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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 2

HART, CASTRO COUNTY, TEXAS, THURSDAY, OCTOBER 24, 1963

NUMBER 15

## \$321,644 SCHOOL BID OK'D

### Aging Hart Farm Hand Ends Life

A 63-year-old Hart farm hand, Dewey Neel, in pre-dawn hours Friday took his own life about three miles northwest of here.

Deputy Sheriff Granville Martin said Neel apparently killed himself by placing a 410 shotgun to his head and pulling the trigger.

The hired man's body was found by a neighbor, D. L. Irwin about 11 a.m. Neel had been employed by Homer Garrison for six years and was living alone in one of Garrison's farm houses.

Irwin said he stopped by to check on Neel because the older man had been sick the day before. The dead man's body was found lying across a bed and the shotgun was lying nearby.

Dr. Jack Harris, in examining the body, said Neel probably had died around midnight. The body was taken to Dimmitt by ambulance.

The farm hand was reported to have a brother, Carl, living in Olustee, Okla, but no other close kin.

Investigating besides Martin, were Castro County Sheriff Jack Cartwright and Bill Clifton Dimmitt highway patrolman.

Funeral services for Neel were held last week in Timms Funeral Home Chapel in Altus, Okla.

He is survived by two daughters, three brothers, and two sisters.



WORK Continues here on part of Hart's water and sewer project. The project will be completed near the end of this year. Besides a sewage lift station, construction of a network of sewage pipes continues at full speed.

Hart school board accepted bids totaling \$321,644 for construction of a new junior-senior high school and gymnasium at a special meeting last Thursday afternoon.

The construction was authorized by voters at a \$360,000 bond election last May. The vote was 160 to 135.

Construction is scheduled to begin in the next few days and to be completed by the middle of June, 1964, a total of 225 days.

Low bidder for the general construction was Knox, Gailey and Meador, a Lubbock firm, with a bid of \$243,457.

This amount includes prestressed concrete construction in the gymnasium and vinyl wainscoting.

Low bidder on the electrical work was Modern Electric Service, Lubbock, with a bid of \$22,850.

Mechanical bid was won by O. W. Chisum & Co., Lubbock, with a bid of \$55,387.

Aside from the \$321,644 for construction, the board will have obligations of \$16,500 for the architects, \$6,000 for paving and sidewalks and \$2,800 for a bond fee. About \$13,000 will be left for purchase of furniture.

Architects are Brasher and Goyett, Lubbock.

The construction will give Hart Schools an additional 15 classrooms and a gymnasium in the junior-senior high school building.

This would include five classrooms for a junior high, four for senior high, two science labs for the junior and senior high schools, one commercial classroom, one homemaking classroom, a library and a study hall.

The present high school will be converted to an elementary school.

### Gas Users Reject Pioneer Proposal

About 75 members of the Castro County Irrigation Gas Users Association unanimously rejected rate proposals from Pioneer Natural Gas at a meeting in Dimmitt Tuesday night.

A letter from C.I. Wall, president of Pioneer, to Bruce Parr, president of the Plains Irrigation Gas Users, contained two proposals and was read to the group.

Wall asked that the users agree:

1. That 7.458 rate of return on fair value calculated by Pioneer accountants was reasonable for the irrigation farmer, and

2. That the method of allocation used by Pioneer in Docket 300--Pioneer's application before the Railroad Commission--be the basis of any check and study.

Docket 300 was an application by Pioneer to fix a rate to the majority of the cities served by Pioneer. The letter from Pioneer was written in response to requests from gas

users that Dr. E. A. Steinberger, the rate consultant hired by farmers belonging to the users association, be permitted to check the work papers of rate accountants employed by Pioneer.

Jay Boston from Deaf Smith  
CONTINUED ON PAGE 12

### Longhorn's Farris Pushed In Hart Scoring Department

The Hart Longhorns are resting this week with an open date before hitting the district football trail Nov. 1, against Happy.

As things stack up now Billy Farris is the leading scorer with five touchdowns. Joe Rubalcaba is running a close second with four touchdowns and Gary Heller and Carl Ward have scored three times each.

Kenneth Fincher, Dennis McLain and David Gardner have crossed the goal once each for the Longhorns.

A touchdown account beginning with the Nazareth game stacks up like this:

NAZARETH 0, Hart 18

Farris over for TD from the four. Heller sneaks over from the one to score. McLain sprints 13 yards for the final touchdown.

SPRINGLAKE 23, Hart 6

Farris gallops 42 yards for touchdown.

NEW DEAL 20, Hart 48

Carl Ward over from the five. Farris unravels 16-yarder for touchdown. David Gardner catches 50-yard touchdown pass. Farris rams TD over from the four. Rubalcaba scores from the five and carries over again from the 14. Farris catches extra-point from Rubalcaba and Fincher nabs extra point pass from Heller.

KRESS 6, Hart 6

Ward catches 10-yard jump pass from Heller

ANTON 0, Hart 25

Ward picks up blocked punt and runs 15 yards to score. Rubalcaba sweeps end for 12-yard TD. Heller sneaks over from the two. Farris bulls over from the three. Fincher kicks one extra point.

SILVERTON 0, Hart 6

Rubalcaba sprints 69 yards

for Longhorns longest touchdown run.

BOVINA 0, Hart 16

Fincher takes pass from Heller and runs 49 yards. McLain sweeps right end for extra point. Heller rams one foot for TD. Heller passes to Farris for extra point.

Hart leads its opponents in scoring 125 to 49.

### Cotton At Snail's Pace

Cotton harvest is reported moving at a snail's pace in the Hart area with only 190 bales of cotton ginned as of Monday morning.

Gins, however, report cotton to be a very good grade but are concerned about the shortage of laborers.

Warm, fall weather has been almost ideal in maturing the cotton and other area crops.

Grain elevators estimate approximately 90 per cent of the grain has been harvested along with a good grade and yield per acre.

Rain fall Saturday halter farm operations momentarily. Reports inside Hart showed rainfall to be .40 of an inch. Moisture readings were varied at surrounding farms.

### Carnival To Cater To Ghosts

Ghosts and goblins are trying on their spookiest masks, getting ready for the big, annual Halloween Carnival next Thursday, Oct. 31.

From 8 p. m. until 11 p. m. spooks will attend the carnival in the school cafeteria.

Each classroom will have a booth set up at the carnival. School officials have said this is the highlight of the school year and have invited public support through attendance.

### Delegate

J. V. Wescott, fifth grade teacher at Hart, was elected to serve as delegate to the State Texas State Teachers Association Convention for district nine.

It will be held in Fort Worth Oct. 24-26 at the Will Rogers Memorial Auditorium.



# THE HART BEAT



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MRS. DUDLEY AVEN

## RECIPE OF THE WEEK

The Favorite Recipe this week is submitted by Mrs. Dudley Aven. It's Norwegian hamburger.

Mrs. Aven, who has resided in the Hart community for 15 years, lives four-and-one-half miles south of town. She is a graduate of Hart High School and says she always has been a farmer's wife.

Bowling and sewing are her hobbies. She also is the Youth Supt. at the Methodist Church.

The Avens have three children, Lester, 5, and Sharon, 10,

and Arlen, 8. Mrs. Aven also spends time working with the Brownies.

This year she canned 204 pints and quarts of corn, okra, peas and pickles.

Her recipe calls for:  
1 1/2 lbs. of ground meat  
1 cup water  
2 eggs (whole)

Salt and pepper to taste.

Mix meat, eggs, salt, pepper and water together and let stand about 30 minutes.

Roll out into patties then roll in flour and fry until golden brown.

Country Church work, National Lutheran Council, spoke on "The Church Of Town And Country Meeting Our Spiritual Needs."

Dr. Fred R. Crawford, research director for statewide mental health, State Department of Health, Austin. Subject "The Town And Country Church Meeting Our Mental Needs."

Other outstanding speakers were, Regan Brown, director of extension work of A&M University. Dr. John E. Hutchison, Texas Agricultural Extension Service. Dr. John Rees Christiansen, visiting professor of sociology, Texas A&M; Dr. F.J.L. Blasingame, M.D. executive vice president of the American Medical Association, Chicago.

## Methodist Men Hear Speakers

Ed Bennett and Rev. E. H. Phillips were in College Station the past week to attend the 18th Annual Conference of the Town and Country Church at A&M University.

The following denominations were represented, Baptist, Methodist, Catholic, Episcopal, United Brethren, Presbyterian, Christian, United Church of Christ, Lutheran, and Disciples of Christ.

The general theme was, "The Ministry Of The Town And Country Church".

