PARSON'S
FUNERAL HOME
Oxygen Equipped
Ambulance Service
Ph. 285-2621 Collect, Olton

THE HART BEAT

measuring the pulse of a growing community

FARMERS STATE
BANK
Member F.D.I.C.
HART, TEXAS

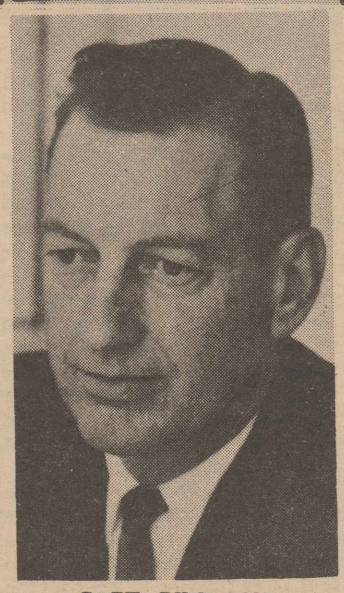
VOL. 7 NUMBER 27 HART, CASTRO COUNTY, TEXAS, THURSDAY, JANUARY 8, 1970 10 CENTS A COPY

Police Captain To Speak Here Of Dope Danger

Captain Bill Cox of the Lubbock Police Department will be the guest speaker Monday, Jan. 12 for the noon meeting of the Lions Club. Program chairman Bob Bowden, urges all members to be present.

A veteran of 20 years service with the Lubbock department, Capt. Cox is presently associated with the juvenile division.

He will speak on the dangers of drugs.



CAPT. BILL COX

Grain Sorghum Producers Announce 1970 Program

USDA announced the 1970 feed grain program this week. According to the Grain Sorghum Producers Association, there are two changes for 1970 which will hurt the farmers in the High Plains area. They are:

(1) There will be no advance payments. Farmers have been able to get 50 per cent of the diversion payment in advance by signing up in the feed grain program.

(2) The diversion payment will be cut from 45 per cent of the total county price support payment, as in 1969, to 40 per cent in 1970. This is about 10 cents per hundred times the farms projected yield of 5,000 pounds per acre, the cut is $5.00 per acre.

The loan and price support level will remain the same as in 1969.

All 1967-68 grain sorghum in the commercial reseal program will be called in on June 30, however, the 1969 crop of grain sorghum placed under government loan may be placed under reseal on June 30. The reseal program is where farmers retain ownership past the normal take-over date by the government extending the loan period.

GSPA has been working with USDA officials trying to get an extension of at least the same payment levels for 1970 as 1969 and to extend the reseal program. USDA gave budgetary problems as reasons for the cut in the diversion payment.

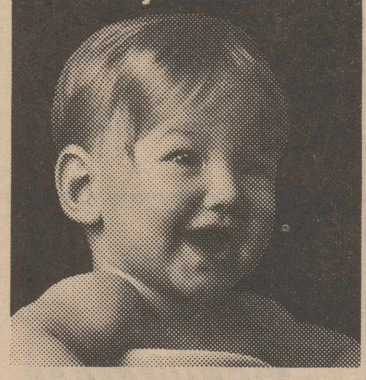
GSPA Executive Director, Elbert Harp, cautioned all farmers who are currently carrying their 1967-68 grain under the reseal program to take necessary steps to redeem their grain prior to the June 30 take-over date. Substantial losses would occur to the farmer if it is not redeemed. Harp also stated that GSPA was pleased that USDA did authorize the reseal program for 1969 grain. This should tend to strengthen our market price.

Bond Sales Total Told

November sales in Castro County totaled $9.239. according to Judge R.E.Wilson chairman of the Castro County Savings Bonds Committee. Sales for the eleven-month period were $51,395 and this is 86 per cent of the 1969 goal of $60,000.

"Recently the interest rate on United States Savings Bonds were raised to 5 per cent when held to maturity of 5 years and 10 months (4% for the first year and 5.20% when held to maturity.) Freedom Shares will be removed from sale on June 30, 1970, so be sure to put your note allotment into "bigger" E Bonds. Buy them through the Payroll Savings Plan where you work or at your bank," Chairman Stone said.

This baby was babied...



...before she was born

The March of Dimes wants every mother-to-be to know that prenatal care can reduce birth defects — that the rubella (German measles) vaccine and the Rh vaccine can reduce birth defects.

prevent birth defects
Give to the
MARCH
OF DIMES

Castro County Grain Program Explained By ASCS Office

Producers in Castro County will receive notice of their feed grain bases and an explanatory leaflet on the 1970 Feed Grain Program in January according to Charley E. Hill, County Office Manager of the Castro County Agricultural Stabilization and Conservation Service.

Sign-up period for the voluntary farm programs - including wheat and cotton as well as feed grains - will be February 2 through March 20.

The 1970 Feed Grain Program will be much like the 1969 program, the ASCS office manager said. Provisions of the 1970 Wheat and Cotton Programs were announced earlier. Hill gave the following details on the Feed Grain Program:

1. Acreage diversion and diversion payments. - Minimum diversion at 20 percent of a farm's feed grain base acreage will be required for program participation. No payment will be made for this first 20 percent diversion, except for small farms. Payments will be made for additional diversion of corn, grain sorghum, and barley. Maximum acreage that can be diverted for payment will be the larger of 30 percent of a farm's feed grain base or 25 acres less the qualifying 20 percent diversion. Payment rate for this additional diversion will be based on 40 percent of the total county price support (loan plus support payment) times a farm's projected yield of the crops involved. No advance diversion payments will be made.

Upper limits will be established on the per-bushel rate which will be paid for the additional voluntary diversion of feed grain acres. The maximum payments will be: for corn, 60 cents per bushel; for grain sorghum, 55 cents per bushel (not hundred weight); for barley, 45 cents per bushel.

2. Price-support loans and payments - National average price-support loan rates on all feed grains will be the same as in 1969. However, corn loan rates, while unchanged, will be at $1.08 per bushel, "No. 2" basis --which is equal to the 1969 level of $1.05 for average quality.

The National average loan levels of the other feed grains will be: grain sorghum, $1.61 per hundredweight; barley, 83 cents per bushel; oats, 63 cents per bushel; rye, $1.02 per bushel. (Price-support is required by law for oats and rye, but there are no provisions for acreage limitations.)

Price-support payment rates will be: corn, 30 cents per bushel; grain sorghum, 53 cents per hundredweight; barley 20 cents per bushel. Price-support payment for a farm is arrived at by multiplying the per bushel price-support payment times the farm's projected yield times the smaller of the planted acreage or 50 percent of the farm's feed grain base.

3. Small farm provisions- A farm with a feed grain base of 25 acres or less will be able to qualify for payment on the first 20 percent of its diverted acreage, with the payment rates based on 20 percent of the total county support rate times projected yield. For the remaining diverted acreage on small farms, the diversion payment will be based on the 40 percent payment rate, subject to the maximum limitation.

Producers with feed grain bases of up to 125 acres will have the option of temporarily reducing their base to 25 acres to become eligible for the small farm provisions. In such case, no corn, grain sorghum, or barley is to be planted for harvest on the farm and the temporary 25-acre feed grain base must be put to conserving uses.

