for 9 was nullified by a penalty. Castillo picked up 11 running from the tailback position behind QB Ricky Rowland. Castillo then thre the the ball to Black for 6 yards and the first. From the Friona 34, Castillo hit J. Newsom for the TS with 10:40 of the game left. The Castillo to J. Newsom pass fell incomplete with the score 20-14.

Whiteside fumbled the kickoff into the waiting hands of Steven Brantley on the Chiefs 27 giving Hart new hope. Castillo completed a 9 yard pass to Scott Jones and Black picked up a first before those hopes were crushed when Todd Bandy intercepted a Castillo pass at the one foot line. The Chiefs ground game ate out to the 46 before they were forced to punt.

Castillo had taken upon himself to move back deep and

Continued to page 19

it's time to

BEAT KRESS

Dimmitt Supermarket

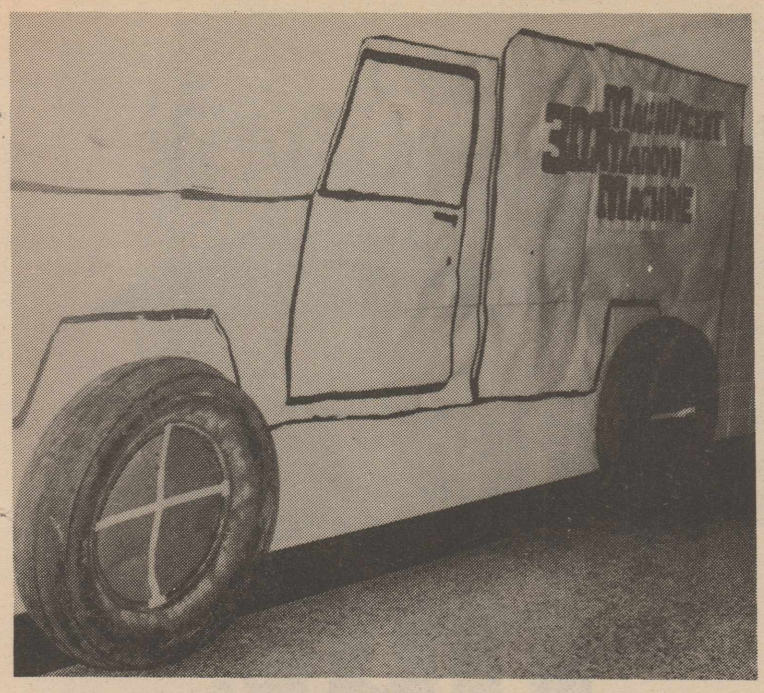
Homecoming

A Time To See Old Classmates Again

•

Game Time 7:30 p.m.

H & S Produce



LONGHORN LAND -- 3M COUNTRY -- The "Magnificent Maroon Machine rolls along the hallways at Hart schools in keeping with the spirit of "coming home" time.



Some young animals, deprived at birth of normal mother figures, will adopt whatever they see first as a parent figure. They come to see themselves as members of the substitute parent's species for the rest of their lives. This was demonstrated in experiments by the Nobel Prizewinning Psychologist Konrad Lorenz.

Make Those
POINTS
Longhorns!!!
Pay-N-Save
Grocery

Irene's Ideas

By Irene Keating

Maybe we'll start having cooler weather this month. At any rate I'm sure you're thinking of fall clothes.

Boots are in fashion this year and are stylish with skirts, dresses, gauchos or pants.

Since boots are expensive consider them an investment and choose them carefully. To wear them from season to season, select a classic style and a basic or neutral color. If fashion is your priority select the style currently in vogue. However, look for quality in construction and fabric of all boots.

Suede or leather boots may be the most comfortable - because natural fibers breathe - rubber or vinyl are more moisture resistant. However, suede or leather can be treated to repel light rain and snow.

For maximum warmth and dryness, seams should be securely stitched, sturdily made and lined.

Smooth tricot linings make a boot easy to pull on and off and give warmth; pile linings give even greater warmth. Piles are wool or synthetic. Synthetics are more durable but not as absorbent as wool, thereby leaving your feet clammy feeling.