Such speakers as, Rev. Giles C. Ekola, Sec. of Town and

## Sorority Joint Meeting Planned

The Chi Psi chapter of Hart and Sigma Eta chapter of Tulia will be co-hostess with Kappa Upsilon and Xi Delta Eta chapters of Plainview in a joint meeting in Plainview this weekend.

Most of the host group will be attired in Oriental costumes.

## Church Classes Have Social

After the evening worship hour Sunday night at the first Baptist Church, the Young People and Intermediate Departments were guests in the home of the pastor, Bro. Denzil Leonard and family.

There were 28 present with the sponsors, Mr. and Mrs. Boots Rogers, leaders of Young People and Mr. and Mrs. Edgar Varner, leaders of Intermediates.

Tommy Lyons and Richard Cheatham, students of Wayland College provided entertainment.

Refreshments were served after an hour of fellowship.

## OKLAHOMA VISITOR

Mrs. Sam Swopes of Vinita, Okla., is visiting her daughter, Mrs. Cecil Ray Jones and son, and the McLain brothers.

## Tea Honors Scouts' Mothers

Girl Scouts honored their mothers with a Juliette Tea, Tuesday, Oct. 22, at 4 p.m. in the school cafeteria.

Table decorations were made by the girls and leaders of the five troops represented. They featured fall flowers arranged in pumpkins and horns of plenty.

Guards were Carol Ann Miller and Joan Dudley with Debbie Davis and Gaylene Hawkins serving as color bearers.

The program consisted of the flag ceremony and singing of songs. Brownies sang the Brownie Smile Song, led by two junior Girl Scouts, Cindy Dyer and Sharon Brooks.

Mrs. Worth Jones gave an appreciation speech from the mothers and girls to the leaders.

Leaders are Mmes. Dwight Miller, Paul Brooks, Al Irons, Ed Harris, Dudley Aven, James Kennedy, Jack Dyer, Max Stephens and Mrs. J.D. Rodgers.

Punch and cookies were served during a fellowship hour.

## Church Society Makes Study

Women's Society of Christian Service had a program on United Nations Thursday, Oct. 17, when it met for a regular session.

An opening song, "America" preceded a business session led by President Mrs. C.B. Landers.

The program on United Nations was given by Mrs. R. C. Bailey.

Others present were Mmes. W. A. Hawkins Sr., E. E. Foster, Paul Armstrong, A. L. Aven, E. H. Phillips, Ed Bennett, Mrs. McMillen and Mrs. J. D. Murray.

Today, Thursday, the society will have a program, "Call to Prayer and Self-Denial", which will be led by Mrs. Ed Bennett.

It is scheduled at the church at 9 a.m.

On Oct. 29, all members are asked to attend the district meeting at the First Methodist Church, Plainview.

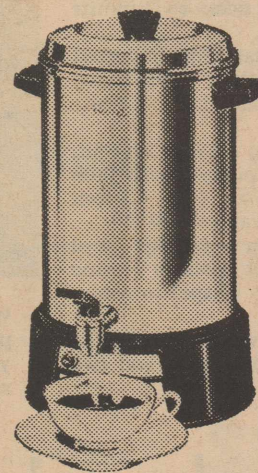
## ATTENDS SCHOOL

Thursday of last week Mrs. Lowell Richburg attended the school of instruction in Primary work at the First Baptist Church in Plainview.

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## Parents Hosted On 50th Anniversary

Mr. and Mrs. F.C. Beyer of Bartlett will be honored October 27 in observance of their Golden Wedding Anniversary with lunch and open house at the American Legion Hall, Bartlett.

The six children, assisted by their wives and husbands, hosting the event are: Mr. and Mrs. Aubrey Messer, Bartlett; Mr. and Mrs. Jessie Hunt, Bartlett; Mr. and Mrs. Roy Taack, Hart; Mr. and Mrs. Hugo Beyer, Dimmitt; Mr. and Mrs. Coy Rogers, Olton and Mr. and Mrs. T. H. Coslett, Maydelle.

The Beyers also have sixteen grandchildren and six great-grandchildren.

Floral arrangement of red roses with gold will feature the banquet style table. The theme will be "The Rose Loving Beyers".

Laid with white ruffled net over white, the reception table will be centered with a large satin covered Bible with red roses and crystal candelabras. A crystal punch bowl will decorate one end of the table

### COUPLE MARRIED

Carl Dwain Adams and Mrs. Barbara Sue Nolen of Dimmitt were united in marriage at the First Methodist Church, Monday Oct. 21. Rev. E. H. Phillips read the double ring ceremony. Barbara is the daughter of Mr. and Mrs. Oliver Jackson of Hart.



## WHO'S NEW

1 pink 2 blue

Mr. and Mrs. Phillip Conaway of Lubbock are parents of a son, Gregory Phillip born, Friday, October 16th at 8:29 in the Methodist hospital in Lubbock. He weighed 7 pounds 10 1/2 ounces.

Grandmothers are Mrs. Ena Bowden of Hart, Mrs. T. E. Conaway of Colorado City. Great grandparents are Mr. and Mrs. W.G. Robertson of Pottsville, Ark., and Mrs. Eddie Conaway of Abilene.

Mrs. Phillip Conaway is the former O'Lysia Bowden and is a former Hart school graduate.

Mr. and Mrs. Vernon Mapp are parents of a baby girl, born, Sept. 25th at Plainview Hospital and Foundation, weighing 8 pounds and 2 ounces. The little miss has been named Teresa Elaine. She has one sister, Jana.

Grandparents are Mr. and Mrs. J.V. Sanders of Sentinel, Okla., and Mrs. Viola Mapp of Hobart, Okla.

Mr. and Mrs. Jose K. Martinez, are parents of a son born Oct. 18 at Community Hospital in Olton. The infant weighed 7 pounds, 15 ounces.

while the other end will be adorned with the wedding cake. Golden accented cake will be topped with a miniature 1913 model T Ford, and bride and groom.

Mr. and Mrs. Beyer were married October 28, 1913, at the home of her parents, Mr. and Mrs. William Zschiesche, Bartlett.

For several years after their marriage they resided in Bell County, then moved to Lamb County, Littlefield. Following his retirement as a farmer, they returned to Bell County in 1960.



MR. AND MRS. F. C. BEYER

## Fourth Grade Gives Program

The Hart Parent Teachers Association met Monday night, Oct. 14, in the high school gymnasium.

After a business meeting, a program on American Heritage was presented by the fourth grades.

### SURPRISE COFFEE

Mmes. Patsy Warren, Patsy McAdams, Jerri Bailey, Cordia Wren, Audrey Talley and Betty Harris surprised Mrs. Geraldine Newsom with a birthday coffee Tuesday morning in the Newsom home. Mrs. Newsom received several nice gifts.



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Cough Syrup Regular \$1.00 Size **69¢**

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Hart



# Bowden Never Considered Anything But Farm Work

This Week's Farmer, Bob Bowden, will be 22 this month, and already he has begun harvesting his fifth crop.

Since Bowden was five-years-old, he has lived on a farm, and he has never considered any other occupation.

Despite the fact that he didn't like milking cows, Bowden enjoyed driving the tractor and he developed an appreciation for seeing things grow.

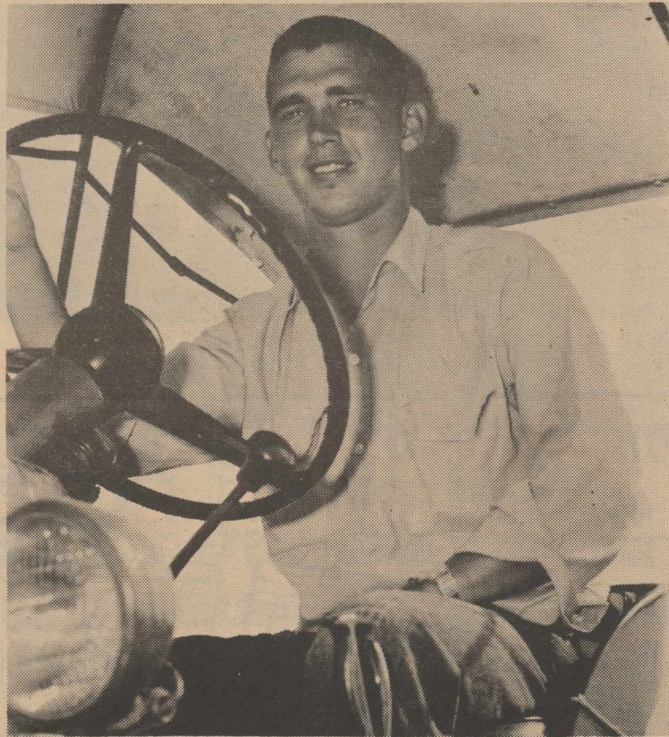
"I like the spring and planting season on the farm" he said, "when everything is up and looking good." He confessed that driving a tractor isn't as much fun now as it was as a boy.

