

**PARSONS
FUNERAL HOME**
Oxygen Equipped
Ambulance Service
Ph. 285-2621 Collect, Olton

The Hart Beat

measuring the pulse of a growing community

**HI-PLAINS
INSURANCE
AGENCY**
Hart, Texas 938-2300

VOLUME 10 NUMBER 27

HART, CASTRO COUNTY, TEXAS, THURSDAY, JANUARY 2, 1975

10 CENTS A COPY



"WHAT'S ALL THE EXCITEMENT ABOUT?" - pretty little April Camille Bennett, three months old, seems to be questioning all the ado and merrymaking of a "New

Year." The little miss is the daughter of Mr. and Mrs. Harold Bob Bennett.

Looking Back Over The Year

JANUARY

Local gins reported a total of 6,527 bales of cotton ginned for the year with a few more loads expected to be brought in. Roland Shepard of Hart Gin echoed the opinions of other local ginners that the 1973 crop was the best since 1963 with the price "best ever."

HHS speedster and grid star, Jimmy Brown, was notified of his selection to the Prep All American football list. He was joined by Barry George, Kent Irons and John Henry Robinson as members of the All District football teams.

Local youngsters began the New Year on a winning note in livestock shows with wins in the Amarillo and Hereford Young Farmers shows.

FEBRUARY

Longhorn basketballers made it to district playoffs and competed with Farwell, Springlake-Earth and Vega for the title.

Terry Hill exhibited the grand champion barrow at the Southwestern International Livestock show in El Paso.

Mrs. Leonard Griswold began her twenty-fifth year as a leader in the Scouting program. Throughout the years she has earned numerous awards for her multi-services as a leader in work with Cub Scouting.

Little Dribblers began their second season in Hart. Boys for six teams turned out at the

season opener.

Local youth continued winning the big prizes in the Castro County Livestock Show.

Longhorn Band garnered a Division I rating in UIL competition in Lubbock with Brent Lemons and Becky Miller receiving Division I ratings in solo competition and the right to compete at the state level.

Randy Finch and Leslie Davis were named to the All District Basketball Team.

MARCH

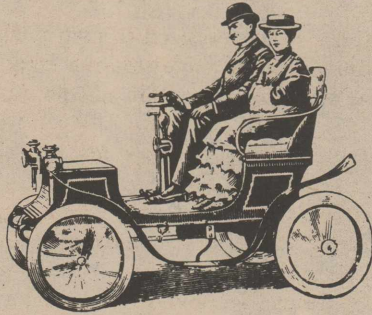
Brad Sharp showed the Reserve Champion Duroc and Jim Tucker exhibited the first lace

Continued on page 3

Closed Tuesday, Dec. 31 getting ready for our
"Old Fashioned Sale"

Starts
Thursday, Jan. 2 - 9:00 a.m.

1 Mark Down
 Sale will be for a limited time
 Shop early for best buys



PLAINVIEW

Gabriel's

PLAINVIEW

GABRIEL-WAYLAND SHOPPING CENTER

A New Leaf

He came to my desk with quivering lip.
 The lesson was done.
 "Have you a new leaf for me, dear teacher?
 I have spoiled this one.
 I took his leaf, all soiled and blotted
 And gave him a new one, all unspotted.
 Then into his tired heart I smiled,
 "Do better now, my child."

I went to the throne, with trembling heart.
 The year was done.
 "Have you a New Year for me, dear Master?
 I have spoiled this one!"
 He took my year, all soiled and blotted
 And gave me a new one. All unspotted.
 Then, into my tired heart he smiled,
 "Do better now, my child."

-Unknown

STEEL BUILDINGS

ANY SIZE OR TYPE

COMPETITIVE PRICES
 PROMPT SERVICE

MARSHALL MULL

CALL 806--293-5726 PLAINVIEW

INCOME TAX SERVICE & BOOKKEEPING

For Farmers, Individuals & Business Returns

Call or See

Mary Dennis & Audie Thomas

311 E. 8th Street

(1 Block East of Post Office)

Office Phone 285-2768 or 285-2589

Olton, Texas

Let Us Handle Your Grain

FARMERS GRAIN COMPANY

938-2180

Kress Hiway

938-2178

Hart

864-2462

Sunnyside

DeWayne Brown, Mgr.