Ridged or skid resistant soles, whether leather or synthetic, are safer on ice.

When buying boots try them both on. Sizes vary among brands and the boots should provide adequate width for your calves. Other pointers include trim, firmly attached back seam centered and firmly stitched, smooth zipper operation with a protective placket underneath.

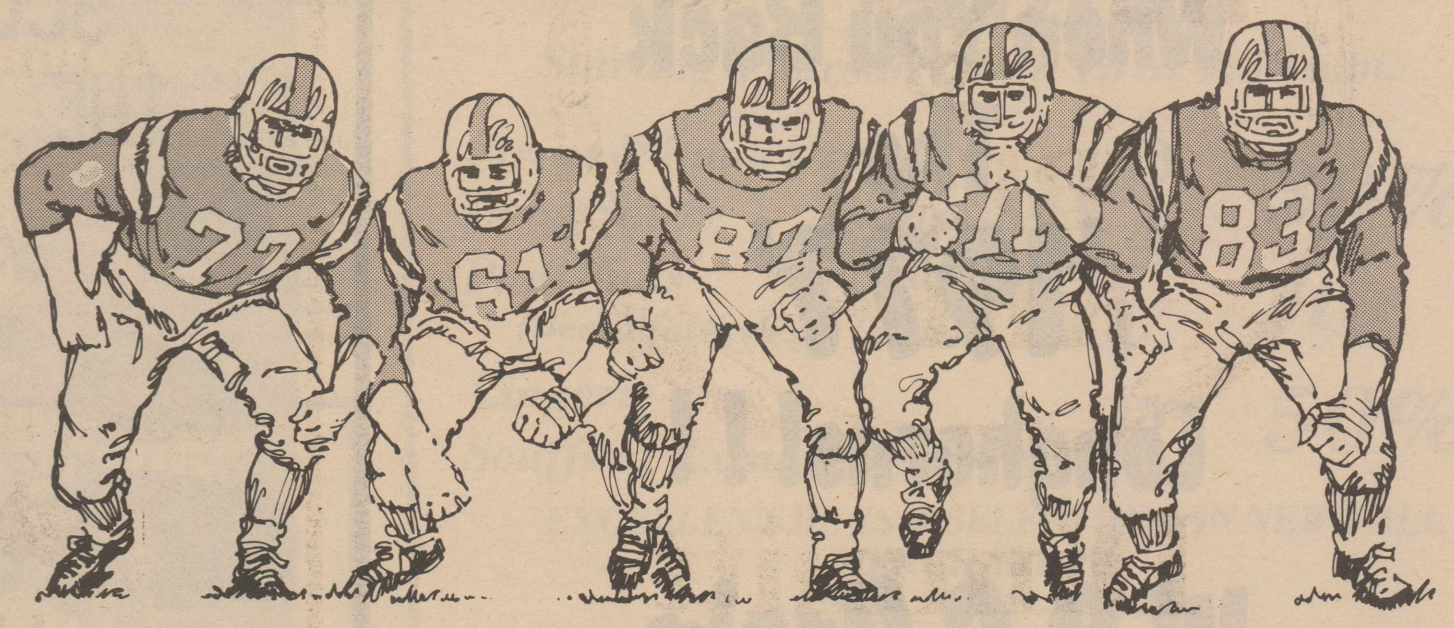
Football Results

Results of games in the Hart Beat football contest: Dimmitt 13, Lockney 10; Motley County 34, Sudan 31; Petersburg 28, Crosbyton 7; Amherst 33, Bovina 0; Nazareth 14, Lazbuddie 8; Happy 32, Silverton 14; Tahoka 20, Denver City 0; Floydada 20, Levelland 14; Farwell, Bovina - no game; Alabama 21, Southern Cal 20; Philadelphia Eagles 28, New York Giants 10; Baltimore Colts 45, Miami Dolphins 28; Minnesota Vikings 14, Detroit Lions 7; Cincinnati Bengals 17, Green Bay Packers 7; Texas 13, Oklahoma 6.

VISIT SISTER

Mr. and Mrs. Kent Irons visited her sister and brother-in-law Mr. and Mrs. Buddy Mahurin in Lubbock Sunday.

