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# THE HART BEAT

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

Consolidated With The Hart Dispatch, July 26, 1962

VOLUME 1

HART, CASTRO COUNTY, TEXAS. THURSDAY, NOVEMBER 8, 1962

NUMBER 17

## CONNALLY WINS IN HART

### Rudy's Ramblings

BY RUDY HARRELL

The Democrats in the state of Texas are celebrating because of the great victory of John Connally. Let it be understood that I have always voted democratic and that I consider myself a supporter of the democratic principles. Still, did we really win in this election?

I am emphatically persuaded that so many of our "qualified" voters are as unqualified as the candidates who ran.

The average voter in this town knows little about John Connally or Jack Cox. The important thing is that Connally is a Democrat and Cox is a Republican. With this line of thought we are defeating ourselves.

As for my personal view... I feel that neither candidate is well-qualified. It was a matter of who was the smoothest talker, who could promise the most and who was a Democrat!

I feel that Texas elected a man like Connally not because of his beliefs or convictions but because of his party choice.

I am not completely against Connally, nor could I vote for Cox because he is unqualified. A man who serves as governor of a state must be more than a "real American". He must be a "regular" American.

I am also against a Republican who will seat himself at the election polls and openly reveal that he feels that his friends and neighbors will cheat for the Party. Any individual who will do this in distrust is not worthy of trust.

.....

For many years farmers have joyously reaped the benefits of "King Cotton" without a thought of any eventual end to their prosperity. I am convinced that it is time our farmers began to realize that steps must be taken--expensive steps--if cotton is to continue to be "king". Our farmers have allowed the synthetic industries to overtake them in sales and profits.

There is an effort presently underway in this area to combat the downfall of cotton. This effort must be concentrated through the men who have the most to lose. This is why it is important that the individual farmer realizes his precarious position.....he stands to lose a large percentage of his yearly income.

(CONTINUED ON PAGE 3)



ROLAND SHEPARD, owner and manager of Hart Gin, drops his ballot into the box. Almost 240 qualified voters turned out for the voting.



THESE ELECTION OFFICIALS are seated at the Hart Fire Department during election hours. The fire trucks were moved out and room was made for them to count the ballots.

### Democrats Win Easily

Democrat John Connally carried Hart easily in the governor's race in Tuesday's general election, polling three times as many votes as Republican Jack Cox.

The people of Hart turned out at the polls to prove once again that the Democratic party has a great deal of strength in this area. These are the results of the Hart votes:

For Governor--- John Connally, 175; Jack Cox, 59; Jack Carswell, 1.

For Lt. Governor---Preston Smith, 205; Bill Hayes, 45.

For Att. General--- Wagoner Carr, 212; Everton Kennerly, 33.

For Congressman-at-Large-Joe Pool, 194; Des Barry, 55.

For Ass. Justice of Supreme Court, Place 1--- Meade Griffin, 232.

For Ass. Justice of Supreme Court, Place 2--- James Norvell, 231.

For Ass. Justice of Supreme Court, Place 3--- Zollie Steakley, 230.

For Judge, Court of Criminal Appeals---W.A.Morrison, 233.

For Railroad Commissioner---William J. Murray Jr., 226.

For Railroad Commissioner; For Railroad Commissioner (unexpired term)--- Ben Ramsey, 214; B. M.Hansen, 38.

For Comptroller of Public Accounts---Robert S. Calvert, 200; Mrs. Hargrove Smith, 35.

For State Treasurer---Jesse James, 232.

For Commissioner of General Land Office--- Jerry Sadler, 211; A.B.Fay, 39.

For Commissioner of Agriculture---John C. White, 210; Harry Hubbard, 43.

For Ass. Justice, Court of Civil Appeals---Alton B. Chapman, 234.

For Congressman, 18th Congressional District---Walter Rogers, 202, Jack Seale, 47.

For Member of State Board of Education---Herbert O. Willborn, 209; Mrs. E.D.McKay, 44.

For Senator, 30th Senatorial District--- Andy Rogers, 211; John Zahn, 41.

For District Judge---James Joy, 230.

For State Representative, 91 District--- Bill Clayton, 210; Frank Ford, 41.

For County Judge and Ex-officio County School Superintendent---Raymond E. Wilson, 231.

For County and District Clerk---Zonell Maples, 231.

For County Treasurer---Faye Holland, 231.

For County Surveyor---John H. Alldredge, 232.

These are the county-wide results in all elections:

For Governor--- John Connally, 1094; Jack Cox, 590; Jack Carswell, 4.

For Lt. Governor---Preston Smith, 1266; Bill Hayes, 458.

For Att. General---Wagoner Carr, 1369; Everton Kennerly, 350.

For Congressman-at-Large-Joe Pool, 1229; Des Barry, 495.

For Ass. Justice of Supreme Court, Place 1---Meade Griffin, 1543.

For Ass. Justice of Supreme Court, Place 2--- James R. Norvell, 1537.

For Ass. Justice of Supreme Court, Place 3---Zollie Steakley, 1536.

For Judge, Court of Criminal Appeals--- W. A. Morrison, 1544.

For Railroad Commissioner---William J. Murray, 1509.

For Railroad Commissioner (unexpired term)--- Ben Ramsey, 1380.

For Comptroller of Public Accounts---Robert S. Calvert, 1310; Mrs. Hargrove Smith, 295.

For State Treasurer---Jesse James, 1534.

For Commissioner of General Land Office---Jerry Sadler, 1385.

For Commissioner of Agriculture---John C. White, 1345; Harry Hubbard, 377.

For Ass. Justice, Court of Civil Appeals---A.B.Chapman, 1546.

For Congressman, 18th Congressional District---Walter Rogers, 1333; Jack Seale, 401.

For Member, State Board of Education--- H. O. Willborn, 1336; Mrs.E.D.McKay, 390.

For Senator, 30th Senatorial District---Andy Rogers, 1351; John Zahn, 374.

For District Judge---James A. Joy, 1545.

For State Representative--- Bill Clayton, 1298; Frank Ford, 434.

For County Judge and Ex-officio County School Superintendent--- Raymond Wilson, 1575.

For County and District Clerk Zonell Maples, 1563.

For County Treasurer---Faye Holland, 1577.

For County Surveyor---J.H. Alldredge, 1577.

#### AMENDMENTS

##### County-Wide

No.	For	Against
1	485	783
2	820	503
3	1028	323
4	720	515
5	627	614
6	329	915
7	822	414
8	743	494
9	475	722
10	480	739
11	727	487
12	567	599
13	570	557
14	317	907

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MRS. OLIVER JACKSON

Jackson enjoys working with flowers and cooking.

**BUTTERSCOTCH  
PECAN PIE**

2 cups milk  
3 eggs yokes  
1 1/2 cup dark brown sugar  
1/2 cup sugar  
2 tablespoon flour  
3 tablespoon cornstarch  
1 cup chopped pecans  
1 tablespoon vanilla  
1 dash of salt  
1/4 cup butter  
Heat eggs, milk, brown sugar then add combined ingredients with sugar, cornstarch and flour Cook until thickens, remove from heat and add butter, salt vanilla and pecans.  
Pour into 9 inch pie shell and cover with meringue and brown.