4. Other program provisions - Soybeans planted in lieu of feed grains will not earn price-support payments.

Malting barley will not be exempt from diversion requirements in 1970 since supplies are more than adequate to meet needs.

Substitution provisions relating to wheat and feed grain acreage will continue as in previous years.

Announcement will be made prior to sign-up time on production of substitute crops on diverted acres.

School Census Now Under Way

Students in Hart schools will be bringing home census blanks which must be filled in and signed by parents. Boys and girls to be enumerated will include those born after Sept. 1, 1952 and before 1964.

It is important that all students who will begin the first grade next year be enumerated on the school census blanks.

A new law, passed by the Texas legislature, designates this as the last census to be taken until 1975, thus making it very important that each child be enumerated.

Census blanks may be obtained in the elementary principal's or superintendent's office.

Basketball Tourney Set

Basketball teams of Hart High School will play in a basketball tournament in Amherst this weekend.

Junior high teams will travel to Lazbuddie Monday night with the high school teams playing there Tuesday night.

Funeral Services Held For Lewis Milton Carter

Funeral services were held Saturday afternoon in the First United Methodist Church for Lewis Milton Carter, 82.

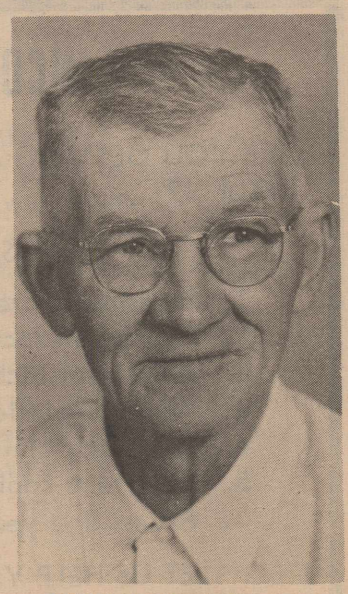
The Rev. Fred Brown, pastor, and the Rev. C. T. Cunningham, pastor of the First Baptist Church, officiated. Burial was in Hart Cemetery under the direction of Dennis Funeral Home of Dimmitt.

A resident of Castro County for more than 40 years, Carter died Wednesday in Plains Memorial Hospital following an illness of several months.

He was born Aug. 18, 1887 in Denton County and married the former Florence E. Newton Jan. 11, 1923 in Denton. Mrs. Carter died Oct. 1, 1964.

Survivors include his children, twins, Boyce Carter of Dimmitt and Mrs. L. J. Rice of Hart; three grandchildren, Robbie, Danny and Scott Rice, all of Hart and two brothers, E. N. Carter of Azle and T. R. Carter of Denton.

Pallbearers were Edward Bennett, Herman Burress, Walt Hansen, R. E. Holland, H. C. Nelson and W. E. "Bill" Dixon.



LEWIS MILTON CARTER

THE HART BEAT

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Sue Cannon.....Manager
Alva Henderson...News Editor

Any erroneous reflection upon the character, firm or corporation which may appear in the columns of The Hart Beat will be gladly corrected upon being brought to the attention of the publisher.



HART PRESENTS - - Judy Kay Steiert, daughter of Mr. and Mrs. L. J. "Bud" Steiert. The little miss, pictured here at eight months, is 11 months old. Mrs. L. T. Sharum is her grandmother.

IN HAWKINS HOME

Mr. and Mrs. Scott Crum of Dimmitt and Sister Mary Hawkins of Nazareth were Saturday visitors in Mr. and Mrs. Hawkins Sr. home.

DIMMITT ENGINE SERVICE

IRRIGATION ENGINE REPAIR & OVERHAUL
MAGNETO SERVICE
Phone 647-2573
P.O. Box 576

News From Our Service Men

PFC W. A. Hawkins III returned to Fort Rucker, Ala. Saturday after spending the holidays with his parents, Mr. and Mrs. W. A. Hawkins Jr.

MONUMENTS
Winnsboro Blue Granite
White Georgia Marble
and others
See Percy Parsons
Call Collect Olton-285-2621

Message From The Director

J. Edgar Hoover

It was Patrick Henry who said, "Bad men cannot make good citizens. It is impossible," he added, "that a nation of infidels or idolators should be a nation of free men . . .A vitiated state of morals, a corrupted public conscience, is incompatible with freedom."

I suggest there is a pertinent message for present-day Americans in Patrick Henry's warning. As we move into a new decade, I feel we are being pressured by some behavioral excesses which are incompatible with our continued freedom. Certainly, a free society is not free from difficulties, but it must be relatively free from weaknesses such as moral decadence and disrespect for law if it is to survive.

Moral decadence and disrespect for law thrive when self-discipline is weak. In a society of free men, there must be an abundance of personal integrity and discipline. We need only to look back at the 1960's to see what has been happening to our moral standards.

For the past several years our citizens have been barraged with unbridled vulgarity, obscenity, blasphemy, perversion and public desecration of our cherished ideals and symbols. Although strong protests have been made from portions of our concerned citizenry, for the most part these degrading and debasing activities are increasing. Immorality is becoming more of the rule than the exception.

In the face of these perplexing conditions, many citizens are practically moral cowards. Afraid of being labeled puritanical or "square," they tolerate and condone acts and habits which they know are morally wrong but which they do not have the courage to denounce and oppose. This is unfortunate, because they fail themselves, their children, and their country.

Where morality and decency are concerned, Americans must not let rationalization and doubletalk confuse them. There is nothing enlightening, enduring, or progressive about degeneracy. No great nations or stable societies have ever been built on false morality. If we value our country and our system of self-government under the rule of law, then we must not stand by and let our moral standards be compromised.

Respect for law is also a moral obligation. Much of our trouble today is caused by a growing number of persons who feel no obligation to respect the law and no legal responsibility to obey it. Belonging to divers groups and movements, these persons are clairvoyant and prolific on matters of liberty, freedom, and individual rights, but impatient and taciturn on the issues of responsibilities and established democratic processes. Their emotions override their judgment and reasoning. Edmund Burke put it this way- "The freedom of some is the freedom of the herd of swine that ran violently down a steep place into the sea and were drowned. The only liberty that is valuable, is a liberty connected with order; that not only exists with order and virtue, but which cannot exist at all without them."

To my mind, a big question for every American as we enter the 1970's is whether he wants to support and defend our free society or let it be overrun and destroyed by visionary agitators, whether he wants to promote the cause of justice and order or give in to crime and chaos, and whether he wants to hold the line on decency and morality or let depravity and degeneracy corrupt our populace.

Let us make no mistake about it. Human dignity, individual values, civil rights, and freedom for all citizens cannot exist without order and self-discipline. We need discipline to life us above the baseness of indulgence, discipline to stand for right over wrong, discipline to uphold and preserve our ideals and principles of democracy, and discipline to respect and obey the law.

Let those whose actions are incompatible with the freedoms of our society know that their rights and privileges end where the rights and privileges of others begin.

J. Edgar Hoover

School Menu

Jan. 12 through 16, 1970

MONDAY - Beef cutlets in barbecue sauce, candied sweet potatoes, cabbage slaw, hot rolls, apple sauce cake, whipped topping, milk and butter.

TUESDAY - Pinto beans, buttered corn, onion slice, cornbread, apricot cobbler, milk and butter.