HOLD'EM!



King's Blacksmith

Support The Horns

HOME COMING 1977
Welcome Home
B & B
Farm Supply

YOU'LL BE GIVING
CHEERS...
FOR THESE WINNERS
When You Back
The
'1977'
Longhorns!!!
W & C Grain
Dimmitt

Pizza Hut®



"LET YOURSELF GO" proclaims this doorway leading into one of the rooms at HHS. Can you guess which door?

LITTLE SANTRY SCOUTS THE ROOS



COACH SANTRY RUSH comes in for a little ribbing during homecoming week. Coach Rush is scout for the Horns.

MEALS ON WHEELS
APPLICATION FORM

Referred by: _____ Phone: _____

Name: _____ Phone: _____

Address: _____ Age: _____

List Reason for applying: _____

Doctor's Name: _____

Diet: General _____ Special [List] _____

Mail to Meals on Wheels
Secretary: Mrs. Nell Ingram Rt. 4 Dimmitt, Tx. 79027

National School Lunch Week Designated Now

Texas students are among the 25 million who are served a midday meal through the National School Lunch Program in the United States.

In Texas over 227 million school lunches will be served to students in more than 5,000 of the state's schools this year.

President Jimmy Carter has proclaimed the week of Oct. 9 as National School Lunch Week and he urges "the people of the United States to give special recognition to the role of good nutrition in building a stronger America through its youth."

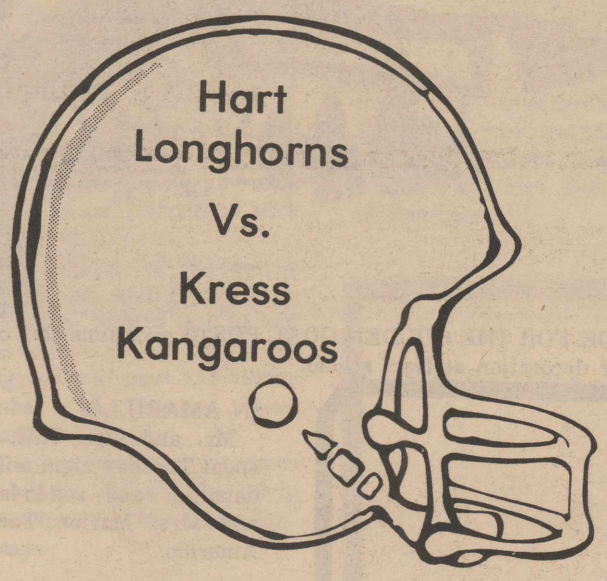
The Federal Government first provided school lunch in 1946 and six million children were served that year. Today school lunch is served in 92,600 schools and residential child care institutions aross the country. Ninety-four percent of all children in public schools have access to this meal.

The President's proclamation states that school lunch workers "are making a significant effort to improve the nutritional quality and appeal of the good while developing menus in keeping with the changing tastes of our children. Those involved in the program maintain their commitment to recognize the children's needs in order to serve them better."

The National School Lunch Program is administered in Texas by the Texas Education Agency in conjunction with USDA's Food and Nutrition Service.

IN AMARILLO

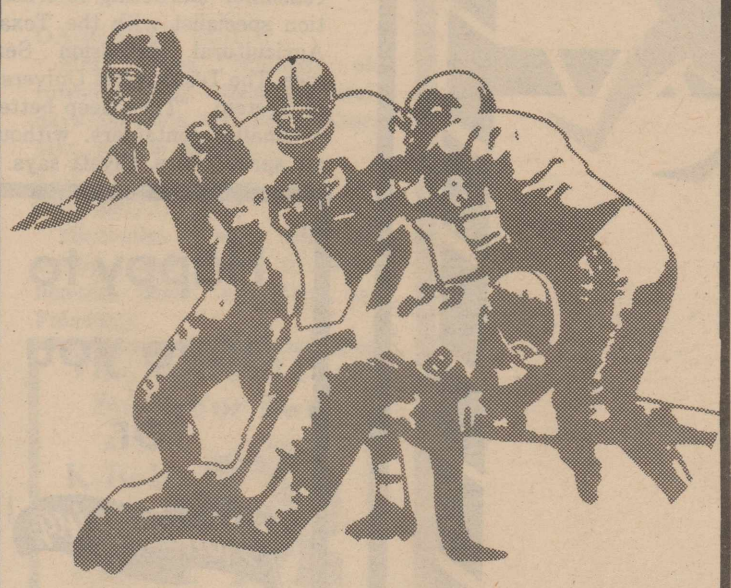
Mrs. Martha Bauman is in St. Anthony's Hospital in Amarillo.