**HART OIL
 &
 BUTANE**

602 Broadway

938-2181

Grain Handling Corporation

BOX 468

HART

PH. 806 938-2304

HEREFORD

PH. 364-3811

**HAPPY
 NEW YEAR**

Time now for 1974 to make a
 final bow... and for 1975 to
 make a joyous entrance!
 Time, too, for us to take this
 opportunity to wish our
 cherished friends a very happy
 and prosperous New Year!

King's Blacksmith



Year's Review

Continued from page 1

lightweight Duroc in the Houston Livestock Show.

Carolyn Rowland was selected by the Future Teachers of America of HHS as "Teacher of the Year."

Hart Longhorn tracksters garnered wins in the Lorenzo track meet. Jimmy Brown won three firsts with other top wins by Randy Finch, Barry George and the mile and relay teams. The following week, HHS trackmen brought home the team trophy from Hale Center. In the Buff Relays at WTSU, the cinderman swept the Division I title.

APRIL

Richard Franks was appointed mayor to fill out the unexpired term of E.E. Foster. City commissioners voted to purchase a water tower and add other improvements in the water system.

Don Elliott was employed as City Marshal.

Dub Holley and Cleve McLain were elected to posts on the school board.

Two local women, Mmes. Charles Black and Max Marble, opened a new business, "Our Thing Gift Shop." The shop is located in the building with Hi-Plains Insurance Company.

Honor students were revealed for Hart Schools. Suzanne Holley and Jim Tucker were named valedictorian and salutatorian of HHS, respectively. Abby Manicas and Doniece Clark earned similar honors in Hart Junior High.

MAY

Leslie Davis was selected to be listed in the "Prep All-American Basketball Yearbook for 1973-74."

Outstanding athletes were honored at the annual Athletic Awards Banquet. Receiving awards were DeeAnna Bailey, Most Valuable

Defensive Basketball Player; Lowrey, Most Valuable Basketball Player; Kenneth Davis, Fighting Heart Award in football; John Henry Robinson, Fighting Heart Award in basketball; Leslie Davis, Most Valuable Player in Basketball and Kent Irons, Most Valuable Player in Football.

Thirty-one seniors received diplomas in commencement exercises May 23. Commencement exercises were held May 24 for 47 eighth graders.

Memorial Day services were held at Hart Cemetery.

Hart Lions named Newlon Rowland as "Man of the Year."

Severe winds left extensive damages to a leg at Grain Handling Corporation. Crops in the area were damaged by wind and sand with some hail reported.

JUNE

Hail stones from pea sized to ping pong ball sized left extensive damages to area crops with two inches of rain falling within a 24 hour period the first week of June.

Preparations got underway for the annual Hart Day celebration.

Fire ignited from a hotbearing on a combine and destroyed 40 acres of ripened wheat on the Bill Rich farm.

Jimmy Brown received a football-track scholarship from Pratt Junior College.

Rhonda Cole earned the first bicycle to be given away by the Hart Beat in a subscription campaign. Aided by her brothers and sisters, the young lady sold 25 subscriptions to earn the ten-speed bike.

JULY

Harold Smith and sons, David and Danny undertook a major task - moving sand hills south of Olton. The 1400 leveled acres of sand hills are being planted in potatoes.

Lynn Myers miraculously escaped death when

he was run over by a front end loader in a freak accident.

Dave Campbell's "Texas Football" magazine predicted the HHS Longhorns to finish in the runner-up spot in district 3-A back of the Longhorns of Vega.

Sherwood Oglesby, 1974 graduate of Hart High School, was employed as a member of the hospitality staff for "Texas."

AUGUST

Mrs. Tom (Laverne) McLain was named assistant cashier at Farmers State Bank.

