

VOICE OF THE Foothill Country

Matador Tribune

76TH YEAR—No. 32

MATADOR, MOTLEY COUNTY, TEXAS, THURSDAY, OCTOBER 12, 1972

PRICE TEN CENTS

TRAIL DUST

By DOUGLAS MEADOR



The hills sleep beneath their blankets of grass as they have through the centuries, rock-ribbed with rims of gypsum and clay that hold pockets of alkali. The silence is heavy, clear and rippling in the sunlight, as if time had just started. The tracks of the vanished herds of cattle are gone; bawling, hungry and cold cattle. Hoofs that broke the sleet and snow to get a mouthful of grass are long perished, as are the generations of cattle that followed them. Flesh produced from grass on the same hills and in the same valleys has sustained generations of people who have also passed. The hills and the prairies remain with their eternal willingness to grow beef to fill the mouths of generations yet unborn.

Often the beauty of a sunset is so intense that the heart must have relief in the gradual passing to be followed by the soft hands of twilight.

Truth is never more important than in that hour it sustains the honor of a friend.

An acquaintance has come up with an idea that there is a conspiracy between the postal service and the telephone companies. He points out that more urgent messages are being transmitted by long distance, but on the other hand he is satisfied to have his Social Security check delivered by the mails.

Our society has changed to obscure the formerly wayward child in the behavior of youth in general. There still remains, however, a wholesome attitude of young people that defies the outrages of change and restores confidence that the future will be as secure as it has ever been.

Freshly-ground coffee boiled in a pot on a kitchen stove had its own fragrance and taste that still remain to be equalled. Of course convenience has been improved which has become the all important factor in merchandising.

Fame is not always associated with wealth but under proper light they make a charming couple.

Time is sanctified in that hour when a man kneels to pray.

Club to Sponsor Guest Speaker

Dr. Fred Klerekooper, a former missionary, now pastor of the Grace Presbyterian Church of Plainview will be guest speaker at the Roaring Springs Baptist Church Thursday, October 19, at 7:30 p.m.

Dr. Klerekooper is being sponsored by the Predicta Study Club. His subject will be, "Ten years as an Evangelistic Missionary on the North Slope of Alaska." Movies and artifacts accumulated during those ten years will be shown.

While pastoring a 600-mile stretch of the North Slope of Alaska, the Presbyterian minister went "all out" learning the ways of the arctic and its people. He saw the country change from dogsled to airplane, and faced all of the adventures and dangers the arctic has to offer.

Through his work on the Eskimo Inupiat alphabet, Dr. Klerekooper was responsible for the printing of the New Testament in the Eskimo dialect.

The public is invited to attend this lecture.

Life Influenced by Early Association

by Douglas Meador

Probably the greatest influence in my early life resulted from the association of J. Dave Cameron, who grew to manhood on a neighboring farm to ours, west of Paducah. He is now buried in the military cemetery at Point Loma (San Diego), California.

He was older than I and went into service in World War I. He was the only man in Cottle County who attained a military commission, except doctors, who were automatically commissioned. After he returned from service we became more closely associated. We used to ride horseback all night in the Matador pasture and talk. Dave had a theory that after midnight, men talk more freely and divulge their innermost thoughts.

He taught me to read and appreciate Kipling, and most of all, Emerson, as well as other great writers. I joined him in becoming absorbed in the writings of Emerson.

Dave was a brilliant and interesting man. After he returned from service he used to run a mile (even in the winter time) in his shorts, much to the interest of neighbors who lived along the country road. He was one of the most clean-minded men I have ever known — he would not allow anyone to tell a dirty story in his presence. He was the most talented man I have ever known. He wrote books of poetry (hand-written) and he was a natural musician. He would write songs and then write the music to them. He could make a piano do everything but talk. He played football and loved the sport. He later attended old Clarendon College and again played football when the college had a winning team. He also attended a college in Tennessee where he studied law and received his law degree.

He got into the newspaper business first in Amarillo at the Globe News. In a short time he entered the advertising department, where his talent was immediately recognized. About that time Nunn-Warren bought the Childress Index and sent him there in charge of advertising. It was depression days and the going was rough. Dave secured a job for me in his department and I started to work (my first newspaper work) in advertising. I lived in Dave's home. My pay was \$25 per week, and it was considered a good job.

I was interested in weekly newspapers and I wanted to return to Matador. Grover Mitchell, who then owned the Motley County News, offered me a job at \$15 per week. I quit my job on the Index and returned to Matador on Easter Sunday, 1930. I learned to run the Linotype, kill out pages and do the casting in a small hand-poured quarter-page casting box. I made and sold all the advertising and wrote copy. On the 3rd day of July in 1930, Grover told me that times were getting so tough that he was going to be forced to let me go.

In late summer I secured work on a pile driver, building bridges between Matador and Paducah. I was paid 20c per hour — drove 18 miles to work and made \$2.00 per day. My pay was increased to \$3.50 when I agreed to haul dynamite from Acme, in my Ford roadster. I hurt my hand late in the fall and was forced to give up my job. About the first of the year I borrowed \$150 from my father and operated the Phillips 66 station here in Matador for about a year, alone, with my wife bringing me my lunch.