WEDNESDAY - Meat balls and spaghetti, English peas and carrots, tossed salad, hot rolls, whole wheat cookies, milk and butter.

THURSDAY - Vegetable beef stew, plain crackers, filled crackers, pineapple cabbage slaw, cornbread, banana pudding, milk and butter.

FRIDAY - Hamburgers, mustard onion pickle relish, French fries, catsup, lettuce and tomato, orange sheet cake, milk and butter.

Happy Birthday

JANUARY 5
Mamie Rich
Kirk Vance
Shirley Barnes
Danny Smith

JANUARY 6
Jan Featherston
Blair Morrison
David Smith

JANUARY 7
Brett Aven

JANUARY 8
Pam Shive
Shirley McLain
Johnny Newsom,
Keith Newsom

JANUARY 9
D. A. Bass
Tammye Jean Hill

Happy Anniversary

JANUARY 5
Mr. and Mrs. Sam McGill

JANUARY 8
Mr. and Mrs. Preston Upshaw

GRANDSON VISITS

Jerry Crowley of West Texas State spent the holidays with his grandmother, Mrs. John Rice.

DINNER GUESTS

Mr. and Mrs. David Nelson and family were New Year's Day dinner guests of Mrs. Nelson's mother, Mrs. Ruby Sims, of Dimmitt.

FOR SALE

CARPET - Nylon, Acrylic, Polyester, various colors and patterns - commercial and residence $5.30 to $7.30 sq. yd. installed. Frances Mason 293-5554 2112 #3 Amarillo St., Plainview, Tex. 24-tfc.

FOR SALE - Oil field pipe and rods for corrals and feed lots. Call W. A. Hawkins, Jr. 938-2111. 1-tfc.

FOR SALE 3 bedroom house on pavement, priced to sell on lots 50 x 140 feet, with water, gas and sewer. Call 938-2472. 2-tfc.

FOR SALE: 1960 wide-bed Ford 1/2 ton pickup, 6 cylinder, 3 speed, Call 938-2462, Hart. 9-tfc.

NOTICE

WANTED-Your insurance business. All lines. Insurance at cost. Castro County Farm Bureau branch office, Hart, Texas. E. L. "Sonny" Hochstein, agent. Office hours, Monday through Friday, 9-12. Located at the Sun-Vue Fertilizer Office, phone 938-2307. 27-tfc.

1960 Plymouth Fury, new tires, runs good. Call W. A. Hawkins Jr. 938-2111. 1-tfc.

INCOME TAX RETURN SERVICE

ARE YOU GETTING ALL THE CREDITS DUE ON YOUR INCOME TAX RETURN?

THOSE FREQUENTLY OVERLOOK ARE:

1. Investment Credit. (On equipment purchased during year.)
2. Retirement Income Credit. (For persons of retirement age with retirement income.)
3. Water Depletion on underground water used for irrigation.
4. Prior year claims on any of the above.
5. Long term capital gain deduction on brood livestock.
6. Excess first year depreciation on equipment purchased.

LET US HELP YOU WITH YOUR INCOME TAX PROBLEMS

over 25 years experience

W.E. Thomas Jr. 812 Main St. Olton, Texas **Lavelle Dear**

THE FAMILY LAWYER

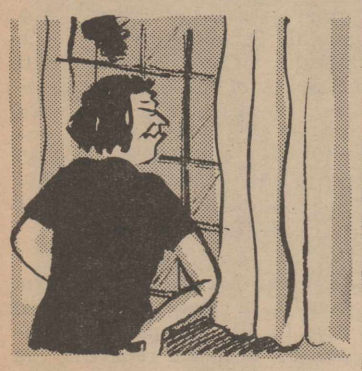
"Your Satisfaction Guaranteed"

Mrs. Henderson, unhappy with her new drapes, refused to pay for them. When the drapery maker filed suit for his money, Mrs. Henderson told the court:

"He guaranteed that the drapes would be made to my entire satisfaction. Well, I am not satisfied."

"That's only because she is so finicky," retorted the drapery man. "To most customers, these drapes would be just fine."

Nevertheless, the court ruled against him. The judge said that, having promised to satisfy her personally, he was obliged to live up to his promise.



As a rule, when you make a purchase in which your personal satisfaction is guaranteed, you are indeed entitled to be satisfied. Nevertheless, since this gives a customer so much leeway, the courts usually won't interpret the contract that way unless such an intention is clear. Thus:

A contractor agreed to make some house repairs in a "satisfactory" manner. When the job was done, the home owner refused to pay, saying he personally was not satisfied.

The contractor promptly went to court, where he argued that the word "satisfactory" meant only that the work had to be good enough to satisfy the average customer.

And the court agreed, ordering the home owner to pay up. The judge said since the contract did not specifically call for a personal standard of satisfaction, it would be unfair to impose one arbitrarily upon the contractor.

Even if the contract does call for a personal standard of satisfaction, you still cannot reject the merchandise if you are not honestly dissatisfied. Consider this case:

A young man bought a piano on the understanding that if he was not satisfied, he could cancel the deal within 30 days. He did try to cancel it—but not because he didn't like the piano. It seems he had received his draft notice, and would soon have to leave town.

Under these circumstances, a court ruled that the young man had to keep the piano. The court said cancelling for this kind of a reason was a privilege he just did not have.

A public service feature of the American Bar Association and the State Bar of Texas. Written by Will Bernard.

© 1969 American Bar Association

ATTEND DINNER

Mr. and Mrs. Paul Brooks and girls attended a birthday dinner for Kenneth Cox Sunday in the home of his daughter, Mr. and Mrs. Charles Self of Dimmitt. Larry Cox, also attended the dinner. The Coxes are former Hart residents.

IN HAMM HOME

Mr and Mrs. Loyce Warren and children of Dallas, Cecil Hamm and daughter of Amarillo, Mr. and Mrs. W. P. Holland Jr. and family and Mrs. Marie Coffer and family of Amherst visited New Year's Day in the home of Mr. and Mrs. Fred Hamm.

HOST DINNER

Sunday Mr. and Mrs. Buster Aven had dinner for Mrs. Aven's family, those enjoying the day were: Mr. and Mrs. Steve Thompson of Odessa; Mr. and Mrs. Clarence Williams of O'Donnell; Mr. and Mrs. J. A. Pebsworth and family of Tahoka; Mr. and Mrs. Glenn Jones of Lubbock; Mr. and Mrs. Fred Steen and family of Lubbock; Mr. and Mrs. Kenneth Williams of Idalou and Mr. and Mrs. Melvin Aven and family.

IN HOSPITAL

Robbi Rice was admitted to Plains Memorial Hospital in Dimmitt Sunday.

prevent birth defects
Give to the MARCH OF DIMES

IN LUBBOCK

Mr. and Mrs. Orval Sharp and Carol Ann were in Lubbock Sunday helping Mr. and Mrs. Kenneth Sharp move. Kenneth has been employed by the Plains National Bank of Lubbock.

RETURNS HOME

Judd Davis and Lloyd Davis took Kim Davis back to Houston Saturday. She had spent the holidays visiting relatives in Hart.