**RETURNS HOME**

Mrs. Clyde Wimberly and daughter, Cindy returned this week from Germany where they had spent the last 18 months with her husband, Spec. 4th Class Clyde Wimberly. He will be home Dec. 5.

**UNDERGOES SURGERY**

Mrs. Andy Weiber underwent major surgery Thursday, in Plainview Hospital Clinic.

**CLOVIS AND TULIA VISITORS**

Mr. and Mrs. J.P. Armstrong and Mrs. Aileen Lilley visited in the Tom McCrary home in Tulia Sunday. They also visited with Mr. and Mrs. C. C. Armstrong of Clovis and Mr. and Mrs. Roy Durant of Clovis in the Gentry Armstrong home in Earth.

**VISIT SON**

Mr. and Mrs. Sam Davis returned home Wednesday from a weeks visit with their son, Delford Davis and family in Abilene.

**UNDERGOES SURGERY**

Mrs. Roy Porter had major surgery at the Castro County hospital in Dimmitt last week.

**VISIT AMARILLO**

Mrs. Elmer McKay and children spent the weekend in Amarillo.

*Society* **NEWS**

*Attend  
Wedding*

Mr. and Mrs. D.L. Lewis and daughter, Mr. and Mrs. Aven and children of Hart left Friday morning for Temple. They will attend the wedding of Mr. Lewis's cousin, Miss Mary Lee Gilley to Mr. Terry Cohen at the Presbyterian Church there Saturday night.

Mrs. Lewis made the bride's dress.

Mr. Lewis will give the bride in marriage and Mrs. Aven will serve as a brides maid while Retha Aven will be flower girl.

**WSCS**

*Meet Held*

**WSCS MEET HELD**

The Womans Society of Christian Service met Thursday, Nov. 1, at 9:00 in the Fellowship Hall of the Methodist Church.

The Rev. Elra Phillips continued his study on "Teaching Today's Children for Tomorrow's World."

Mrs. Paul Armstrong gave the devotional.

Those present included Mmes. Ed Bennett, E. H. Phillips, R. C. Bailey, Willis Hawkins Sr., E. E. Foster, Claude Cox, Paul Armstrong, C.B. Landers, Mabel Aven, and the Rev. E. H. Phillips.

WSCS members present included Mmes. E.E. Foster, C.B. Landers and E. H. Phillips.

**PTA WILL MEET**

The PTA will meet Monday night, Nov. 12 at 8:00 p.m. in the school auditorium.

**HAPPY  
BIRTHDAY**

**BIRTHDAYS**

Nov. 10 Through 16  
NOVEMBER 10  
Sam McGILL  
NOVEMBER 13  
Tommy Lancaster  
Hubert Maples  
NOVEMBER 14  
C.B. Martin Jr.  
November 15  
Betty Galyon  
NOVEMBER 16  
Nola Myrick  
Lester Lancaster

**HAPPY  
ANNIVERSARY**

**ANNIVERSARIES**

NOVEMBER 11  
Mr. and Mrs. Wister Clevenger

**VISITS DAUGHTER**

Mr. and Mrs. Worth Jones and Jetone visited their daughter, Mrs. Weldon Davis, and family in Amarillo Sunday.

*Mrs. Leonard  
Honored*

The associate members of the Esther Sunday School Class of the Baptist Church honored Mrs. Denzil Leonard with a luncheon to celebrate her birthday.

The luncheon was given in the home of Mrs. Ralph Futrell Friday, Nov. 2.

There were approximately ten guests present for the luncheon.

**RECIPE OF THE WEEK**

Mr. and Mrs. Oliver Jackson first came to Hart in October of 1932 from Lindsey, Okla. They have five children, Mrs. Arne Cox, Mrs. Gene Jackson, Mrs. Roy Stone, Bob Jackson and Mrs. Harold Norlan.

The Jacksons are members of the Methodist Church.

Mrs. Jackson is a cook at Lilly's Cafe and she has cooked in cafes for the past 18 years. Those who eat often at Lilly's will vouch for her ability. Mrs.

**LOANS**

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**TELEPHONE  
BIG TALK FOR  
SMALL  
FRY**



Teaching children good telephone manners plays an important part in their becoming good neighbors. It also means better telephone service for everyone. The gratitude of all telephone users, as well as your telephone company, goes to parents who teach their young children the correct way to use the telephone.

**West Texas  
Telephone Company**

**RAMBLING**

(CONTINUED FROM PAGE 1)

The Cotton Producers Institute has gone to work to inform the local farmer of what must be done. Although I am not as experienced with the farmer's problems as many who will read this column, I do firmly believe that the Institute is taking action at a most necessary time.

The synthetic industries have used research and promotion for their gain--- perhaps this will be used against them.

I am further persuaded that this organization will have to work double-time to achieve its goal.

Our farmers must realize something else. Research and promotion will not come cheap. Those who are backing this work emphasize that it is better to spend a little money now on promotions than to have no money at all later to put on anything!

.....

Last Monday I spent a large portion of the day with Paul Kennedy, Supt. of Hart Public Schools. Kennedy was kind enough to show me the school facilities including the advantages and disadvantages under which the system is operating. The pupils at Hart schools are among the best provided for in the state. I attended a high school with an enrollment of over 4,000 students and I can think of very few items we had that Hart does not have.

I was most impressed with the high academic standards set up by the present administration. I look back at my grades and shudder when I consider that I would probably still be trying to graduate from Hart High School.

Kennedy took me into school lunchroom and we noted the type of meals the youngsters eat each day. The lunchroom facilities are inadequate as far as size is concerned, but the teachers do a grand job of controlling their classes so that all may eat in the allotted time. The meals are reasonably priced and the quality of food is as high as any homecooked lunch.

Kennedy then took me to the older buildings. I saw the crowded classrooms and poor seating. Mrs. Neil Porter, teacher of the pre-first grade class did not complain much about the type of seating but she emphasized that it was very difficult to teach 33 youngsters when space was provided for only 28. The additional five children may not mean much to many folks but it is hard for any teacher to see her students receiving inadequate training.

The Hart schools are like any other schools. There are bad points and good points that I could emphasize. Regardless, it should please the entire community to know that the school board is meeting to discuss possible improvements. I am persuaded that the Board realizes that only the best is good enough for the youngsters who will take over this community in the future.

It's A Good Policy  
To Insure With  
**Newman-Dudley**  
Agency  
Phone 938-3218 Hart, Texas

**Fire Boys Hold Meet**

The Hart Volunteer Fire Dept. met Monday night, Nov. 5, for a regular meeting.

The members voted to buy some new fire extinguishers for the department.

Members present were Stewart Newsom, Bob Reed, Joe Newman, Jim Smith, Lyndall Warren, Claude Cox, T. R. Warren, Doyce McAdams, Kenneth Warren, John Ray Holloway, Lowell Richburg, Jerry Nivens, Duane Davis, Calvin Alexander, and Aubrey Myers.