Folks proclaimed the annual Hart Day Celebration as one of "the best ever" and a full slate of activities helped make the success. Karen Foster, 16-year-old daughter of Mr. and Mrs. Wamon Foster, was named Miss Hart Day.

Hart Lions earned nearly \$1500 from their projects during the Hart Day celebration. Manning the bingo booth, they served up hundreds of charcoaled hamburgers and operated the Coke concession.

SEPTEMBER

Members of the Good Neighbors Club contributed a \$500 check to the Hart Cemetery Association to aid in the upkeep and care of the cemetery. The funds were raised by projects of the club.

The 1974 Longhorns opened their new season with a walloping 70 to 13 win over Anton's Bulldogs.

Max Marble brought in the season's first load of milo. The initial load tested 56 pounds per bushel of hay yield of 7200 to 7300.

A truck loaded with potatoes and carrots from area farms was sent to Methodist Home in Waco. Theron Morrison donated 1,000 pounds of carrots and Homer Hill contributed 12,000 pounds of potatoes. Bill Rich furnished the truck, Hart Oil the truck servicing and expenses of the trip were paid by members of First

Continued on page 6



Here's to 1975!

We greet the New Year with
the sincere hope that it
brings good fortune to all our
friends, whose patronage
we deeply appreciate.

May 1975 find you in the
best of health and spirits,
and leave you twelve
months richer in happiness,
friendship and achievement.

Farmers Grain



MR. AND MRS. JOHN McLAIN

Mr., Mrs. John McLain To Be Honored Jan. 12

Mr. and Mrs. John McLain will celebrate their golden wedding anniversary with a reception in their home at 21; Broadway in Hart, Jan 12, from 2 to 5 p.m.

McLain and the former Jewell Wallace were united in marriage in Plainview Jan. 10, 1925 and have resided in the Hart community since that time.

McLain was engaged in farming until 1948 when he was employed by Farmers Grain Co. and moved into Hart. He retired in April 1966. Mrs. McLain worked as clerk for the U.S. Postal service from 1953 until her retirement in Nov. 1971.

Assisting in hosting the reception will be the nieces and nephews of the couple. All friends and relatives are invited. The couple request no gifts, please.

BEEF SPREAD

Mix soft butter with prepared horseradish and spread over thick slices of cooked beef (from a roast). Broil just until hot through.

GO DRAMATIC

Dolman sleeve sweaters can change in everyday pants outfit into a dramatic look.

IT IS THE CHRISTIANITY we live, not the Christianity we profess, that the world is looking for - the life of Christ incarnate in men like you and me.



COMMON COLD "EXTRA COMMON" IN CHILDREN

Ages one and two may be considered "the cold age" for many infants, according to a controlled study reported in a medical journal. A group of researchers studied the common cold in a large number of families in the midwest and determined that between the ages of one and two, the common cold reaches a peak of 8.28 illnesses per year per infant.

Other "cold" findings reported were:

...The common cold accounted for 70% of all illnesses in infants during the first year of life, but were quite infrequent during the first six months.

...Children attending schools, especially in the lower grades, had a higher rate of incidence of colds.

...Mothers who usually spend more time with their school-aged children than fathers had more colds.

...Large families had more colds per year than small ones.

...No appreciable immunity seemed to follow colds.

...Tonsillectomies or adenoidectomies had no effect on the incidences of colds in children.

There is "something" that can be done for patients with colds, the author writes, "even though a rapid cure cannot now be achieved."

Other physicians have suggested as "things" that can be done to relieve the symptoms of a cold the use of aspirin for headache and a general feeling of illness, steam inhalers, or nose drops or sprays. For infants and young children, Neo-Synephrine is available in a special pediatric strength to relieve nasal stuffiness.