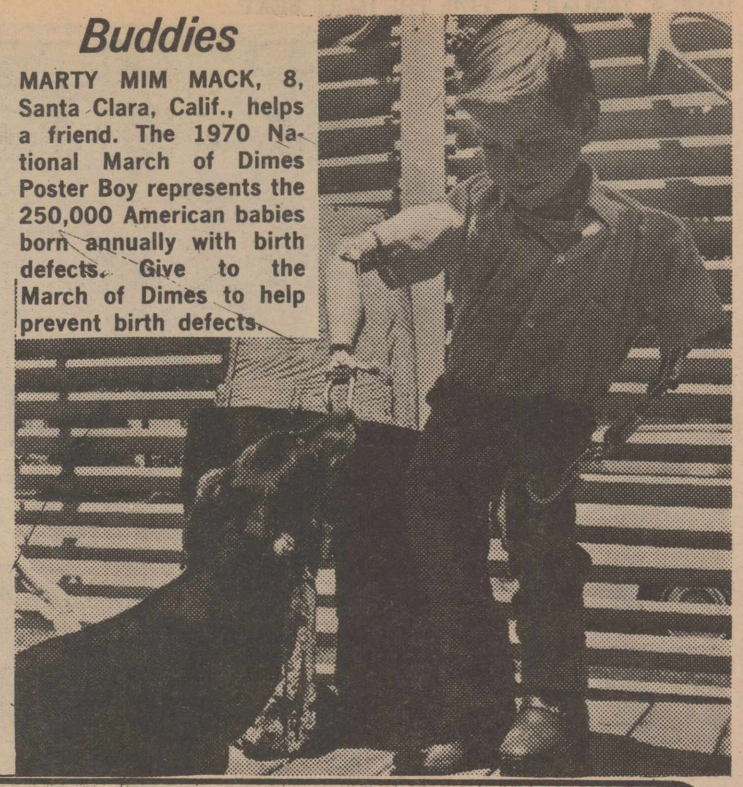
STILL HOSPITALIZED

Mrs. J. W. Welty remains in the Plains Memorial Hospital in Dimmitt but is reported to be improved.

FATHER ILL

Mr. and Mrs. J. B. Allensworth were called Friday night to the bedside of his father, Leo Allensworth of Durant, Okla. who had suffered a heart attack.

Buddies



MARTY MIM MACK, 8, Santa Clara, Calif., helps a friend. The 1970 National March of Dimes Poster Boy represents the 250,000 American babies born annually with birth defects. Give to the March of Dimes to help prevent birth defects.

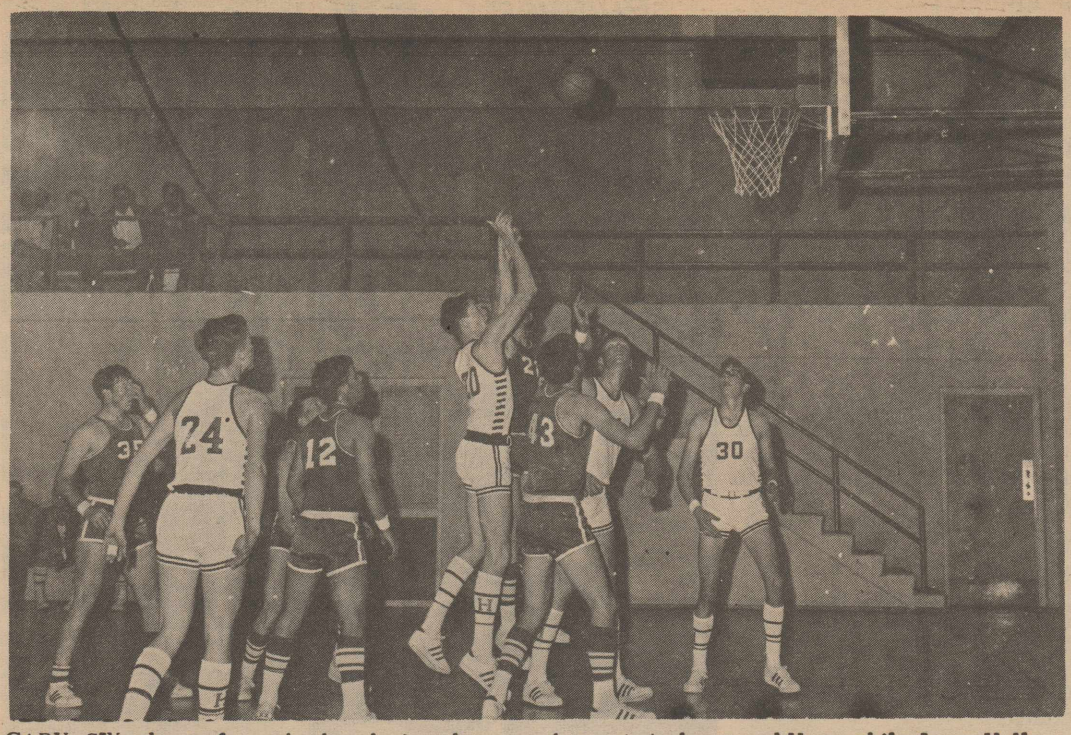


dry up, lady!

Think about it. Your biggest complaint about washday is probably the clothesline routine. With a family, it gets to be a hang up. You can spend a big part of your life hanging out T-shirts, mini-skirts and Hubby's socks. And sheets, and jackets, sweaters, bedspreads . . . even curtains. Not to mention the unmentionables.

You don't like lifting, lugging and wrestling loads of heavy, wet wash to the backyard. Then there's always the weather. Now's the time to do something about this bundle of problems with a GAS clothes dryer. A gas dryer does five loads of clothes for the price of one load in an electric dryer. So, dry up with gas.

PIONEER
NATURAL GAS COMPANY



GARY SIX shoots for a basket during the game between Amherst and Hart, while Jerry Heller, no 30 looks on. Looking for a chance to back up Heller are Rex Henderson and Monty Davis, no. 24. The Hart girls lost their game, 50-25. High point girl was Becky King.

Horns Blast Bovin

Hart Longhorns ran their record up to eight wins with only three losses Friday night as they trounced the Bovina Mustangs 91-54.

This was the most points ever scored by a Hart basketball team. Five players hit in double figures for the Longhorns.

High point honors went to Jim Averitt who had 26 points. He was followed by Gary Six with 18, Jerry Heller with 15, Rex Henderson with 14, and Ricky Farris with 12 points.

Tony Foster ha
lead Bovina.

In girl's act
Fillies bumped
41-24. Bovina v
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Bovina "B"
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The Horns op
against Amherst

Increased Social Security Benefits Needs No New Application

Social Security beneficiaries need not apply for the 15 percent benefit increase just signed into law by President Nixon.

"Everyone of the 25 million men, women and children now on the benefit rolls will receive the increase automatically," Robert M. Ball, Commissioner of Social Security, said today.

"The first regular check in the new amount," Commissioner Ball said, "Will arrive April 3, the usual day for delivery of benefit checks covering payments for the month of March." A separate check in the amount of the benefit increase for the months of January and February will reach beneficiaries later in April, probably during the week of April 20.

Refiguring the benefit amounts of the 25 million men, women, and children now on the benefit rolls is a tremendous task, Commissioner Ball pointed out, and it must be done without disrupting the regular benefit payment cycle.

