

Summer Going, Going...

Hart students--who probably feel that summer has just begun--may find it's over almost before it got a good start. School opening is only six weeks away.

With that in mind, Hart school trustees met Monday night and laid plans for the coming year.

The board approved the school calendar for the year and released this fall's football schedule.

In addition the board named four new teachers, approved some additions to the cafeteria, and studied the school budget.

The start of school is only six weeks from Monday. Classes begin Monday, Sept. 3.

However, teachers will report a few days earlier, on Aug. 27, when they will begin in-service training.

New teachers employed by the board Monday night are:

Jerry Nelson of Stinnett, who will receive his degree at West Texas State College in August. He will be Hart Junior High coach and will teach math.

Miss Betty Earnest, also of Stinnett, who will teach first grade. She will be graduated from West Texas State College in August.

Mr. and Mrs. H.L. Cheatam, who will move here from Naples, Cheatam will team in junior

high, while Mrs. Cheatam will be a third grade teacher.

The additions to the cafeteria approved by the board will include installation of new window screens and other improvements.

The budget, which was reviewed at Monday night's meeting, will be accepted at the next board meeting.

Supt. Paul Kennedy also announced that the school has

purchased a new water pump which will deliver 240 gallons per minute. Supt. Kennedy said the new pump will give the schools ample water for drinking and for keeping the grounds watered.

The complete school calendar and football schedule may be found elsewhere in today's issue of The Hart Beat.

THE HART BEAT

VOLUME 1

HART, CASTRO COUNTY, TEXAS, JULY 19, 1962 *1st issue*

NUMBER 1

AN EDITORIAL

Coming In.... Loud And Clear

We have grown up finally!

The establishment this week of The Hart Beat as a separate newspaper for the community of Hart is the fulfillment of a dream which began almost 4 1/2 years ago.

In those 4 1/2 years, The Hart Beat, like its name, has become almost human. It has recorded Hart's pulse rate weekly, keeping tabs on the ups-and-downs which every community has.

In fact, many people would say that The Hart Beat is human. It has made its share of mistakes and it has had its ups-and-downs.

The Hart Beat started faintly in February of 1958, as a supplement to The Olton Enterprise.

Troy Martin, publisher at that time, and Myrt Loman, a correspondent who worked herself to the bone, took The Hart Beat under their wings and made it go.

Norlan Dudley of Farmers State Bank was another who instrumental in getting the paper started. He has made monumental efforts to keep The Hart Beat beating.

And they kept it beating steadily, despite the "skinned knees" and other bumps and bruises which all youngsters have a habit of getting.

In mid-1960, a new publisher, Bill Turner, took over and Myrt helped things along, even though she was not always on the payroll. She has said many times that The Hart Beat remains her "first love."

The beat is still steady and will remain so. We have applied for our second class mailing permit, which all bonafide newspapers do if they plan to stay in business.

There have been attempts before to start newspapers in Hart, once in 1931 and again in 1947. Both failed.

However, neither began with a proven record. The Hart Beat starts with a paid subscription list. We feel it has proven itself a steady, dependable paper for Hart over the past few years. We pledge to continue our efforts to the fullest and we are confident of success.

There are many to whom The Hart Beat owes a debt of gratitude.

However, we can put the big credit where it belongs in just a few words.

It goes to the people of Hart. They have taken The Hart Beat into their homes and families. And it is to them that we say, "Thanks" and "Congratulations."



He's Only 72, And Healthy As Ever!

I.C. BLISS and his granddaughter, Patty, like to ride their bikes together around Hart. Bliss, the father of Robert Bliss, who operates Bliss Produce Co.'s potato shed here, says he finds bike riding fine exercise. And he should know, for he's never been in the hospital a day in his

life. His recipe for keeping his health is "just to be ornery as the devil," he says. The only medicine he allows is honey, which he says is good for keeping fat out of the bloodstream. Bliss lives in Evans, Colo., near Greeley, headquarters of Bliss Produce Co.

Photo Contest Winners

---SEE PAGE 6

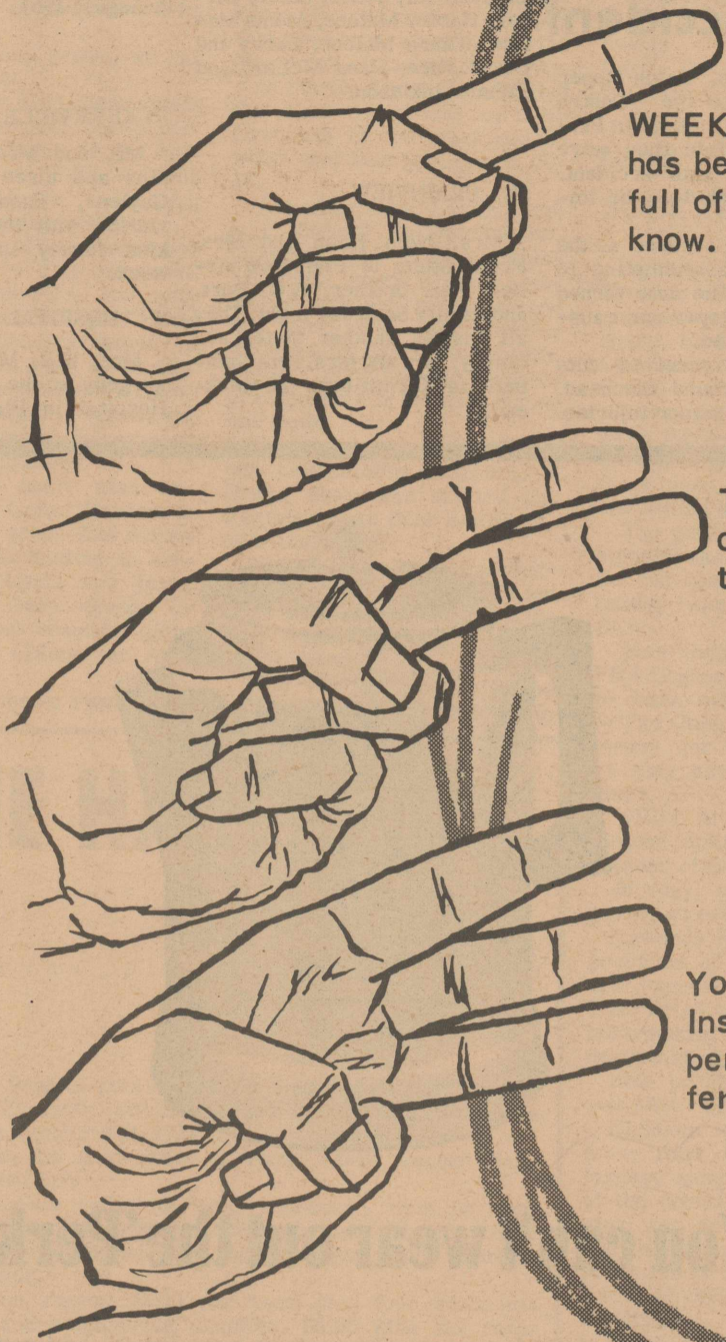
School Calendar

---SEE PAGE 13

Home Showing Sunday

---SEE PAGE 4

THREE BIG REASONS



WEEK AFTER WEEK, The Hart Beat has been, and will continue to be, chock-full of news and pictures of people you know.

The Hart Beat has a **PROVEN** record of service to the Hart Community over the past 4 1/2 years.