**TRUCK SEATS
EXCHANGE
15 MINUTE SERVICE
McCORMICK'S
UPHOLSTERY
CHARLES POWELL
(Owner)
227 Phelps Ave. 385-4555
Littlefield, Texas**

Shop

Plainview Downtown Merchants



January Clearance Specials

Monday, January 6, 1975

Bentley's

C. R. Anthony

Marse & Son

Oswald Printing

Yardstick

Sears Roebuck

Home Beautiful

Kristi's

Corcorran's

Furr's

Travelodge

Goodyear

JCPenney

Haydon Shoes

Squash Blossom

Popular Store

Gale's Prescription

Doc Cross Carpet

Vanderpoel Jewelry

Ragland's Western Wear

Western Auto

Blair Drug

Zales Jewelry

Dixie Shop

Travel Time

Shook Tire

Payne's Gifts

Levines

West Pharmacy

Dargan's





MRS. NOAH SPENCER



Cook Of The Week



"You must be hard up for a cook," answered Ruth Bearden Spencer with a laugh when invited to be the Hart Beat Cook of the Week.

Recommended as a good cook, she modestly shrugs off the description but agrees she's had lots of experience.

Ruth is the mother of seven children. Her husband, Noah, has three children.

Jerry, Ruth's eldest, lives in Ralls. Vivian, Mrs. Carmon Pigg, lives in Dimmitt. Each has three children.

Lynda and Pam were married just a week apart in the summer of 1972. Lynda, Mrs. Michael Tinsley, lives in Canyon. Pam, wife of Ralph Hill, lives in Hereford.

Donnie and Lyle are at home; Alan lives in Sunnyside.

Noah's sons live out-of-state. Olvis calls Cumberland, Md., home; Harold lives in Wichita, Kans. His daughter, Ann Lay, lives in Dimmitt.

Together the Spencers have nine grandchildren.

Ruth grew up in the Hart-Sunnyside community. She and Noah live on a farm near Sunnyside. They are members of First Baptist Church in Sunnyside.

Sewing is one of Ruth's favorite pastimes. One of her greatest pleasures, and one which brings much reward, is her work at the nursing home.

"I must be addicted to it," she

says, "because I enjoy it so much."

FRUIT COBBLER

1/4 c. butter melted in baking dish

Make batter of:

1 c. sugar

1 c. flour

1 c. milk

1 t. salt

1 t. baking powder

Pour batter into baking dish and pour hot fruit over it. Sprinkle with sugar and cinnamon.

Bake at 350° for one hour or until done.

BURNT SUGAR CANDY

Melt slowly in heavy skillet 2 cups sugar.

Mix:

4 c. sugar

1 can evaporated milk

Heat to boiling and then add melted sugar in slow stream stirring constantly. Cook to firm ball stage and remove from heat. Add 1/4 t. soda, 1/4 lb. oleo and 2 t. vanilla.

Stir until foams good then set aside for 20 minutes; beat until creamy and add 2 c., chopped nuts. Pour in large greased pan or pans.

ATTEND REUNION

Mr. and Mrs. Everett Cole attended a reunion of his brothers and sisters Sunday in the home of Mrs. Maud Thornton of Andrews. Others attending were Mrs. Annie Mabry and Bill Cole of Midland; Mr. and Mrs. Gilbert Cole of Seagraves; Reta Marley of Wellmon and Mr. and Mrs. Lavern Warren of Lubbock.

VISIT PARENTS

Mr. and Mrs. Max Marble and sons visited recently in Lockney with their parents, Mrs. Hugh Marble and Mr. and Mrs. Johns Cox and with Mrs. Marble's sister, Marjorie Martin.

"Those who keep on shootin' will always hit the target sooner or later."

"It is a simple matter to see both sides of an argument if you're not really concerned about it."

"One of the largest rooms in the world is the room for self improvement."

"The failure puts things off, and the successful man puts things over."

GREETINGS



ATTENTION GARBAGE OWNER

Our trash service is not as bad as it could be but worse than it should be. The council has some suggestions that might help Mr. Ramon and the Hart Citizens to improve the situation.

1. Mr. Ramon collects the garbage every week, rotating through different parts of town. Therefore, each ones' trash to be picked up every third week.