**Guy Porter Injured**

Guy Porter, manager of Hart Oil and Butane, was seriously injured Sunday evening, Nov. 4.

Porter had noticed that a valve on an anhydrous ammonia tank was leaking and he went to shut it off. The valve later ruptured while he was standing nearby.

He was rushed to the office of Dr. Harris in Hart and then to the Plainview hospital.

Porter was reported badly burned on his legs, eyes and chest and is in serious condition.

**METHODIST GUILD**

The Methodist Guild met Monday, Nov. 5, in the home of Mrs. Wamon Foster.

The group continued their study on the "Dimension of Prayer."

**MORE POLIO--Harris and Hi-**

dalgo counties each reported a new case of paralytic polio. This brings the total to 234 cases. Of these, 178 are paralytic, 56 non-paralytic.

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**FOODS for THIRTIETY SHOPPERS**

SPECIALS FOR NOVEMBER 9-10-1962

**FLOUR** BIG K 25 LB. BAG **\$1.69**

**DOG FOOD** KIMBELL 303 CAN **3 FOR 25¢**

**FACIAL TISSUE** KIM 400 BOX **5 FOR \$1**

**TOMATO** 303 CAN DIAMOND **2 FOR 25¢**

**CAKE MIX** PILLSBURY WHITE, CHOCOLATE, YELLOW **3 FOR \$1**

**MELLORINE** 1/2 GAL. CLOVERLAKE **39¢**

**PEAS** MISSION 303 CAN **2 FOR 29¢**

**CHEESE** VELVEETA 2 LB. BOX **89¢**

**SOXS** GIRLS BOBBY SOXS PAIR **2 FOR 69¢**

**WELCHADE** GRAPE DRINK QT. **3 FOR \$1**

**PIES** MORTON FAMILY SIZE FROZEN APPLE, CHERRY, COCONUT AND PEACH **3 FOR \$1**

**POT PIES** CHICKEN & BEEF MORTON **5 FOR \$1**

**BACON** FRONTIER 2 LB. **98¢**

**ROAST** CHUCK U.S.D.A. GOOD LB. **49¢**

**STEAK** SIRLOIN U.S.D.A. GOOD LB. **89¢**

**PICNIC** SHOULDERS SMOKED LB. **39¢**

**TOMATOES** FRESH & FIRM LB. **19¢**

**APPLES** IDAHO DELICIOUS 4 LB. BAG **59¢**

**POTATOES** 10 LB. BAG **39¢**

Hart, **WALT HANSEN GROCERY** Texas

**VISITS MOTHER**

Miss Johnnie Price spent the weekend in Bonham with her mother, Mrs. Price.

**VISIT DAVIS**

R.L. Moss and Roy Olen Moss of Olton visited with Larry Davis Sunday afternoon.

**ATTEND HOUSEWARMING**

Mr. and Mrs. Ray Warren attended a housewarming for Mr. and Mrs. Everett Warren in Floydada Sunday. They also visited Mr. and Mrs. B. E. Shepard, Mrs. Joe Warren and children in Plainview.

**WORLD'S FAIR COMMITTEE-**

Governor Daniel has picked a 25 member advisory committee to consider a Texas exhibit for the 1964 World's Fair in New York City. He has asked the committee to prepare a recommendation by January, for Legislative approval.

**ATTEND GAME**

Mr. and Mrs. Willis Hawkins Jr. and children attended the WTSC and Bowling Green game at Canyon Saturday afternoon.

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 HART, TEXAS



**READ and USE THE WANT ADS**

**DISAPPEARED:** Boy's red bike, Texas Ranger. Disappeared on Halloween night. Anyone knowing the whereabouts please notify Walt Hansen, 938-3271. 17-ltc.



# ROYAL TREATMENT

YOUR cotton is king and we treat it with supreme care. Each load is cleaned and dried the exact amount it requires to insure top lint quality. Then you profit from these additional benefits.

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| <b>1</b> AGGRESSIVE SELLING OF YOUR COTTON TO WORLD MARKETS BY PLAINS COTTON COOPERATIVE ASSOCIATION.                        | <b>2</b> YOUR COTTONSEED CRUSHED AT PLAINS COOPERATIVE OIL MILL, LARGEST AND MOST MODERN COTTON OIL MILL IN THE WORLD. |
| <b>3</b> YOUR BALES STORED AT PLAINVIEW COOPERATIVE COMPRESS, GIVING SUPERIOR SERVICE TO FARMERS, GINS, MERCHANTS AND MILLS. | <b>4</b> EARNINGS FROM ALL THESE SUCCESSFUL FARMER-OWNED COOPERATIVE BUSINESSES COME BACK TO YOU THROUGH THIS GIN.     |

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Ena Bowden, Sec.

Board of Directors  
Dean Sanders, Pres.

S.R. Hutto  
Rodney Smith  
F.L. Bass

Bob Bennett  
Milton Sharp  
L.W. Bennight

# HORNS PLAY AT LAZBUDDIE

## SPORTS



### Hart Needs Victory

The Hart Longhorns will travel to Lazbuddie this Friday evening for their next to the last game of the year. The oft-beaten Lazbuddie team has won only two games in season play and ranks only one position ahead of Hart. In conference play for the year Lazbuddie has no victories against two losses.

Hart is also without a victory in conference play and possess a single win in season play.

Coach Dub Cleveland needs to win this game and the last one against Vega to have a respectable district record.

It would be easily agreed that if Hart is to win another game this year Lazbuddie will be the easiest victim.

### NOTES

#### Hart Falls To Happy

Last Friday evening the Hart Longhorns fell hard to the powerful Happy Cowboys. The game progressed as many fans expected and Hart seemed to be completely outclassed from the very beginning. They were down 13-0 before the first quarter ended. With two minutes remaining in the second period Happy had pulled away from the Horns by the unheard score of 34-0.

Happy kicked off to Hart after M. L. McGehee scored and a young lad named Bill Farris picked up the ball, almost fumbled it and loped 83 yards to score. The Cowboys were stunned because this was the longest run made against them this year. Joe Rubalcaba passed to Farris for the extra points.

Farris showed himself to fans as a Longhorn who refused to quit. Time after time he tore holes in the Happy line. The Horn blocking failed and Farris still made a great effort each time he carried the football.

This was a game in which one lad seemed to stand out more than others because he kept trying. Most of the Hart boys seemed to lack a spirit so necessary in winning.

The third period saw Happy's third team held to one touchdown but the Horns could not score.

Happy did not score in the last quarter but Bill Farris again seemed to refuse the admittance of defeat. Farris broke open several times and went out slightly injured while Dennis McLain, John Kittrell and Joe Rubalcaba showed the talent so needed by Hart.

Rubalcaba's passes and McLain's running carried the ball into scoring position but the Horns could not get the ball over. Farris carried to the three yard line and on the next play he took two Cowboys across the goal line with him. The extra point try failed.

The Happy victory gave the Cowboys an undefeated district record while Hart stands without a win.