Homecoming '1977'

Hart Lumber

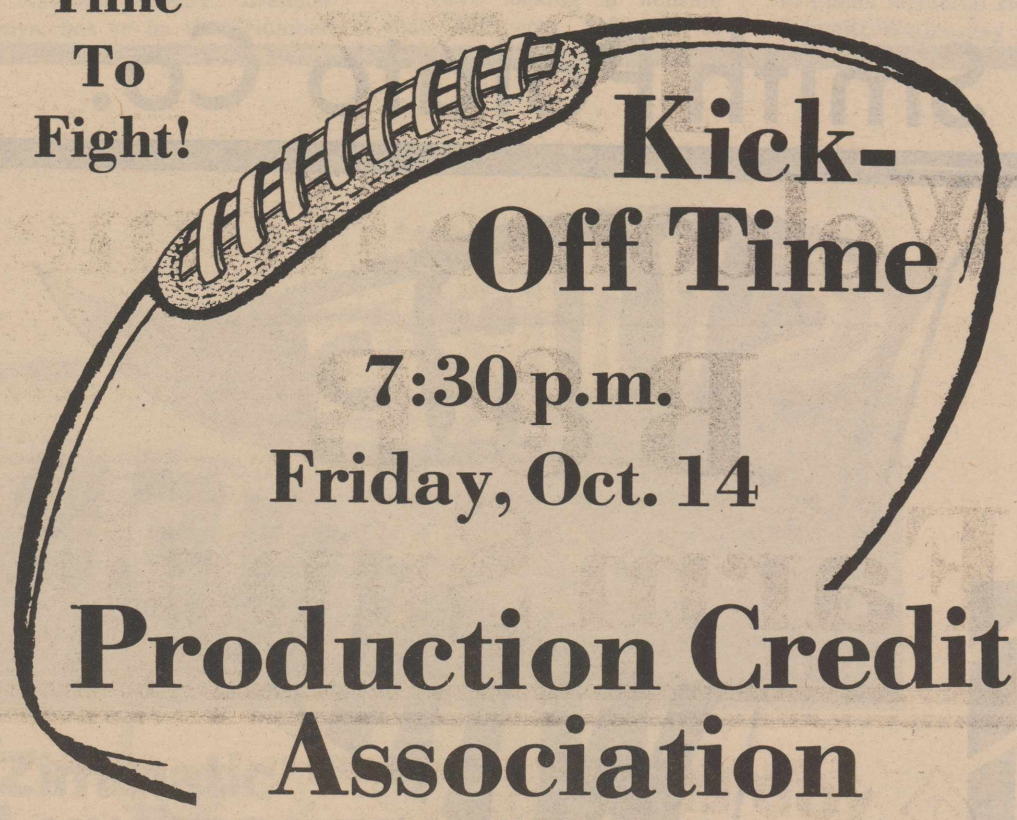
TACKLE



The Kangaroos

Hi-Way Garage

Time To Fight!