It was while operating this station that something happened which I never forgot. The late Turner Campbell, father of Mayor Kirby Campbell came to the station and said, "Doug I want to sell you my two houses in

North Matador." I replied that I had no money and could hardly pay my house rent. I barely knew Mr. Campbell at that time, and his reply surprised me. He said, "I have been watching you, and I believe if anyone makes it in Matador, it will be you." I bought the houses and times got worse and I could not make the payments. I begged him to allow me to deed the property back to him, but he refused. In the meantime he had moved to Tennessee. I finally paid off the indebtedness.

After I sold my small interest in the Phillips station in 1933, I decided to open a paper of my own in Matador. I had no money, but I had made the acquaintance of the late Homer Steen of Floydada. I thought he published the best newspaper I had ever seen.

I went to Floydada one late afternoon and Homer Steen and I walked the streets, talking for hours while he tried to discourage me in the venture. I wanted him to print my new paper. He told me it was impossible because I had no national advertising, no commercial printing, no mailing permit, no chance to get legal advertising and no circulation. I was determined however, and he printed the first issue in December 1931.

Mr. Steen was correct. I could not make a go of the venture without revenue. The first Matador Tribune failed after eight issues.

I do not know, but I believe this experience was the cause of Melton Thacker and George Gabriel coming to the filling station where I was working in October, 1932 for Joe Murrell, and Mr. Thacker's making the offer to me to assume the publication of the Roaring Springs News, which he owned.

As a matter of record, the first Tribune to be printed in Matador was in December, 1933. Mr. Thacker had allowed me to move the little plant to Matador, although I had no equity in it. I changed the name and mailing permit to the Matador Tribune.

It was located in the old Kanzler building that once stood immediately east of the present City Barber Shop. Howard Hamilton had joined me in a partnership and we had formed the Tribune Publishing Company. Hamilton set part of the type and we had part of it set at Paducah by Ed Carlock.

On March 14, 1934, we purchased the Motley County News from Grover Mitchell and moved to the Masonic Building where the Tribune was printed for 19 years. The present Tribune building was constructed in 1953.

Rattler Killed On Main Street

Jerrel Nimmo of Northfield and James Simpson killed a rattlesnake almost in the center of Main Street, about 8:30 Monday night. Simpson had been helping Nimmo, who farms the Claude Harp land, and they were on their way home when they discovered the reptile crawling toward Spot Cash Grocery. They killed the rattler, which had eight rattlers and a button, with a tire tool.

Meeting Announced For Teen Canteen

A meeting of the Teen Canteen will be held Friday night, September 13 at the VFW building, starting at 8:30. It was announced this week.

There is no age limit and all young people of the community are invited. Adult sponsors will be in charge of the meeting.

COME TO CHURCH SUNDAY



TWO OLDEST men registering at the Northfield Homecoming Saturday were Bill Bethany, left, who came to Northfield in 1901 and has continued to make his home in the community, and Arthur Daulton of Carey, who left in 1924. Both men are 82 years of age. A total of 187 were registered by Mrs. Billy Paul Simpson and Mrs. Allan Thomas. Three long tables were laid with delicious food brought by residents of the community. Enough food was left to have fed many more. — Tribune photo

Brown Responsible For Meador Marker

A TALL native Texan, Harold V. Brown, who now lives near Yale, Oklahoma, is responsible for the marker honoring Douglas Meador, which will be erected Sunday.

At a book autographing party for Winston Estes, held this spring in Quanah at the First National Bank, Brown made an announcement before about 200 people. He said, "We are erecting a marker in Matador exactly like the one honoring the musician Bob Willis, which will honor Douglas Meador. We do not believe a man should die before he receives a deserved recognition."

Meador was astounded by the announcement. It was an unbelievable thing that was happening to him. Later, a date was set for Newspaper Week (October 8-14) for placing the marker. Conflicting circumstances caused the date to be changed to Sunday, the 15th, at 3 p.m.

Everyone invited
Everyone is invited to attend the observance, which will be held across the street, north, of the Tribune. A program has been arranged and refreshments will be served at the newspaper office.

A representative of the Texas Press Association will attend, according to Bill Boykin of Austin, Executive Director of the state organization, and directors of the regional West Texas Press Association will hold their fall meeting here Sunday morning, Bob Craig, Secretary announced.

Harold Brown, who was reared at Floydada, is Chairman of the Jim Thorpe Athletic Award Committee, president of the Oklahoma Athletic Hall of Fame at Yale, Okla., president of the Bob Willis Foundation, Inc., and Western Music Hall of Fame and president of the Cimarron Valley Historical Society at Cushing, Oklahoma.

John Meador Enters Galveston Hospital

John Meador, young son of Mr. and Mrs. Charlie Meador is a patient in John-Sealy Hospital, Galveston where he underwent plastic surgery on his lip, Wednesday morning.