Special Introductory Offer

You can save 75% by subscribing now. Instead of the regular price of \$2.00 per year, The Hart Beat is being offered for a limited time for

only **49¢** a year

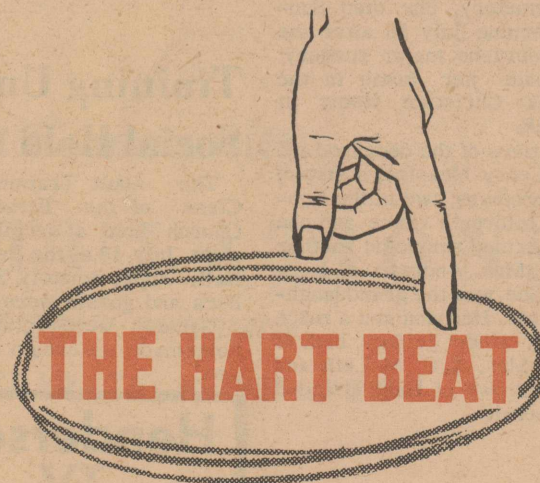
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Let's Review A Little

As Hart's News Events Became History The Past Four Years,
The Hart Beat Has Been Here To Record Them

During the past four years and five months, The Hart Beat has served as the official newspaper for Hart, covering the local news with both stories and pictures.

As a supplement to the Olton Enterprise, it has served its purpose.

As Hart has grown, so has The Hart Beat.

Today, the Hart Beat stands as an independent newspaper.

The first issue of the Hart Beat came out Feb. 20, 1958 with Myrt Loman soliciting ads and gathering news.

How many of you remember the Founder's Day program, staged by the PTA, and aptly entitled "A Battle Royal?" This was one of the first stories to appear in the Hart Beat. Remember those brave PTA members who fought it out on the basketball court to raise money for the organization?

That first issue also announced that Green Henderson had bagged a seven-foot mountain lion while hunting in Arizona and O'Lysia and Joyce Bowden had been chosen as among 16 most beautiful girls at McMurry College at Abilene.

In the next issue, Pancho Ru-

balcaba was awarded a scroll as "most beautiful" after a fun show. Kay Nell Popejoy was president of the senior class that year. Two other "beauties" in the contest were Johnny Hindman and Lonnie Bradley. Royce Lynn Pyeatt made the paper that week, too, after making the honor roll at Baylor University.

In March, Lonnie Bradley led the Hart Longhorns in their first win of the track season when they beat Springlake, 70-16.

The American Legion, with L. J. Steiert as commander, collected \$569 for a lighted ballfield. Mary Taack was named new 4-H president and Mr. and Mrs. Jack Hankins were doubly proud that month, since they became double grandparents in two days during one week.

Growth was pictured too. A new cafe building north of L&A Dress Shop was started and Farmers State Bank constructed a vault.

Mrs. B.H. Rodgers was elected PTA president and Lion Boss Ed Harris announced the club would conduct the Red Cross drive.

This was the month that the Hart High School track team

won first in a 4-team meet at Hart with Kress, Amherst and Springlake. Then, in April, Gene Varner went to the Amarillo relays and finished fourth in the 100 yard dash event.

Hart boasted four first-place winners in district literary events -- Mary Taack, John Lacy, David Irlbeck and Carolyn LeMay.

NEW SUPERINTENDENT

It was also in April that Paul Kennedy was named new superintendent at Hart and Milton Sharp, Ed Bennett and Lorenzo Lee were elected to the school board.

Larry Lee and Ralph Myrick were three-sport lettermen in the eighth grade. In the district track meet, Hart came in second behind Kress.

The petition for paving Hart streets was first presented to the city commission and Norlan Dudley was named new Lion Boss.

Jean Huggins got her state FHA Degree. Hart seniors went to work selling subscriptions to The Olton Enterprise to earn money for their senior trip, as they have done each year since.

Willis A. Hawkins Jr. was elected district 18 vice-commander of the American Legion.

In May, a city election for paving streets was called.

Lawanda Brooks was named president of the FHA and Sandra Johnson of the pep squad. The FHA offered a summer homemaking course for students that summer.

New president of the WSCS was Mrs. Bill Swindle.

Eighteen seniors graduated from Hart that year -- the largest number in the history of the school. Carla Jean Huggins was named valedictorian and Jo Light, salutatorian. Honor students named were John Lacy, Phyllis Bass and Wyona Myrick.

Mrs. Roy Pyeatt graduated from West Texas State College and O'Lysia Bowden was named

McMurry beauty queen.

BAPTIST BUILDING

The Hart Baptists broke ground for an educational building. The first shovel of dirt was lifted by Mrs. Nora Ray and the second by Bruce Futrell, then the youngest member of the church.

In June, Geneva McLain graduated from Texas Tech and a 1958 Hart High School graduate, Marilyn LeMay, received congratulations from Mamie Doud Eisenhower.

Mr. and Mrs. J.J. Newsom were honored on their 27th wedding anniversary.

The first load of wheat was brought in by Roy Pyeatt.

NEW FIRE DEPARTMENT

A 14-man volunteer fire department was organized in June with Claude Cox as fire chief. New city water works were also purchased that month.

The Church of Christ celebrated its fifth anniversary in Hart and Mr. and Mrs. Roy Burrus celebrated their 32nd wedding anniversary.

Four new teachers, Bob Copeland, Mrs. Betty Allsup, Mrs. Margaret Russell and Mrs. Jean Scarborough, were hired at Hart schools along with Fred Brister, junior high coach, and Mrs. Granville Martin, lunchroom supervisor.

The school library was re-organized, the new fire department got a 600-gallon pumper truck and streets were surveyed for paving. Shortly after, the fire department answered its first call, a trash fire.

In August, Mrs. Mamie Rich replaced Myrt Loman as Hart staffer for the Enterprise.

Robert Lewis Hawkins and J.R. Featherston were named winners in the fourth annual irrigation rodeo and Ronnie Farris was elected FFA president.

September saw 340 enroll in

the Hart schools and the basketball teams changed to District 3-B. Ronnie Farris was president of the senior class and Lawanda Brooks, president of FHA.

PHOTOSTAT MACHINE

A new photostat machine was purchased for the school in October by the school board.

Janice Sharp was named football queen that month and the Homer Hill Store was hit by fire with \$2,000 in damages.

November saw Lawanda Brooks as halloween queen, Mary Louise Taack as state winner in 4-H, Norlan Dudley heading the scout fund campaign, Mary Helen Maples as state winner in 4-H and Hart businesses go on a face-lifting spree which cost approximately \$4,000.

NEW CITY HALL

In December, Hart built its new city hall.

Nick Zapata was named all-district that month and Hart got ready for a new year--1959.

The year started off with Farmers State Bank getting Deposit Insurance approval and a new fire alarm system installed at city hall.

Mr. and Mrs. W.C. Malone received the first place award for their holiday decorations and the FFA boys took top prizes in the Castro County Stock Show.

Willis A. Hawkins Sr. was named Hart's first "Man of The Year" with Mrs. E.L. Dorrough was named "Teacher Of The Year."

Mrs. Willis Hawkins Sr. was named "Woman Of The Year" in April.

In June, Farmers Grain Co. observed their 30th anniversary and Hart Lumber Co. held its formal opening.

The next month, the Homer

CONTINUED PAGE 5

THE HART BEAT

Publisher Bill Turner
News Editor Virginia Reed

The Hart Beat is published each Thursday at Hart, Texas, c/o Box 272, with offices at the home of Mrs. Virginia Reed. Phone Number 938-3701.

Entered at the post office at Hart, Texas, Second Class Permit applied for.

Any erroneous reflection upon 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.

Subscription rates: \$2.00 per year plus four cents tax in Castro and neighboring counties. \$3.00 plus six cents tax else where in Texas. Out of Texas, \$3.00 per year.