About one out of every eight Americans is now receiving a Social Security check each month, Commissioner Ball said. As of the end of December, these monthly payments totaled $2.2 billion and the monthly total will go up by $345 million to more than $2.5 billion as the 15 percent benefit increase becomes effective.

The average retirement benefit of $100 a month will rise to $116 per month; a couple 65 or older receiving the average couple's benefit of $170, will have their benefit increased to $196. The average benefit for a family made up a disabled worker, wife and one or more children will go up from $237 to $273; and average payments for a widow and two or more children will rise from $254 to $292.

HOLIDAY GUES
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HOLIDAY VISITS

Lonnie Davis visited his mother, Mavis Davis, his sister Kim and his grandmother, Mrs. Alene Lilley in Houston during the holidays. Kim returned home with him to visit her grandparents, Mr. and Mrs. Judd Davis and other relatives.

IN WARREN HOME

Joe Warren of Lubbock, his children of Plainview and Kenneth Warren of Lubbock visited in the home of their parents, Mr. and Mrs. Ray Warren Sunday.

OUT OF HOSPITAL

Mrs. Henry Hendrix is home after spending several days in Swisher County Hospital in Tulia.

HAS TONSILLECTOMY

Donnie Black had a tonsillectomy Friday in the Doctor's Hospital in Plainview.

IN LUBBOCK

Carol Ann Sharp and DeAnn Bailey visited Mr. and Mrs. Kenneth Sharp in Lubbock during the holidays.

VISIT SISTERS

Mr. and Mrs. Paul Brooks and daughters, Mr. and Mrs. Thomas Lee Brooks and daughters and Mr. and Mrs. Glen Wilson and daughter visited in Ackerly with Brooks' sisters and families, Mr. and Mrs. B. C. Snell and Mr. and Mrs. M. L. Snell.

BROTHER VISITS

Visiting in the Leonard Griswald home during the holidays was his brother from Denver, Colo.



HI-POINT GRAIN
AND FERTILIZER

W. T. SANDERS, MGR.

BOOSTING THE LONGHORNS

DIAMOND SHAMROCK NITROMITE

JONES SEED AND
FARM SUPPLY
IS
BEHIND OUR LONGHORNS

G AND M SHAMROCK
AND
ROBERT GONZALES
ARE FOR THE LONGHORNS



BACKING THE LONGHORNS

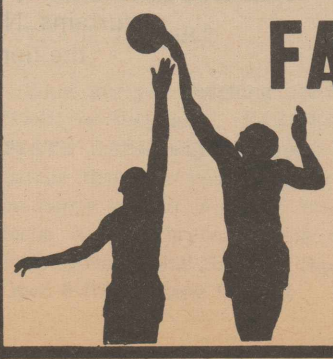
COX SHAMROCK
AND AUTO PARTS

BEFORE YOU GO TO THE GAME, FILL UP
WITH THAT GOOD SHAMROCK GASOLINE



THE GANG AT
HART WELDING
IS BACKING
THE LONGHORNS

HART FLO
BAC
THE LON



FARMERS STATE BA

MEMBER F.D.I.C.

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and with a sis-
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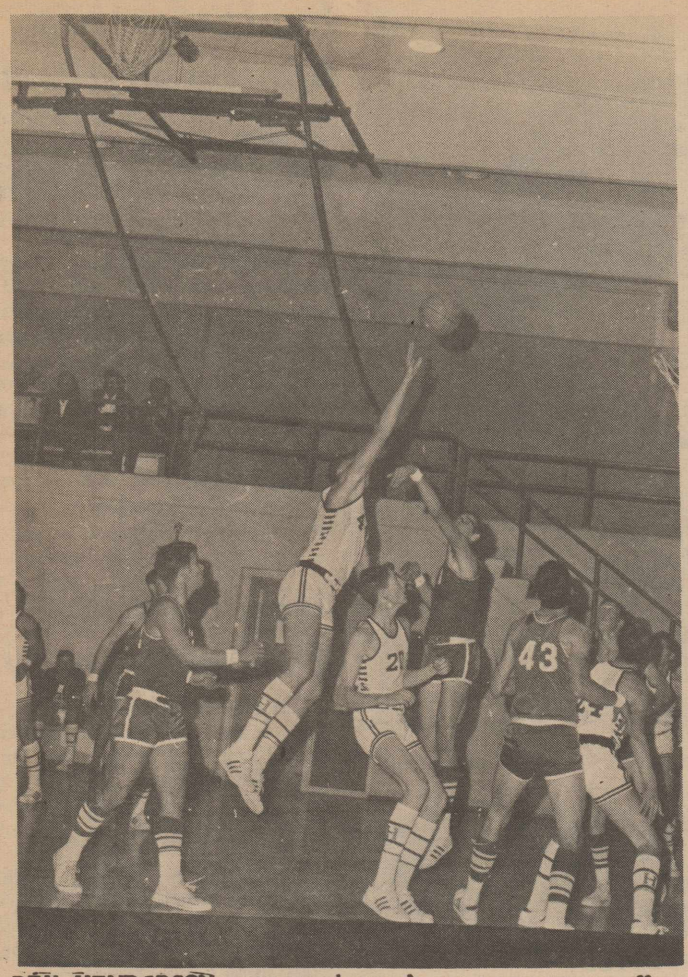
n, son of Mr.
ville Martin, is
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. J. V. Wescott
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RAL SHOP
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REX HENDERSON goes up above all the cagers in an effort to sink a basket during play Tuesday night between Amherst and Hart. Longhorns won 79-44. High point boy was Jerry Heller with 24 points.

Moments OF Meditation

C. T. Cunningham, Pastor of The First Baptist Church

"There shall not any man be able to stand before thee." Joshua 1:5

New Year's resolutions, like all resolutions, are easy to make and easy to break. It is always easy to say, "Tomorrow I'll quit," or "Next year I shall do better." Let us examine some of the facets of Joshua's life and see whether we may not learn from him how we may keep our resolutions:

First is Action: "Arise and Go." Joshua 1:2. Do something for God. Or better yet, do it through Christ. But take some actions in the direction toward carrying out your resolutions.

Next remember that help is available. "I will be with you; I will not fail you." Joshua 1:5. I am not asserting that if your resolution for the coming year is to get rich, or make a big name for yourself . . . that whatever your resolution may be, you can count on God to help you! But I am sure that if your resolution is one which our Lord can endorse, you may have His help in achieving what you desire. Learn to confide in God, and you may be sure He will guide you and help you. But you will have to do your part. In this Partnership, God is the Silent Partner, not you.

Third, don't be discouraged. "Be strong and of good courage." Joshua 1:9. I suspect that there are times when even the most devoted Christian becomes discouraged. Trust in God, follow His guidance, and you will inevitably receive the help you need. If you are willing, God has great things in store for you in the coming year.

And last, remember the satisfaction of achievement. Do you remember the high hopes with which you entered the year 1969? Have those hopes been realized? If not, maybe you should ask yourself, "Why?" This is a time for high resolve, yes - but it is also a time for heart-searching.

SOME ARE ILL

Several people in the community have been suffering from the flu and bad colds.