Mrs. Meador and John were accompanied to Galveston, Monday by her sister, Mrs. Toy Holt of De Leon, who spent the week end here.

CORRECTION

In listing the survivors of Chris Damron in last week's paper, the paragraph should have read: two step-granddaughters, Mrs. David Sudduth of Muleshoe and Miss Jonnie Marie Taylor of Emporia, Kansas, instead of "two step-daughters."

Singers will Meet Sunday

Singers from a wide area are expected Sunday at the Motley County Singing Convention assemblies at 10 a.m. at the American Legion building.

The convention meets twice yearly, in June and October and attracts a large gathering from over the tri-state area of Texas, New Mexico and Oklahoma.

Graham Purcell Schedules Visit

Congressman Graham Purcell of Wichita Falls has scheduled a visit to Matador for Thursday, Oct. 19, it was announced this week by Furman Vinson, County Democratic Chairman.

The congressman will be at the courthouse at approximately 3:15 p.m. to meet with constituents.

His visit here will be for about 30 minutes, and all persons in this area who wish to meet and talk with him, are welcome to do so.

Investigation of shoddy mail service, National Health Care, and Veterans Benefits are some of the programs discussed in Congressman Purcell's newsletter this week, a copy of which went to all local postal patrons.

Lions Dist. Governor To Visit Matador

Raymond White of Hereford, Lions District Governor of District 2-T1 will be guest speaker at regular meeting of Matador Lions Club on Tuesday, October 17, it was announced this week by program chairman Rev. Douglas Gossett.

All Lions Club members are urged to be present.

Roaring Springs Election Saturday

Voters in the city of Roaring Springs are reminded of the sales tax election scheduled for Saturday. Ballots have been printed and election supplies have arrived.

Towns throughout the area have approved the tax which is returned on a quarterly basis from the state. The tax has helped in the financing of city governments.

BREAKS WRIST IN FALL

Mrs. Ware Ferguson of Silverton, former Matador resident and daughter of Mrs. R. A. Day, broke her right wrist in a recent fall at her home.

Newspapers Here Date Back 80 Years

(Following information is compiled by Lila Meador and used as a feature in observance of Newspaper Week, October 8-14.)

As Douglas Meador this month completes his 40th year as newspaper publisher for Motley County, records indicate that this is half the span of years that a newspaper has been in existence in the county.

Oldest copy of an existing publication in possession of the Tribune, is Vol. 1, No. 23 of the Motley County News, dated Thursday, May 12, 1892. Clarence Nugent was the publisher. Counting backward from this date would give December 9, 1891 as the date of Vol. 1, No. 1. The paper is six columns wide.

The newspaper had changed hands by Vol. 3, No. 2 and given a new name, the Matador Maverick. This issue is dated March 10, 1894, is eight columns wide and lists Lee S. Smith as Prop., and J. N. Smith, Editor and Publisher. The masthead reads, "A weekly newspaper published every Saturday at Matador, Motley County, Texas."

For many years, Editor Meador believed the Tribune was

Matadors Rout Antelopes 27-6

by Lance Jameson

Aggressiveness was a way of life for the Matador Matadors Friday night when they traveled to the Antelope reservation and defeated Whiteface 27-6.

In the first quarter, Matador grudgingly gave up a touchdown when Wade Sanders crossed the goal line for Whiteface from the 3 yard line. The P.A.T. went wide to the left.

Second quarter of action, the Matador offense rolled to a touchdown when fullback Hal Martin powered over from the one yard line. David Martin's sailing aerial between the goalposts gave the Matadors a one point margin lead at halftime 7-6.

In the second period, quarterback Steve Stevens broke through the middle on a keeper play and the official waved his arms for another Matador score. David Martin toed a perfect P.A.T. Halfback Cledehl Campbell kept the fireworks popping for Matador when he flew around left end for a touchdown. The five added yards for the after touchdown kick didn't keep D. Martin from sending the pigskin through the uprights.

Last quarter, Matador raised the score when H. Martin riddled 3 yards for a Matador T.D. The P.A.T. missed its target. Matador had 27 flashing points to Whiteface's 6 when the clock stopped.

The Matadors chalked up 18 first downs while Whiteface had 10. The Antelopes tallied 8 of them in the first half but the Matadors' tough defense held them to just 2 first downs in the second half of play.

C. Campbell led the Matadors with 90 yards on 15 assignments, halfback Jerry Pitts had 40 yards on 7 carries, S. Stevens 40 yards on 10 keepers and H. Martin 52 yards on 16 carries. End Berry Bostick wrapped up 4 aerials for 78 yards and C. Campbell trapped 2 for 44 yards. Castulo Gonzales and Joe Campbell stole Antelope passes.

Doug Meador smothered Whiteface fumbles. Matador had 122 air yards and gained 222 overland for a total of 344 gained yardage to Whiteface's 147.