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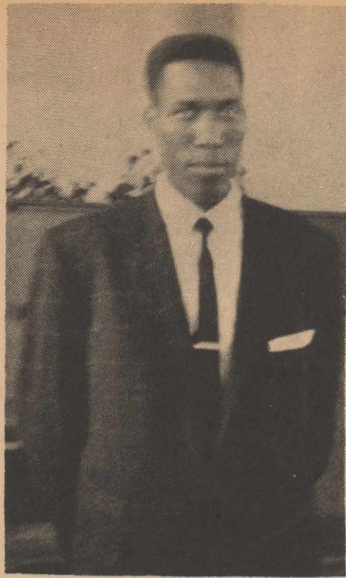
• Vaughn's Fashion

• Bates McHaney Shoe Store

• K Ramsey Furniture

• Huxford's Dry Goods

• The Style Shop



BILLY CHAVERS

Billy Chavers Is Ordained

Billy Chavers was ordained as a minister Sunday afternoon in the Baptist Church. Special music was given by Harmon Bishop, who was accompanied by Mrs. Carl Rambo at the piano. He was questioned by C.B. Martin Jr. and charge and sermon were delivered by Rev. Denzil Leonard.

Chavers and his wife have five children. He is a student at Wayland Baptist College and barbers in Dimmitt, where they will make their home. He is the pastor of the Negro Mission in Hart.

Services Held For Cousin Of Hart Woman

Charles Carthell, 33, cousin of Mrs. Norlan Dudley, died Wednesday morning at the West Texas Hospital in Amarillo of a heart attack. He was buried in the Amarillo Memorial Cemetery Saturday July 14.

He is survived by his wife, Roberta, and two sons, Charles and Randall.

Services Held For Niece Of Hart Resident

Funeral services were held for Serena Herndon, 10, niece of John B. Lilley, Monday July 16 in the Broadway Church of Christ in Lubbock and burial services were held in the Olton Cemetery. She died Sunday morning July 15 after she had undergone major surgery. She made her home in the Lubbock Christian Home in Lubbock.

Relatives of the deceased are Mrs. Leroy Measles, a sister; three brothers, two in the Lubbock Children's Home and one in the armed services; another sister, Mrs. Andrews of Lubbock. She was the granddaughter of Mr. Herndon and a niece of Mrs. Albert Jeffrey, both of Olton. Mrs. L.C. McLain and Glenn Crowe of Hart attended the funeral.

VISIT MAPLES

Ann Maples of Amarillo spent last week with her grandparents, Mr. and Mrs. Hubert Maples.

AUSTIN VISIT

Connie Bowden returned home from six weeks visit in Austin.

Skating Rink Now Open Two Nights Each Week

The Hart Skating Rink will now be open two nights a week, Tuesday and Saturday, until school starts. The sessions will also be changed to different times. They are now from 7 to 9 p.m. and 9 to 11 p.m. Admission will be 75 cents per session. Session tickets are now on sale for \$6 for ten sessions.

Malcolm Atwood stated he would like to invite everyone in the Hart community and anyone from surrounding towns to "come and skate with them."

Fire Unit Meet Held

The Hart Volunteer Fire Department had their regular meeting Monday night July 16.

The following members were present: Claude Cox, Joe Bailey, Kenneth Warren, John Hollaway, Lyndall Warren, Bob Reed, Joe Newman, Stewart Newsom, Aubrey Myers, Calvin Alexander, Tommie Cook, Dwayne Davis, Jim Smith, Leon Harmonson, Alvin Beavers and Bill Johnson.

National Guard Unit Returns

This area's section of the 36th infantry division of the National Guard returned home Sunday July 15 after two weeks training course at Ft. Polk, La.

Those from Hart attending summer camp were Kenny Hill, Thurman Clay, John Gilbreth and Jimmy Ray Davis.

Red Legs Tied For First Place

Hart Red Legs played the Dimmitt Braves Friday July 13 at Dimmitt with the Red Legs taking the game with a score of 9 to 6. Pitcher was Bob Crick.

The Red Legs played the Nazareth Cardinals at Hart Tuesday July 10, winning the game with a score of 12 to 7. Pitcher was Benny McKay. The team has one game to play and is still tied for first place. All-stars on the team are Bob Crick, Joe Bob Sanders and Benny McKay.

Training Union Social Held

The Adult Training Union Class of the First Baptist Church held a social Friday night July 13 at the Fellowship Hall. Approximately 36 members and guests were present.

Games were played and homemade ice cream was served.

Henderson TV

Repair Service At Night In Hart

Phone MI 7-3636 in Dimmitt

Hart 938-3234

Ralph Ropers Injured In Auto Accident

Mr. and Mrs. Ralph Roper were taken to the Castro County Hospital in Dimmitt Friday July 13 after they were injured in an auto accident. Both are reported to be improving.

The accident occurred as the Roper car was attempting to pass an auto. The auto turned in front of the Roper car, causing it to hit a tree.

Mrs. Roper received cuts and bruises around the head. Roper received minor injuries.

James, Cary McLain Honored On Birthdays

James and Cary McLain were honored on their birthdays with a swimming party Saturday July 14 at 2:30 p.m. at the Olton swimming pool.

James is six years old and Cary is three.

Cokes and cookies were served to Dean, Terry and Kent Hill, Danny, Barry and Kerry George, Danny and Sharla Carson, Donnie and Van Burress, Charles Ray Jones, Shelly Bitner, Harley Malone, Monte Malone, Diana Malone, Larry and David Rice, Dana McLain and Connie Adkisson.

IN PLAINVIEW

Mrs. Nels Haun and Mrs. Frank Stultz of Plainview visited their brother, C.O. Burt, and family Saturday night. They all visited another sister and family, Mr. and Mrs. Seth Campbell, in Kermit over the weekend.

Rodriguez Promoted

7TH INF. DIV., KOREA (AH-TNC)--Honorio Rodriguez, 24, son of Mr. and Mrs. Tomas Rodriguez, Hart, recently was promoted to specialist four in Korea where he is a member of the 7th Infantry Division.

Specialist Rodriguez, who completed basic training at Fort Benning, Ga., is an automatic rifleman in Company B of the division's 17th Infantry.

He was engaged in farming prior to entering the Army in August 1961.

IN KERRVILLE

Mr. and Mrs. Willis Hawkins and three grandchildren, Gaylene, Susan and David, visited with the Theron Hawkins family in Kerrville last week.

IN HOSPITAL

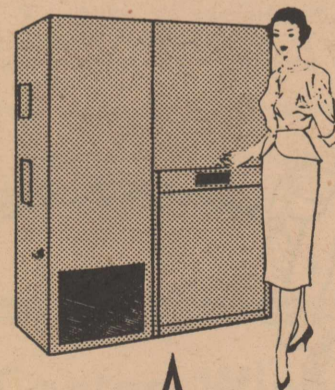
Mrs. E.E. Martin had minor surgery at the Medical Center Hospital in Plainview Friday.



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A coffee percolator has no moving parts to wear out . . . and neither has a SUN VALLEY* All Year GAS air conditioner! It uses the same trouble-free principle . . . cooling your home by the movement of liquids and vapor . . . utilizing a silent gas flame in a pressure-free system. No other central air conditioner offers you this advantage of NO MOVING PARTS in the cooling cycle! Which is why no other central air conditioner can compare to the SUN VALLEY* for ECONOMY OF OPERATION, TROUBLE-FREE MAINTENANCE and LONG LIFE-EXPECTANCY. You get cooling AND heating; cleaning, filtering and circulation of the air, PLUS dehumidification . . . all from one unit! Right now's the time to air condition your home for 365 days a year of COMPLETE INDOOR COMFORT with a SUN VALLEY* All-Year GAS air conditioner!

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Social News

RECIPE OF THE WEEK

Mrs. Hubert Maples gave us her favorite recipe this week.

Mr. and Mrs. Maples have one son, Glenn and family, who live in Amarillo. The Maples came to the Plains in 1916 from Wellington. They bought a new home and moved into Hart in November of 1960.

Mrs. Maples said she had one sister at home and both girls helped their mother with the cooking.

