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# THE HART BEAT

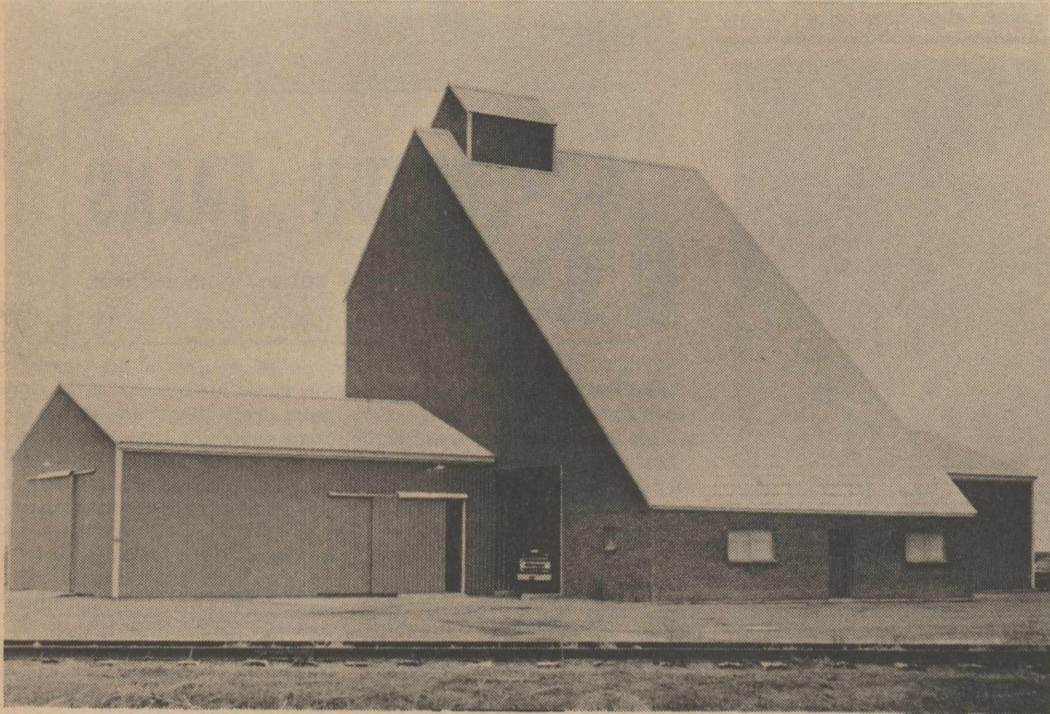
Consolidated With The Hart Dispatch, July 26, 1962

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

VOLUME 3

HART, CASTRO COUNTY, TEXAS, THURSDAY, JANUARY 7, 1965

NUMBER 26



TIDE'S NEW PLANT IN HART

## Open House Set Jan. 18-23 At New Tide Plant In Hart

The Hart branch of Tide Products Inc. has set Jan. 18 through 23 as their official open house week.

Everyone in the community is invited to come by and visit and see the Hart plant in operation. The plant is located a mile east of Hart on Highway 194.

During the open house week, visitors will be able to see prescription fertilizer blended to the grower's specifications.

Refreshments will be served during the open hours, 8 a.m. to 5 p.m. Door prizes will be given.

The completion of the new bulk fertilizer plant and insecticide warehouse brings to the farmers of the area a complete line of agricultural chemicals.

The plant will be managed by Clarence Kerns, Jr. and superintendent is John Banworth. Joe Martinez is plant delivery man.

On Jan. 1, 1963, Tide Products Inc. affiliated with Union Carbide Corporation of New York in order that they might better serve the farmers of all agricultural areas with the finest in agricultural chemicals.

Since becoming affiliated with Union Carbide Corp., Tide has opened plants in East Texas, Alabama, Georgia, Louisiana, and the West Texas branches in Littlefield, Farwell, Hereford and now Hart.

Tide's Hart plant will offer to the growers of this area a complete line of agricultural chemicals and will specialize in prescription blended fertilizers that will supply the exact plant food requirements of the soil and for the crops grown in the area.

Soil tests will be taken free of charge, tissue samples from

growing crops will be analyzed --all by an independent testing laboratory, and the correct fertilizer, prescription blended from high analysis raw material will be delivered fresh and free-flowing direct to the farm.

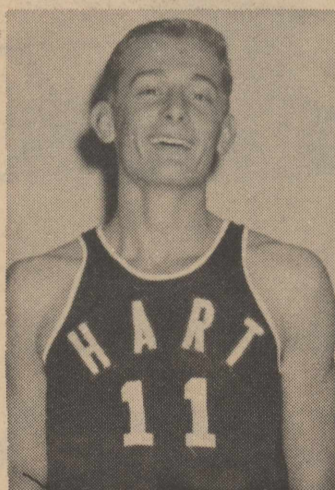
Tide's custom-designed delivery and storage equipment plus their modern application

equipment reduce labor costs and provide the grower with a good product at a minimum cost.

Tide is primarily a marketing organization, whose main function is to bring proven agricultural chemicals to the grower and thus help the farmer solve some of his economic and production problems.



MISS CONNIE BAILEY



GARY HELLER

## Gary Heller, Miss Bailey Are Selected All-Tourney

Gary Heller and Connie Bailey, both of Hart, were among those selected for the boys and girls all-tourney team after the Farwell tournament.

Hart boys took consolation in the tournament after downing Bovina 41-40. Larry McKay led with 20 points.

Hart girls lost consolation honors after they were downed by Bovina, 67-38. Connie Bailey scored 17.

Dimmitt dropped Friona, 40-39, to win the girls division and

the Friona boys downed the host team, 44-34, to win their division.

Third places for both boys and girls went to Muleshoe.

## PTA Meet Set

Hart PTA will meet Monday Jan. 11 for a program on pupil personnel services.

## History Of Hart To Be Compiled By Zealot Club

A long, tedious job of compiling the history of the Hart community is being started by the Zealot Club.