FROM TULIA

Jan Harris of Tulia visited Tuesday night and Wednesday with Nelda Henderson and Mrs. Sue Dinwiddie.

FROM ESTELLINE

Mrs. Eula Mae Spruill of Estelline is visiting in the home of her daughter and son-in-law, Mr. and Mrs. Lanny Tucker.

IN CANYON

Mr. and Mrs. Joe Newman visited in Canyon Sunday with their daughter and son-in-law, Mr. and Mrs. Bill Glidewell.

IN SPEARMAN

Mr. and Mrs. Lanny Tucker and family visited Wednesday in Spearman with Mr. and Mrs. Jerry Felder.

BROTHERS VISIT

Visitors in Mrs. Grace Sanders home Wednesday night and New Year's Day were two of her brothers, Mr. and Mrs. A. A. Priddy of Austin and Mr. and Mrs. W. H. Priddy of Brownfield.

IN RED RIVER

Mr. and Mrs. W. T. King and family, Mr. and Mrs. Deryl Clevenger and family and Mr. and Mrs. Dwight Miller and family spent Wednesday till Saturday at the Lazy Bear Lodge in Red River. They enjoyed snow skiing, riding in the ski-mobile and jeep.

FRIDAY VISITORS

Mrs. G. L. Willis and daughter Ella Mae of Dimmitt visited in the home of Mrs. Sue Dinwiddie Friday.

Go Longhorns !

KING'S WELDING
&
GEARHEAD REPAIR



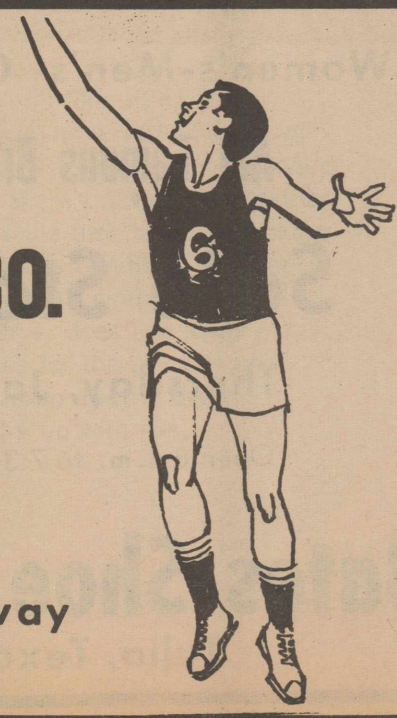
PAY AND SAVE GROCERY
An Affiliated Food Store
WE'RE WITH YOU LONGHORNS
J.B. Allensworth, mgr.
Double S&H Green Stamps On Wednesday





The Folks At
B & K GROCERY
Back The Longhorns ! !

Dependable Service
For Hart Grain Farmers
FARMERS GRAIN CO.
GO LONGHORNS - WE'RE FOR YOU
Hart-Sunnyside-Kress Hiway
DEWAYNE BROWN, MGR.



Hart Zealot Club Members Host New Year's Eve Party

Zealot Club members entertained their husbands with a New Year's Eve party in the Community Room of Farmers State Bank.

Following a salad supper, the group played "42" and "Wa-Hoo" and welcomed in the new year.

Attending were Messrs. and Mmes. Jerry Kittrell, Bill Bell, Jack Dyer, Warren Lemons, Hubert McLain, Preston Upshaw, David Irons, Darrell Davis, Glen Gleghorn, Ted Averitt, Elmer Six, Howard Mitchell, Eldon Shive and special guests, Mr. and Mrs. J. T. Tollett of Olton.

The club's next meeting will be Tuesday, Jan. 27 at 4 p. m. in the Community Room of Farmers State Bank.

Cards Of Thanks

Words can never express our heartfelt appreciation to our friends for all the many acts of kindness shown us during the illness of our beloved father and grandfather, and for the beautiful floral offerings, the food, and prayers offered in our behalf at his passing. We are especially grateful to Drs. Lee and Blackburn and the hospital staff at Plains Memorial Hospital. Without your loving concern these hours of grief could not be borne. May God bless each of you.

The family of L. M. Carter
Boyce and Ruth Carter
Joyce and L. J. Rice, Robbie
Danny and Scott

Miss Reed Hosts Slumber Party

Miss Gayle Reed, daughter of Mr. and Mrs. Glyn Reed, was hostess Wednesday night for a slumber party in her home.

The girls enjoyed games, refreshments and staying up till a late hour.

Attending were Lois Lawson, Helen Murray, Debbie Bailey, Suzanne Hawkins and Rhonda Newsom.

OKLAHOMA GUESTS

Mr. and Mrs. Sam Swopes of Vinita, Okla. visited in the home of Mrs. Bessie Mae Cox New Year's Eve.

DINNER GUESTS

Sunday dinner guests in the Hubert Newman home were Mr. and Mrs. Miles Cox and Mrs. Bessie Mae Cox.

SUNDAY GUESTS

Mr. and Mrs. Clarence Kerns and family of Lubbock visited in Mr. and Mrs. David Nelson's home Sunday.

VISIT MOTHER

Mr. and Mrs. J. V. Wescott and family spent part of the holidays in Seminole visiting with his mother, Mrs. C. H. Wescott, who remains ill in a Seminole Hospital.

ATTEND FUNERAL

Mr. and Mrs. Lanny Tucker and family attended the funeral services for Lanny's uncle, A. H. Jones in Estelline Friday.



KATHERINE SUE DOYEL

January Wedding Planned

Mr. and Mrs. Raymond Doyel of Creek, Colo. announce the engagement and approaching marriage of their daughter Katherine Sue to Gary Everett Cole, son of Mr. and Mrs. Everett Cole of Hart.

A January wedding is planned.

Miss Doyel is a graduate of Dolores County High School and is attending Lubbock Christian College.

Cole is a graduate of Hart High School and is also a student at Lubbock Christian College.

ATTEND REUNION

Mr. and Mrs. Ewell Jobe visited in Tulia Sunday. They attended a family gathering for the Jobe and Hardy families in the home of his sister, Mr. and Mrs. Joe W. Vaughn.

DAUGHTER VISITS

Mrs. George Landtroop of Hereford visited Friday in the home of her mother, Mrs. Nora Ray.

DINNER GUESTS

Mr. and Mrs. Lewis Detwiler of Paducah, parents of Mrs. Granville Martin, and Mr. and Mrs. Ernest Martin were dinner guests in the Granville Martin home Christmas Day.

IN HEREFORD

Mrs. Perry Van Vliet, Mrs. James Webb and girls and Mrs. Nora Ray visited Sunday in Hereford with Mr. and Mrs. George Landtroop.

PARENTS VISIT

Mr. and Mrs. D. W. Cantrell of Nashville, Tenn. have returned home after visiting in the home of their daughter, Mr. and Mrs. Deryl Lacy and family.

IN DIMMITT

Henry Reed is still confined to Plains Memorial Hospital in Dimmitt. His condition is reported to be improved.

Daughters Host Anniversary Party

Diane and Brenda Barham were hostesses Saturday night for a surprise supper honoring their parents 22nd wedding anniversary.