BANANA CAKE

2 cups sifted cake flour
1 1/2 cups sugar
1/4 teaspoon salt
1 teaspoon soda dissolved in
4 tablespoons clabber milk
3/4 cup wesson oil
2 eggs

Mix first 6 ingredients together in mixer and beat until well mixed. Then add eggs and beat one minute. Add three mashed bananas and bake in 2 layer cake pans. Bake 30 minutes at 375 degrees. Put together while still hot with boiled icing.

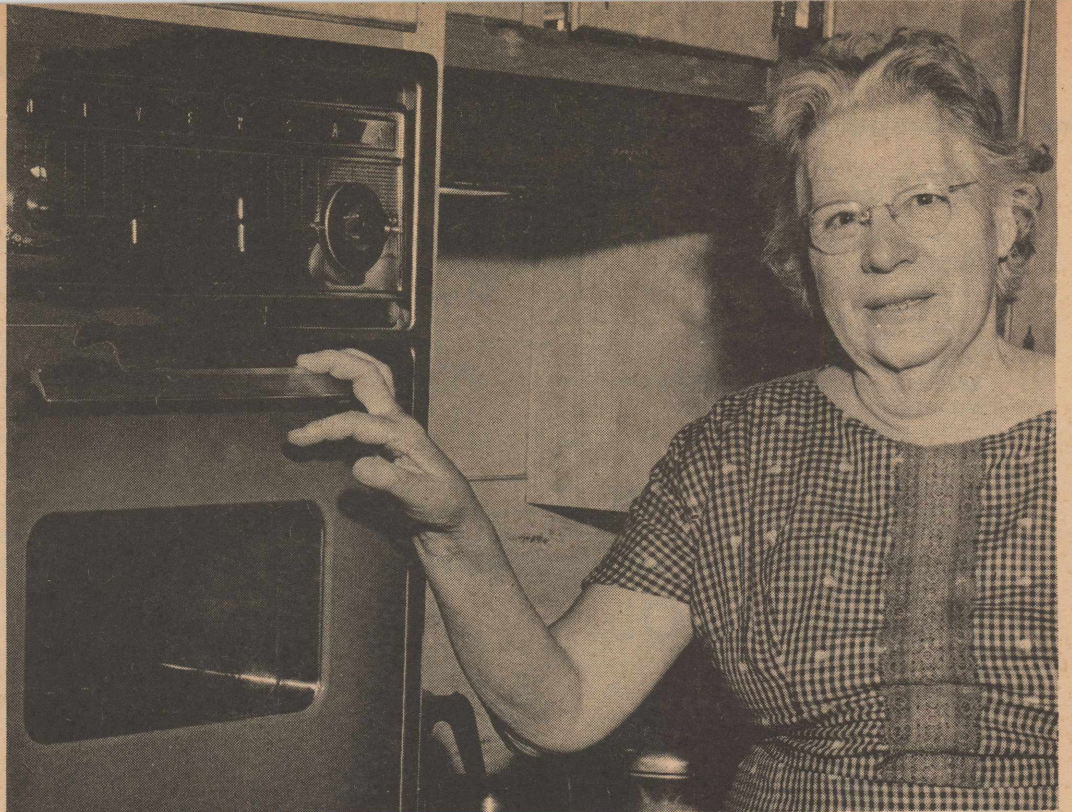
ICING

1 1/2 cup sugar
1/4 cup water
Boil until mixture spins a thread. Pour over two stiffly beaten eggs whites. Add one cup coconut sprinkled between layers and over top and sides.

Green Henderson Is Honored On 75th Birthday

Green Henderson celebrated his 75th birthday July 10 in the home of his daughter and family, Mr. and Mrs. Clayton Jobe, in Pecos.

Relatives celebrating with him were Mr. and Mrs. Wendell Owens of Carlsbad, N.M., Mr. and Mrs. Ralph Williams and family of Central, C.L. Huff of Lubbock, Mr. and Mrs. R.G. Henderson and family, Cliff Henderson and son, Mrs. Georgie Henderson and Ronald Henderson and family.



MRS. HUBERT MAPLES likes to bake banana cake.

Debbie Bailey WMU Meet Is Honored On Birthday

Debbie Bailey was honored on her seventh birthday with a party by her sister, Connie. Games were played and prizes were given to the winners. Favors were balloons and bubble gum.

The following guest were served ice cream and cake: Kathy Nelson, Laura Dudley, Jeanie Foster, Rhonda and Vicki Newsum, Jerry McAdams, James Warren, Danny Cartwright and her sisters, Deanne and Linda.

WMU Meet Held Monday

The Women's Society of Christian Service met Thursday afternoon July 12 in the Fellowship Hall of the Methodist Church. They began a study on "The Church and Today's Students". The study will be conducted by Mrs. Lenora Smith and assisted by Mrs. Claude Cox.

Members attending were Mmes. R.C. Bailey, Walter Cartwright, J.D. Murray, C.B. Landers and Lenora Smith. The next meeting will be Thursday July 19 in the Fellowship Hall.

Moss Reunion Held Sunday

The Moss re-union was held Sunday July 15 at the 7th Street park in Plainview.

Those attending were Mrs. E.E. Davis, Hart, and daughter, Freda; Mr. and Mrs. Johnson, Lubbock; Mrs. John Ray, Roff, Okla.; Mr. and Mrs. R.E. Moss, Vineta, Okla.; Ray Olen Moss, Olton; Mr. and Mrs. Guy Gooch and son, Plainview; Mr. and Mrs. R.L. Hawkins and two children, Hart; Mr. and Mrs. Jack Holland and children, Plainview; Oree Moss, Caldwell, Idaho; Mr. and Mrs. Lonnie Johnson, Pampa; Mr. and Mrs. Herman Johnson and family, Plainview; Mr. and Mrs.

Raymond Hall, and children, Atlas, Okla.; Mr. and Mrs. Clark Hall and family, Andrews; Mr. and Mrs. Duane Eby, Olton; Mr. and Mrs. Clois Johnson and family, Lubbock; Mr. and Mrs. R.L. Moss and family, Olton; Mr. and Mrs. Nelan Smith and family, Halfway; Miss Sue Mitchell, Olton; Mr. and Mrs. Gene Trotter, Olton; Mr. and Mrs. Ezra Whittington, Olton; Hal Hall, Atlas, Okla.; Mr. and Mrs. Phil Neinast, Olton; Mr. and Mrs. Gerald Cross, Lubbock; Melody and Kevin Coen, Olton; Mr. and Mrs. J.D. Evans, Littlefield; Beverly Eby, Olton; Mr. and Mrs. Tommie Evans and children, Portales, N.M.; Mr. and Mrs. Kenneth Evans, Sonora; Mr. and Mrs. Boyd Meers and family, Lubbock; Hugh Gillum, Plainview; Mr. and Mrs. Bill Bradley, Brownfield; Mr. and Mrs. Judge Lee, Lockney; Mr. and Mrs. Austin Bradley, Lubbock; and Mr. and Mrs. Martin Bradley, Lockney.

Rhoda Guild Meeting Held

The Rhoda Guild met Wednesday July 11 for a luncheon in the home of Mrs. Jimmy Bitner as hostess, Mrs. Lowell Richburg served as co-hostess.

Those present were Mmes. J.E. Carson, Melvin Aven, Joe Hart, Jack George, Jack Dyer, Weldon Jones, Cleve McLain, Bill Hill and James Clay, and a guest, Carolyn Rowland.

Beverly Hill Is Honored On Birthday

Beverly Hill, daughter of Mr. and Mrs. Bud Hill, celebrated her eighth birthday this week with a swimming party at Plainview and a watermelon feast in her home.