Bowden was graduated from Hart High School in 1958 and was hardly handed his diploma until he was busy disking, fertilizing, floating, listing watering and planting.

The young farmer was married in 1960, and he and his wife, Nancy, now have a nine-month-old girl, Tamera.

Bowden is farming 320 acres, 68 in cotton, 190 in maize and the remainder in castor beans. He expects to make a bale and a quarter on his cotton and around 6,000 pounds an acre on his maize.

"My castor beans look good, but this is the first year I've ever planted any, and I don't



BOB BOWDEN

know what they'll make," said Bowden. He explained he was trying to make a little money on the crop instead of leaving layout ground. He believes castor beans are a coming crop in this area.

Asked what he liked most about farming, Bowden said, "You're your own boss, I can do things the way I see them and not the way others see them."

He said things were pretty rough though for the small far-

mer and that he was hoping to get more land.

"There is less land to be had now," he said, "and the small farmer has to produce more an acre to stay in farming."

He added there was a time when a farmer could get by on a few acres, but those days are coming to a close. He used his grandfather for an example, who long years ago made ends meet on a dry land farm in Arkansas.

"Now we have to make an extra good crop to say we've made anything," added Bowden.

The young man is living on the Howe Parker place three miles south of Hart and farming land which belongs to Fred Hamm and E.I. (Tump) McLain.

Bowden said his largest expense this year was his hoeing bill. "It was more expensive than it would otherwise have been," he said, "because the ground stayed wet for so long, and I couldn't get into the field to plow the weeds."

The Hart farmer has a National who helps part time, but will be without a hand soon when the Latin American is called back to Mexico.

Bowden said that during harvest the hours range from 13 to 14 and that he's glad to see the slack, first part of the year.

"Farming", said Bowden, "is an expensive gamble, and sometimes I don't see how I'm going to make it, but things have always turned out alright."

He adds seriously, "I don't know what I'd be if I wasn't a farmer."

## Phi Psi Chapter Holds Meeting

Members of the Phi Psi of Beta Sigma Phi met Thursday, Oct. 17, in the home of Virginia Hansen for a regular meeting with Johnnie Hawkins as co-hostess.

Carolyn Rowland and Sarah Hart presented a program on prose and short stories.

Members present were Mmes. Zula Atwood, Beth Aven, Sue Bennett, Marsha George, Evon Parker, Virginia Reed, Clarice Reed, Joby Sanders, Nancy Wescott, Marihelen Willis and one rushee, Jackie Armstrong.

## Hart Bowling League Results

H&S Produce won 19 1/2--Lost 8 1/2; Harris Lumber Co. Won 18--Lost 10; Cox Service Won 16--Lost 12; Newsom Grocery Won 15--Lost 13; Hansen Grocery Won 14--Lost 14; Hart Oil Won 12--Lost 16; Hart Lumber Co. Won 10--Lost 18; Newman Dudley Won 7 1/2--Lost 20 1/2.

Hart Couples Lacy & Myrick 23 to 5; Seago & Sullivan, 16-12; Newsom and Lacy 15 to 13; Smith & King 14 to 14; Alexander and R.W. 13 to 5; Talley and Ishmael 11 to 17; Hills of Hart 10 to 18; Rubalcaba and Jackson 10 to 18.

### FROM PETERSBURG

Visitors in the home of Mr. and Mrs. Charles Martin have been her mother, Mrs. M. J. Gregory and friend, Mrs. Idialia Martin of Petersburg.

### IN HARRIS HOME

Guests Saturday in the home of the Ed Harris family were her brother, John Appling and family of Levelland, and mother Appling of Plainview.

### TO SAN ANGELO

Mr. and Mrs. Roy Futrell drove to San Angelo Saturday and met her sister, Miss Nellie Wingreen, who will spend some time in the Futrell home this fall and winter.

## Football Meeting

There will be a district football organizational meeting for the 1964-65 and 65-66 school years Wednesday, Oct. 23 in Hereford. Hart coaches and administrators will attend.

### PICTURE MAKING

Monday, Oct 28 is the date set for taking all school pictures. The time will be approximately 8:45. Students should be prepared.

## FOR SALE

FOR SALE: One apartment size gas range, contact Mrs. T. C. Ray, Phone 938-4222. 10-tfc.

FOR SALE OR RENT: 2 houses for sale or rent. See Earl Hacker, 938-9206. 11-tfc.

FOR SALE: Ensign Vaporizer and Butane Tank, phone 938-4548. 15-ltc.

## WANTED

WANTED: Bulldozer work. See or call Floyd Dickey at Dickey's Cafe, Dimmitt, Texas. Business Phone 647-3755, Resident Phone 647-3764. 10-tfc.

WANTED: Sewing in my home. Reasonable Price. Phone 938-3242, Mrs. Mary Cook. 14-2tc.

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300 acres. 2-8" nat. gas wells, good allotments. \$425. acre.

160 acres improved, 8" nat. gas well. 60 acres cotton. \$385 acre. 25,000 down.

640 acres. Well improved stock farm, 1/2 grass 1/2 cultivated. 2-8" nat. gas wells, U.G. Tile, good allotments.

250 acres, 8" nat. gas well, good allotments, \$325 acre, \$25,000 down.

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Dimmitt, Texas

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Dimmitt, Texas



## School Menus

October 28-November 1, 1963

**MONDAY**--Pork Sausage and gravy, buttered asparagus, mashed potatoes, butter, milk, bread, cherry pie, whipped Topping.

**TUESDAY**--Barbecue chicken green beans, cranberry sauce, lettuce wedge, butter, milk, bread, cookie and fruit.

**WEDNESDAY**--Boiled ham and brown beans, sweet relish, tomatoes and macaroni, cornbread, butter, milk, plain jello, with whipped topping.

**THURSDAY**--Cheese meat loaf, creamed English peas, dill pickles, buttered corn, apple crunch, butter, milk, bread.

**FRIDAY**--Pork roast and gravy, sauer kraut, blackeye peas, tomato wedge, chocolate cake, milk, butter, bread.

### FROM DIMMITT

Mr. and Mrs. Jim Elder and Mrs. Ruby Maples of Dimmitt visited Mr. and Mrs. Hubert Maples Sunday afternoon.

### FROM PLAINVIEW

Jimmie Jacks of Plainview and Mr. and Mrs. J. E. Jacks and Billy Enscoe visited Mr. and Mrs. Charlie Jacks of Summerfield, Sunday evening.

### ATTEND GAME

Mr. and Mrs. David Willis and Konnie Bowden attended Homecoming at McMurry in Abilene last weekend and attended the football game.

### IN BROWNFIELD

Mr. and Mrs. Bob Bowden and Tamara spent the weekend in Brownfield visiting her parents, Mr. and Mrs. Arno Cox.

### BASS RELEASED

F. L. Bass Jr. who received a broken neck recently en route home from Dallas was released Monday from Methodist Hospital in Lubbock.

### WELTY GUESTS

Weekend guests in the home of Mr. and Mrs. Leonard Welty were her parents, and other relatives, Mr. and Mrs. J. D. Putman and Ruby and Mr. and Mrs. J.W. Putman of Odessa.

### DINNER GUESTS

Sunday dinner guests in the home of Mr. and Mrs. J. W. Welty were their children and grandchildren and other relatives, Mr. and Mrs. R. C. Welty of Hobbs, Mr. and Mrs. Jess Putnam and Mr. and Mrs. J. W. Putnam of O'Donnell; Mr. and Mrs. Leonard Welty and children, Mr. and Mrs. Paul Brooks and girls, Mr. and Mrs. Thomas Lee Brooks and girls of Hart.

### SPENT WEEKEND

Kirk and Mark Davis of Plainview spent the weekend in Hart in the home of their grandparents, Mr. and Mrs. Sam Davis.

### TONSILECTOMIES

Pat and Teresa Maria, children of Mr. and Mrs. Pete Steiret were hospitalized Thursday of last week for tonsilectomies and dismissed from Medical Center in Plainview Friday.

### IN VERNON

Mr. and Mrs. Lee Harris spent the weekend in Vernon with their daughter, Mr. and Mrs. Junior Anthony and granddaughter, Lee Ann.

### FROM HUGO

Mrs. A. R. Roland of Hugo, Okla., has been visiting in the home of her daughter-in-law, Mrs. Artie Roland and family.

### RECENT VISITORS

Recent visitors in the home of Mr. and Mrs. Willis Hawkins Sr., were his cousin, Mr. and Mrs. Dee Searcy and daughter, Barbara of Dallas. The Hawkins son, Dr. and Mrs. Theron Hawkins and family of Kerrville and her mother, Mrs. Lydia Stelter of Schlumberger.