#### Fixing Probe

House Speaker James Truman and members of the House General Investigating Committee have been issued subpoenas to appear in Austin before the Travis County grand jury.

Their appearance is desired in connection with a hearing on Contempt-of-the-Legislature charges.

Three witnesses balked at answering the committee's questions during the probe of possible fixing in Southwest Conference basketball games.

Citations charging Milton (Duck) Mallard of Bryan, Enoch (Sig) Dickson of Dallas and M. C. (Sonny) Pearson of Austin were received from Turman by District Attorney Tom Blackwell of Austin.



JOHNNY KITTRELL is some where beneath this pile up after a five yard pickup.



DENNIS MCLAIN is about to be dropped after a 15 yard gain in the third period of the game with Happy.

#### DISTRICT STANDINGS

1-B			
DISTRICT			
Happy	3	0	0
Bovina	2	1	0
Vega	1	1	0
Lazbuddie	0	2	0
HART	0	2	0
SEASON			
Happy	8	1	0
Bovina	6	2	1
Vega	3	5	0
Lazbuddie	2	6	0
HART	1	6	0

#### Jo Sanders Injured

Jo Sanders received a broken collar bone in a basketball game played last Thursday.

She was playing in the Hart-Springlake game when she collided with a Springlake girl.

She was reported to be doing fine and is back in school.

**Henderson TV**  
 Repair Service At Night In Hart  
 Phone MI 7-3636 in Dimmitt  
 FOR DAY OR NIGHT CALLS

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 Tractor Covers  
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**YOU NEED**  
**Jones Seed And Farm Supply**  
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 ☆ Expert Dry Cleaning  
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 ☆ Rose Sport Coats  
 ☆ Davis Hats  
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 TRADE AT HOME  
 FOR  
 CONVENIENCE HOME TOWN GROWTH GOOD PRICES

**BE SURE TO INSURE**  
 AGAINST PROPERTY LOSS..

"I've been robbed!"  
 The term is often used jokingly, but imagine coming home from a trip or outing to find that your house really was robbed! Insurance is your safest burglar-proofing!

OUR LOW RATES FOR PROPERTY LOSS PROTECTION WILL RATE HIGH WITH YOU!

**NEWMAN-DUDLEY INSURANCE AGENCY**

# THE HART BEAT

MEMBER OF

## TEXAS PRESS ASSOCIATION

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### Claude Edges Vega

The Vega Longhorns lost a nonconference tilt last week against the Claude Mustangs 15-8.

Both teams enjoyed the lead twice.

It was homecoming day at Mustang Field and over 500 fans watched as Vega took an early lead. The points were gained as a Claude back was piled in the end zone.

Claude came back to lead as Bill Wood trotted 72 yards untouched.

Vega lead again while Wayne Taylor drove two yards to make the score 8-7.

In the third period Ricky Barnett scored on a three yard plunge. Jerry Bartley passed to Dan Mitchell for the extra points and Claude wrapped it up 15-8.

### Bovina Romps Lazbuddie

Quarterback Don Cumpston passed for four touchdowns to lead the Bovina Mustangs to a convincing 54-8 victory over the Lazbuddie Longhorns.

Cumpston passed to Jerry Frazier, Mac Glasscock and twice to Glen Horn for the scores.

Frazier scored on runs of 44, 11 and 24 yards and took the touchdown pass from Cumpston to score a total of 24 points.

The Lazbuddie team seemed to realize from the very beginning that they were completely out-classed. Gary Mac Brown scored at the beginning of the second period on a 60 yard run. Terry Darling scored the extra point on a run.

Bovina scored three times in the first period, three times in the second period and once in the last period.

### Phillips Wins Contest

The Hart Beat football contest this week went to Monte Phillips of Littlefield. Phillips missed three games and picked Happy to defeat Hart 60-18. He also missed the Levelland-Phillips, Lockney-Abernathy and Sudan-Kress tilts.

Second place money was taken by Joe Bob Sanders of Hart. Sanders missed four games and chose Happy over Hart 42-8.

Todd Varner of Nazareth came in third while missing four games and giving Happy the nod.

It was necessary to use the tie-breaker to decide the second and third place winners.

Several others came close in the contest but not close enough to win money. Connard Riddles, H.H.Sullivan and Gene Varner all placed near the top.

Next weeks games have already been picked and should be difficult. Why don't you pick up your copy of the Hart Beat and test your football knowledge against others in this area. Good Luck!

### School Menu

Nov. 12-16, 1962

MONDAY-Ravioli with Beef in sauce, Creamed Potatoes-Lettuce Wedge, Cheese Stick-Lime Jello with Fruit Rolls-Butter-Milk.

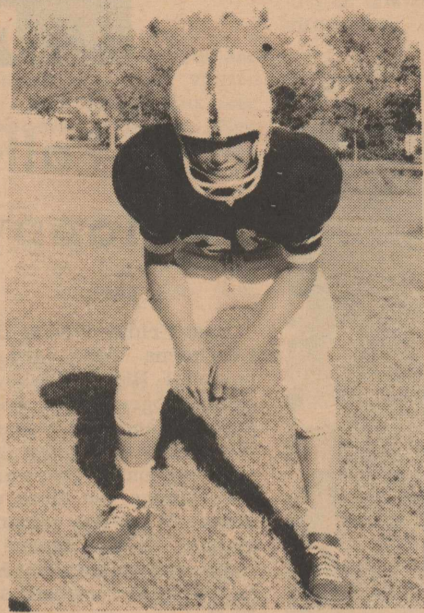
TUESDAY-Roast Beef and Gravy, Sweet Potatoes Creamed Peas, Yeast Biscuits Butter, Milk, Jelly

WEDNESDAY-Chili Beans, Cream Style Corn, Cabbage Slaw, Chocolate Cake, Cornbread, Milk.

THURSDAY- Bar-B-Que on Bun, English Peas in White Sauce, Sliced Tomatoes Lettuce and Onion, Cherry Cobbler, Butter, Milk.

FRIDAY- Macaroni and Cheese topped with Weiners Buttered Spinach, Celery and Carrot Stick, Hiwaiian Drop Cookies, Butter, Milk.

# GO LONGHORN



BILLY FARRIS

## CONTEST WINNERS

MONTE PHILLIPS  
JOE BOB SANDERS  
TODD VARNER

# LET'S LAZBU



## CONTEST WIN CASH

1ST PLACE \$6 2ND PLACE

## CONTEST

Winners selected in each ad must be circled. Tie-breaker winner must be circled. Spaces made available for them.

Each week's entry must be turned in to the sponsoring merchant. Contestants and turn in their entries. When the day, they have until the next Friday at

Sponsoring merchants may accept entries directly to The Hart Beat will be discarded.