Kick-Off Time

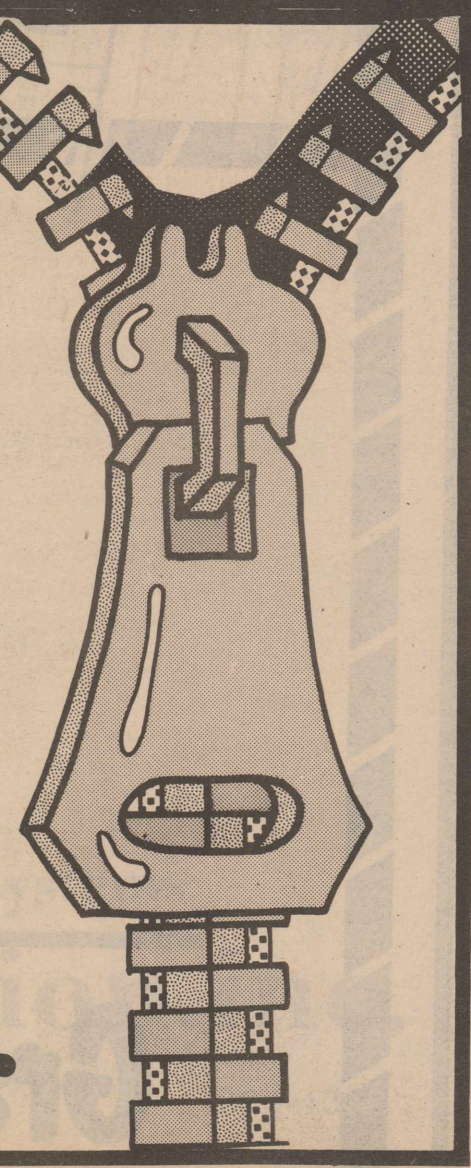
7:30 p.m.

Friday, Oct. 14

Production Credit Association

Robert Hobgood, Mgr.

Z-I-P



The Kangaroos

Sun-Vue Fertilizer

Our Team Will
"Never Give
An Inch"

We Hope You Have A Good Time!

Smith Potato Co.



LOOK FOR THE GOLDEN GOAL POSTS proclaims this catchy door decoration at Hart school.

IN AMARILLO

Mr. and Mrs. E.E. Foster spent Tuesday night with their daughter and son-in-law Mr. and Mrs. Marion Tucker of Amarillo.

WEEKEND VISIT

Sister Mary Hawkins of Canyon spent the weekend with her parents, Mr. and Mrs. Willis A. Hawkins.

IN SPUR

Mr. and Mrs. Ray Warren went to Lubbock Sunday morning and accompanied Kenneth Warren and John Ray Halloway to Spur to visit and have dinner with Mrs. Vera Halloway. Also visiting there were Mr. and Mrs. Harley Halloway and family.

AIR-TIGHT

Store fats and oils air-tight, advises Gwendolyne Clyatt, consumer marketing information specialist with the Texas Agricultural Extension Service, The Texas A&M University System. "They keep better in smaller containers, without air space," Mrs. Clyatt says.

SURE
WINNERS



1977
Hart
Longhorns

Grain Handling

Happy to
have you
for
Homecoming



NORA
LEE'S

Legal Notice

Swisher Electric Cooperative, Inc. S.W. 2nd Street in Tulia, Texas announces the proposed construction of a 69000 volt transmission line located at a point at the confluence of State Highway 1424 and 145 being approximately 9 miles west of Kress, Texas, Swisher County Texas. This line to extend westward for approximately 4.1 miles to a site located adjacent to said highway 145 and said site to be approximately 3.3 acres located in the East Part of Section 9, Block O.D. of Swisher County, Texas, at this site a 69000/12470 volt substation will be built, having a capacity of 5000 KVA.

These facilities along with other low voltage distribution line will make it possible to serve loads from other substations at Edmonson and Center Plains thereby increasing capacity in the area to serve requested loads and render more adequate service as desired by consumers in the area, or as may be required.

If there are any comments on the environmental aspects of this construction they should be submitted in writing to the Cooperative at its office in Tulia or to P.O. Box 67, within 30 days of the publication of this notice. Additional information may be obtained at the above address.

September 27, 1977

VISIT GRANDDAUGHTER

Mr. and Mrs. Robert Brooks visited recently with a granddaughter and family, Mr. and Mrs. Emmett Autry, Michelle and Emmett Jr. in Ruidoso, N.M.

Longhorns

Continued from page 14

he caught the punt on the thirty with red shirts pouring down on him. In patented fashion, he started on direction and then shifted back trying to pick up blocks. Finally a wall was formed behind Marble, Hanes, Black, Ethridge and the rest of the defensive team and Castillo went 70 yards to score with 5:22 left in the game. After a 5 yard penalty on the PAT, the pass fell incomplete.