Guests attending were Cappie and Gail Wall of Plainview, Debbie and Barbara Hansen, Cindy Dyer, Rebecca Futrell, Debra Davis, Elizabeth Stephens and Deane Clevenger. Her sisters, Jana and Lisa, also helped celebrate her birthday.

The Progressive Study Club Of Tulia

Presents The Fashion Show

"The Picture
of Fall"

by

The Style Shop

and

Bates McHaney Shoe Store

July 24
8 P. M.

High School Auditorium

Door Prizes & Magic Acts

Tickets \$1 Adults
50c Students

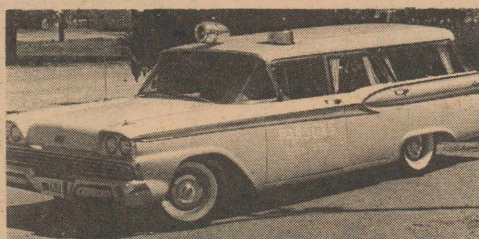


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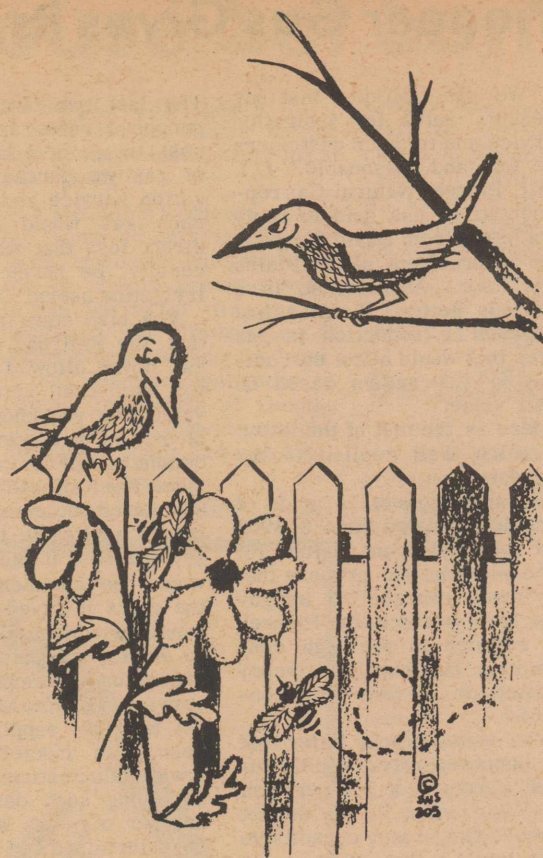
A community such as ours is built . . . and maintained . . . and prospered by the trading that goes on within it; not by the dollars which we allow ourselves to be persuaded to send off or carry off to some other community.

- Our schools . . . our churches . . . most of our homes and jobs or businesses . . . the number and sort of neighbors we have . . . the ability of our stores and service establishments to take care of our daily and emergency needs . . . all of these

depend upon local trade . . . money spent here at home.

- One of the cold facts of life (economic) is that the prosperity and better life which our dollars naturally help to pay for in the community where they are spent can be far more valuable than the goods or service those dollars buy for us.

- But an equally undeniable fact of life is that we don't share in the enjoyment of these more important things paid for by our money . . . unless we spend it at home.



Buy . . . where your trade helps to support your way of life

TRADE AT HOME WHERE YOUR MONEY BENEFITS YOU!

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HART GIN CO.

HART GRAIN CO.

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Future of Our Community and Your Welfare**

Medallion Home Open House Set Sunday

Public Showing Of All-Electric Home Scheduled From 1-6 P.M.

Open house at a new Medallion Home, built by Hart Lumber Co., will be held Sunday afternoon from 1 to 6 p.m.

The modern brick home is located on East Avenue G and features spaciousness throughout with three large bedrooms and a total floor space of 1,700 ft.

The new home is the fifth brick home built here by Hart Lumber Co., since the business

located here three years ago.

It is designated a Medallion Home by Southwestern Public Service Company because of its electric appliances, full housepower and "light for living."

The home is carpeted throughout and has central heating and air conditioning.

The 20 by 30 ft. den and dining room combination features a lovely paneling and a

brick planter. The two bathrooms are in ceramic tile.

The heart of the home, the kitchen, is designed for the creative homemaker with an appliance center highlighted by a built-in range and garbage disposal. The center is conveniently arranged to save the homemaker steps and time and to offer flexibility, efficiency and gracious living. Hardwood cabinets add the final touch of beauty to the room and, at the same time, the practicality necessary in the kitchen.

The home is complete with a utility room, double garage

and ample closet space.

Everyone is invited to see this spacious home, truly made for "living."

A Medallion Home means that the home so certified has the latest in modern, shielded lighting to protect precious eyes. It has wiring of the capacity necessary for efficient use of electricity throughout the home. It has electric appliances to lighten the labor of keeping house and to provide the enjoyment of living that only electricity can give.

A Medallion Home is up-

to-date when built and will remain so for many years to come. A Medallion Home, because it stays modern, holds its value. It is an investment in better living that benefits the entire family.

Yard Light Beautifies Home

Yard lights send their cherry greetings of light to the visitor as he approaches the home—the electric yard light truly says "welcome" for all to see.

Electric yard lights beautify the premises by day as well as by night. Available in several attractive designs—either provincial-or modern, they blend in with the basic architecture of the home and its premises.

Then, too, electric yard lights are practical. You can turn them on or off as you please, or you can have them controlled to come on or go off automatically—by adding a photo electric cell or an electric clock timer.

Want more or less light? The choice is yours with an electric yard light. It's simple—all you do is change the bulb from a higher to a lower wattage or vice versa. And, come Christmas, you have practically an automatic Christmas lighting effect, just by changing the bulb.

Methodist Youth Week Dates Set

The MYF of the Methodist Church is sponsoring a Youth Activities Week, July 22 through 27 at the church. All youth in Hart are invited. There will be study, worship and recreation and supper will be served every night. Ages junior high through high school are included in the youth week.

The sponsors are Mr. and Mrs. Tony Smitherman and the pastor is Walter Cartwright.

The week will center around a "Summer Seminar" on Christian vocations. Leadership will be provided by the following chairmen of committees; Rene Brooks, recreation; Kenneth Bailey, worship; Tommy Morrison, study; Sherilyn Morrison, food; and George Edd Bennett, publicity.

Activities of the week will be co-ordinated by the youth council, headed by Connie Bailey, president, and the counselors and pastor.

In preparation for the week, a lighted volleyball court on the church lawn and other playground equipment has been rushed to completion. This has been a project of the Methodist Men, with Robert L. Hawkins as president. Work on the project has been largely in the hands of G.C. Graves and Paul Armstrong, who have said that the playing court will be ready for use this week.

AT PALO DURO

Mr. and Mrs. L.C. McLain and children and Connie Bailey enjoyed an outing at Palo Duro Canyon over the weekend.

IN LIVINGSTON

Mr. and Mrs. Glenn Crowe visited in the Benny Thorpe home in Livingston Wednesday night. The Thorpes are former residents of Hart.

Come To Our

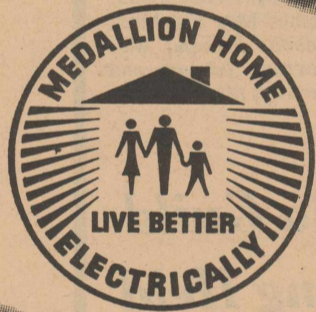
Open House

Sunday
July 22, 1962
1-6 P.M.