Mrs. Ralph Futrell, president of the organization, said the Zealot Club has planned its year's program around the project.

"We will need the help of everyone in the community," Mrs. Futrell said.

The club plans to devote its program each month to a 10-year-period of the community's history.

At the end of the year, the work which has been done each month will be put together to form what is hoped will be a reasonably complete history of Hart.

The club's first meeting in January will be devoted to installation of officers.

In February, the program will cover the period from 1900 to 1910.

"We want to concentrate on this period of time at the present," Mrs. Futrell said.

Anyone who can give the club facts about the community from 1900 to 1910 is asked to con-

tact Mrs. Futrell or any club member.

"If anyone happens to be going through old things and runs across something which would contribute to our project, we would be happy to pick it up or visit with them about it," said Mrs. Futrell.

Mrs. Futrell said borrowed objects of historical interest, or pictures, would be returned to the owners.

"We hope everyone in the community will join with us to make the project successful," said Mrs. Futrell.

The Hart Beat will cooperate as much as possible with the project, and plans to reprint much of the historical information during the latter part of the year.

## Stock Show Plans Start

Stock show time is just around the corner and Hart FFA boys have their plans for the season well underway.

First show of the year for the group will be the Hereford show, set Jan. 14, 15 and 16.

This will be followed by the Amarillo Fat Stock Show, later this month, and the Fort Worth show, in early February.

In the Hereford show, George Bennett, will exhibit a Hereford steer and Darryl McLain will enter two Shorthorn steers.

In the lamb division, Jerry Smith will enter two Hampshire; Jim Swindle, a Southdown and Hampshire; and Larry McKay, a Dorset, Southdown and Fine Wool.

In the barrow division, the following boys will enter livestock:

Roger Cleaves, Poland China; George Heck, Poland China; Danny Smith, Poland China and Berkshire; Tommy Gonzales, two Poland China; Jim Swindle, Poland China; Bob Crick, Hampshire and Chester White; Jerry Smith, Duroc and Poland China; Jerry Parker, two Hampshire; Larry Parker, Hampshire; Bobby McLain, Hampshire and Poland China; Oscar Brooks, Berkshire and Poland China; Tommy Morrison, two Hampshire; Larry Davis, Duroc and Chester White; Gary Heller, two Duroc; Danny Godfrey, Duroc and Poland China; and Roger Lancaster, Berkshire.

The barrows will be shown in Amarillo Jan. 24 and approximately 30 to 35 barrows will be shown at Fort Worth.

## Draft Board Sets Policy

HEREFORD ---State Draft Board No. 18, which has jurisdiction over Deaf Smith, Farmer, Randall and Castro Counties, has announced a tougher policy regarding men that register late.

The new policy was announced by Virgil Dodson of Hereford, board chairman, and was effective Jan. 1.

Federal law requires that young men register with the nearest draft board on their 18th birthday or within five days thereafter.

Under the new policy, all young men that register as much as one day late will be asked in writing to send the board a statement explaining why he was late in registering. Those that register as much as 30 days late will be asked in writing to appear before the board in person to explain their tardiness.

The board will give formal official consideration to declaring these men delinquent under the law and processing them for armed forces induction ahead of other men in their age group.

This new policy has been adopted due to the number of late registrants that the board has had during the last few months.

## State Average Sales Tax Tables Are Now Available

Texas taxpayers may use a state sales tax table as a guideline when filing their 1964 federal income tax returns. Ellis Campbell, Jr., district director of Internal Revenue said the table is now available.

The table shows the average amount of state sales tax paid by Texas residents and may be used by taxpayers who itemize their federal income tax deductions. Similar tables have been prepared for 36 other states and the District of Columbia.

For the first time since 1960 when the tables were originally issued there has been a general revision of the amounts, Mr. Campbell said. The latest tables are based on summary data showing the patterns of consumer expenditures developed by the Bureau of Labor Statistics from a 1960-61 study. Previous tables were based on a 1950 study.

Previously, tables were revised only to reflect changes in sales tax rates or the commod-

ities covered by the particular state's laws.

The recent study shows that household operations, property taxes, medical care, personal care services, education, and insurance have, for the most part, comprised a larger part of the total consumer expenditures in 1960-61 than they did in 1950. These items are not usually subjected to state sales taxes.

The new tables omit the state sales tax on automobiles purchased, thus providing a uni-

form treatment of this item for all states. Now taxpayers who purchase an automobile may add the sales taxes paid on the purchase to the amount shown in the table.

The result of the revision, particularly the elimination of the allowance for autos, has reduced the amount shown on the sales tax tables. The new tables, however, are a more accurate measure of the average sales tax paid in the various states.

Internal Revenue reminds

taxpayers that these tables are not required to be used. They are furnished as a guide for the convenience of taxpayers who itemize deductions on their federal income tax returns but who wish to use a "standard" amount for state sales tax which will not require detailed substantiation. Taxpayers have the choice, of course, of deducting the actual amount of state sales taxes paid.

Cigarette taxes are no longer deductible in Texas, due to the tax law change in 1964. The average state sales tax table for Texas tells taxpayers they can deduct 5¢ per gallon on gasoline.



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# PLAINVIEW CO-OP COMPRESS

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The staff of the National Cotton Council, foreseeing the possibility of a cotton acreage cut if cotton should resume the market losses it was experiencing until April, 1964, has compiled a study of the probable effects of such a reduction. The study concludes that a drastic cutback in cotton production would have effects reaching throughout American agriculture.

In the short range, if the cotton allotments should be cut by 8 million acres, there would be a loss of about \$784 million, or around 58 percent, in farm income from cotton.

There would be a sharp upward spurt in production of soybeans, feed grains, commercial vegetables, and hay for cash sales. Output from former cotton acres, in many cases, would be competing in markets even now tormented by oversupply.

In the long range, the emphasis would be on growing more feed and converting it into animal products -- especially beef. The projected increase in beef production would add about 12 and a half percent to total U. S. supplies.

