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Farming With A JOHN DEERE Is Easier and Cheaper..

"I'll say farming with the more profit"
Farming with a John Deere is so far ahead of horses or mules that there is no comparison. Furthermore, John Deere farming means lower-cost farming.
Until you own and operate a John Deere you can not appreciate the benefits and advantages of it. But just ask any John Deere owner about it. He has tried both horses and the John Deere, and he knows. You can bet that he isn't going back to horses .-. Or mules either.
With a John Deere you can get the job done speedily, and speed often saves a crop in this country. Ask your neighbor about his John Deere, and then call on us for a demonstration.

## LEA IMPLEMENT COMPANY

MATADOR, TEXAS
PHONE 21M

tador, Motley County, Texas, Thursday, January 21st, 1937
Resettlement Project Is Completed In N. M.

THE MATADOR TRIBUNE


"BE IT RESOLVED: That I will make use of the Electric Servant in 1937." One of the best $\hat{K}_{\text {ew }}$ U $_{\text {earr's }}$ Resolutions - a really MODERN Kítchen.'

The West Texas Utilities Company long ago resolved that it would bring the West Texas house
wife the maximum in service at minimum cost. wife the maximum in service at a minimum cost.
This vow has been kept to the letter. As proof, it This vow has been kept to the letter. As proof,
reminds you that the average housewife today reminds you that the average housewire today enjoys less than a score of years ago.
known
Yes, this policy of giving the housewife her money's worth, which has reduced the net average rate per kilowatt hour from as much as 20 cents to $\mathbf{5}$ cents, today makes electric service the cheap
est commodity in the average home.
The modern home is equipped with many appliances that use but relatively few watts of electric energy per hour. Electric refrigerators,
electric ranges and electric water heaters operate
on an incentive rate (discount) schedule that amounts to much less than 5 cents a kilowatt hour. There are 1,000 watts in a kilowatt- 1,000 watts of energy for one house for 5 cents.
The new electrified home should be the model West Texas American home under these condi-
tions. There is nothing proibitive tions. There is nothing prohibitive about the cost of operating any electric appliance. They have
become staple products, recognized as standard become staple products, recognized as standard for comfortable, modern homes-as much a fix-
ture as the rug on your floor. ture as the rug on your floo
Modern housewives will pass a resolution today to modernize their homes in 1937, using the Electric Servant to eliminate drudgery and to stimu-
late the happinés that electricity served late the happinés that electricity served up to yow
has made possible in this great area. has made possible in this great area.

> You can secure your modern Electric Kitchen step by step. As you add ecach major electric appliance-refrigerator, , ange and water beater - you automatically receive ibe benefits of low incentive (discount) rates.


West Texas Utilities Company
 MEMBEDR
Wemt Texnm
Press Ansociation
subscription rates:
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Resettiement fakn





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## J. P. Thornton

 Plumbing Contractor Installation - Repairing Wind Mill Work Telephone 42Něw York World's Fair Sitė From 9,000 Feet Up
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Consolidation
Notice To Our Customers


The Sanitary Beauty Shop has been consolidated with the Modern Beapity Shop and the equipment has been location.

You will receive the same courteous service, the same reasonable prices. We Appreciate Your Patronage
Moberta
Beanty Stion
Miss Dora Jameson - Mrs. A. P. Hodges
and Mrs. Noble Groves
Phone 2i's

Get The
Most Of
The Best

## For Less. .

There no economy in home wash-
ing when health is at stake. From steamy washroom to cold, windswept clotheslines . . . that's the path that leads many women to a long, expensive illness. Our service is prompt and inexpensive. Try it today.

FLOYOADA,

Good Food - - Moderate Priece
We Serve Delicious Steaks, Sandwiches, Short Orders, Plate Lunches GOOD COFFEE
Cigars-Cigarettes and Candies

Matador, Motley County, Texas, Thursday, January 21st, 1937 THE MATADOR TRIBUNE

with COAL that contains more Heat


Call 114J
For Your


BISHOP'S Feed Store
L. ह. Bishof, mer.

## Hatching Season <br> Will Start Feb. 6, 1937 custom eil started hatching

important notice Our New Blood-Testing Program offers a special service for guarding the safety of your growing chicks.
Custom hatching must be arranged two Custom hatching must be
or more weeks in advance.
Matador Hatchery
LEWIS NEWMAN, Mgr.

## NOTICE

 TaxpayersYour 1936 TAXES are now due and must be paid before the first day of February, 1937, to avoid penalty.

Both men and women are required to pay their poll tax. Unpaid poll taxes are a lien upon any real or personal property you may own, or come into possession of.

Those who are 60 years of age or more are not required to have an exemption to vote; those who have moved into the State since January 1, 1936, are required to have an exemption; those who have become 21 years of age since January 1, 1936, or will become of age during 1937 are required to secure an exemption certificate during January, 1937, before they may vote in any of the elections during the year; no charge is made for these exemptions.

## Car License

1937 automobile license fees cannot be paid before February 1st, 1937, but must be paid between Feb. 1st, and April 1st, 1937.

## L. A. CARLISLE

Tax Assessor, Collector and Sheriff of Motley Counly


Matador, Motley County, Texas, Thursday, January 21st, 1937


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## AGAIN!

## Matador Lions' Club Presents

 The Annual Sport Classic Boy's Basket ball tOURNAMENT

FRIDAY And SATURDAY JANUARY 22 \& 23

## SOME OF THE BEST

Basket Ball asgregations to be found in West Texas have made entries for the tournament, including Crowell, Quanah, Chillicothe, Paducah, Plainview, Floydada, Lakeview (Hall County), Flomot, Roaring Springs, Turkey, Valley View, and others.

2 Big Days and Nights


THE MATADOR TRIBUNE


Sales of Mew 1937 Ford $\mathbf{V}$-8's bring flood of late model trade-ins. Your opportunity to get a winter-ight car at the yor's lowast priea! Wide Selo..... of Makes, Models, Prices Liberal Allowances ... Easy Terms

| 1933 CHEVROLET Coach. G ood |
| :--- |
| paint, good tires, good mechanical |
| shape and priced to sell quick $\$ 265.00$ |


| 1933 CHEVROLET Coach. | Motor or |
| :--- | ---: |
| overhaled. Six Wheel job. A | bargain |
| at | $\$ 260.00$ |

> 1934 FORD TUDOR. Runs good and has good rubber, at the low price of only

| 1934 PLYMOUTH Coupe in A-1 con- |  |
| :--- | :--- |
| dition. Looks like new. | A real |
| bargain at | $\$ 325$ |

## MATADOR AUTO CO.

See these values today!


[^0]:    new management
    We specialize in finish work and offer
    Good Equipment - Hot, Soft Water Each Machine Sterilized
    Speedway Home Laundry J. D. Cartwright, Manager