The Matadors have an open date this Friday night, but the following Friday night, October 20, the Amherst Bulldogs will challenge the Matadors here on Burleson Field at 8:00 o'clock.

Man Suffers Stroke Attending Reunion

Harley Terry of Dickens, Saturday suffered a light stroke while attending a reunion of cousins at the Old Settlers Pavilion in Roaring Springs.

He was conveyed by ambulance to Crosbyton Hospital in Crosbyton.

successor to this 1894 publication. R. P. Moore was publishing the county newspaper in 1897, and changed the name to Motley County Journal. His volume 3 is dated Friday, Feb. 26, and is five columns wide. Two daughters, Mrs. Olive Russell and Mrs. John (Josephine) Hamilton still live in Matador.

The paper was again renamed by Vol. VII, No. 4, when Clyde P. Kendall was Publisher of the Texas Maverick. The date of this 6-col. issue is Saturday, May 10, 1902, "Devoted to the Interest of Matador, Motley County and the Panhandle."

Matador Messenger
Between 1902 and 1908 the paper changed hands and H. A. Mullenix was publisher.

In a special 8-page edition dated Dec. 24, 1910, T. L. Allison, Editor and Publisher made this statement: "On October 1st, 1908, the Matador Messenger came into existence, the owner having purchased the plant and business of the Texas Maverick from H. A. Mullenix at that time and changed the name of the publication. We immediately purchased a new and modern plant and have improved the paper from time to time as the patronage would justify."

Subsequent issues of the Matador Messenger show another change of ownership and list Homer Knowles as editor. The Messenger dated May 26, 1911 records the death on May 23, of H. H. Campbell, founder of the Matador Ranch who helped organize the county and town of Matador and was elected as the first Judge of Motley County. He was the father of the late Harry H. Campbell.

Volume 3, No. 33 of the Messenger, dated June 23, 1911 records the death on June 17th, of Walter A. Walton, who also helped organize the county and town in 1891 and was elected the first district and County Clerk, which office he still held at the time of his death. He was the father of Mrs. R. E. (Hazel) Donovan, who still lives here, and the late Mrs. U. L. (Virginia) Willie.

The paper again became The Motley County News when Bob Johnson and John Perkins became owners, with Johnson as the editor. Issue of Friday, Jan. 8, 1915 is Volume Six, Number 50.

Recent visitors in Matador were Mr. Johnson's son and family, Col. and Mrs. Dean H. Johnson and their daughter, Barbara Harris, of Oklahoma City.

The Matador Gusher

With the discovery of oil in the county, Volume One, Number 1 of the Matador Gusher made its appearance on April 4, 1918, with this announcement by the owner: "A NEW CREATION APPEARS; From the Ashes of the Old Motley County News Arises a New Paper. The Motley County News formerly edited by Bob Johnson, now deceased and suspended at his death five and a half months ago, is not resurrected in the paper that is published this week. . . . The News is not to exist again. . . . The name "Gusher" is very much up to date now, being applied to the oil wells that send their abundant flow of oil over the top. . . . The new owners were C. A. Lamb, Editor and Geo. W. Ellis, Business Mgr.

Sometime between April 16, 1920 and December 23, 1920, W. D. Starcher became Editor and Business Manager, with C. A. Lamb as Assistant Editor, and the name of the newspaper was changed back to The Motley County News. Issue of December 23, 1920 is Volume 2, Number 91. H. O. Ward was the next owner of the Motley County News, as listed in the masthead of Volume 3, dated September 8, 1921. Following him in 1926 was Grover C. Mitchell, whose daughter, Mrs. Howard (Eleanor) Tra-week resides in Matador and is currently compiling a history of Motley County.

Meador began his publishing career at Roaring Springs in October, 1932 and has continued as publisher of the Matador Tribune since December, 1933.

Church and Society



BEVERLY BRANDON

Marriage Plans Announced Here

Mr. and Mrs. R. L. Brandon of Weatherford, Tex., former residents of Matador, have announced the engagement of their daughter, Beverly Eulane, to Mr. John Jay Sweeney of Azle.

The bride-elect is a graduate student at the University of Texas in Austin. Her fiancée is a member of the United States Air Force, just returned from a year's duty in Southeast Asia.

Plans are being made for a December wedding, specific time and location to be announced later.

VISITING FROM OMAHA

Mr. and Mrs. Bill Pipkin spent the week end in Ruidoso, N.M. where they joined their son and wife, Captain and Mrs. Gerald Pipkin of Omaha, Nebraska, who are visiting in Texas. They (the Gerald Pipkins) are spending this week in Lubbock with her parents, Mr. and Mrs. Malcolm Garrett, and with Captain Pipkin's brother and family, the Neal Pipkins. They will visit here again with his parents before returning to Omaha.

Mr. and Mrs. Ceaman Scott of Lubbock spent the week end with her mother and brother, Mrs. Walter Evans and Roger.