In case of ties, a coin will be flipped. The contest is open to everyone in Hart and their families.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Tiebreaker Game VEGA \_\_\_\_\_  
HART \_\_\_\_\_

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Phone  
FRIONA

### HART OIL &

Phone  
PLAINS

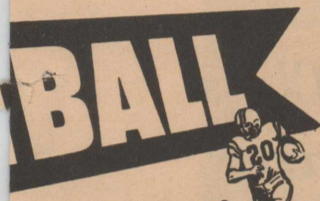
"MADE GOOD SINCE 1880"

**MOUND CITY**  
PAINTS \* VARNISHES \* ENAMEL

**ED HARRIS LUMBER CO.**  
BUILDING MATERIALS  
CAPABLE-DEPENDABLE  
Phone 938-3281 Hart, Texas

# LONGHORNS GO!

## BEAT BUDDIE



ST

### PRIZES!

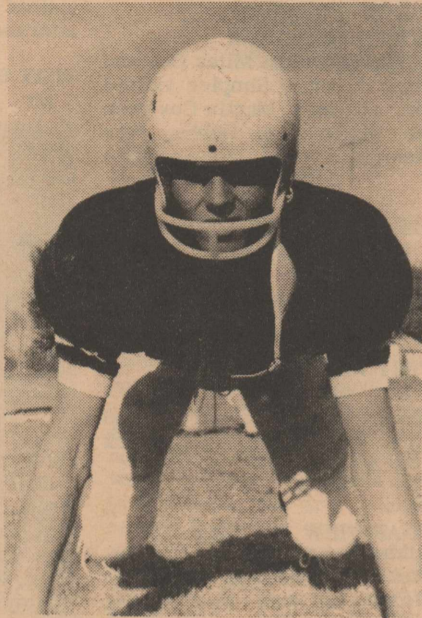
**\$4** 3RD PLACE **\$2**

### RULES

Must be circled in ink or pencil. Names and scores printed in the entries.

Entries are given to one of the merchants who are given a week to prepare. Entries are received on Friday at 4 p.m. to turn in their entries. Entries mailed, but none mailed, are not accepted. All late entries will not be accepted.

Entries are shipped to determine the winners. Entries are accepted except employees of The Hart.



GUY SCOGGINS

## LONGHORN SCHEDULE

Sept. 7	Hart 12, Canyon B 0
Sept. 14	Hart 0, Springlake 19
Sept. 21	Hart 14, New Deal 16
Sept. 28	Hart 0, Kress 37
Oct. 5	Hart 0, Anton 26
Oct. 12	Hart 28, Silverton 36
Oct. 19	Bovina Here
Oct. 26	Open
Nov. 2	Happy There
Nov. 9	Lazbuddie There
Nov. 16	Vega Here



CONNIE POPEJOY goes in for a lay-up in practice Monday. Waiting to rebound is Dixie Kendricks, Retta Henderson and Connie Bailey.



DIXIE KENDRICKS passes to Connie Bowden as The Hart High School girls prepare basketball season.

### SHAMROCK

Phone 938-3755

### AUTO PARTS

Phone 938-3231

AT LOCKNEY

### HART OF THE PLAINS GIN

Phone 938-3235

SUDAN AT HALE CENTER

### GRAIN CO. INC.

Phone 938-3241

AT OLTON

### FARMERS GRAIN CO.

Phone 938-3271

CANYON AT ABERNATHY

### BUTANE CO.

Phone 938-3282

AT SUNDOWN

### HART GIN CO.

Roland & Rosa  
Phone 938-4451

TEXAS A&M AT RICE

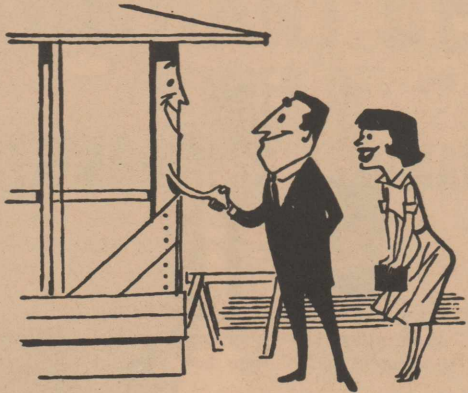
See Us For All Types Of

• Blacksmithing

• Welding

Portable Welding Services  
are Available

## KING BLACKSMITH

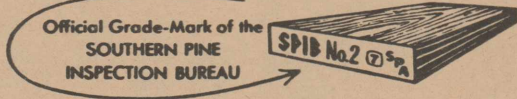


**The life of your house depends on wood...**

*it holds the house together!*

That's a fact—whether it's wood, brick veneer or stucco. And the lasting soundness and wearability of the entire house is affected by the quality of the lumber used in this hidden framework. That's why we stock and recommend S P I B Grade-Marked Southern Pine. It's stronger because it's seasoned. All lumber isn't, so whether you're buying or building yourself, be sure it's bought from us. You'll feel more secure, just knowing it is.

**SPIB GRADE-MARKED SOUTHERN PINE**  
Carefully Seasoned and Inspected for your Protection



**ED HARRIS LUMBER CO.**

Hart, Texas.

**VISITS RELATIVES**

Mr. and Mrs. Lowell Richburg and Dee Ann accompanied Mrs. Richburg's parents, Mr. and Mrs. Hooper shaw of Dimmitt, to East Texas recently where they visited relatives and spent a few days fishing.

**VISIT BENNIGHTS**

Mr. and Mrs. Jerry Davis of Leonard, Texas visited in the home of Mr. and Mrs. L.W. Bennight this week.

**HOBBS VISITORS**

Mr. and Mrs. Miles Cox and Mrs. Tommie Simpler visited Mr. and Mrs. Marlin Cox over the weekend in Hobbs, New Mexico.

**VISIT COLORADO CITY**

Mr. and Mrs. Ray Bennett visited in the Homer Winnett home in Colorado City last weekend.

**VISIT KLARNER**

Mr. and Mrs. C.O. Burr visited in the home of Mr. and Mrs. W.J. Klarner in Lubbock over the weekend.

**PLAINVIEW VISITORS**

Mr. and Mrs. Lester Richburg visited in the home of Mr. and Mrs. Paul Hodges in Plainview Sunday.

**ATTEND SING**

The Rev. and Mrs. Elra Phillips, Mrs. Ena Bowden and Robert Lewis Hawkins attended the district sing at the First Methodist Church in Plainview Sunday afternoon.

**FOSTERS VISIT**

Mr. and Mrs. E. E. Foster visited in the home of their daughter, Mrs. Marion Tucker and family in Floydada Sunday.

**AMARILLO VISITOR**

Dee Griffin of Amarillo visited friends in Hart Saturday afternoon.

**VISIT BEAVERS**

Mr. and Mrs. Ralph Higden of Amarillo visited in the home of Mr. and Mrs. O.L. Beavers Sunday.

**VISIT RELATIVES**

Mr. and Mrs. C. B. Landers visited her sister, Mrs. E. W. Glenn and family in Canyon Sunday and also visited his sister Mrs. Doris Hess in Amarillo.

**DINNER GUESTS**

Dinner guests of Mrs. Andy Weiver last Thursday were, Mrs. Bud Dyer of Cotton Center Mrs. Billy Hoffman, Mrs. Katie Theil, Mrs. Dorothy Glover and Timmy of Lubbock and Mr. and Mrs. Jackie Dyer of Hart.