The study was prefaced with the explanation that the Council had been asked for facts that could be expected if resources devoted to 8 million acres of cotton should have to be diverted because of failure to keep cotton competitive in price.

"Without a competitive price," the study noted, "the export market for cotton would be lost and the domestic market greatly reduced, so that the basic national cotton allotment would have to be cut back from 16 million to perhaps 8 million acres within a short period of years."

Short-term effects of adjustments that would be forthcoming, according to the survey:

Even though the 8 million acres formerly planted to cot-

ton would be diverted to the next most profitable crops, gross income from this land could be expected to drop by well over 50 percent, even if prices of the other crops did not decline.

Soybean production would be increased by something like 69 million bushels -- adding to the danger of oversupply and lower prices.

Feed grain production would likely be increased by close to 5 million tons -- thus increasing the already serious problems of oversupply.

Commercial vegetable production would probably be increased by nearly 3 million tons -- which could completely demoralize the markets for these products.

The study concluded that the change-over would have these long-term effects:

As cotton shrinks in importance, those who once built their operations around this crop would have to develop new farming systems, inevitably, their new emphasis would be on growing more feed -- plus conversion of this feed into beef, milk, pork, eggs, and broilers.

In considering what might be done with resources formerly devoted to cotton, the Study stressed, it is important to remember that: (1) the 8 million acres of cropland involved are among the most productive in America; (2) from the standpoint of climate and geography, these acres are adaptable to a broad range of production possibilities; (3) the management of these acres is among the most alert and progressive in the nation; (4) while cotton has always been a regional crop, the major alternatives to it are critically important to other sectors of American agriculture; and (5) the output from 8 million former cotton acres would in many cases be competing in markets that are even now tormented by the problem of oversupply.

## THE HART BEAT

Member 1964  
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Subscription rates: \$2.50 per year in Castro and adjoining counties. \$4.00 per year elsewhere in Texas. Out of Texas, \$4.00 per year.



TONI LEA HOOD, shown above, was a guest during the Christmas holidays in the home of Mr. and Mrs. Joe Newman, Cheryl and Terry. Toni is a resident of Buckners Baptist Girls Home, Lubbock. The Esther Sunday School Class of the First Baptist Church is sponsor of Toni. Mrs. Newman teaches the class. She visited from Dec. 22 to Jan 3.

### Good Neighbor Meeting Held

Good Neighbor Club met Jan. 5 in the home of Mrs. Willis A. Hawkins Sr. with two guests, Mrs. Roland Shepard and Mrs. Ena Bowden.

Members present were Mmes. Buster Aven, Kenneth Lambert, Ray Bennett, Paul Brooks, T. B. Cox, T. R. Davis, E. E. Foster, Fred Hamm, Percy Hart, John Rice, Lester Mc Lain, Wade Mills, J. D. Murray, W. A. Hawkins, Sr. and Homer Hill.

Next meeting will be Feb. 2 in the home of Mrs. Homer Hill with Mrs. Fred Hamm as co-hostess.

### SCOUT NEWS



Girl Scout Troop 404 met Tuesday Jan. 5 at 4 p.m. at the school to make coasters.

Present were Kathy Kennedy, Sylvia Gonzales, Vickie Newsum, Elizabeth Stephens, Nancy Graves, Debra Hardy, Dee Ann Clevenger, Debbie Heck, Brenda Cheves, Dena Gardenhire, Cindy Dyer, Lisa Lacy and Beverly Hill.

Leaders are Mrs. Arelen Dyer and Mrs. James Kennedy.

Brownie Troop 333 met Tuesday Jan. 5 at 4 p.m. at the Scout House.

Present were Nora Tovar, Joyce and Donna Welty, Roxana Irons, Shirley Flippa, Jan Harris, Cherly Firday, Brenda English and Kathy Cheves.

Leaders are Mrs. Arthur Cheves and Mrs. Leonard Welty.

Next meeting will be Monday Jan. 11 at the Scout House.

Girl Scout Troop 158 met Tuesday Jan. 5 at 4 p.m. at the Scout House to work on their badges.

Present were Kathy Alexander, Sharon Aven, Sharon Brooks, Brenda Covington, Joan Dudley, Gaylene Hawkins, Jean Inscore,

Sandy Bennett, Jeton Jones, Becky King, Diane Lancaster, Carol Miller, Marsha Seago, Cathie Warren and Kathy Weatherly.

Leaders are Mrs. K. Covington and Mrs. D. Miller.

Brownie Troop 47 met Monday Jan. 4 at 4 p.m. at the Scout House to practice on the flag ceremony. Games were played and songs were sung.

Cynthia Smart served refreshments of cookies and punch to Tonya DeBusk, Cindy Hill, Carla Rambo, Ann Moore, Dee Ann Bailey, Jana Hill, Debbie Grider and leaders, Mrs. Dean Grider and Mrs. Jeff Smart.

### SCOUT NEWS



Boy Scout Troop 246 met at 4:30 p.m. at the Legion Building with Derryl Clevenger, Dwight Miller and Paul Armstrong,

Those present were Mike Armstrong, Rickey Bennett, Jerry Heller, David Warren, Vick Nelson, Gary Rambo, James Jackson, Donny Burress, Tony Miller, David Hawkins, Kim McGill, Mark Porter, Lonnie Davis, Danny Black and Larry Sanders.



### WHO'S NEW

A son was born to Mr. and Mrs. Martinez, Hart, Jan. 4 in the Olton Community Clinic. The boy was named Robert S. and weighed 7 pounds and 9 ounces.

VISIT HARTS  
Visiting in the Percy Hart home during the holidays were Mr. and Mrs. Norman Livesay of Lubbock and Mr. and Mrs. Glen Bouers of Duncan, Ariz.

#### VISIT NEWSOMS

Brenda Price of Plainview visited her aunt and uncle, Mr. and Mrs. Stewart Newsom.

#### FUNERAL

W. E. Vaughn, father of Mrs. J. W. Nivens, was buried in Denton Sunday evening Jan. 3. He had been ill for some time.

#### FUNERAL

Mrs. Helen McFarland, mother of Clint McFarland, was buried Saturday in Butles, Mo.