Baptist Groups Hear Evangelist

Several groups from the First Baptist Church attended services Monday and Tuesday nights of last week at the First Baptist Church in Plainview, to hear Bob Harrington. An evangelist, Rev. Harrington is known as "The Chaplain of Bourbon Street."

"Brother Bob" has what may well be the most unusual parish in the country. His beat is the notorious Bourbon Street of New Orleans. His pulpit may be the stage of a night club such as the Sho-Bar, where for years the featured attraction was a stripper named Rita Alexander. His office is a run-down building between the Blue Angel club and a saloon across the street from the Sho-Bar.

Attending on Monday night were Rev. and Mrs. Gene Joplin, Messers. and Mesdames C. M. Barton Jr., Bennie Keltz, Morris Burkes and John Smith; and young people including Jimmy Morris, James Pritchett, Mark, Marty and Marla Joplin, Mike Porter of Afton, Craig Christian, Kelly Keltz, Toni Thomas and Gerald Jackson. Mr. and Mrs. Burkes, Mr. and Mrs. Keltz and Kelly and Toni Thomas returned Tuesday night and were accompanied by Mrs. Vinie Keltz and Nancy Higginbotham. Joining them from Texas Tech were Bill Barnhill and Wayne DuBoe. Others also going were Mr. and Mrs. Tom Wright and Mr. and Mrs. E. A. Day; Mr. and Mrs. Oscar Stokes, Mr. and Mrs. D. P. Keith and Mr. and Mrs. Eddie Russell, who were guests afterwards, of Mr. and Mrs. Elbert Reeves, former Matador residents.

RETURNS HOME

Mrs. Ethel Payne has returned home from Silvertown where she has been with her son and family, Mr. and Mrs. Charles Payne following his surgery about eight weeks ago. He is gradually resuming his school duties as Silvertown Grade School Principal.



HONORED BY OES — Mrs. Henry (Lucy) Ford, left, and Mrs. Pat (Ethel) Sheridan, right, were presented with 50-year pins and certificates at a meeting Thursday night, Oct. 5 of Matador Chapter 66, Order of the Eastern Star. Shown with them is Worthy Matron Mrs. Bob (Etoile) Stanley.

Courtesy is Held For Recent Bride

A bridal shower held Saturday evening at the home of Mrs. John V. Stevens was a courtesy for Mrs. Clarence Woosley of Lubbock, the former Kay Cooper.

Hostesses with Mrs. Stevens were Mesdames Reece Timmons, Douglas Meador, Luther Lancaster, H. L. Martin, H. R. Jameson, Stan Irvine, Stuart Dixon, Billy Wason and C. D. Garrison.

Miss Ann Timmons registered the guests, who called from 5 until 6:30 p.m. and Misses Krista Price of Lubbock and Charla Wason were in charge of the gifts.

The dining table was laid with a linen, drawn-work cloth and centered with an arrangement of yellow roses. Miss Shane Stevens presided at the crystal punch service. Cookies, decorated mints in green and yellow, and nuts were served.

Out of town guests were the honoree's aunt and cousin, Mrs. Van Bradford and daughter, Vana of Gruver and Mrs. Vera Woosley and daughters, Mary Ann Woosley and Melba Benson of Lubbock.

FORMER RESIDENTS ARE VISITORS HERE

Rev. and Mrs. Miller Robinson and sons, John Loyd and Kenny Francis of Snyder visited here Saturday in the home of Mr. and Mrs. Ronnie Christian. They are former residents, and Rev. Robinson is a former pastor of the First Baptist Church. Joining them here and remaining through the week end were other former residents, Mr. and Mrs. James Price and family, Krista, Paul and Scotty of Lubbock, accompanied by friends, Doug Davis and Bruce Reiger, also of Lubbock. The Prices also visited her parents, Mr. and Mrs. Chas. Brooks of Roaring Springs, and with his mother, Mrs. Audrey Price, Matador.

A number of local friends called at the Christian home to visit with the Robinsons and Prices Saturday afternoon.

WEEK END VISITORS

Mrs. Ann Gaines and Miss Beulah Sheridan of Amarillo visited here Sunday with their brother and wife, Mr. and Mrs. Pat Sheridan. Spending the week end were the Sheridans' grandson, Steve Sheridan and two friends, Curt Taylor and Mitch Meeks all of Lubbock. Recent visitors were Mrs. Sheridan's brother and two sisters, John Jackson of Harlingen and Miss Annie Mae Jackson and Mrs. Mary Rogers of Graham.

RECENT VISITORS

Recent week end visitors of Marvin Patton and his sister, Mrs. Hettie Davis were a brother and his family, Mr. and Mrs. Houston Patton of Wichita Falls and their son and family, Mr. and Mrs. David Patton and children, Michelle and David Jr., accompanied by Mrs. David Patton's mother, Mrs. Lucille DeHays, all of Dallas. A sister and her husband, Mr. and Mrs. B. C. Cox of Brownfield joined the group on Sunday.

COME TO CHURCH SUNDAY

Relatives Observe October Birthdays

Mr. and Mrs. Charlie Scaff were hosts during the week end of Oct. 1, to their daughters and other relatives, for an annual observance of October birthdays.