**Church Dinner**

The First Methodist church of Hart will observe their annual church Thanksgiving Dinner on Wednesday, Nov. 14 at 7:00 p.m.

The pastor of the church, the Rev. Elra Phillips, had this to say about the event.

"This dinner marks the beginning of our harvest days. During these days each one will bring their Thanksgiving offering. This money will be used to pay our conference askings. We feel like this is a good way to express our thankfulness to God for a wonderful harvest. It will also bring a closer fellowship with one another and create among the membership a brotherhood of love and understanding. We hope each member will keep this date in mind and let nothing hinder this coming together for fellowship and christian unity".

**Church Class Holds Party**

The Willing Workers Sunday school class of the Baptist church had a bowling party Friday night, Nov 1.

The group had hamburgers at Lilly's Cafe and later went bowling in Plainview.

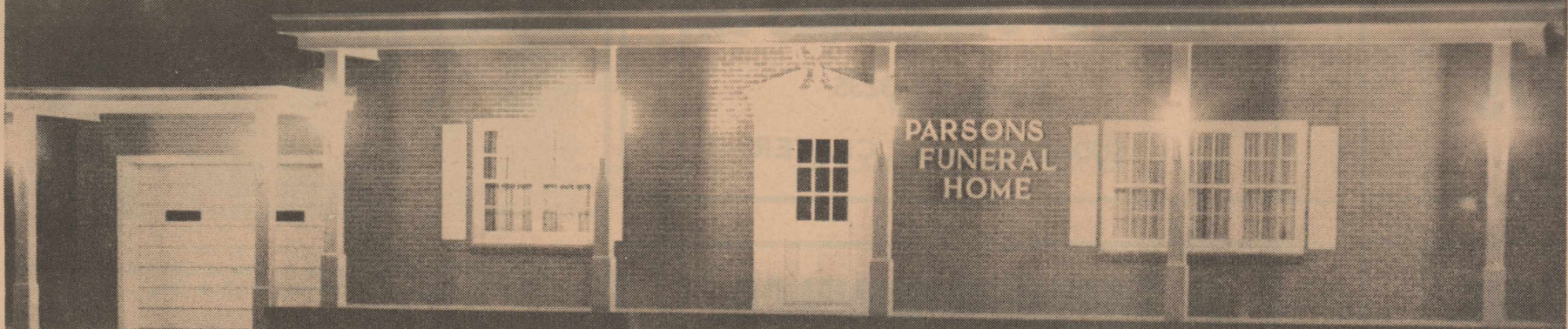
Those attending were Mr. and Mrs. Preston Upshaw, Mr. and Mrs. Jim Sharp, Mr. and Mrs. Jerry Kitrell, Mr. and Mrs. Gene Varner, Mr. and Mrs. J.D. Myrick, Mr. and Mrs. Jimmy Ray Davis and Mr. and Mrs. Ray Clark.

**LAMBERT VISIT**

Mr. and Mrs. Kenneth Lambert visited his mother, Mrs. W. E. Lambert, in Hammon Oklahoma over the weekend.

We Now Have  
**BEARINGS**  
For John Deere & International  
**Boll Pullers**  
See Us For Welding - Starters &  
Generator Repairs  
**Holt's Magneto And Gearhead Shop**

**Thank You . . . .**



**Dear Friends . . .**

We take this means of expressing our Thanks to you for making our open house a tremendous success. Your fine reception of us has made us feel proud to really be a part of this growing community, and we extend a special invitation to those of you, who were unable to attend our open house to come in anytime and inspect our new facilities.

**Percy & Margaret**

**PARSONS FUNERAL HOME**

Funeral Service Insurance - 24- Hour Ambulance Service



# "Big Doings Brewing at Gifford-Hill-Western"

YOU'RE INVITED TO

## OUR OPEN HOUSE • NOV. 10, 1962

### ALL DAY SATURDAY • 24<sup>TH</sup> & COLUMBIA • PLAINVIEW, TEXAS

See our new **LOCK-SEAL** machine make  
the best irrigation pipe on the market today!

THERE WILL BE...

- ★ PLANT TOURS - Educational  
and Entertaining!
- ★ REFRESHMENTS  
for All!
- ★ A PRIZE  
for Each  
Person  
Who  
Attends!
- ★ FREE  
RIDES  
for the Kids!

SOME **LUCKY** IRRIGATION  
FARMER

WILL WIN A  
**\$1000.00**

**LOCK-SEAL**

Concrete Irrigation Pipeline  
INSTALLED ON HIS FARM

Don't Miss It!



# Edmonson Echoes

By Doris McCurry



## WMS Meet Held

The WMS of the Edmonson Baptist Church held their monthly missionary program Monday Nov 5 at the church. The McCurry circle was in charge of the program with their program chairman, Mrs. Bayne McCurry, in charge.

The title of the program was, "A Vigorous Minority In Mexico".

The group sang "Jesus Shall Reign" led by Mrs. James Gardner with Mrs. Fred Keesee Jr. at the piano. Then Mrs. J. L. Johnson Jr. had charge of the opening devotional thoughts and days prayer calendar. She showed maps and photos of the countries where the missionaries who were having birthdays Monday were serving.

A special feature was the presence of Mrs. Rosalio Hernandez, wife of the pastor of the Edmonson Baptist Mission. She sat in a chair at the front of the audience with a shawl around her head while a hidden voice described a typical day in the life of a rural woman in old Mexico. Mrs. Vinson Bennett read Mark I:35-45 and Mrs. McCurry gave an introduction for the program.

Mrs. Jack Andrews told of work in Monterrey and the the history of Baptist missions in Old Mexico. She had a poster with the statistics of Baptist work in that country.

Mrs. Troy McCullum, wearing a squaw dress, told of the meeting of the National Convention of Baptists in April. Mrs. Maurice McCarty, wearing a straw hat and carrying a musical instrument, told of the work in Saltillo and Torreon.

Mrs. Fred Keesee Jr. told of Durango and the church there. Mrs. Jim Grisham concluded the program by telling of the work in Hermosillo, Chihuahua and El Paso and the Spanish publishing house there, and she led the closing prayer.

## Painting Party

A painting party will be held at the Edmonson Community Center Wednesday, Nov. 14. It will begin at 9:30 a. m. and will be an all day meeting with a covered dish luncheon at noon.

Anyone interested in painting is invited to attend.

### NEW RESIDENTS

Mr. and Mrs. Bob Thompson formerly of Kress, live in the Sara Creder house in Edmonson.

### ALABAMA VISITORS

Miss Wandra Jones of Auburn, Alabama is visiting for an indefinite time in the home of her aunt Mrs. D. ayne Painter and family.

### HARMONY VISITORS

Mrs. Walter Hanna and Mrs. Everett Miller of Harmony visited Mrs. Wes Duckett, Wednesday

### VISIT McCARTYS

Mr. and Mrs. Dee Johnson of Lazbuddie visited Mr. and Mrs. Maurice McCarty Tuesday.

### VISITS GRANITE SHOULD

Mr. and Mrs. Elmo Snelling and Mr. and Mrs. E. C. Freeman enjoyed fishing and water skiing at Granite Shoulds last week.