#### VISITS LANDERS

Mrs. Sherrye Flynt and little son Jeff of Westminster, Calif. visited in the home of her grandparents, the C. G. Landers, and parents, Mr. and Mrs. Joe West of Earth, the past three weeks.

#### IN OKLAHOMA

Mr. and Mrs. David Nelson were in Oklahoma City Dec. 26-29 to take Cathy through the allergy clinic.

#### IN MEADOW

Mr. and Mrs. Clifford Myers visited his brother Mr. and Mrs. J. L. Myers, in Meadow, Sunday.

#### VISIT NELSONS

Mr. and Mrs. D. H. Nelson from Friona visited the David Nelsons Sunday.

#### LUBBOCK VISITORS

Mr. and Mrs. Jim Cummings of Lubbock visited her sister, Mrs. Simpler and Mr. and Mrs. Miles Cox Sunday.

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Ladies Dresses  
Ladies Coats  
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MEMBER F.D.I.C.

## Public Service 1965 Building Program Is Told

Southwestern Public Service Company's 1965 construction and improvement program calls for an investment of \$24,607,000 in new facilities, it has been announced by A. R. Watson, president and general manager of the electric company.

The company's construction plans for 1965 anticipate the second largest annual improvement program in the company's history, topped only by 1964's record investment of more than \$30,000,000. At the conclusion of the 1965 program, the electric company will have invested nearly \$120,000,000 in new equipment in the 1961-65 period.

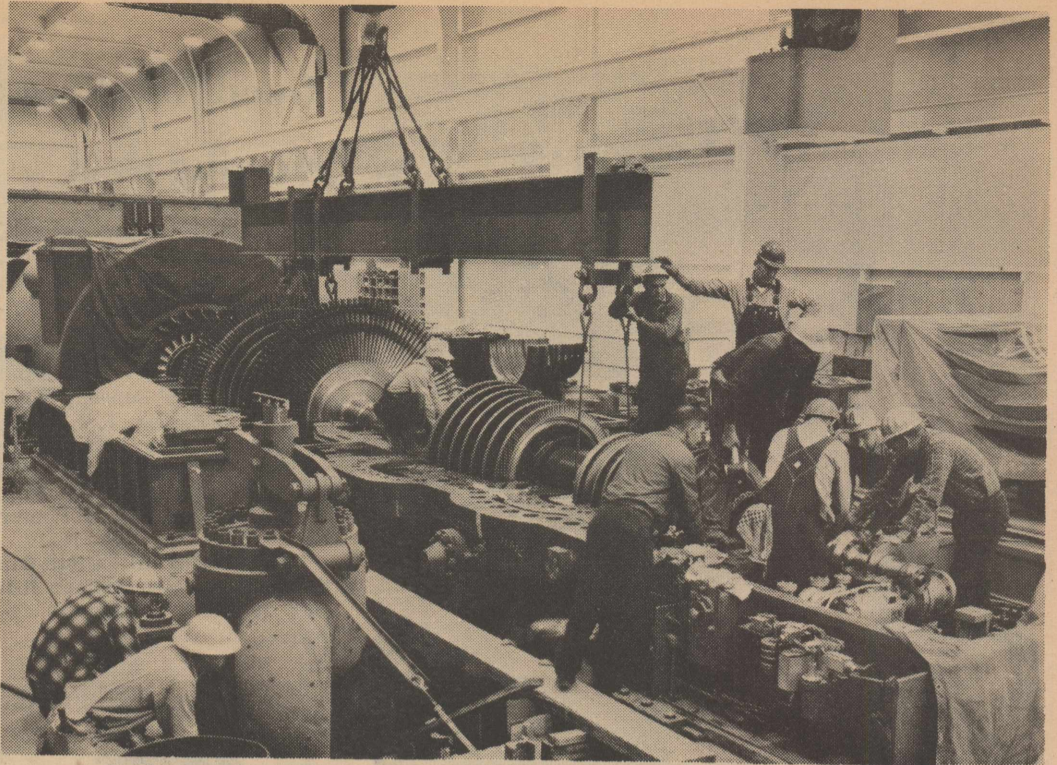
"One year ago, when we announced a record single-year construction budget, our forecast was for continued growth throughout our 45,000 square mile service area. Our optimistic outlook remains unchanged, as evidenced by the continued high level of new equipment investment we plan

for 1965 and the years to follow. Inasmuch as we must begin our planning and construction to meet our customer's needs from three to five years in advance of their actual requirements, it is apparent that we anticipate continue economic expansion in our service area," Watson said.

A major portion of the electric company's 1965 construction budget will go for additions to its interconnected generation and transmission system, which includes 11 base-load electric generating stations which are linked together by a 4,000 mile network of high voltage transmission lines.

The additions to the generating capability include a 210,000 kilowatt unit to be installed at Cunningham Station, west of Hobbs. The Cunningham addition will be the second 210,000 kilowatt machine to go into service within the period of a year. Plant X, near Earth, houses the first of these giant generators, the largest single unit in service on the company's system.

The other generating additions to be completed in 1965 are gas turbine units to be installed at Borger and Pampa. These units will be located at industrial plants in each case,



**CONSTRUCTION PROGRAM** -- One of the major investments in the 1965 construction program of the Southwestern Public Service Company is a new 210,000 kilowatt generator, which is being installed at Cunningham Station, west of Hobbs. The new unit, pictured under construction, is scheduled to be in service in mid-1965. Southwestern Public Service Company's 1965 improvement program calls for an investment of \$24,607,000 in new equipment, second largest construction budget in the company's history.

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with the fuel to be provided by the customer.

At the Borger location, where natural gas will be purchased from the customer for fuel, the exhaust gases will be returned to the customer for use in his plant.

At Pampa, hot pressurized gases which are a by-product of the customer's manufacturing process, will serve as the fuel for the new turbine.