The family group included Mrs. Joyce McCarty and Mike of Lubbock, Mr. and Mrs. Horace Taylor (Jill) and children Melanie and Kayla of Odessa and Mr. and Mrs. Wayne Cartwright (Jane) and children, Charles Wayne and Zane of Matador. Others were Mr. and Mrs. Blake (Bud) Barton and family of Floydada; Mr. and Mrs. Wilson Barton and Mrs. Scaff's father, J. B. Barton of Flomot; and local residents, Mr. and Mrs. Curtis King, and Mr. and Mrs. Elbert Seigler and family.

Those having birthdays during this month include Mrs. Taylor and Melanie, Mrs. King, J. B. Barton, Jackie Martin and Mr. and Mrs. Blake Barton.

Mr. and Mrs. Emmett Jenkins are visiting in Corpus Christi this week.

Reunion Held at Roaring Springs

A reunion of cousins, McKeehan, Hicks and Slough descendants held a reunion Saturday at the Old Settlers Pavilion in Roaring Springs. Forty-four relatives were present for the day, with five generations represented in several families.

McKeehan cousins included Mr. and Mrs. Q. W. McKeehan, Mr. and Mrs. John McKeehan and S. P. McKeehan all of Sipe Springs, Mrs. Sue Vannatta of DeLeon and Mrs. Ted Elliott of Matador and her daughter and family, Mr. and Mrs. Stanley Fogerson and children, Kristy and Penni of Silvertown.

The Hicks relatives included Mrs. Burnett Haney of Afton, George Hicks and Beddie Hicks of Muleshoe and Edward Hicks of Friona.

Slough cousins included Fay Slough of Dickens and Mrs. Robert McFarland of Tucumcari, New Mexico.

The group voted to make the affair an annual event, and named Edward Hicks president and Mrs. Elliott, secretary.

COME TO CHURCH SUNDAY

Baptist Pastor Holding Revival

Rev. Gene Joplin, pastor of the First Baptist Church is in Lovington, New Mexico this week preaching in a revival meeting in progress at the Northside Baptist Church.

Dr. Strauss Atkinson of Plainview, Area Missionary for the Caprock - Plains area will preach here Sunday in the absence of Rev. Joplin.

Dorcas Group Meets For Mission Study

Dorcas Group of the Baptist Women's Missionary Society met Tuesday afternoon, Oct. 10, for a study, "Preparation for Missions" given by Mrs. Edgar Lee. Scripture was Mark 1:1-13.

The meeting was at the home of Mrs. Eddie Russell, with Mrs. Audrey Price, group chairman in charge. The Calendar of Prayer for missionaries was read by Mrs. Ben Keltz and concluded with prayer by Mrs. W. M. Clifton.

Others present were Mesdames E. F. Springer, Sally Huey and D. P. Keith.

SUNDAY VISITORS

Visitors in the home of Mrs. Ernest Fisher and Mrs. R. A. Seay, Sunday, were Mrs. Fisher's son and wife, Mr. and Mrs. Joe Spray of Lubbock, and Rev. and Mrs. C. A. Lamb of Plainview. Rev. Lamb preached at the First Baptist Church in the absence of the pastor, Rev. Gene Joplin.

VISITORS FROM SUNSET

Mr. and Mrs. Jim Wade and son, Ike, of Sunset visited during the week end with her mother, Mrs. Mary Irvin, and also her sister and family, Mr. and Mrs. Clyde Chifton and Larry of Roaring Springs. They attended Northfield Homecoming Saturday.

(delayed)

Mrs. J. B. Cooper and children, Jim and Nancy attended the South Plains Fair in Lubbock, Saturday.

TOUR ASPEN TRAILS

Mr. and Mrs. J. E. Edwards and daughter, Patty, last week end made a trip to New Mexico, where they toured the aspen trails in the Taos and Tres Ritos area.

Misses Ann Timmons and Charla Wason, students at West Texas State University, Canyon, spent the week end at their respective homes here. They are daughters of Mr. and Mrs. Reece Timmons and Mr. and Mrs. Billy Wason.



IN THE ROUGH by hazel

BINGLE - BANGLE - BUNGLE play ... Thursday. Tommy won, having the most points - 12. Others playing were Louise, Geneva, Dorothy, Rita, Faye and Hazel ... 'Twas fun ... even though there were "fans," troubles over the tank - and toothache! Tommy, Geneva, Louise, Dorothy and Hazel met for coffee and chit-chat - and reading the news.

ANOTHER TOURNAMENT

In a Women's and Men's Tournament, Sunday, sponsored by the Women's Association, Bob Clem won first place with 65, Alfred second (68 gross), Marvin third (70) and Howard won fourth (71). Alfred, Clyde and Bob all had "brownies" on number 3 ... Others playing were Billy Wason, Chas. Johnson, Tom Yeates, Nell, Laverna, Ronnie Davis, Louise, Geneva and Tommy.