### TO ODESSA

Mr. and Mrs. Claude Ray were in Odessa, recently on business and to visit her brother-in-law who had been in a serious accident.

## Musician Plays At Assembly

An assembly program was held Wednesday in the high school gym featuring Don Comfort, concert and popular accordionist, on the electronic accordion.

Comfort is a featured entertainer and has performed on radio, stage and television and in over 3,000 school assembly programs.

### HOSPITALIZED

Mrs. W. H. Felder hopes to be released from Medical Center in Plainview this week, after having spent the last four weeks there. Mrs. Felder was injured in a car accident in Plainview.

### TO ARIZONA

Mr. and Mrs. Percy Hart and two of her sisters, Mrs. Lula Barber and Mrs. Grace Byers of Lockney have just returned from a visit in Duncan, Ariz., with the ladies' niece, Mr. and Mrs. Glen Bowers.

### SUNDAY GUESTS

Sunday guest in the home of Mr. and Mrs. Levi Bennight were their daughters, Mrs. Melvin Marcy and girls of Ropesville; Mrs. Royce Davis and family of near Dimmitt; Mr. and Mrs. Bill Irvin of Tokyo, brother of Mrs. Bennight and her sister, Mrs. Roy Thompson and husband of Oklahoma City.

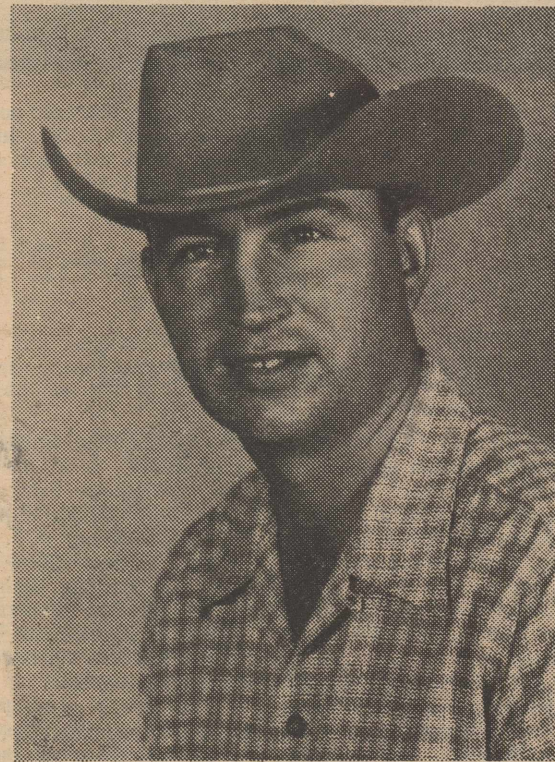
### ON BUSINESS

Mr. and Mrs. R.C. Bailey and sons spent Saturday in Dalhart on business.

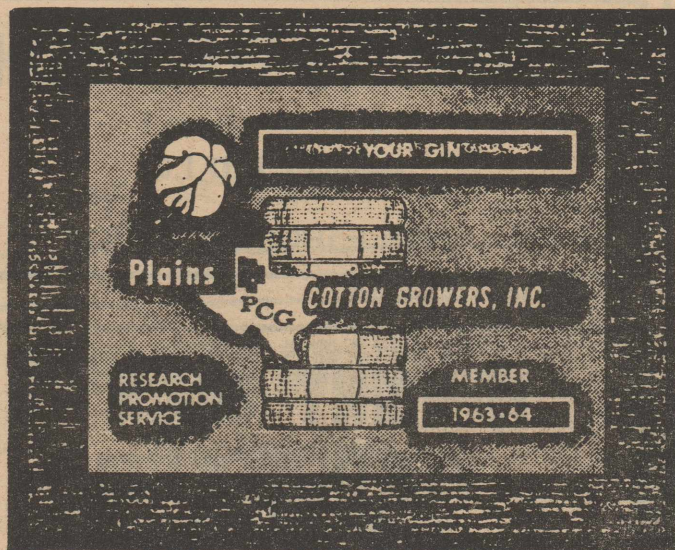
# Teamwork by the Bale



PCG Director, Ray Joe Riley  
Castro County



PCG Director, Edd C. McLeroy  
Castro County



The two Castro County directors to Plains Cotton Growers are urging full participation from farmers, ginners and businessmen--the team that makes up PCG--in the "do-it-yourself" program to insure a vigorous future for the High Plains cotton industry through research, promotion and service.

These directors are your county representatives in all affairs governing the policies and actions of PCG, and together with "home-folks" from the other 22 counties, are your assurance that those policies and actions are a direct reflection of your needs and desires.

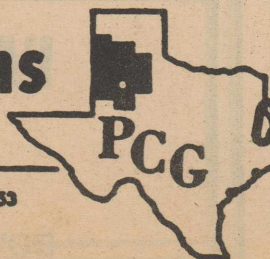
The long-term future of the cotton industry will rest on its success or failure in world markets. PCG's production research to make cotton more competitive in price, technical and fiber research to enlarge old markets and open new ones, and its intensive promotion are the types of action that will re-establish the superiority of cotton in these markets.

A representative of PCG will be calling on your ginner soon in the organization's annual "Sign-Up" campaign. Wherever you gin, contact that ginner and let him know that you want to be on the team that keeps this work going for the High Plains.

"SIGN UP, AND HANG YOUR SIGN UP"

A PLAINS COTTON GROWERS REPRESENTATIVE WILL CALL ON YOUR GIN SOON

Plains



COTTON GROWERS, INC.

TELEPHONE PO 2-0553

1720 AVE. M LUBBOCK, TEXAS





PET OF THE WEEK is "Hot Shot", a nine-year-old paint, belonging to Jerry Swindle, 7, and Margaret, 12. The children have another pet horse, "Lady". Mr. and Mrs. Bill Swindle are the children's parents.

## Fire Prevention Winners Announced

Winners of the Fire Prevention Posters contest staged last week are as follows:

Mrs. Nuse's special education class winners are: Jose DeLeon, Johnny Ramirez, Lola Cruz.

Mrs. Atwood, first grade: Ignacio Fierro, Joe Villegas, Jana Hill.

Mrs. Tucker first grade: Brad Sanders, Beatriz Rodriguez, Terry Beaners.

Mrs. Henkley, first grade, Alice Rodriguez, Vicky Gusman, Edward Morales.

Mrs. Porter, first grade: Rosalinda Gauna, Sammy Gonzales, Elizabeth DeLeon.

Mrs. Bowker, second grade: Nora Tovar, Rickey Holoher, Cheryl Friday.

Mrs. Kennedy-Second Grade: Jan Harris, Danny McKay, Jim Tucker.

Mrs. Nicholson-Third Grade: Delores Diaz, Larry Inscore, Laura Dudley.

Mrs. Cheatham-Third Grade: Marcelina Ojeda, Debbie Hansen.

Mrs. Nivens-Fourth Grade: Vickie Newsom, Robert Garcia, Elizabeth Stephens.

Mrs. Bell-Fourth Grade: David Jackson, Isabel Costilla, Paul Harris.

Mrs. Lemons-Fifth Grade:

Mary Guana, Sharon Sue Aven, Carol Miller.

Mr. Wescott--Fifth Grade: James Jackson, Kathy Alexander, Maria Perez.

Mrs. Brown--Sixth Grade: Paula Sue Harris, Benny McKay, Harold Bob Bennett.

Mr. Cheatham--Sixth Grade: Robert Brooks, Barbara Hansen, Roger Brooks.

First grade through fifth grade Championship poster won by James Richard Jackson, Fifth Grade.

Sixth grade Championship poster won by Robert Brooks.

### RECENT VISITORS

Recent visitors in the home of Mr. and Mrs. Vernon Mapp were his uncle and aunt, Mr. and Mrs. John Mapp, also cousins, Mr. and Mrs. Lynn Mapp of Bellflower, Calif.

### IN AMARILLO

Mr. and Mrs. Worth Jones and Jeton spent the weekend in Amarillo.

### DINNER GUESTS

Mr. and Mrs. Marion Holland and Mrs. A. R. Bostick of Olton were Tuesday dinner guests of Mr. and Mrs. H.E. Newman.