### ATTEND FUNERAL

Mr. and Mrs. Ben Merrill attended funeral services Sunday in Plainview for Mrs. Merrill's cousin, Hewy Hartley.

### MONEY WINNERS

Mrs. Don Ray Jonson and Rosario Hernandez were recent \$20 Winners in the instant Money Contest sponsored by the Safeway Store in Plainview.

### RELATIVES VISIT

Visitors in the home of Mr. and Mrs. Andy Weiber Wednesday were his cousin, Mr. and Mrs. Joe Phillips and Joe, Jr. of Idaho Falls, Idaho.

### VISITS MCCURRYS

Ralph Owens of Hereford visited in the Bayne McCurry home Sunday.

### DINNER GUESTS

Sunday dinner guest in the home of Mr. and Mrs. Harold Morrison were her parents, Mr. and Mrs. A. Wilson of Hart, her brother, Mr. and Mrs. Glenn Wilson and LaGlenda of Hart and Mr. and Mrs. J.E. Nelson of Walters, Oklahoma.

### SUNDAY VISITORS

Sunday dinner guests in the Guy Cook home were her mother, Mrs. Mary Evans of Marlin, her sister, Mrs. Eva Lee Nutt and Allen of Plainview. Mrs. Evans is staying with Mrs. Cook and Mrs. Nutt until Christmas.

### VISITS BONDS

Mr. and Mrs. Bob Spaulding and son of Hereford spent the weekend with her parents, Mr. and Mrs. Carl Bonds.

### KRESS VISITORS

Mr. and Mrs. J. M. Booker of Kress visited the Carl Bonds Saturday night.

### VISITS PARENTS

Carl Bonds Jr. of Dallas was a Wednesday night supper guest of his parents, Mr. and Mrs. Carl Bonds.

### WILLIAMSONS BUILD

Mr. and Mrs. R.C. Williamson started an addition to their house this week. They are adding a den, utility room, bath, and double garage and bricking the exterior.

### VISIT WAYSIDE

Mrs. Bayne McCurry visited Mrs. Melton Mc Gehee of Wayside Tuesday.

### MOTHERS HONORED

Mrs. James Smith of Finney Switch entertained in her home Wednesday morning with an appreciation coffee for those room mothers who had participated in the Ash School Halloween Carnival. Mrs. Smith was general chairman

Attended from this community was Mrs. Kenneth Gregg.



MRS. BEN MERRILL

## EDMONSON RECIPE OF THE WEEK

### CHESS PIE

Mr. and Mrs. Ben Merrill have resided in this area for many years. Mr. Merrill spent many of his younger days just a few miles east of Hart.

The Merrills have lived in Edmonson for five years and they are very active in community affairs in this newly incorporated city.

Mrs. Merrill enjoys cooking and furnishes the Hart Beat with a recipe similar to one her mother used to use.

- 3 whole eggs
- 1 1/2 cup sugar
- 1 tablespoon vinegar
- 1 tablespoon cornmeal
- 1 teaspoon vanilla extract
- 3/4 stick of butter or margarine

Mix thoroughly. Pour into unbaked shell and bake until mixture sets. Cook about 30 minutes at 350 degrees.

## Halfway Honors Pastor

The Halfway Baptist Church has recently called the Rev. Bob Schmeltekolf as pastor.

The new pastor was honored Sunday night after the evening service along with his wife and two children. The social was held in the newly redecorated parsonage in the form of a housewarming

Refreshments of candy, cokes, coffee and apples were served to about 80 people.

The pastor and his family moved from Chisholm to accept the new church.

### VISITS EDMONSON

Mrs. Clark Crader of Lubbock formerly of this community, visited in Edmonson and Plainview Wednesday.

### VISIT RELATIVES

Mr. and Mrs. Truman Garrett and Mr. and Mrs. Wayne Garrett of Vernon visited their brother Herbert Garrett, Tuesday.

They also visited their mother, Mrs. Rose Garrett, who is ill and is currently living in the home of a daughter, Mrs. C. C. Gibson of Halfway.

### ATTEND MEETING

Mr. Albert Painter and Brian Mr. and Mrs. Bayne Mc Curry, Roger and Baynetta, attended a meeting at Ash School Tuesday night for an organizational meeting of Cub Scouts.

### EDMONSON PARTICIPANT

Roger McCurry was a participant in the Pass, Punt and Kick competition for boys 7-11, Saturday morning at the Bulldog Stadium in Plainview. This event was sponsored by the Ford Dealers and the Plainview Optimist Club.

### HALFWAY CALLS DIRECTOR

The Baptist Church at Halfway called a Wayland College student as Music and Youth Director Sunday night. The student, Cliff Harden, is from Eunice, New Mexico and is a freshman.

**Groceries** THAT GIVE YOUR MEALS "LIFT" **Friday & Saturday**

<b>TEA</b> KIMBELL 1/2 LB. REG. 69¢ <b>29¢</b>	<b>FIG BARS</b> SUPREME 15 OZ. REG. 49¢ <b>31¢</b>	<b>SYRUP</b> BLUE LOG CABIN 1 1/2 LB REG. 29¢ <b>21¢</b>
<b>COOKIES</b> SUPREME PECAN SANDIES 15 OZ. REG. 49¢ <b>39¢</b>	<b>POTATOE</b> BORDENS SLICES REG. 45¢ <b>21¢</b>	<b>TOMATOES</b> 303 CAN REG. 21¢ <b>15¢</b>
<b>STEAK</b> T-BONE LB. <b>98¢</b>	<b>BEEF STEW</b> ARMOURS 1 1/2 LB. REG. 55¢ <b>39¢</b>	<b>BUBBLE BATH</b> MATEY CHILDRENS REG. 79¢ <b>59¢</b>

**Town & Country Shopping Center**  
Kenneth & Ross Tipps  
Edmonson, Texas

**IN EDMONSON**

**Finas Edwards Is Ready To Serve You!**

Auto Parts  
Tractor Parts  
Gas And Oil  
Gotcher Flame Cultivators  
Butane and Propane

**Gene Bumpus Incorporated**

Edmonson, Specialist In Service Texas



BEN MERRILL is the newly elected mayor of Edmonson. Merrill was the unanimous choice of the Edmonson voters.

## Merchants Farmers Meet Held

The annual Plainview-Merchants and Edmonson Farmers Dinner was held Thursday, Nov. 1 at 7 p.m. at the Edmonson Community Center. Approximately 200 men were served a meal of turkey, dressing, candied sweet potatoes, green bean, cranberry relish, homemade rolls, giblet gravy and apple pie with ice cream.

Members of the Northwest Home Demonstration Club of Edmonson served and prepared the meal.

Raymond Akin of Plainview was master of ceremonies. H.L. Dennis, minister of the Edmonson Church of Christ, gave the invocation.

Introductions were held. The newly elected city officials of Edmonson were recognized. Mayor Ben Merrill of Edmonson and Mayor M.B. Hood of Plainview spoke, and J. B. Wheeler, Prssident of Plainview Chamber of Commerce, also spoke.