Helping Mr. and Mrs. Perry Barham celebrate were Mr. and Mrs. Austin Tanner and Mr. and Mrs. Charles Tanner and family, all of Tulia; Mr. and Mrs. Berry Barham of Flomot; Mr. and Mrs. Weldon Tipton and Shane of Silverton and Mr. and Mrs. Herbert English and Reba, Lisa Lacy and Ronnie and David Barham, all of Hart.

Hart Baptists Complete Study

Members of the First Baptist Church have completed their January Bible study. Dr. J. Ivyloy Bishop, professor of religion at Wayland Baptist College, taught the study on the book of James.

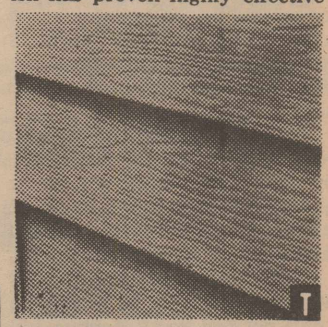
Mrs. Perry Barham taught the junior group and Mrs. Howard Mitchell taught the boys and girls in the primary and beginners classes.

Aluminum Siding Now Available With Pattern

A new aluminum siding panel that ingeniously reproduces the effect of driftwood has been introduced for use on homes and mobile homes.

Available in eight-inch and four-inch clapboard configurations, the new Driftwood siding is embossed on prime aluminum alloy for a striking two-tone effect that can be felt as well as seen.

The appearance of a deep horizontal wood grain is further enhanced by a new PRV (pollution-resistant vinyl) Dual-coat finish. The new finish has proven highly effective



New "Driftwood" Siding

against weathering in areas where the atmosphere is laden with industrial and chemical wastes.

Besides bringing a new visual dimension to the wood grain patterns that are becoming increasingly popular among homeowners, embossing of the Driftwood siding makes for a stronger panel, according to the manufacturer, Alcan Aluminum Corporation.

Further information on the new pattern may be obtained by writing to Driftwood Siding, Alcan Aluminum Corporation, 100 Erieview Plaza, Cleveland, Ohio 44114.

IS INJURED

Keith Newsom fell and cut his hand requiring about seven stitches.

We Appreciate
And Solicit Your Business

JAMES G. CRUCE
AUCTIONEER

Star Route
KRESS, TEXAS 79052

Edmonson: (806) 864-3565
Redmon: (806) 627-3892

SALE

Over 5,000 Pairs Of Shoes
Women's-Men's- Children's
ALL Famous Brands

Sale Starts
Thursday, Jan. 8
Open 8 a.m. to 7:30 p.m.

Bates Shoe Store
Tulia, Texas



Financial Facts

By Willis A. Hawkins, Jr.

Do you know the life span of a dollar bill?

Paper money passes constantly from bank to bank, store to store and hand to hand. Dollar bills, in particular, are in perpetual use.

The average working "life" of a dollar bill is nine months. After that time is usually becomes too worn for more use.

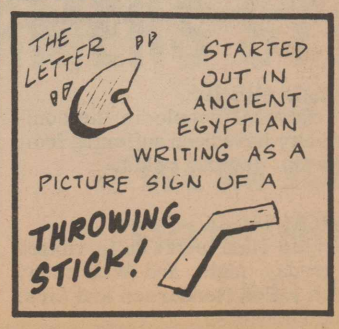
Banks will take in torn, worn or mutilated money and return it to the U.S. Treasury for new bills. At the treasury the old bills are insepcted, recorded and then destroyed by burning or pulping.

A British 10s note, in comparison, has about the same life span as the American dollar bill. However, because the British use more coins than we do, their one pound note lasts more than twice as long as our dollar.

Watch Next Week For
"VALUABLE PORTRAITS"

TRADE IN HART!

What are your banking needs? Whatever they are, **FARMERS STATE BANK** will be happy to handle them for you. And you'll be happy we did. Friendly, courteous service is our motto at **FARMERS STATE BANK** in Hart. Open 9 till 3, phone 938-2111.



Longhorn Trails

Ricky Farris Sandy Bennett

ARE YOU MAKING A WISE DECISION WHEN IT COMES TO SMOKING

The world of today is very exciting. Something new is invented or made everyday. A person can always look forward to the future in athletics, business, law, medicine, or one of many other fields. Habits like smoking can hinder your health. Do you want to make a future for yourself in our wonderful world?

Is smoking really as great as people make it? Sometimes young kids start smoking because "The other kid does". Another reason is, you feel important and big, smart. But do you? One of the most important parts of social fitness is learning to get along with a group but maintaining your own personality. Think about that.

If you had $125.00, would you burn it up? If you smoke, you do. If you smoke a pack a day in one year, in ten years, you turn $1,250.00 into ashes.

Smoking can harm a healthy person's nervous system, the heart, and blood vessels. Eventually it could lead to chronic bronchitis, emphysema, lung cancer, or heart disease.

In the advertising world it tends to make people believe smoking will make you athletic, popular, gorgeous and sophisticated. Smoking can minimize these qualities, not enhance them.

Now after looking at all the evidence, you can still smoke if you would like, but be adult enough to make your own decision . See if you can maintain your personality.

To the students and faculty of Hart High School welcome back. We hope that everyone had a very Merry Christmas and that everyone has a Happy New Year.

Congratulations goes to the Longhorn basketball teams against Bovina. District play starts Jan. 6 against Amherst. Let's win district Longhorns!!

DEDICATION LINE

"Jail House Rock" to the three on New Years Eve night.

"You're My Special Angel" to the "Coach" from guess who?

"Drink Up and be Somebody" to Santa Claus.

The Longhorn teams will participate in the Amherst tournament Thursday through Saturday. The towns entered are Clovis B team, Hart, and Amherst.

HELEN MURRAYS IDEAL BOY

Most handsome - Andy Rogers
Cutest - David Barham
Most Friendly - Rex Henderson
Physique - Ricky Mitchell
Meanest - Steve Cox
Smile - Johnny Ehtridge
Hands - Dirk Rambo
Eyes - Alan Shive
My Pal - Scott Rice, Greg Crosby
Personality - Dan Sharp

VISIT DAUGHTER

Mr. and Mrs. Judd Davis recently visited in Bangs with their daughter, Mr. and Mrs. R. L. Benson and boys.

ATTEND WEDDING

Mr. and Mrs. Dub Bruington and family attended the wedding of Bruington's niece, Terna Spain, in Plainview Saturday night. Sandra Bruington was a candlelighter and Chad Bruington was ring bearer.

IQ - Harold Bennett
Walk - Coach Burns
Best Dressed - Mike Armstrong
Best All Around - Dennis Hill

JOHN KROPPS IDEAL GIRL

Most Beautiful - Janet
Cutest - Lisa
Eues - Dana Harman
Hair - Cindy Williams
Hands - Pam Shive
Laugh - Cindy Williams
Smile - Vickie Six
Walk - Roni Cox
Figure - Sandy
Personality - Janet
Best Dressed - Sandy
Best All Around - Brenda C.
IQ - Debie D.
My Pal - Kathy C,
Meanest - Kathy C.
Nicest - ?

Church Page Earns Award

In Washington, D. C., the Distinguished Service Award of Freedoms Foundation was presented to the Keister Advertising Service. Given only to those who have received 10 or more previous citations, the Keister series, produced for over a quarter century, was the only recipient in the advertising category - other than the United States Chamber of Commerce. The Keister church page is now appearing regularly in this newspaper.