A SPRAY PLANE caught on fire and burned at the airport during play - added excitement and at first a dangerous threat of possible exploding gas tanks.

NOTICE

OF CHANGE IN OFFICE HOURS

Mondays, Wednesdays, Thursdays, and Fridays: 9 a.m. to 5 p.m.
Saturdays: 9 a.m. to 3 p.m.
Tuesdays: 9 a.m. to 12 noon

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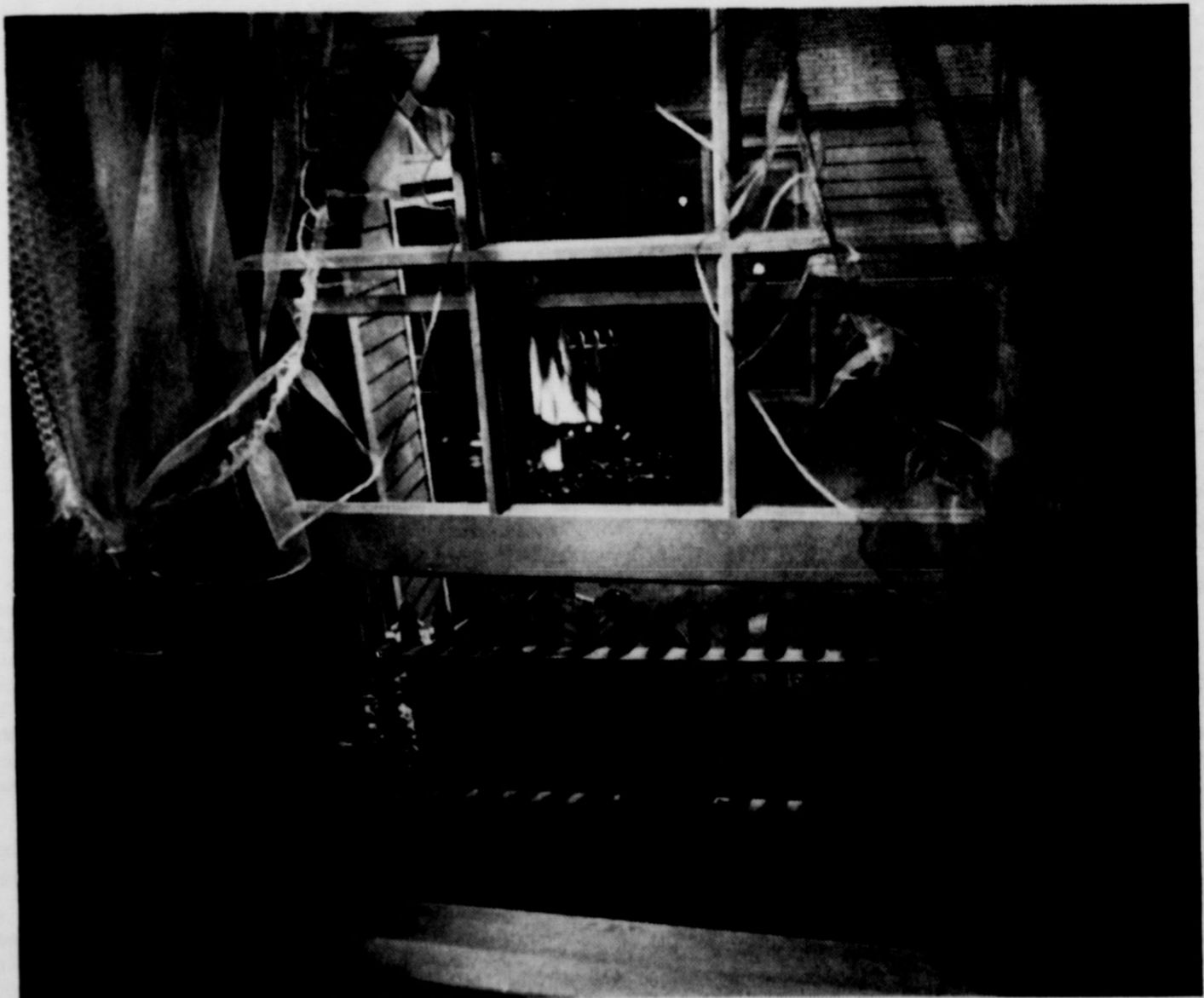
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ROARING SPRINGS, TEXAS



If your six year old saw something like this, would he know how to phone for help?

It's too important a question to leave to chance. That's why we're running this ad. If there are any six- or seven-year-olds around your house, teach them how to report emergencies. Tell them to dial "0", give their name and tell our operator where they are and what's wrong. With older children, train them to dial emergency numbers direct, since that's the fastest way to call for help. But don't stop there. Copy down the emergency

numbers listed on the inside front cover or first page of your telephone directory. Add your family doctor's number. And the number of the nearest hospital. Next, tack up the list near your phone. Then get your kids to memorize it, in case it gets lost. By the time they're through memorizing those numbers, they're going to have every grownup in the house knowing them, too. Which is also why we're running this ad.