**ED HARRIS LUMBER CO.**  
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Hart, Texas

# GO LONGH

## LET'S HAPP

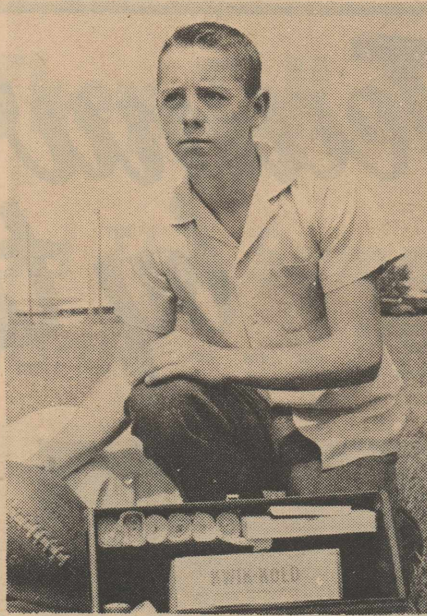
### FOOTBALL

CONTEST

### WIN CASH

1ST PLACE \$6 2ND PLACE \$

### CONTEST



JOE MELTON

## CONTEST WINNERS

1. David L. Adams, Dimmitt
2. Todd Varner, Nazareth
3. Teresa Adams, Dimmitt

See How Often Your Name Can Be Listed

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Tiebreaker Game HAPPY \_\_\_\_\_  
 HART \_\_\_\_\_

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

Each week's entry must be turned in sponsoring the contest. Contestants are and turn in their entries. When they r day, they have until the next Friday at 4 p

Sponsoring merchants may accept mail ed directly to The Hart Beat will be ac be discarded.

In case of ties, a coin will be flippe The contest is open to everyone ex Beat and their families.

**FARMERS STATE BANK**  
 Member F.D.I.C.  
 MULESHOE AT OLTON

**COX SH**  
 Phone  
**COX AU**  
 Phone  
 FLOYDAD

**HI-POINT GRAIN & FERTILIZER INC.**  
 Phone 938-3741  
 TEXAS AT SMU

**HART GRA**  
 Phone  
 TCU AT

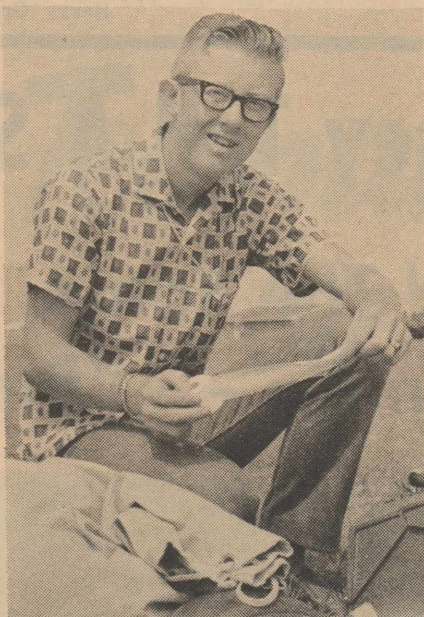
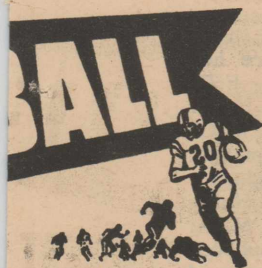
**HART PRODUCERS CO-OP GIN**  
 Phone 938-3539  
 BOVINA AT LAZBUDDIE

**HART OIL &**  
 Phone 9  
 TEXAS A&M



# HORNS GO!

## BEAT THE HORN



BOB WRIGHT

### PRIZES!

1<sup>ST</sup> PLACE \$4  
2<sup>ND</sup> PLACE \$3  
3<sup>RD</sup> PLACE \$2

### RULES

Entries must be circled in ink or pencil, and scores printed in the margin.

Entries must be turned in to one of the merchants given a week to prepare to receive their paper on Friday, Oct. 25, to turn in their entries. Late entries will not be accepted. All late entries will be accepted.

Entries will be accepted to determine the winners. Entries must be accepted by employees of The Hart School.

## LONGHORN SCHEDULE

SEPT. 6	NAZARETH	HERE
SEPT. 13	SPRINGLAKE	THERE
SEPT. 20	NEW DEAL	THERE
SEPT. 27	KRESS	THERE
OCT. 4	ANTON	HERE
OCT. 11	SILVERTON	HERE
OCT. 18	BOVINA	THERE
OCT. 25	OPEN	
NOV. 1	HAPPY	HERE
NOV. 8	LAZBUDDIE	HERE
NOV. 13	VEGA	THERE

**AMROCK**  
938-3755  
**TO PARTS**  
938-3231  
HART AT TULIA

## HART OF THE PLAINS GIN

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RICE AT TEXAS TECH

## IN CO. INC.

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HART BAYLOR

## FARMERS GRAIN CO.

Phone 938-3271

ARMY VS. AIR FORCE

## BUTANE CO.

938-3282  
HART AT ARKANSAS

## HART GIN CO.

Roland & Rosa  
Phone 938-4451

MORTON AT FRIONA



SHARON ANN JOHNSON

## Mrs. Johnson Becomes Hart School Reporter

Sharon Ann Johnson, a newcomer here, began work last week as reporter of Hart school news.

Mrs. Johnson's husband is the science teacher in the school system.

The couple have lived here since the 24th of July, both assuming active roles in the community.

Mrs. Johnson is a 1961 graduate of Kermit High School and has attended Texas Beauty College in Fort Worth.

She has been married for a year and four months, moving to Hart from Commerce. Both she and her husband are MYF youth directors.

## Teachers Hold Dimmitt Meet

A meeting of the National Teachers Association was held in the Dimmitt High School cafeteria at 7:30 p.m. Oct. 16.

Dinner was served by the Dimmitt Teachers Association. All Hart faculty members attended the meeting.

Bill Reisdorph, president of the Castro County Teachers Association presided.

Allan Flathers, who lives in Washington, D.C. and is associated with the National Education Association, spoke on the benefits of belonging to National Education Association.

### IN HOSPITAL

Mrs. Clifford Roland spent Monday night of last week through Saturday in the Plainview Hospital and Foundation for observation and treatment.

### TAKE CHARGE

Bro. Richard Cheatham, James Mitchell and Richard Murray had charge of the evening service at the First Baptist Church Sunday night.

### NEW GRANDSON

Mrs. Ena Bowden spent the weekend in Lubbock visiting with her daughter, Mr. and Mrs. Phillip Conaway and the new grandson, Gregory Phillip.

### HALLOWEEN GAMES

Halloween games have been played this week in carrying out the Hart school's physical fitness program.

## J & S TV & APPLIANCE

Hart, Texas Phone 938-3754

PHILCO SALES

We Service All Makes  
Of Tv's, Record Players  
And Radios.

GUARANTEED SERVICE

Prompt Service—Reasonable Rates



### Legion Begins Members Drive

Hart American Legion members are being contacted this week, spurring an all-out 1963-64 membership campaign.

Commander Claude Ray announced that all veterans would be contacted in the drive. He told that dues have been raised to \$10 this year.

Ray explained that the increase was to help pay for a

rise in expenses. Many community gatherings, including scouting activities are held in the American Legion building.

Legion officers have announced if anyone is missed in the membership campaign to contact either Bud Stiret or Ray.

The American Legion fall convention will be held at Borger, Oct. 26 and 27.

#### VISIT'S AUNT

Johnny Newsom spent last week in Lubbock in the home of his aunt, Mrs. Frank Wiley and family.

#### SUNDAY GUESTS

Mr. and Mrs. H. R. Shaw of Dimmitt were Sunday dinner guests in the home of their daughter, Mrs. Lowell Richburg and family. Miss Marian Shaw, a niece, of Amarillo, was also a guest.

#### VISIT RELATIVES

Mr. and Mrs. Carl Rambo and children spent the weekend in Dallas with relatives and to meet with her brother, who had just returned from a trip overseas and two years in the service.

## Honor Roll Announced For First Five Grades

The "A" honor roll for the first five grades at Hart have been announced. Making the roll for the first six weeks are:

David Armstrong, David Bass, Rickey Black, Danny Joe Carson, Linda Constant, Isabel Costello, Jean Foster, Gilbert Godwin, Victor Garza, Harry Grubaugh, Jana Hill,

Cindy Hill, Debbie Hansen, Kirk Hansen, David Harris, Debra Hardy, Beverly Hill, James Jackson,

Mike Leonard, Keith Lemons, Vickie Martinez, Luz C. Medina, Mario Martinez, Jerry McAdams, Roni McGeie, James McLain, Cathy Nelson, Joe Lewis Ponce, Carla Rambo, Juan Robledo, Alfredo Rodriguez, Dick Rambo, Brad Sanders, Alan Shive, Jim Tucker, Jose Villegas, Lee Wright, Amelia Tomara and Belinda Zapata.

#### PARENTS VISITING

Mr. and Mrs. D.W. Cantrell of Nashville, Tenn. arrived the first of the week to visit their daughter, Mrs. Darrell Lacy and family.