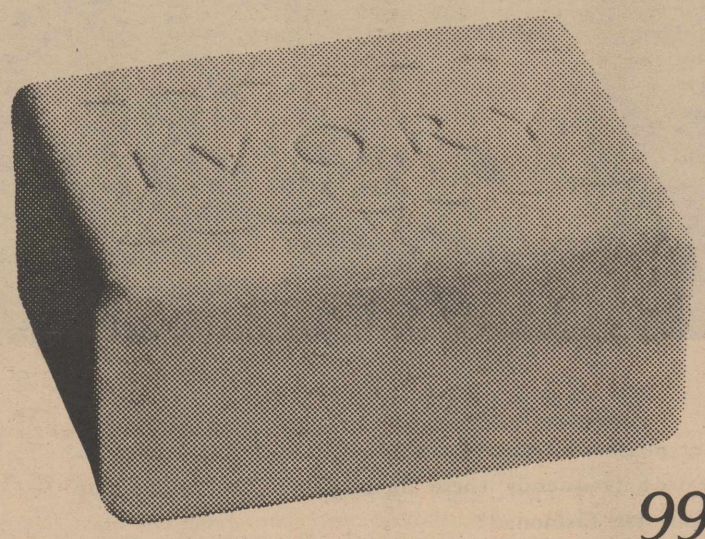
Vice-president, Mr. Burton Langhenry, of Freedoms Foundation presented the award to Dr. Henry B. Luffberry, major contributing editor, who explained the origin and growth of the Keister service, which now appears in over 1000 newspapers. He stressed the Keister conviction that a strong religious foundation is essential to the preservation of freedom and the character of America.

Sponsors of the Keister Church Page in the Hart Beat are B & K Grocery, King's Blacksmith, Hart Producers Co-Op Gin, Pay and Save, Holloway's, Hart Aerial Sprayers Incorporated, Hart Lumber Company, Soila's Beauty Shop and Jones Seed and Farm Supply.

Also Ed Harris, Bob's Farm Supply, Cox Shamrock and Auto Parts, The Hart Beat, Tide, Farmers State Bank, Farmers Grain, High Point Grain and Fertilizer, Mac's Motor Service and Kittrell Electronics.



Mr. Burton Langhenry Presents Distinguished Service Award to Dr. Henry Luffberry of Keister Advertising Service.



99 44/100 %

SOAP and ELECTRICITY
Blackouts and Outages

■ There's a difference between soap and electricity. There's a difference between blackouts and outages.
The famous soap prides itself on being 99 and 44/100% pure. That's pretty close to perfect, isn't it. But does it surprise you when we tell you that electricity—the electricity we provide for you—that you use here has a reliability record of 99.997% . . . which is almost 100% pure.
That's the difference between soap and the electricity you use.
But, you say, what about blackouts? Well, it's this way. We define a blackout as a shortage of power. A situation when you, as a group of people, are using more electricity than the equipment that generates, transmits and distributes it can provide.

■ We don't have that here. We will not have that in 1970 here.
Sure, there might be some isolated service interruptions which we call outages. Despite our 99.997% reliability record, there still may be some lightning strikes on a transformer, or a squirrel getting confused in a substation, or a careless driver knocking down some of our equipment, and, yes . . . we may have an equipment failure or a human failure . . . we're still not perfect . . . even though we try to be. In most cases we'll have your power back within the hour.

■ We're concerned with reliability and with the cost of our service. That's why we've averaged spending $20 million a year on new, modern and more efficient equipment. This year we'll invest another $25 million.
We expect to give you all the electric power you need with more purity than the famous soap and at the lowest possible cost.
That's our pledge for 1970.

99.997%

SOUTHWESTERN PUBLIC SERVICE COMPANY

Dependable ELECTRIC Service

SPACE



Is there life on other planets in other galaxies out there? This is a question we ask with increasing frequency these days. When God made our world, was it the only one He fashioned?

We may never know. The answer may lie far in the future. But it is an enticing subject to speculate about.

Many fascinating subjects are being discussed today—in church. If this surprises you, it only goes to show that you haven't been attending church lately. To keep in touch with this challenging world, start going not only to regular services but to some of the special discussions in your church.

Sunday
John
10:22-29

Monday
John
14:1-14

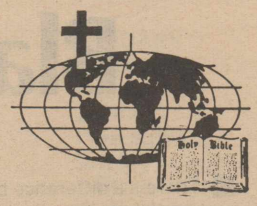
Tuesday
John
17

Wednesday
Deuteronomy
30:11-20

Thursday
Psalms
1:1-6

Friday
Matthew
7:13-20

Saturday
Mark
8:34-38



Sponsored By

B & K GROCERY

KING'S BLACKSMITH

HART PRODUCERS CO-OP GIN

PAY & SAVE

HOLLOWAY'S

HART AERIAL SPRAYERS, INC.

HART LUMBER CO.

SOILA'S BEAUTY SHOP

JONES SEED & FARM SUPPLY

ED HARRIS LUMBER

BOB'S FARM SUPPLY

COX SHAMROCK & AUTO PARTS

THE HART BEAT

TIDE

FARMERS STATE BANK

FARMERS GRAIN

HIGH POINT GRAIN & FERTILIZER

MAC'S MOTOR SERVICE

KITTRELL ELECTRONICS

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.

CALVARY BAPTIST CHURCH

Rev. F.L. Sledge of Bovina, pastor

Sunday School . . . . . 10:00 A.M.
Worship Service. . . . . 11:00 A.M.

BAPTIST MISSION

Rev. Van Earl Hughes of Dimmitt, pastor

Sunday School. . . . . 10:00 A.M.
Worship Service. . . . . 11:00 A.M.

CHURCH OF CHRIST

Harold McColum of Dimmitt, minister

Phone 647-4665

Bible Study. . . . . 10:00 A.M.
Morning Worship. . . . . 10:55 A.M.
Youth Bible Study. . . . . 5:30 P.M.
Evening Worship. . . . . 6:00 P.M.
Youth And Adults
Midweek Worship Services 8:00 P.M.

FIRST UNITED METHODIST CHURCH

Rev. Fred Brown, pastor

Hart, Texas

Church Phone 938-2462 Parsonage Phone 938-2467

Sunday School. . . . . 10:00 A.M.
Morning Worship . . . . . 11:00 A.M.
UMY . . . . . 5:30 P.M.
Evening Worship . . . . . 6:30 P.M.
Choir Practice (Wed.). . . 7:30 P.M.
UWSCS (Thurs.) . . . . . 2:30 P.M.

FIRST BAPTIST CHURCH

Rev. C.T. Cunningham, pastor

Pastor's Phone 938-2332
Church Phone 938-2316

Sunday School. . . . . 10:00 A.M.
Morning Worship. . . . . 11:00 A.M.
Training Union. . . . . 5:30 P.M.
Evening Worship. . . . . 6:30 P.M.
WMU (Monday). . . . . 2:30 P.M.
Mid-Week Service (Wed). 8:30 P.M.
GA's (Wednesday). . . . . 4:00 P.M.
RA's (Friday). . . . . 4:00 P.M.