2. He normally picks up on Saturday or Sunday.

3. Do not burn on Saturday or Sunday that he is to pick up your garbage.

4. Be sure to burn the refuse with the above exception.

5. Do not put heavy articles in the can such as dirt rocks and building materials.

6. He does not pick up junk, ie. refrigerators and bulky articles of this sort.

7. You may need more garbage barrells than you now have to take care of your garbage. These may be purchased from the city for \$5.00 each delivered.

Grain Handling Corp.

Year's Review

Continued from page 3

United Methodist Church.

Hart Industrial Foundation named new officers. Jim Werner was elected president. Other officers were L.C. McLain, vice president; Bob Reed, secretary-treasurer; and Bill Rich, Dub Holley, Wade Mills, Clinton Billingsley, Joe Bailey and Mayor Richard Franks, members of the board of directors.

OCTOBER

City commissioners ruled it necessary to install water meters in Hart as soon as it can be feasibly done.

A cancer education workshop for five counties was held in the L.C. McLain home. Mrs. McLain is regional director of the American Cancer Society.

Homecoming activities and the fun of a Halloween Carnival marked October for most of Hart's school aged citizens and their supporters.

Darrell Lacy and Danny Carson spoke to Hart

Lions of their experiences at Boys State in the summer.

NOVEMBER

Belinda Ritter was crowned Homecoming Queen and Kent Irons received the crown of Football King in annual homecoming ceremonies.

Darrell Lacy and Cindy Hill, seniors; Carol Armstrong and Karen Foster, juniors; and Gary Jackson and Patricia Smith, sophomores, were selected for coveted titles of "Who's Who in Hart High School."

Cindy Hill, Carol Armstrong and Darrell Lacy were nominated by the HHS faculty as Outstanding Teenagers of America.

A flip of the coin sent the Longhorns into the bi-district play after the regular season closed on a three-way tie with Hart, Springlake-Earth and Vega.

E.E. Davis brought in the area's first bale of cotton Nov. 19.

DECEMBER

Lonny Rhynes of Hale Center was employed as City arshal and began duties Dec. 2.

Maroon and white, a 50,000 gallon elevated water tank was hoisted into place giving Hart's skyline a new look and answering a big need for the city's residents.

David "Bullet" Adams of Dimmitt won two tickets to the Cotton Bowl and \$25 spending money with Phil Mosier finishing in second place and claiming two Sun Bowl game tickets in the Hart Beat's second annual football contest.

Kent Irons and Freddy Mancias were selected to the All South Plains football team. Irons was named Lubbock Avalanche Journal's "Player of the Year" in Class A football.

All-District football honors went to Irons, Terry Hill and Barry George. Honorable mention went to Danny George, Mancias, Dean Hill, Danny Carson, Donald Robinson, Eliazar Castillo, Mario Martinez and Berto Minjarez.

CHURCH DIRECTORY

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.

CHURCH OF CHRIST

B.B. HARDING, 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.

CALVARY BAPTIST CHURCH

REV. FRONIE COLE, Pastor

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

FIRST BAPTIST CHURCH

REV. RANDALL SCOTT, Pastor

REV. ELOY FELAN, Assistant Pastor

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.).....7:00 p.m.
GA's (Wed.).....4:00 p.m.
RA's (Thurs.).....4:00 p.m.

METHODIST CHURCH

REV. ELRA PHILLIPS, Pastor

Church Phone 938-2462

Parsonage Phone 938-2462

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

Prayer For A New Year

Dear Lord, please give me...
A few friends who understand
me and yet remain my
friends.
A work to do which has real
value, without which the
world would feel the poorer..
A mind unafraid to travel, even
though the trail be not blazed.
An understanding heart...
A sense of humor.
Time for quiet, silent medi-
tation.
A feeling of the presence of
God.
And the patience to wait for the
coming of these things,
with the wisdom to know
them when they come.