#### WEEKEND GUESTS

Visitors last weekend in the Dink Kittrell home were her parents, Mr. and Mrs. F.P. Cates, her sister, Mrs. Helen Thompson, Mr. and Mrs. A. C. Pate and Karen of Hot Springs, Ark. The Kittrells' daughters, Mrs. Bud Roberson and children of Littlefield, Mrs. M. A. Davis and children of Lubbock and son, Jerry and family of Lubbock.

#### TO AMARILLO

Mr. and Mrs. Worth Jones and Jeton spent the weekend in Amarillo with their daughter and sister, Mr. and Mrs. Weldon Talley.

#### VISIT ROLANDS

Sunday visitors in the home of Mrs. Artie Roland were Mr. and Mrs. C. E. Bell and Mrs. Rhoda Sturdevant, 96-years-old of Lubbock.

#### FROM OKLAHOMA

Mr. and Mrs. Bob Davis and grandson, Steve Hoffman of Oklahoma City, spent the weekend in Hart with relatives, Mr. and Mrs. Frank Connard and Mr. and Mrs. T. R. Davis.

#### VISIT LOMANS

Guest in the home of Myrt and Pappy Loman this week are their grandchildren and great grandchildren, Mr. and Mrs. Skeeter Stringer, Sandra and Paul of Anaheim, Calif.

#### SUNDAY GUESTS

Sunday visitors in the home of Mr. and Mrs. Orville Sharp were his sister, Mr. and Mrs. Charles Northcutt and son, Jackie of Sentinel, Okla., his nephew Mr. and Mrs. Jimmy Northcutt and family of Brownfield, Mr. and Mrs. Arthur Waldrop of Plainview and Mr. and Mrs. Vernon Mapp and girls of Hart.

#### PIG SHOW

Lanny Tucker, Vo-ag teacher at Hart High School made a trip to Lamesa last weekend to attend a pig show.

#### PLAY CAST SET

Hart's Senior Class met Tuesday Oct. 22, to cast for characters for the Senior play. Mrs. Jim Grubaugh assisted.

#### SKATING SESSION

A skating session will be held in the Hart gym, Friday, Oct. 25, from 4 p.m. until 6 p.m.

#### FROM CHICO

Mrs. Grace Johnson and Mrs. Bennie Watson from Chico, spent the weekend with Mrs. Johnson's son and wife, Mr. and Mrs. Roland Johnson.

# Two Pictures . . . They Tell A Story

## Both Fields Had The Same Amount Of Ammonia - - - "But"



Rowland-Gordon "Plowdown Extra" Was Also Applied To Field On Left Side Of Picture. Tom Pruitt Of Friona, pictured, says: "Believe me, I'll use this type fertilizer from now on, in addition to my ammonia."



Propazine Was Responsible For This Weedless Field of Sorghum Near Plainview Grown Without Cultivation Or Hoeing Costs

Get more production with the same water and at lower cost by using the right Fertilizer and Propazine for weed control. You can get both from your Rowland Gordon dealer's.

### OLTON FARM SUPPLY

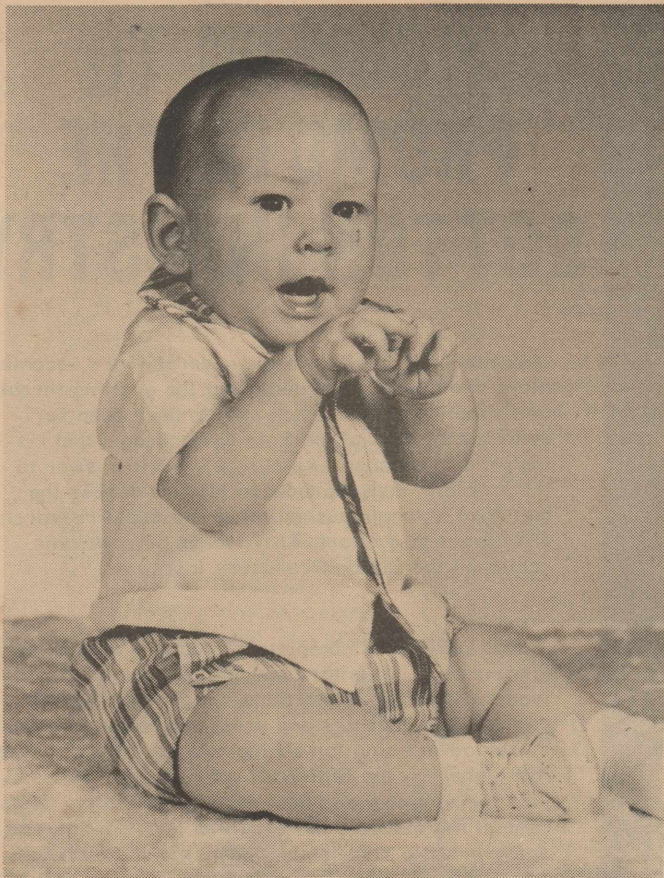
Olton, Texas



### EDMONSON FARM SUPPLY

Edmonson, Texas





HART PRESENTS young Kelley Irons, six-and-a-half-month-old son of Mr. and Mrs. David Irons. Grandparents are Mr. and Mrs. E. E. Davis and Mr. and Mrs. Allen Iron, all of Hart.

### 3 Oltonites Escape Injury In Accident

Mr. and Mrs. F. M. Holland and Mrs. A. R. Bostick, all of Olton, escaped injury Monday afternoon about 3 p.m. in a collision near the west city limits of Hart. A Plainview man in the other car also was unhurt.

The car in which the Olton residents were riding was in collision with one driven by James Crossland, Plainview.

The accident occurred at the intersection of Highway 194 and Avenue A.

Crossland was driving southeast on 194 and the Holland car, driven by Mrs. Holland, was going east on Avenue A.

Damages to the Holland vehicle were estimated at \$500, while those to the Crossland car were estimated at \$175.

### Basketball Campaign Just Around Corner

The climaxing whistle hardly will have blown announcing the end of football until the Longhorn basketball season begins.

But the way Hart is rolling along now in football, that season possibly could be drawn out for a couple of weeks.

The grid season ends officially Nov. 13, with Vega, and the first basketball game is Nov. 22, with Spade.

Following is the Hart basketball schedule for the 1963-64 campaign.

- Nov. 22 Spade 7:00 Here
- Nov. 26 Amherst 7:00 There
- Nov. 29 Open (Thanksgiving)
- Dec. 3 Springlake 7:00 Here
- Dec. 5,6,7 Kress Tournament
- Dec. 10 Spade 7:00 There
- Dec. 13 Vega 7:30 There
- Dec. 17 Amherst 7:00 Here
- Dec. 20 Open (Christmas)
- Jan. 2,3,4 Farwell Tournament
- Jan. 7 Olton 7:00 There
- Jan. 10 Springlake 7:00 There

#### VISIT JOHNSONS

Mr. and Mrs. Travis Underwood from Kermit spent Sunday visiting Mr. and Mrs. Roland Johnson. They are parents of Mrs. Johnson.

### Crowd Attends Gin's Barbecue

A large crowd of Hart townspeople and farmers attended the Hart of the Plains Gin barbecue Saturday. Because of bad weather the group was forced into the school cafeteria.

Door prizes of blankets were won by Mrs. Ray Clark and Mrs. Wade Mills.

A gum-smaking menu of barbecue, baked beans, slaw, baked potatoes, potato salad, cherry pie, coffee, tea and soft drinks were served.

### Class Forms Reading Club

Mrs. Lemons has a "Reading Club" in which every fifth grade student is to read one library book a month.

Each book they read is marked on a reading chart so that class members can tell at a glance who is currently reading the most books.

### Reports Made On Arithmetic

Special reports this week in the Hart fourth grade were given on Arithmetic.

Students and titles reported on are Ricky Black, "The Use Of Numbers"; Dirk Rambo, "The Origin of Zero"; Dolores Ponce, "Roman Numerals"; Jean Foster, "Arabic Numerals" and Alan Shive, "Naming the Numbers".

#### IN JAL

Mr. and Mrs. T.R. Davis spent a few days in Jal, New Mexico, visiting in the home of their daughter, Mrs. Lewis Sweatt and family.



BRUCE FUTRELL, son of Mr. and Mrs. Ralph Futrell, took time out last week when he was home to relax with his dog, "Cinder". Futrell is attending Allen Military Academy at Bryan.

#### SUNDAY GUESTS

Sunday dinner guests in the home of Mr. and Mrs. T. R. Davis were their children and grandchildren, Mr. and Mrs. James Clay of Nazareth, Mr. and Mrs. Doyle Davis and children of Hart, Mr. and Mrs. Bob Davis and grandson of Oklahoma City, Okla.