Visit This Beautiful
Medallion Home

Sunday Afternoon

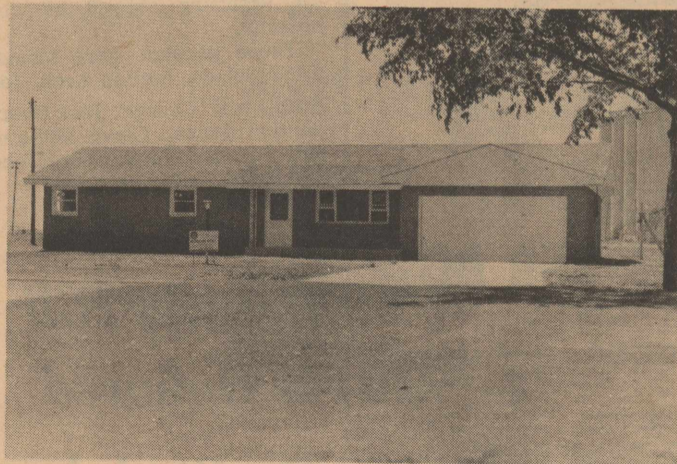
Located On
East Avenue G.



See You
After Church!

Featuring

- *Built-In Electric Range
- *Light For Living
- *Full Housepower
- *Air Conditioned
- *Carpeted Throughout
- *3 Bedrooms
2 Baths



Come Out And See This Modern Brick Home Built By . . .

HART LUMBER CO.

Hart, Texas

Pioneer Gas Gives Its Side Of Story

"We are confident that our present rates for irrigation service and to other customers are fair and reasonable," C.I. Wall, Pioneer Natural Gas representative, has said in reply to a letter from David Burgess, who is president of the Plains Gas Users Association. In a previous letter, Burgess had proposed a reduction in gas rates that would allow the company a 7.2 return based on "fair value."

Here is the test of the letter in which Wall replied to the request:

Acknowledgment is made of your letter dated June 8, 1962 and received by us on June 13, 1962 wherein you propose that the rates charged for irrigation gas service by Pioneer be reduced in the high consumption brackets and incorporated in a five-year contract.

You state in your letter that the proposed rates would provide a return of 7.2 per cent on "fair value." We do not agree. Our rate consultants have made a test of the rates proposed in your letter. They found that the rates proposed by you fall far short of providing this rate of return on the fair value of facilities realistically and properly allocated to irrigation service. Previously, Mr. S.C. McIntosh, who recently retired as Director of the Public Utilities Division of the Railroad Commission of Texas, had advised that the allocation of facilities and expense to irrigation service should be considerably more than the amounts used by you in arriving at the rate of return quoted in your letter.

It is evident that the real benefit of your proposed rates would be only to large users.

The last two brackets of the proposed rates are below the cost to us of a large volume of gas we purchase for irrigation service and the sale of such gas would result in a direct loss that would, of necessity, be borne by smaller irrigation users.

You also state in your letter that the Railroad Commission has never allowed more than a 6.5 per cent return on fair value. As you know, this rate of return has been applied to domestic and commercial service. The Railroad Commission has never determined a rate of return applicable to irrigation service but it most certainly would be commensurate with the risks involved and one that would provide sufficient return to attract adequate capital for expansion and improvement of service. To quote Mr. McIntosh, "A business supplying in each year an indeterminate and greatly fluctuating demand and supplying such demand for a number of years which cannot be determined due to the probable partial or complete exhaustion of a natural resource and possible future economic changes in competitive positions is subject to greater risks than normal utility service and in my opinion is entitled to a higher Rate of Return."

Through the year as Pioneer has worked closely with the farmers in our service area in a sincere effort to furnish them a more economical fuel than was otherwise available. All requests for the extension of our facilities have been thoroughly investigated and honored, if at all reasonable. The job of supplying and delivering gas for irrigation service, which often has a very

radical change in demand from one day to the next, requires extreme flexibility of facilities and operations--very much different from the handling of domestic and commercial service. The risks involved in the wide fluctuation in requirements from year to year are borne by Pioneer since there is not the compensatory annual minimum which is often charged by others. It is only reasonable and right that the earnings from irrigation should be sufficient to cover the risks incurred.

I have hoped that representatives of Pioneer and the Directors of your Association could sit down together and work out our common problems as was done with many of our irrigation customers in providing gas service to their wells, and, as is being done today, to provide service to wells and areas not presently served.

Your representatives have stated to us that our rates are too high for irrigation service and are too low in the cities we serve. As I stated to you and your Directors, it has been and will continue to be our policy to provide dependable gas service to our customers at reasonable rates and we are confident that our present rates for irrigation service and to other customers are fair and reasonable.

VISIT MRS. SMITH

Mr. and Mrs. Norman White and Susan and Carol of Long Beach visited in the home of Mrs. Lenora Smith recently.

VISIT HARRISES

The Pat Appling family of Kansas visited in the Ed Harris home this weekend.

HAPPY ANNIVERSARY

JULY 20
Mr. and Mrs. John Rice

JULY 24
Mr. and Mrs. W.H. Felder

JULY 25
Mr. and Mrs. Buster Aven

HAPPY BIRTHDAY

JULY 20
Roger Lancaster

JULY 21
Gary Hart
Joe Hart
Jarnice Bass
Margie Murray

JULY 22
Duwayne Clevenger
Max Stephens
David Allen Harris

JULY 23
Kevin Parker
J.D. Myrick
Mrs. Ray Warren

JULY 24
Marlan Hart

JULY 25
Jo Bass
Bill Bell

JULY 26
Bill Witten

ATTEND FUNERAL

Mr. and Mrs. L.J. Rice attended the funeral of Leon Evans in Amarillo Monday.

School Calendar

AUGUST 27- Teachers will report for in service training.

SEPTEMBER 3- School begins.

NOVEMBER 22 and 23- Thanksgiving Holidays.

DECEMBER 21 through JAN. 1- Christmas Holidays.

OCTOBER 12- End of first six weeks.

NOVEMBER 23- End of second six weeks.

JANUARY 18- Semester.

MARCH 1- End of fourth six weeks.

APRIL 12- End of fifth six weeks.

MAY 24- End of school.