"These 'tailored' installations of generating equipment are indicative of our responsibility to conserve the natural resources of the area we serve. In each case, there will be total utilization of the heat energy present in the gases, and all waste will be eliminated. This of course, introduces economies for us as well as the customer, and is the type of pro-

gram we must carry on to keep the customer's price down by keeping our costs down. The benefit of this type of planning goes to all of our customers," Watson said.

1965 will see a continuation of a program started last year to convert the main arteries of the company's transmission network to 230,000 volt lines. The major voltage was 115,000 volts until this year.

Scheduled for completion this year are 230,000 volt lines running from Plant X to Cunningham Station and from Plant X to Nichols Station, northeast of Amarillo.

The 230,000 volt lines have four times the carrying capacity of the 115,000 volt circuits and their increased transmission capability ties in with the larger more efficient generating units such as the two new 210,000 kilowatt machines to both improve service and keep it economical.

A 115,000 volt line is being constructed from Amarillo to Borger to provide the electric power for pumping the water through the aqueduct system associated with the Canadian River Dam.

Load growth in the Hereford-Dimmitt area will bring the construction of another 115,000 volt circuit from Plant X to Hereford. This will "firm up" for many years the power supply in this growing region.

#### VISIT FORDS

Mr. and Mrs. J. G. Ford of Canyon, Doug Ford of Jal, N.M., Joe Bob Sanders and Carolyn Simpson of Dimmitt and Mr. and Mrs. Willis Hawkins Jr., and family of Hart spent New Years Day in the home of Mr. and Mrs. Guy Ford.

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"There is great satisfaction in being able to say to our customers once again as a new year starts that their electric service dollar is buying more than ever before. Three things make this record possible. First of all are the customers themselves, who are using more electric power than ever before. They make it possible for dedicated employees working with the most modern and efficient equipment to keep down the price of our service in the face of rising costs for fuel, equipment and labor," Watson concluded.

#### VISIT CLEVENGERS

Mr. and Mrs. Josh Davis, Mark and J. W. of Hurst visited in the home of Mr. and Mrs. Deryl Clevenger recently.

#### VISIT CLEVENGERS

Jeffrey and Vickie Kiker visited in the home of Dee and Duane Clevenger over the Christmas holidays. Iona Clevenger spent part of the holidays with Mickie George, who then returned home with Iona.

#### VISIT NEWSOMS

Mr. and Mrs. J. J. Newsom had their children for the New Year's dinner, Mr. and Mrs. Frank Wiley and family of Lubbock and Mr. and Mrs. Stewart Newsom and family and Brenda Price of Plainview.

#### CLOVIS VISITORS

Mr. and Mrs. Johnnie Leslie of Clovis, N.M., visited Mrs. Zella Height and Mr. and Mrs. H. E. Loman Sunday afternoon.

#### VISIT STONES

Mr. and Mrs. Steve Moore, Roger and Michelle of El Paso spent the holiday with her parents, Mr. and Mrs. E. W. Stone, and her sister, Mrs. Kenneth Covington.

#### NEWMAN-DUDLEY AGENCY

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CLARENCE KERNS



JOHN BANWORTH

## Tide Products Personnel For Hart Branch Listed

Personnel for the Hart branch of Tide Products Inc. will include Clarence Kerns, branch manager, John Banworth, plant superintendent; Joe Martinez, plant delivery man.

Kerns, 31, is a 1956 graduate of Texas A&M and is a former county agent for Briscoe and Dallam counties. He is also an army veteran.

He and his wife, Marlena, have three children, Cynthia, 6; Steven, 4; and David, 2. They are members of the Baptist Church.

Banworth, 27, is a 1960 graduate of Texas A&M and joined Tide after his discharge from the Air Force, where he served as a First Lieutenant. His previous experience was in South Texas, where he "grew up with irrigated farming."

He and his wife, Judy, have

one son, Stephen, 3, and are members of the Methodist Church.

In all Tide plants, positions at the supervisory level are held by college graduates.

Martinez, 32, served ten and an half years in the Air Force and has lived in Hart since 1941.

He and his wife, Irene, have four children, Rocky, 8; Rodney, 5; Randy, 2; and Roger, 1.

Jim Lang, district manager, has his headquarters in Littlefield at the district office. He is the supervisor of the West Texas division.

### VISIT DAVISES

Visiting in the home of Mr. and Mrs. Judd Davis over the weekend were Mr. and Mrs. R. L. Benson and boys of Abilene.



ALL ALONE FOR TWO -- Connie Bailey is left relatively unmolested as she goes up for two points against Amherst

### FUNERAL

L. H. Davis of Sayre, Okla., grandfather of Mrs. Jim Height and great-grandfather of Mrs. Glen Reed, died Tuesday morning.

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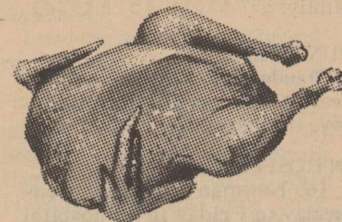
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U.S.D.A. GOOD

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46 OZ. CAN

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### PEARS

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### ORANGES

SUNKIST NAVELS

LB. **15¢**

### ONIONS

YELLOW SWEETS

LB. **5¢**

### RADISHES

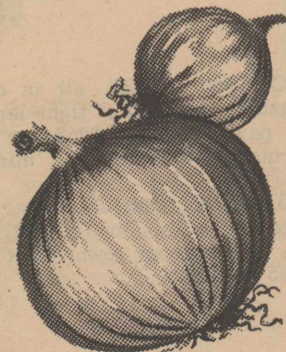
6 OZ. CELLO PK.

EACH **5¢**

### GREEN ONIONS

FRESH

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SPECIALS FOR JANUARY 8-9, 1965

## WALT HANSEN GROCERY

**IN ODESSA**

Mr. and Mrs. Claude Ray and son spent Christmas day in Odessa with members of their family.

**FUNERAL**

Claude Ray attended the funeral of his cousin, Jim Flournoy, in Austin this week.