#### REVEREND SPEAKS

Rev. E. H. Phillips and Ed Bennett attended the breakfast meeting of the Methodist Men at Pioneer Methodist Church in Lubbock, Tuesday, Oct. 15. Rev. Phillips was speaker for the breakfast.

#### AMARILLO VISITOR

Mrs. Doris Hess of Amarillo spent Friday and Saturday night in the home of Mr. and Mrs. C. B. Landers.

#### VISITS SISTER

Mrs. Lela Orr from Claude has returned home after spending several days in the home of her sister and husband, Mr. and Mrs. W. C. Lacy.

#### PHEASANT HUNTING

Friday of last week, C. B. Landers and Dink Kittrell of Hart, Bud Roberson of Littlefield and Herb Roberson of Amherst left for South Dakota pheasant hunting.

#### INFECTIO

Ray Warren spent the weekend in Medical Center in Plainview suffering from a kidney infection.

#### IN LUBBOCK

Mr. and Mrs. Dwayne Brown spent Sunday in Lubbock with relatives.

## It's Now Time To Apply GOLDEN URAN

## SOL-U-PHOS. LIQUID FERTILIZER

"The SOLUTION For Your Fertilizer Problem"

## HART FERTILIZER & CHEMICAL

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HART, TEXAS

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Phone 938-4661



**COTTON PRODUCERS INSTITUTE**  
**FUNDS AT WORK!**

**FALL 1963 CPI**  
**TELEVISION CAMPAIGN**  
**SELLING COTTON NATIONWIDE**

**LUBBOCK, Tex., KLBD-TV, Channel 11**  
August 12 through November 10, 1963:  
Mon. 8:25 a.m. During TODAY  
Tue. 8:25 a.m. During TODAY  
Wed. 8:25 a.m. During TODAY  
Thur. 8:25 a.m. During TODAY  
Fri. 8:25 a.m. During TODAY

**LUBBOCK, Tex., KLBK-TV, Channel 13**  
August 12 through November 10, 1963:  
Tue. 10:00 p.m. Between MOVIES/NEWS  
Thurs. 7:00 p.m. Between MY THREE SONS/RAWHIDE  
Fri. 8:30 p.m. Between ROUTE 66/ARREST & TRIAL

**5,639 Commercials Using 196 Stations**  
**In 179 Major Cities**

**COTTON PRODUCERS INSTITUTE**  
**RESEARCH**  
**PROMOTION**  
NATIONAL COTTON COUNCIL OF AMERICA

**CPI BUILDS GREATER COTTON MARKETS AND PROFITS!**

## WORKING TO PROMOTE THE COTTON INDUSTRY

Cotton producers have for several years become more and more concerned about the growing threat of synthetic fibers. Cotton profits have been seriously cut by loss of markets and acreage, and rising production costs. As our only basic answer to the problem cotton producer leaders across the belt have strongly pushed for an adequate research and advertising effort. Their ideas have become reality in the Cotton Producers Institute.

The Institute is completely producer controlled non-political, voluntary and 100 per cent of its funds will go for research to cut production costs, develop new qualities and uses, and nationwide consumer advertising to sell more cotton. By an agreement whereby the National Cotton Council will service the program and bear all administrative costs, none of the Institute funds will be spent in salaries and overhead. Too, lending agencies and internal revenue have cleared the program as a tax deductible production expense.

The finance plan calls for \$1.00 per bale to be paid by the producer. This is left strictly up to individual farmers, on a voluntary basis. In line with the usual support Hart gins give to progressive movements, we will cooperate in the program and its finance plan, accepting voluntary participation from producers.

**Support The Industry That Supports You!**

## COTTON PRODUCERS INSTITUTE

### Research

The Institute funds are actively at work in key research projects aimed at:

1. Easing the cost-price squeeze on cotton growers by reducing costs and improving raw fiber quality; and
2. Producing new or improved cotton products.

Outstanding research organizations are working on Institute projects. In many cases, the projects are attracting funds from other sources, thereby boosting cotton's total research effort.

### Promotion

The Institute is operating a hard-hitting advertising campaign to sell products made from cotton. It is aimed mainly at the U. S. housewife who buys most of the textile items used by the family. In addition, the Institute is telling garment manufacturers, retailers and others how advertising by cotton growers is helping them stimulate sales of cotton products.

### *We Heartily Endorse this Concept of a Self-Help Program*

By voluntary participation in the Institute, cotton growers are demonstrating their ability to build for themselves a lasting and promising future in cotton. Every dollar goes for operating research and promotion programs — there is no overhead. The Institute deserves the wholehearted support not only of all cotton growers but all people in cotton communities. Organized research and promotion can increase markets and profits for cotton — the key to the economic health of this area.



By **VOLUNTARY PARTICIPATION** in the Institute Cotton Growers can demonstrate their ability to build for themselves - a lasting and promising future in cotton.

### The Following Gins

Endorse The C.P.I. Program

And Will Accept Your

**VOLUNTARY**

**PARTICIPATION**

In It . . . . .

**HART PRODUCERS**  
**CO-OP GIN**

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





### Watch Out For That Longhorn Defense!

GET HIM BOYS seems to be on the mind of these Hart Longhorns as they converge on a Bovina ball carrier. Moving in for the tackle are Harvey Sullivan, 63, Billy Farris, 20, and Joe Rubalcaba, 10. In the background and coming up for assistance is Larry McKay, 64. Hart won 16-0.

## Stalwart Longhorn Linemen Knock Down Bovina, 16-0

Hart's defensive-minded Longhorns opened district play last Friday by blanking Bovina 16-0 in a game marred by 207 yards in penalties.

A large homecoming Bovina crowd saw their Mustangs drop behind before four minutes had elapsed in the game.

Hart took the opening kickoff but couldn't move. They punted to the Mustangs, who likewise were stymied on their initial running plays. They punted, and it looked like the game would be strictly defense.

But on the first play after Hart took possession of the ball, Gary Heller rolled out to his right and threw a wobbly pass to Kenneth Fincher in the flat.

Carl Ward, also downfield, blocked for Fincher and the Hart receiver set sail for the goal 49 yards away. The fast stepping end was overtaken just as he stepped into the endzone for a fat six points.

Dennis McLain, back in the Hart lineup after a sustained injury, showed the break-away speed of old.

The speedster took a pitchout from Heller and outran Bovina's fastest to the endzone corner and two more points.

The Longhorns were not able to get on the scoreboard again until late in the fourth quarter. During this time both teams banged away at each other hard and strong.

Hart showed signs of the hard game last week with Silverton, but the Longhorn defense made the big plays when they needed them most.

Bovina gained only 44 yards rushing being thrown for many more yards than they made. The Mustangs had 24 yards through the air, compared to 120 for Hart via the airplanes and 62 chalked up on the ground.

Hard-running Tally Kelso and Dennis Johnston did their level best to put Bovina back in the game, but their offensive line leaked like a sieve.

All night long James Mitchell, Harvey Sullivan, Larry McKay and Roger Lancaster stormed into the Mustangs backfield. The four probably would have felt more at home if they had been wearing Bovina jerseys.

Still in the first quarter, with neither team able to strike offensively, Bovina showed the first flickering spark.

Joe Rubalcaba had run a Bovina punt out to his own 25 and Heller had sneaked up to the 28. Rubalcaba tried to circle right end but a crashing linebacker sideswiped the Hart back behind the line of scrimmage.

Fincher punted to his own 44 against a stiff wind. On the first play Johnston moved behind fine blocking all the way to Hart's 26, and things looked bad for the visiting team.

If Hart fans were worried, it didn't last long. Kelso tried the middle of the Longhorn line and the ball was knocked away. Lancaster leaped upon the loose 'hide on his own 29 yard line to end the Bovina threat.

Both teams then rocked along between the two 30-yard lines, and on numerous occasions the contest looked like flag day at Coney Island.

Referees were kept busy pitching red flags, calling several plays close in the district opener for both teams.

Hart made a strong bid to score again just before the half. Bovina had moved to their own 32 when quarterback David Anderson tried to connect on a pass.

Ward snared it for the Longhorns and picked his way back to Bovina's 40. Billy Farris bumped to the 38, and on the next play Heller jump-passed to Ward for a 16-yard gain down to Bovina's 22.

Rubalcaba banged to the 21, but Farris was pitched back to the 26, and Heller lost to the 31. Bovina took over at that point, again all to no avail.

Lancaster, McKay and Sullivan put on the first barn-storm-

ing tactics for the 'horns, tossing Anderson back to his own 21. On the next play, Lancaster handled the job personally, dropping Anderson back to the 10.