On their next possession, Friona used a Hart penalty and good running to move into Horn territory. However, the Horns stiffened and held on a fourth and four situation to take over at their own 34. Then on a third and 21, Castillo's pass was intercepted by Terry Wilcox at the 30 and returned to the Hart 21. Three plays later Glenn London gave up a fumble to J. Newsom on the 14 to end the threat.

With time almost gone Hart went to the air but two passes were dropped and the third was lost to Whitesides on an interception that he returned 15 yards to the Hart 25. From there, Friona let the clock run out with the final score being 20-18.

Friona		Hart
16	1st downs	13
239	yd rushing	104
39	yd passing	109
278	total yd	213
4/3	passes att/comp	22/7
3	passes inter. by	0
1	opp. fumb. rec.	4
4/35	punts/avg.	3/43
4/15	penalties/yd.	7/58

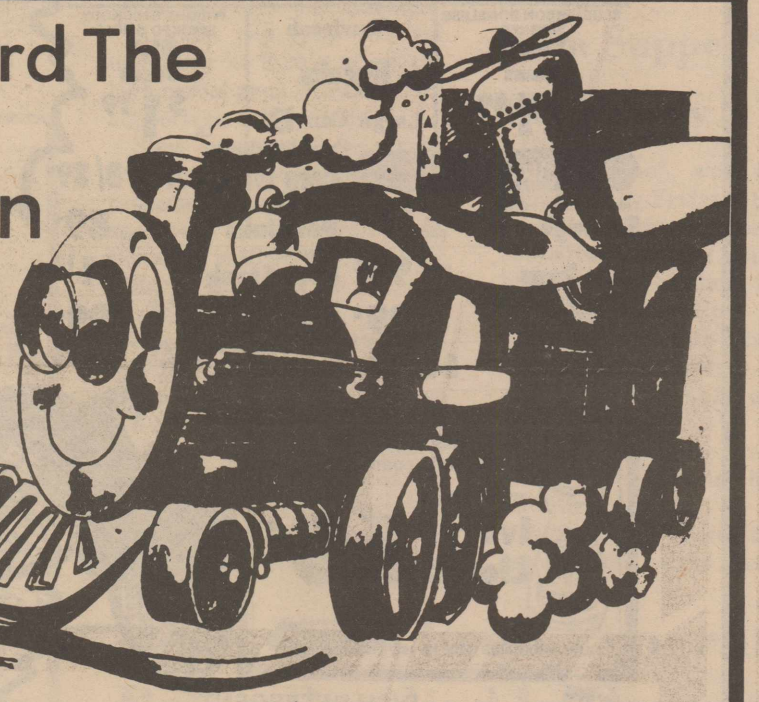
	1	2	3	4	Total
Friona	7	7	6	0	20
Hart	0	6	0	12	18



THE SWEET SMELL OF SUCCESS - A pun on the old limerick lets Horn supports increase their homecoming fervor.

Support The Horns

All Aboard The Longhorn Express ! ! !



Parsons Funeral Home

STOP

Those 'Roos Hart Gin



Support The Winning Team

Hart Longhorns

DOUBLE-H RESTAURANT
GAME ROOM

Pay-n-Save

QUALITY AND SERVICE

DEL MONTE **Fruit Cocktail** 303 CAN 43¢

DEL MONTE CUT **Green Beans** 3 303 CANS $1

SHURFINE DARK RED **Kidney Beans** 15 OZ. CAN 29¢

FRENCH'S BROWN **Gravy Mix** 2 1 OZ. PKGS. 35¢

TOAST EM **Pop-Ups** 10 OZ. PKG. 49¢

BATHROOM TISSUE **Colortex** 8 PAK PKG. $1.23

HARVEST of GOOD FOOD IDEAS

QUARTER PORK LOIN 9-11 CHOPS FAMILY PAK

Pork Chops

LEAN CENTER CUT RIB **Pork Chops** $1.49 LB.

$1.29 LB.

LEAN CENTER CUT LOIN **Pork Chops** $1.59 LB.

10¢ OFF LABEL

Tide Detergent

$1.19 GIANT SIZE BOX

BLUE RIBBON BONELESS SMOKED **Turkey Hams** $1.49 LB.