SEE BAILEY MOTOR SERVICE

All Kinds of Automotive Work
Complete Brakework
Brake Drum Turning

JOE BAILEY, OWNER

Phone 938-3710 Hart

Congratulations

to the people of Hart

on the establishment of their own community newspaper

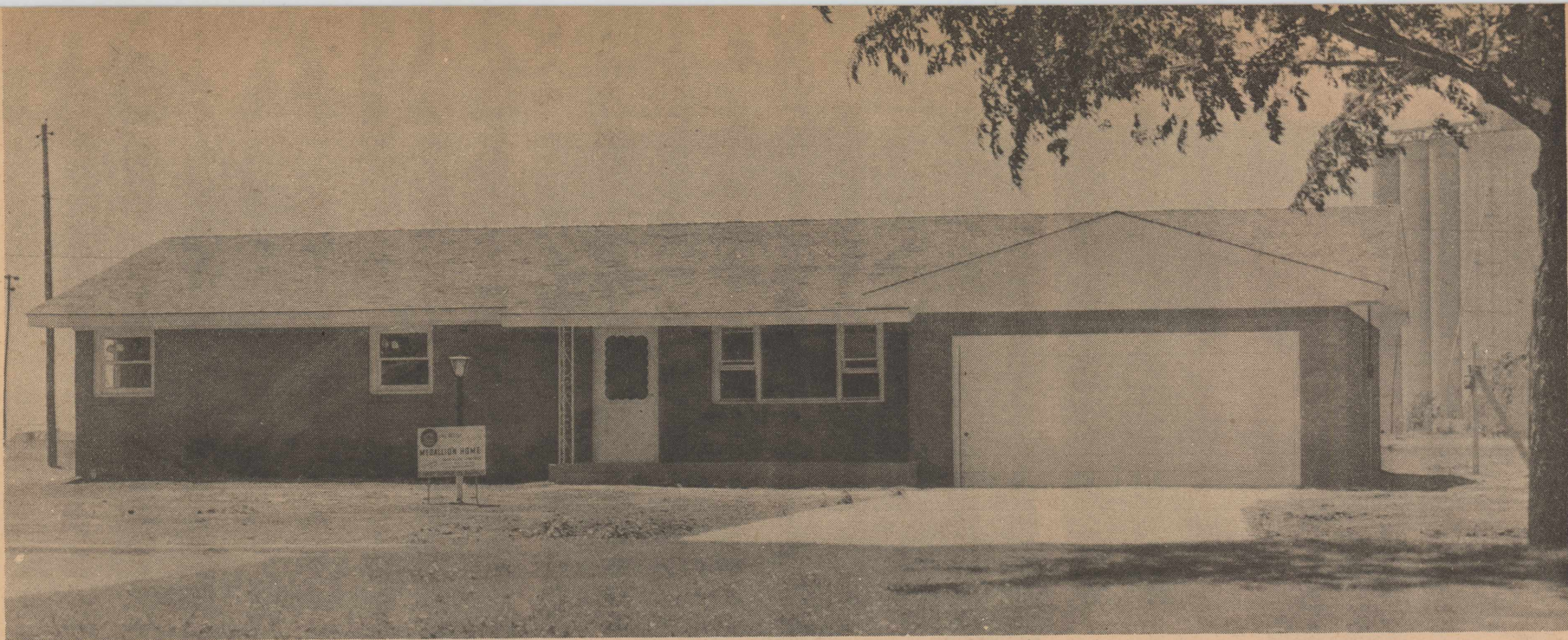
THE HART BEAT

It is a pleasure for us to serve the farmers of the Hart area

Plainview Production Credit Association

"The Nation's Largest Production Credit Association"

Offices in: Plainview, Littlefield, Dimmitt, Muleshoe,
Friona, Tulia, Silverton, Floydada



This Medallion Home On East Ave. G Will Be Shown Sunday

History

CONTINUED FROM PAGE 2
Hill store went under new management. Kenneth Lambert and Bob Bennett purchased the store and it became B&K Grocery and Market.

NEW POST OFFICE

The new post office was dedicated Aug. 8 and Mrs. Paul Brooks, post mistress, accepted a United States flag from postal inspector A.W. Pfaumiller of Amarillo.

Bud Steiret was named outstanding American Legion post commander of the 18th District in September.

Scarlett Beeson was named FFA sweetheart in October and Mary Ellen Garcia and Becky Burress won the fire prevention poster contest.

Hart residents will remember that December for the four days that the town was completely isolated after a bad ice storm put phones out of order.

Early in 1960, Fred Butler started representing the Hart Beat. This year, Mrs. Chloe Flippin won the lighting contest.

Ed Bennett was elected to the board of directors of the Farmers State Bank and the Hart Schools began publishing a school newspaper.

STREET LIGHTS

The year started off bright for Hart residents as street lights went up in Hart in January. Hart streets were also marked for parking by residents with their own tools and on their own time.

Royal Copeland was named "Teacher Of The Year" and 50 new books were added to the elementary library in February.

In March J.D. Myrick was named all-district in basketball and D.D. Myrick was named one of the top 15 farmers in the state in soil conservation.

Cub scouting was organized in Hart, Connie Popejoy won Lions Club queen contest and Gene Varner was awarded the Hart senior athletic award.

Otto Dinwiddie was named Hart's "Man Of The Year" and Myrt Loman, "Woman Of The Year."

Mrs. W.T. Sanders was new PTA president and Roy Pyeatt, new Lion Boss. Patsy Curry and Judith Cheves got their state FHA degrees in April.

TORNADO

April was also the month of the Sunnyside tornado disaster with a number of Hart people involved. Injured from Hart included Sherd Davis, Percy Hart, Lee Harris and R.M. Hayden.

Dugouts were installed at the Little League Park by the Hart Lions Club and the J.W. Weltys celebrated their golden wedding anniversary.

Willis A. Hawkins Jr. was elected district commander of the 18th District of the American Legion and Patsy Curry was elected president of the pep squad in May.

A park was established around the American Legion hall. Jerry Felder was selected to go to Boys State. Hart baseball field was dedicated.

Valedictorian that year was Orvall Hughlett and salutatorian was Connie Irons. Other honor students were Gene Johnson, Bettye Stone and John Holloway.

In June, the H.L. Reeds celebrated their golden wedding anniversary. Soila Beauty Shop moved to a new location and

Hart Oil and Butane built a new building.

Malcolm Atwood was named high school principal in July and James Rushing, grade school principal. John Blocker was the new coach.

The city installed water works linking two wells, giving the town a 65,000 gallon reserve in August. Hart Little Leaguers ended third place that year.

September meant school again and 363 enrolled at Hart. Mrs. Dorothy Cave was employed as school nurse, new concession stand was built on the football field, Jerry Felder was named president of the senior class and of district FFA.

Edgar Varner brought in the first load of grain and Lloyd Davis brought in the first bale of cotton.

A gun club was organized in Hart. Mrs. Wister Clevenger was named president of Rhoda Guild and Hart Grain erected a new warehouse.

In October, Mrs. Owen Hankins was named president of the Zealot Club and Mrs. Claude Ray, president of WMS. Willie

Martin took the post as night watchman, an ex-students organization was formed and Darlene Pickerel won first in the fire prevention poster contest.

Jo Ann Lacy and Johnny Mousner were named Halloween queen and king in November and Freddie Sue Popejoy was crowned football queen.

Norlan Dudley was named "Man Of The Year" in the last month of the year and Larry Lee, Connard Riddles and Eufemio Rubalcaba were named all-district.

Just before the new year began, a police short-wave radio was installed at Hart.

GIRL SCOUTING

The year 1961 saw Girl Scouting started in Hart and the Cub Scouts hold their first Blue-Gold banquet.

Eloise Paint and Gift Shop and Lilly's Cafe opened and the schools purchased a new eye-testing machine. Glenn Crowe was the new minister at the Church of Christ.

Lanny Tucker was named "Teacher Of The Year". The

Percy Harts celebrated their 35th wedding anniversary and Connie Popejoy won the Lions Club beauty contest.

In April, Ed Harris was elected mayor and Norlan Dudley and Claude Cox, councilmen. Bill Rich was new Lion Boss.

Mrs. Otto Dinwiddie was named "Woman Of The Year" and Beta Sigma Phi was organized in Hart.

Jerry Felder was named valedictorian and Jo Ann Lacy, salutatorian, that year.

The First Baptist Church celebrated its 54th birthday.


Mrs. W.T. Sanders was installed as new PTA president, Hart of the Plains Gin opened and the Little League field was dedicated in May.

Mr. and Mrs. T.B. Cox were installed as Worthy Patron and Matron of the Order of the Eastern Star in June. Mrs. Robert Brooks was WSG president.

Roy Pyeatt brought in the first load of wheat.

Jerry Felder, John Smith, Wilburn Brooks, Larry Lee and Jack Witten got State Farmer

CONTINUED PAGE 10



Open House

Visit This Modern

Medallion Home

Sunday, July 22, 1-6 P.M.



Located on East Ave. G.