HIS MISTAKE

New Year's Eve is an es-
pecially bad time to be on the
highways. Don't drive unless
you have to. Another driver,
who has been enjoying holiday
spirits, might make you his one
mistake for the road.

"KEY RINGS"

The Romans used locks that
were designed to be opened with
very small keys often worn as
finger rings, according to Ency-
clopaedia Britannica

Bob's Farm Supply

Tide Products

Hart Lumber Co.

Farmers Grain Co.

Hart Producers Co Op Gin

Cox Shamrock & Auto Parts

Kittrell Electronics

Jones Seed & Farm Supply

Nora Lee's Gift & Apparel

B & K Grocery

Ed Harris Lumber Co.

Green Frog Cafe

Farmers State Bank

Hart Aerial Sprayers Inc.

Pay & Save

W.T. Sanders Ins. Agency

Hart Oil Co.

Kings Blacksmith

Soila's Beauty Shop

If You Don't Know Cars,

Know Your
Car Man.

See

James' Measles

JACK MORRIS FORD

Plainview

Res. 293-3185

Bus. 293-2511

MONUMENTS

Winnsboro Blue Granite
White Georgia Marble

and others

See PERCY PARSONS
or WAYNE COLE

Call Collect, Olton 285-2621

ABC Janitorial Service

'Clean with Steam'

Carpets Draperies

Upholstery

Contact Art Tollett

Hart

938-2504

Closed Tuesday, Dec. 31 getting ready for our

"Old Fashioned Sale"

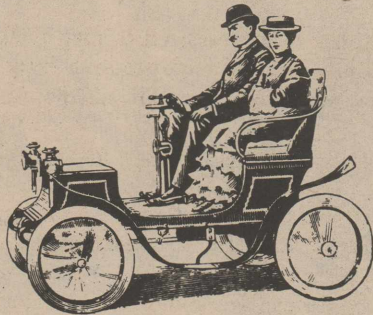
Starts

Thursday, Jan. 2 - 9:00 a.m.

1 Mark Down

Sale will be for a limited time

Shop early for best buys



PLAINVIEW

Gabriel's

GABRIEL-WAYLAND SHOPPING CENTER

PLAINVIEW

A New Leaf

He came to my desk with quivering lip.
The lesson was done.
"Have you a new leaf for me, dear teacher?
I have spoiled this one.
I took his leaf, all soiled and blotted
And gave him a new one, all unspotted.
Then into his tired heart I smiled,
"Do better now, my child."

I went to the throne, with trembling heart.
The year was done.
"Have you a New Year for me, dear Master?
I have spoiled this one!"
He took my year, all soiled and blotted
And gave me a new one, All unspotted.
Then, into my tired heart he smiled,
"Do better now, my child."

-Unknown

STEEL BUILDINGS

ANY SIZE OR TYPE

COMPETITIVE PRICES
PROMPT SERVICE

MARSHALL MULL

CALL 806--293-5726 PLAINVIEW

INCOME TAX SERVICE & BOOKKEEPING

For Farmers, Individuals & Business Returns

Call or See

Mary Dennis & Audie Thomas

311 E. 8th Street

(1 Block East of Post Office)

Office Phone 285-2768 or 285-2589

Olton, Texas

Let Us Handle Your Grain

FARMERS GRAIN COMPANY

938-2180

Kress Hiway

938-2178

Hart

864-2462

Sunnyside

DeWayne Brown, Mgr.



**HART OIL
&
BUTANE**

602 Broadway

938-2181

Grain Handling Corporation

BOX 468

HART

PH. 806 938-2304

HEREFORD

PH. 364-3811

HAPPY NEW YEAR

Time now for 1974 to make a final bow... and for 1975 to make a joyous entrance!
Time, too, for us to take this opportunity to wish our cherished friends a very happy and prosperous New Year!

King's Blacksmith



Good Wishes for the New Year

Let's give a cheer . . . loud and clear
... for a joyful, bright New Year . . . to all
the friends we hold so dear. Be happy, everyone!



THE HART BEAT