Shurfresh Biscuits Large Can 13¢

WRIGHT'S HICKORY SMOKED SLICED **Slab Bacon** $1.19 LB.

Our Darling **Corn** Whole Kernel 3/89¢

Meat Specials

TASTE WRIGHT PORK **Sausage**	2 LB. BAG $1.59	GOOCH'S MEXICAN STYLE SAUSAGE **Hot Links**	LB. 89¢
LITTLE BOY BLUE **Corn Dogs**	12 OZ. PKG. 99¢	LEAN FRESH **Pork Steak**	LB. $1.19
SENOR BLUE'S DEEP FRIED **Burritos**	1 LB. PKG. 99¢	LEAN SEMI-BONELESS FRESH **Pork Roast**	LB. 99¢
RAMIREZ FRESH CORN **Tortillas**	2 lb. 59¢	SMOKED GERMAN GOOCH'S BLUE RIBBON **Sausage** 12 OZ. PKG.	$1.19

VALUABLE COUPON
LIMIT 1 PER CUSTOMER
22 OZ. BTL. **Ivory Liquid** 69¢
Venture Foods
COUPON EXPIRES OCT. 15, 1977

DISH DETERGENT **Ivory Liquid** WITH COUPON ABOVE 69¢

8 OZ. PKG. KRAFT TANGY ITALIAN **Spaghetti Dinner** 39¢

22 OZ. BTL.

ALL PURPOSE **Gladiola Flour** 25 LB BAG $1.99

Gladiola Flour 25 LB. BAG $2.39

Apples RED DELICIOUS 3 LB. BAG 69¢

MAKES MORE COFFEE!
NEW! FOLGER'S **Flaked Coffee**
EQUIVALENT TO ONE POUND! ESPECIALLY FOR AUTOMATIC COFFEE MAKERS
$2.69 13 OZ. CAN

12 OZ. CAN LUNCHEON MEAT **Armour Treet** 89¢

KRAFT **Velveeta** 1 LB. BOX 99¢

KRAFT **French Dressing** 8 OZ. BTL. 49¢

Royal Limoges Fine Porcelain China **Lovelace** by Crown Victoria DINNER PLATE 69¢ EACH BASIC PIECE WITH EACH $3.00 PURCHASE

KRAFT **Miracle Whip** 99¢ 32 OZ. JAR

Health And Beauty Aids

FOR SINUS HEADACHE **Sine-Aid** 24 CT. PKG. $1.29

ORANGE OR CHERRY **Aspergum** 16 CT. PKG. 59¢

LAXATIVE TABLETS **Correctol** 30 CT. BTL. $1.29

VASELINE INTENSIVE CARE **Lotion** 15 OZ. BTL. $1.49

BAMA **Red Plum Jam** 10 OZ. JAR 39¢

BAMA ORANGE **Marmalade** 10 OZ. JAR 39¢

ROXEY DRY **Dog Food** 5 LB. BAG 89¢

Fall Cheese Festival

KRAFT CHUNK **Cheddar Cheese**	8 OZ. PKG.	99¢
PHILADELPHIA CREAM **Cheese**	2 3 OZ. PKGS.	49¢
KRAFT **Cheeze Whiz**	8 OZ. JAR	79¢
KRAFT SLICED **Cheese Singles**	6 OZ. PKG.	59¢

MOUNTAIN GROWN **Folger's Coffee**

$4.69	$3.19	$6.29	$9.39
INSTANT CRYSTALS 10 OZ. JAR	1 LB. CAN	2 LB. CAN	3 LB. CAN

AFFILIATED

WE RESERVE THE RIGHT TO LIMIT
PRICES GOOD OCTOBER 13-19

TenderCrust

CALIFORNIA TOKAY	CALIFORNIA	LONG GREEN	TEXAS GREEN	PURPLE TOP
Grapes LB. 49¢	**Carrots** 2 1 LB. CELLO BAGS 39¢	**Cucumbers** LB. 19¢	**Cabbage** 2 LBS. 25¢	**Turnips** LB. 39¢

Pay-n-Save
QUALITY AND SERVICE