Featuring

- *Built In Electric Appliances
- *Light For Living
- *Full Housepower

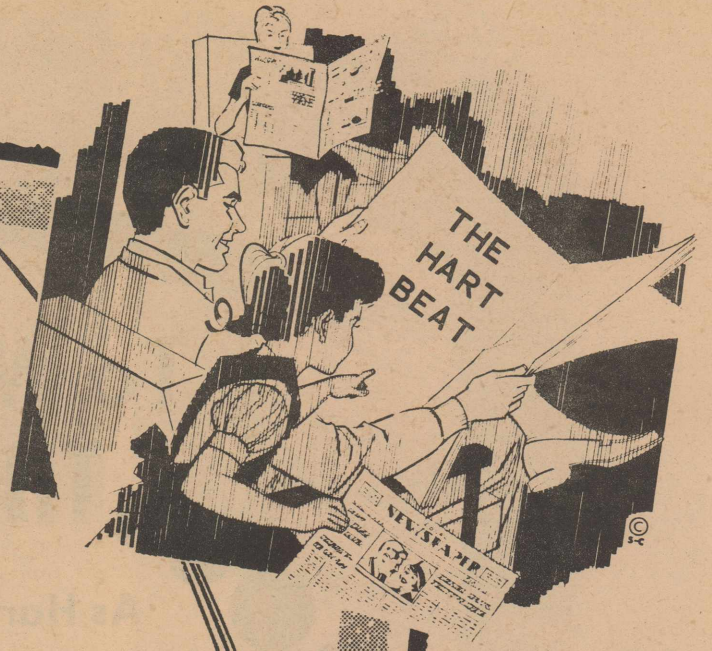
Built By
Hart Lumber Co.
Hart, Texas

See You
After Church

CONGRATULATIONS

TO THE PEOPLE
OF
HART...



On Their Own
NEWSPAPER

THE HART BEAT

Hart's Home
Town Paper

From
The
Merchants
Of
DIMMITT

SEALE FLORIST

DIMMITT CITY DRUG

KINGS FURNITURE & APPLIANCE

D.C. TAYLOR GARAGE

HENDERSON TV & APPLIANCE

COBBS DEPARTMENT STORE

DIMMITT SHEET METAL

PARSONS REXALL DRUG

SEELY FURNITURE & APPLIANCE

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HAYS IMPLEMENT CO.

HAYNES MACHINERY CO.

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WEST TEXAS TELEPHONE CO.

DUBS MOTOR CO.

PHOTO CONTEST WINNERS

Below are winners in a photo contest held a few weeks ago in Hart. Winston B. Lucas of Irving, photographer, announced his selections as winners this week.



1st prize
PATRICIA SMITH
daughter of Mr. and Mrs. Harold Smith



2nd prize
HARLEY JOE MALONE
son of Mr. and Mrs. Curtis Malone



3rd prize
MARCI WESTCOTT
daughter of Mr. and Mrs. J.V. Westcott

Services Held For Father Of Hart Man

Funeral services for long time Stegall community resident, James M. Phillips, 80, were conducted at 3 p.m. Sunday July 15 in the Hicks Chapel Baptist Church in Stegall, with the Rev. Leon Perry, pastor, and Rev. G.W. Fine of Littlefield officiating. Burial for the retired farmer and rancher, who died at 4:15 a.m. Thursday in Green Hospital, Muleshoe, will be in Muleshoe Cemetery under the direction of Singleton Funeral Home.

He was the father of Monroe Phillips of Hart.

A resident of Stegall community since 1931, he was born November 7, 1881 in Kaufman County. He moved to Stegall from Olton. Phillips is survived by his wife Alice; seven sons, Clifford and Sidney, Stegall; Monroe, Hart; Orgy, Jewel, Oregon; Foster, Mule-

shoe; and J.C., California; five daughters, Mrs. Maudie Wilson, Dimmitt; Mrs. Hazel Mooney, Muleshoe; Mrs. Janice Pollard, Bula; Mrs. Juanita Julian, Delores, Colo.; and Mrs. Fern Lamar, Morton; three sisters, Mrs. W.A. Stark, Mrs. Ollie Howe and Mrs. Mary Ball, Dallas; two half-brothers, Farmer Hayes and Percy Hayes, Dallas; 31 grandchildren and 25 great grandchildren.

WSCS Meeting Held Thursday

The Hart WMU met for the circle program at 9 a.m. Monday in the fellowship hall of the First Baptist Church. Mrs. Ollie Monk was in charge of the program, entitled "The Beginning of Communism".

Those present were Mmes. Howard Mitchell, H.E. Loman, M.C. Gardner, C.A. Gaither, W.C. Ray, O.C. Kittrell, Claude Ray and Ollie Monk.

IN DIMMITT

Mr. and Mrs. J.E. Jacks and Paula visited their daughter, Mrs. J.E. Thorton, and family in Dimmitt last week.

IN SPEARMAN

Glenn Crowe held church services in Spearman Sunday morning and night. Lester Flippo and Dwight Miller filled the pulpit in his place at the Church of Christ.

IN FLOYDADA

Mr. and Mrs. Miles Cox visited Mr. and Mrs. Henry Price at Floydada Sunday.

IN IDALOU

Mr. and Mrs. T.B. Cox visited with Mr. and Mrs. Ray Caplinger in Idalou Sunday.

ATTEND CAMP

Sherilyn Morrison and Willis A. Hawkins III are attending the Methodist junior high camp at Ceta Canyon this week.

METHODIST MEN

The Methodist Men are to be the guests of the Men's group of the Earth Methodist Church for a special joint meeting Monday July 30 at 8 p.m.

IN EARTH

Mr. and Mrs. O.C. Kittrell and Mr. and Mrs. C.B. Landers attended the barbecue and rodeo in Earth last week.

ATTEND FUNERAL

Mr. and Mrs. C.B. Landers attended the funeral of J.M. Phillips in Stegall Sunday.

IN PLAINVIEW

Mrs. Tommie Simpler visited the Ray Jones family in Plainview Sunday.

IN PLAINVIEW

Mr. and Mrs. Homer Inscore and family picniced in the Plainview Park Sunday.

VISIT BROOKS

Mr. and Mrs. Jerry Kittrell and daughter were Sunday dinner guests of Mr. and Mrs. Thomas Lee Brooks and daughter.

AT ALTUS LAKE

Mr. and Mrs. L.W. Bennight spent a few days fishing at Atlas Lake last week.

RETURN HOME

John Ray returned home Thursday from Ft. Sill Okla. He has completed his six months training course in the Army Reserve.

VISIT LOMANS

Lewis Wakefield of Amarillo visited in the H.E. Loman home Tuesday.

Jerry Bean Employed At Jones Seed

Jerry Bean is now associated with Jones Seed & Farm Supply. He is formerly of Plainview, where he was employed at Pioneer Natural Gas Co.

Bean attended high school at Rochester and attended Ranger Junior College at Ranger, where he played football.

He is a member of the Baptist Church. He and his wife and sons, David, 4, and Mike, 19 months, will move into Hart next week. They will live in the Truman Swopes home.



JERRY BEAN

★ Use the line sparingly

★ Space calls

★ Replace receiver carefully

★ Keep calls reasonably brief

★ Surrender phone in emergencies

STAR OF ANY PARTY LINE

If you follow this "star"—your party line will be the brightest of all—and your telephone service will be better than ever!

West Texas Telephone Company

Football Schedule

- SEPTEMBER 7- Hart, New Home, T.
- SEPTEMBER 14- Hart, Springlake, H.
- SEPTEMBER 21- Hart, New Deal, H.
- SEPTEMBER 22 - Hart, Kress, H.
- OCTOBER 5- Hart, Anton, T.
- OCTOBER 12- Hart, Silverton, T.
- OCTOBER 19- Hart, Bovina, H.
- OCTOBER 26- Open.
- NOVEMBER 2- Hart, Happy, T.
- NOVEMBER 9- Lazbuddie, Hart, T.
- NOVEMBER 16- Hart, Vega, H.

Soila's Beauty Shop

Special on Permanent

Now thru the first week in August

Regular	Special
\$7.50	\$5.00
\$10.00	\$7.50
\$12.50	\$10.00
\$15.00	\$12.50

For appointments call 938-3222

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We Join The Rest Of The
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Continued Success

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HART VARIETY & DRY GOODS

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HART PRODUCERS CO-OP GIN

LONGHORN BARBER SHOP

A.B. THORTON BLACKSMITH & WELDING

HOLTS MAGNETO & GEARHEAD SHOP