**IN HOSPITAL**

Joe Newman spent from Wednesday to Friday in the hospital at Dimmitt.

**IN HOSPITAL**

Raymond Hinshaw is in the Plainview Hospital after an operation Tuesday.



1965 HART LONGHORNETTES

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1x12 WP Decking----\$6.95  
1x6 & 1x8 Clear  
Yellow Pine-----\$16.50  
105 Clear Yellow  
Pine Siding-----\$16.50  
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3/8"-----\$1.20  
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PLAINVIEW, TEXAS

**PARKS POPULARITY UP----**

Parks and Wildlife Director J. Weldon Watson reports that authorized State Park improvements are well ahead of schedule. Parks will be ready for what the department predicts will be the "greatest park year in history," says Watson.

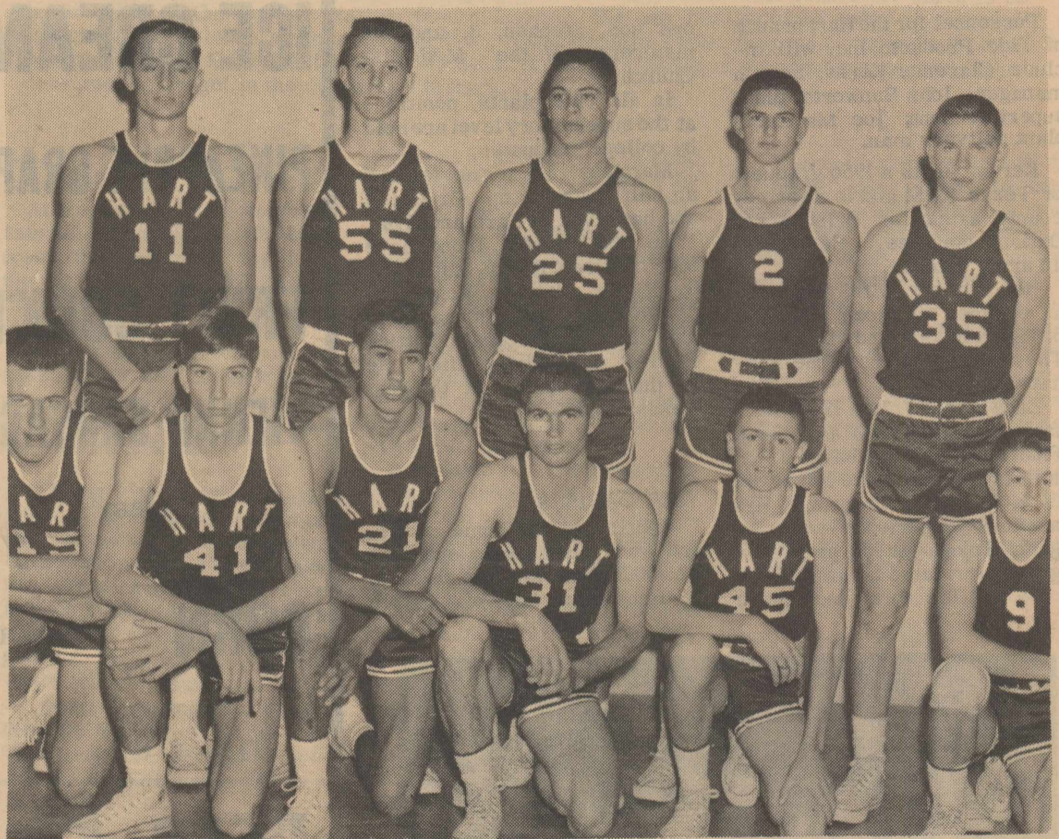
State parks attendance for 1964 was 7,900,000 visitors, compared to 7,200,000 in 1963.

Development of a proposed LBJ State Park across from the LBJ Ranch in Gillespie County will further increase park attendance.

Watson now is conferring with a Tennessean who recently purchased the property along Ranch Road 1 for commercial purposes. New owner planned to build a motel there.

**IN HOSPITAL**

Sherry Morrison is in the Plainview Hospital with Pneumonia.



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NICE 960 ACRES, all in cultivation, in extra good irrigation water, and tight land, 936 acres milo allotment, on paving, priced \$265 per acre, 29 per cent down, good terms on balance, half minerals, six miles from town.

680 ACRES, 630 acres in cultivation, in extra good irrigation water, on paving, 629 acres milo allotment, six miles from town, tight land, half minerals, priced \$185 per acre.

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and Oil and Gas Leases  
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**Material Abundance Not Enough**

As always, with the year's ending, there was a flood of reports on what had happened in this nation and the world along with all manner of forecasts of things to come.

Many of these summaries dealt with the progress of the U. S. economy during momentous 1964. In area after area, industry after industry, there were notable gains, some of a truly spectacular dimension. Records fell like tenpins. All in all, despite certain dark spots, the system we call free enterprise brilliantly demonstrated its astonishing strength, vigor, purposefulness, and imagination. And the material results were fully shared by the many not just the few. In sum, the system demonstrated once again, and perhaps more effectively than ever before, its superiority over any yet devised by man.

Other backward looks concerned themselves with a world situation in which question mark is piled upon question mark, and confusion compounds confusion. It is very certain that reappraisals of our policy have now become unavoidable -- toward Asia, Europe, Latin America, almost everywhere. Far-reaching changes took place in the world during the 12 brief months of the year. Powerful as we are, rich as we are as a nation, well meaning as we may be, there is no room for complacency.

And that can be said of our domestic affairs as well as our posture in the larger world. It is very easy, when incomes are high, the standard of living is at a peak, and we have reached an astonishing degree of material well-being, to become complacent and to let values become warped and atrophied.

The point is that material abundance is not enough. It is important -- vastly so. But the long-run strength of a people cannot be measure just in terms of goods and services. It must be measured, rather, in what goes on within our hearts and minds. If human freedom, here or anywhere, is to be perpetuated it must continually be fought for. The weapons are many -- self-reliance, a sense of individual responsibility, a concept of duty that has nothing to do with material advantage, and spiritual belief. These, among others, are eternal verities.