Tommy Morrison and McKay were the defensive guns on the next go-around as they picked up Anderson and set him back to his own five.

Bovina punted out of the hole then went to the dressing room on the short end of a 8-0 score.

The third quarter was highlighted again by Hart's defensive fireworks. Phil Green put in an appearance, coming off the bottom of several Mustang-Longhorn pile-ups.

Bovina's Anderson had a whopping minus yards rushing. Each time he went back to pass, two or three Longhorns were in the process of wrapping him up. Several times Anderson lost as much as 25 yards on three consecutive passing attempts.

Hart moved goalward again late in the third frame but a fumble killed the drive on Bovina's 35-yard line. The Mustangs drove the ball out to their 39, but things started going haywire. Penalties nullified two good gainers.

The Longhorns receive a punt when Bovina couldn't move, but the 'horns were caught up in the same situation.

Punting from his own 39, barefooted Fincher boomed the ball, with the wind, all the way to Bovina's nine-yard-line.

Once again the Mustangs were in trouble. Kelso moved the ball to the line of scrimmage, but that was all. Anderson tried a keeper around his right end, but Rubalcaba and David Smith smothered him back on the four. Another running play netted one more yard lost and the Mustangs punted.

Hart took possession at the Bovina 35, one of the best field positions since the first quarter.

Farris rammed to the 33, but Heller was held at the line of

scrimmage then thrown back to the Bovina 25 as he faded to pass. A fourth down pass went incomplete and the Mustangs took over.

But try as they may, on the first smack at Hart's line, the hoghide was knocked out of Kelso's hands and David Smith welcomed it like a long lost friend.

Running from the Bovina 34, Heller rolled for five to the 29. And again, the jump-pass worked like a charm, as Ward took a Heller toss over his shoulder and rammed to the 16, pulling three defenders with him for about five yards.

With first and 16 Heller was

wrapped up on the 15 and a five yard penalty against the Longhorns moved the ball back to the 21.

With still a first down, but 15 yards needed for another, Heller hit Fincher on a looking pass to the Bovina 16. Trying to get set to throw again, Heller was swarmed when no one was open. He managed to get back to the line of scrimmage but that was all.

Two Bovina defenders hit him, one high and the other low, and a third piled on. A red flag went down and the head referee

CONTINUED ON PAGE 12

New And Used

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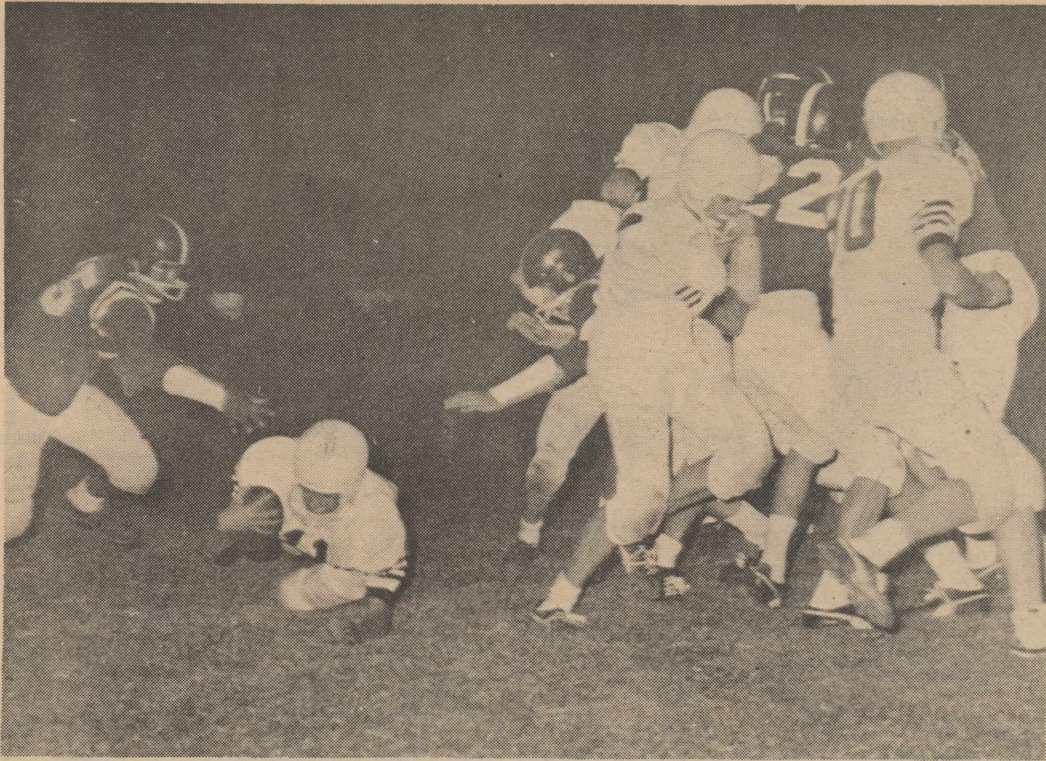
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Hart





## Longhorn

CONTINUED FROM PAGE 11

stepped off yardage down to the Bovina 11-yard-line, half the distance to the goal.

Heller was hit again at the line of scrimmage but slid off and snaked to the six. Farris burst over his right guard and center, running hard to the one-foot line.

On the next play, Heller sneaked over for the touchdown. He then spotted Farris running all alone in the endzone and threw for the point-after.

Hart led 16-0 with only 6:09 remaining in the game.

Bovina, however, came back strong. A completed pass to Al Shamblin moved the ball from the Mustang's 30 up to the 39. Bovina then ran without calling a huddle and caught Hart by surprise to the Longhorn 34.

Kelso carried twice, punching the ball to Hart's 29 and another first down.

But like before, Lancaster and McKay had other plans and mauled Johnston back to the 31. A quick completion to Phillip Lloyd, however moved the ball to Hart's 11, but a penalty rubbed out the play, and the ball was taken back to the Hart 36.

Twice in a row Lancaster and McKay rolled Anderson for losses, back to the Longhorn 49.

## Grid Contest

David Adams of Dimmitt came up with the top entry in the Hart Beat football contest last week, missing only two games on the 10-game slate.

Both games were ties.

Second and third place were battles between six contestants who missed only one game besides the two ties.

When all the tie-breaker scores were counted, Todd Varner of Nazareth was in second place, while Teresa Adams of Dimmitt finished third.

Varner was two points off on the tie-breaker, while Teresa was nine points off.

Gene Varner was fourth, missing by 10 points, Jerry Phillips fifth with 14, Bobby Adams sixth with 20 and Charley Hill seventh with 22.

David Adams will receive \$6, Todd Varner \$4 and Teresa Adams \$2.

There's still time to enter the contest for this week. Simply pick up a copy of the Oct. 17 Hart Beat, fill out the contest entry and turn it in to one of the sponsoring merchants by Friday at 4 p.m.

HART QUARTERBACK Gary Heller found a small opening over his right guard last Friday against Bovina and dived over for a touchdown. It was the Longhorns second tally and helped them take the district opener, 16-0. Hart has an open date this week before taking on Happy here Nov. 1.

## Gas Users

CONTINUED FROM PAGE 1

County, member of the executive committee of Plains Irrigation Gas Users Association, explained that the exchange of letters resulted from conference held with officers of Pioneer by the Plains gas executive committee.

He pointed out to the group that Pioneer was advised at these meetings that before any figures would be accepted by the association, the basic figures for any conclusions would have to be checked by Dr. Steinberger.

He said he felt it would be unreasonable to suggest that the gas users or any irrigation farmer be bound by any finding in Docket 300.

Boston charged that Pioneer made every effort to exclude farmers from the hearing itself, that no farmer was a party to the suit as such, and that irrigation rates were not in question at that hearing.

Wade Mills, president of Castro County Gas Users called on S. L. Garrison, Castro County director on the 14-man board of directors of Plains Irrigation Gas Users which is made up of a director from each county in the association. He called on John D. Aikin to bring the Cas-

tro County farmers up to date on the most recent activities of the Association.

Aikin said the directors of Plains gas users had always taken the position that the only thing that farmers wanted or needed was the same protection offered cities, towns and villages under the regulation of the Railroad Commission. He said the sale of irrigation gas to farmers by Pioneer constitutes an unregulated monopoly permitting Pioneer to charge any price it desires for irrigation gas.

Ray Joe Riley, a former director from Castro County to the Plains board, reported on a recent meeting with Dr. Steinberger in Dallas, at which time he discussed recent developments.

Ed Bennett, secretary-treasurer of the association, reported that after the meeting the farmers present supported the efforts of the association by payment of dues and agreed to contact their neighbors in extending membership of the association.

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