New merchants in Plainview were recognized.

Cotton John Smith of KGNC Radio-TV of Amarillo was a guest and made a few remarks.

Entertainment was furnished by a comedy act given by Baynetta and Roger McCurry, children of Mr. and Mrs. Bayne McCurry of Edmonson. Baynetta told the story of the 3 bears while Roger stood behind her and acted out her story.

The guest speaker was Melvin T. Munn of Pampa. Topic of his address was "Crops, Commerce and Confusion". He brought humor and then serious thinking to the group as to their responsibilities and privileges as American citizens.

Elmo Snelling is president of the Edmonson Men's Club that sponsors this affair.

## Mrs. Bennett Honored

Mrs. O. L. Bennett of Plainview was honored with a surprise birthday dinner Sunday on her 85 birthday in the home of her granddaughter, Mrs. Billy Joe Young of Kress.

Cake and gifts were given Mrs. Bennett.

Those present were Mr. and Mrs. Joe McPeak, Mr. and Mrs. Jack Blackwell and family of Plainview, Mr. and Mrs. Melvin Bennett and daughter of Finney, Mr. and Mrs. Will Bennett and son of Whitfield, Mr. and Mrs. Vinson Bennett and Teresa of Edmonson, the hostess, Mr. Young and the honoree.

### MASONS VISIT

Mr. and Mrs. Charles Masor and sons visited his parents, Mr. and Mrs. Percy Mason, of Kress Sunday.

### 4-H CLUB MEETS

The Edmonson Community 4-H Club meeting will be held Nov. 15 at 7:30 p.m. at the Community Center.

### VISIT MCCURRYS

Nanette Mousner of Hart visited with the Bayne McCurrys Monday afternoon. She and Mr. McCurry are cousins.

### PETERSBURG VISITORS

Mr. and Mrs. E. E. Foster visited in the home of Mrs. Anderson in Petersburg, Saturday afternoon.

### NEW PARENTS

Mr. and Mrs. Jesus Hernandez, Edmonson are the parents of a 6 lb. 14 oz. son, David born Thursday at 6:15 p.m. in Plainview Medical Center.

Grandparents are Mrs. Maria Guerra, Mexico, S.T. Travino, Victoria and Mrs. Rosa Travino, Corpus Christit.

## Subscribe Now!

Only \$2.55 a year will keep you informed of community activities and news in Edmonson through the Hart Beat. Send your check to the Hart Beat, Hart, Texas today!

## THANK YOU

Let me take this opportunity to say **THANK YOU** to all who supported and worked for me. Words can never express my gratitude and appreciation for your help.

To all the people of the 91st. District--- It will indeed be a pleasure and honor to serve as your State Representative and anytime I can help you in anyway please call on me.

**BILL CLAYTON**

## DEAN PHILLIPS

LIVESTOCK DEALER - ORDER BUYER

CANYON, TEXAS

PHONE CLETA, TEXAS HU-83145

<b>FRANKS</b> LONGHORN 3 LB. BAG <b>69¢</b>		<b>ROAST</b> CHUCK LB. <b>53¢</b>		<b>ROAST</b> PORK LB. <b>49¢</b>		<b>CHEESE</b> LONGHORN LB. <b>49¢</b>	
<b>SHRIMP</b> ALASKAN BREADED 8 OZ. PKG. <b>43¢</b>		<b>FRUIT PIES</b> MORTON <b>3 FOR \$1</b>		<b>MEAT PIES</b> MORTON <b>3 FOR 49¢</b>		<b>LEMONADE</b> LIBBY'S 6 OZ. CAN <b>2 FOR 29¢</b>	
<b>PRODUCE</b>							
<b>BANANAS</b> LB. <b>12 1/2¢</b>		<b>CELERY</b> STALK <b>LB. 10¢</b>		<b>ONIONS</b> 2 LB. <b>LB. 15¢</b>		<b>PRESERVES</b> WHITE SWAN 18 OZ. TUMBLER <b>3 FOR \$1</b>	
<b>SALAD DRESSING</b> WESTERN GOLD QT. SIZE <b>39¢</b>		<b>CAKE MIXES</b> BETTY CROCKER <b>3 FOR \$1</b>		<b>FLOUR</b> SWEETHEART 25 LB. PAPER <b>\$1.69</b>		<b>DAINTIES</b> HERSHEY'S 12 OZ. PKG. <b>39¢</b>	
<b>PEACHES</b> WHITE SWAN 2 1/2 SIZE CAN <b>4 FOR \$1</b>		<b>COFFEE</b> WHITE SWAN LB. <b>59¢</b>		<b>TUNA</b> DEL MONTE <b>2 FOR 65¢</b>		<b>SHORTENING</b> MRS. TUCKERS 3 LB. TIN <b>59¢</b>	
<b>COOKIES</b> BREMMER'S CREAM SANDWICH 2 LB. BAG <b>39¢</b>		<b>CHERRIES</b> TEXO MAID MARASCHINO 10 1/2 OZ JAR <b>29¢</b>		<b>HIPOLITE</b> BETTY CROCKER MARSHMALLOW CREAM PT. SIZE <b>19¢</b>		<b>FOOD Savings</b> IN EVERY SACK	

**NEWSOM FOOD**  
**SPECIALS GOOD THRU MON. NOV. 12**  
**WE GIVE BUCCANEER STAMPS**  
**DOUBLE ON WEDNESDAY**

PHONE 938-3717

HART

# A Message To Castro Co. Cotton Growers Concerning The - -

## COTTON PRODUCERS INSTITUTE

An All-out Producer Movement to Save Our Cotton Markets  
By Meeting Synthetic Competition through Research & Advertising

The urgency of this action is emphasized by the severe acreage cut announced this week. This proposed acreage cut is a direct result of losing an 800,000-bale market to synthetics during recent months.



### RESEARCH —

Institute funds are being used on research projects to ease the cost-price squeeze. Eleven projects are now underway, one of which is to find an effective control of VERTICILLIUM WILT.

Other projects are aimed at developing new markets through new and improved cotton products.

### PROMOTION —

The Institute's promotion budget calls for expenditure of \$1 million over the next 15 months to sell American consumers on the advantage of buying products made from cotton. The U.S. housewife will be the main target of Institute advertising.

All cotton growers are being asked to participate in this program through their gins, who are cooperating with the Institute Finance plan.

By voluntary participation in this self-help' effort, Cotton growers are demonstrating their ability to **BUILD FOR THEMSELVES**  
**A FUTURE IN COTTON.**

**HART PRODUCERS COOP GIN**

**MORRISON GIN COMPANY**

**DIMMITT GIN COMPANY**

**HUNTER GIN COMPANY**

**HART OF THE PLAINS GIN, INC .**

**NAZARETH GIN & GRAIN , INC.**

**HART GIN COMPANY**

**TAM-ANNE GIN**

**FIVE POINT GIN, INC.**

**NORTH GIN, INC.**

**CASTRO COOP GIN**

**FLAGG GIN, INC.**