It may be hard to remember and to act on this in an era in which everything is huge -- government, business and industry, the labor organizations, the farm groups. The individual, some may think, is dwarfed by the forces that surround his life. And so he will be if he takes that attitude. The very conditions of today present the individual with his greatest challenge. He, in the mass, decides what his nation shall be like. He, in the mass, decides, for example, whether he is to retain the dignity and the independence that the founders bequeathed to him or whether he is to supinely accept a welfare state in which he can only be a statistic whose rights and liberties grow ever fewer.

We need to constantly remember and reaffirm those principles and virtues which built this nation, during years in which living was incredibly hard and the price paid for freedom was blood and travail.

Thomas Jefferson wrote long ago, "The God who gave us life, gave us liberty at the same time." We have the gift -- now it is up to us to keep it intact.

**HAPPY BIRTHDAY**

JANUARY 7  
Preston Upshaw  
Brett Avon

JANUARY 8  
Keith Newson  
Pamela Shive  
Shirley McLain  
Johnny Newsom

JANUARY 9  
Jennifer Smart  
Tammye Jean Hill

JANUARY 11  
Irene Brooks  
Roni McGill

JANUARY 13  
Marsha George  
Mrs. Bob Bennett

JANUARY 14  
Tamera Bowden  
Keith Lemons

JANUARY 15  
Mrytle Lee

JANUARY 16  
Blair Morrison  
Leslie Reed  
A. L. Wilson  
Benny McLain

Marcia Wescott  
Marvin Gardner

**HAPPY ANNIVERSARY**

JANUARY 7  
Rue and Guy Ford

JANUARY 8  
Mr. and Mrs. Preson  
Mr. and Mrs. Preston Upshaw

JANUARY 11  
Mr. and Mrs. Melvin Aven

JANUARY 14  
Mr. and Mrs. Walt Hanson

JANUARY 15  
Mr. and Mrs. Owen Hankins

VISIT RAYS  
Mr. and Mrs. W. F. Ellis of Little Rock, Ark. visited in the home of their daughter and family, Mr. and Mrs. Claude Ray and Clifford. Other guests were her sister and family, Mr. and Mrs. L. A. Sutton and son of San Pueblo, Calif., Mr. and Mrs. J. P. Gray and children of Odessa, nephew and family, Mr. and Mrs. Bill Edward of Odessa, and Mr. and Mrs. Charles Wyatt and son of Plainview.

IN DALLAS  
Mr. and Mrs. Kenneth Covington spent the holiday with his parents in Dallas and relatives at Bonham and Dennison.

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**Baptist Meet Set At Wayland**

PLAINVIEW -- Two authorities on church activities from two leading Southern Baptist seminaries will be featured speakers at the 44th annual Pastors and Laymen's Conference to be held Jan. 25-26 at Wayland Baptist College.  
Dr. W. W. Adams, professor of New Testament Interpretation at New Orleans Baptist Theological Seminary, New Orleans, La., and Dr. Joe Stiles, professor of Church Administration at Southern Baptist Seminary, Louisville, Ky., will each bring six messages built around the conference theme, "Edifying the Church."

VISIT BROOKS  
Mr. and Mrs. B. C. Snell and Beverly, Mr. and Mrs. M. L. Snell and Marion Lea of Ackerley visited their brothers Jim and Paul Brooks, this week.

**Coming Events**

JANUARY 10  
Attend Church

JANUARY 11  
P. T. A.  
Co-op Gin  
Lions Club

JANUARY 13  
Ladies Bible Class of Church of Christ

JANUARY 14  
W.S.C.S

BIRTHDAY  
Mrs. Paul Brooks gave J. W. Welty, her father, a 74th birthday dinner Sunday Jan. 3.

**SCHOOL MENU**

JAN. 11-15

MONDAY -- Lima Beans and ham, lettuce wedges, beet pickle, mixed greens, cornbread, milk, butter and peaches.

TUESDAY -- Franks and cheese stick, tamale corn, cabbage and carrot salad, hot roll, milk, butter, plain Jello and Whipped topping.

WEDNESDAY -- Turkey with rice dressing, celery stick, English peas, hot rolls, milk and butter and cherry pie.

THURSDAY -- Steak and gravy, buttered rice, brussel sprouts, yeast biscuits, milk, butter, and spiced apples.

FRIDAY -- Chuck wagon beans, buttered cabbage, dill pickle, carrot stick, cornbread, milk, butter and cake with brown sugar icing.

**FOR SALE**

FOR SALE: 30 inch Enterprise gas cook stove. Call 938-3755 or 938-3217. Mrs. C.W. Seage 21-tfc

FOR SALE BY OWNER: 160 acres, good irrigation farm. Cotton, maize and wheat allotments. Strong eight-inch well, underground tile, natural gas. Located between Hub and Bovina, half-mile from pavement. Call or see D. H. Nelson Friona, Texas. Phone 247-3108. 49-tfc

**WANTED**

CUSTOM FARMING, fertilizing flatbreaking, plowing. Call Gene Heath. Day, phone 647-4831. Night, phone 647-3981. Dimmitt, Texas. 15-26tc

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Our New Dividend Rate On Savings Accounts

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ANNUAL ANTICIPATED RATE

Deposits By 10th Earn From 1st Of Month

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Olan Alexander, Vice President and Manager



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FORMAL OPENING OF THE

# HART BRANCH OF TIDE PRODUCTS, INC.

-FERTILIZER

-HERBICIDES

-INSECTICIDES

-FUNGICIDES

WEEK OF JAN. 18-23, 1965

8 A.M. TO 5 P.M.

- ★ Bring The Whole Family
- ★ Door Prizes, Including Deer Rifle
- ★ Come And Go Affair
- ★ Refreshments Will Be Served

**NEW CONCEPTION IN FERTILIZER** - - - Tide's Prescription-Mix fertilizer is blended from high analysis raw materials to fit your exact plant requirements.

**How Tide's Tilt-Box Serves You** - - -

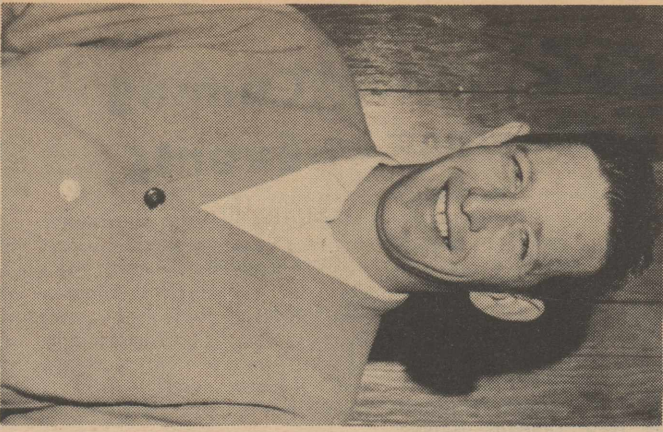
Tide's Tilt Box pictured at the right, is an air tight, all weather container. It keeps your fertilizer dry, fresh and free flowing. This Tilt Box puts 14,000 pounds of fertilizer where you want it . . . at the most convenient location to the field and high enough to make loading any type of application equipment easy.

**Tide Services** - - -

Tide grower services and products are planned to save time and labor . . . help take the guesswork out of farming. Agricultural consultants, Free Soil Tests, Tissue Tests, Tide's custom-designed, weather-proof, delivery and storage equipment, and application equipment cut your production cost.

**Economical** - - -

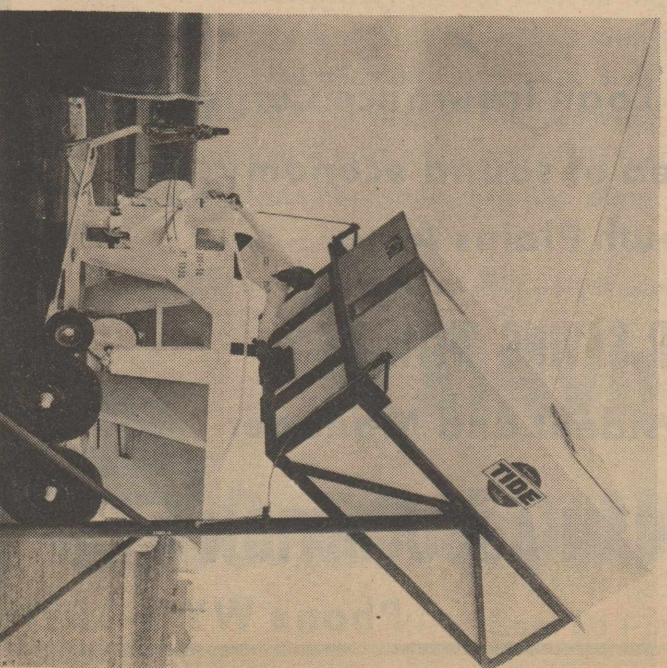
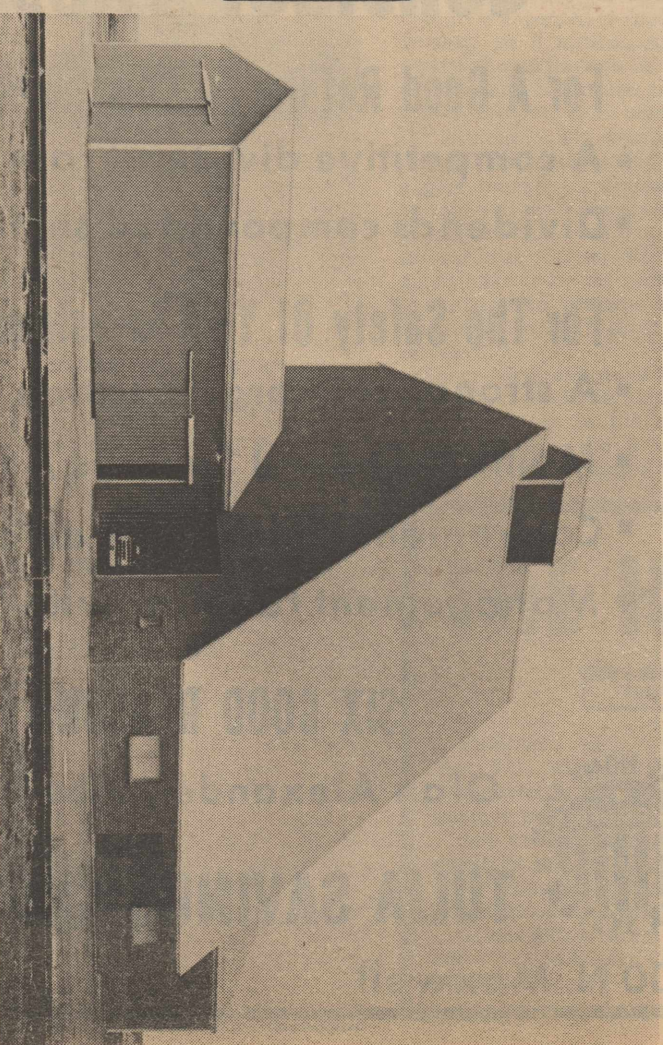
Ease of handling fertilizer in Tide equipment reduces cost . . . saves time and labor. One man can fill an applicator or spreader in 2 to 3 minutes with Tide Fertilizer, simply by opening a gate. With "Prescription Mix", you buy only the Nitrogen, Phosphate and Potash and or the exact trace elements your soil tests indicates you need. High analysis fertilizer cuts material handling costs. No bags to handle (unless you want it bagged), and no storage problem, as Tide's Tilt Box, holding 14,000 plus pounds provides water proof storage and delivery on the turnrow.



Clarence Kerns, Branch Manager



John Barworth-Plant Superintendent



Hart, Texas

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Joe Martinez And Tide Tilt Box