GENERAL TELEPHONE

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Roaring Springs

★ NEWS ★

By Mrs. Jimmie McCleskey
Phone 348-2491

Mrs. James Lynch of Portland, Oregon is visiting her parents, Mr. and Mrs. Walter Gwinn and James and other relatives.

Mr. and Mrs. Lester Smith, their daughter, Mrs. Teresa Terrell and children, Tony, Tressie and Sissy of Amarillo visited Sunday with her father and brother, N. E. Davis and C. W. Davis and sisters and their husbands, Mr. and Mrs. Jim McCleskey of Roaring Springs and Mr. and Mrs. James Smith of Matador.

Mr. and Mrs. Raymond Rice of Lubbock visited his sister and husband, Rev. and Mrs. L. Stonecipher during the week end.

Mr. and Mrs. Posey Wilcher of Dallas are visiting her parents, Mr. and Mrs. R. C. Irwin. She is with her father, who was transferred from Crosbyton Hospital to the Methodist Hospital in Lubbock.

Mr. and Mrs. Bob Clem visited in Silvertown recently with their daughter and husband, Mr. and Mrs. Gary Weeks.

A. M. Harmon visited his sister and husband, Mr. and Mrs. Nance, Monday and received a medical check up at Quannah Memorial Hospital.

Visiting Mrs. Bea Sedgwick during the week end, were Mr. and Mrs. A. W. Cook of Spur, Mr. and Mrs. Elmer Osborn, Larry, Wayne and Racquel, and Miss Polly Wyatt all of Lubbock. Local visitors were Mrs. Bill Palmer, Buddy and Dudley and Larry Clifton.

Week end visitors of Mr. and Mrs. Elbert Mitchell were, Mr. and Mrs. V. S. Case, Lanita and Laura of Brush, Colo.; Mr. and Mrs. Ray Webb and Mr. and Mrs. Richard Bumpus, Aletha and Bud of Matador, and local residents, Mrs. Bea Sedgwick, Mr. and Mrs. Thurston Winegar and Becky, and Tommy Palmer.

James Allen of Dallas visited his sons, Buddy and Dudley recently. While here the sons accompanied their father to Amarillo for a medical check up.

They also visited and attended to business in Pampa.

Recent visitors of Mr. and Mrs. Billy Hand and Kim, were Bonita Hand and Olive Curlee of Wichita Falls, Kelly Hand of Lubbock, Mr. and Mrs. Don Stevens and Krista, of Edmonson, Mr. and Mrs. Gabe Neskorik of Paducah and Mr. and Mrs. Jim Gage of Dumont.

Mr. and Mrs. L. A. Mullins visited in Lubbock, Sunday with his mother, Mrs. Grace Mullins, and in Floydada with Mr. and Mrs. Buddy Hart, Kim and Kevin.

Hazel Gage visited Mr. and Mrs. Jackie Chancey in Lubbock, during last week end.

Visiting Mr. and Mrs. Ira Hull during the week end were, Mr. and Mrs. L. J. Freudenrich, Andy and Randy, Mike Hull and Carl Wagner all of Lubbock.

Mrs. Deice Haney of Houston is visiting her parents, Mr. and Mrs. D. Hall, while her father is recuperating from illness from a collapsed lung.

Hazel Gage and Dr. Raymond Green of Lubbock were recent guests of her parents, Mr. and Mrs. W. E. Fowler of Graham.

Club Members are Guests at Lubbock

Mrs. Louis Sinclair entertained members of the Roaring Springs Predicta Study Club, with a coffee at her home in Lubbock, Saturday morning.

A conducted tour of the Lubbock State School of Mental Health and Retardation, and luncheon at the Hemphill Wells Tea Room completed the ladies' agenda for the day.

Those attending included Mesdames Clark Forbis, Ruby Miles, Bill Palmer, Caldwell Smith, J. M. Thacker, Melton Thacker, Frazier Watson and Grady Webb, Miss Freda Keahey and Miss Lula Swim of Roaring Springs; Mrs. Robert Flynt, Mrs. Duff Green, Mrs. Ennis Moss Sr., and Mrs. Lewis Pirtle of Lubbock; Mrs. Quannah Maxey of Post and the hostess, Mrs. Sinclair.

WESLEYAN GUILD MEETS WITH MRS. RUBY BURT
The Vice President, Mrs. Clark Forbis was in charge with the Roaring Springs Wesleyan Ser-

vice Guild met in the home of Mrs. Ruby Burt on Wednesday night, Oct. 4. Mrs. Roy Bradford gave the opening prayer and the devotional was given by Mrs. C. W. Palmer.

Miss Lula Swim presented the program and Miss Freda Keahey closed the meeting with a benediction. Refreshments were served to Mesdames J. N. Fletcher, Clyde Clifton and Thurston Winegar, in addition to those mentioned.

AT MITCHELL RITES

Mrs. Louis F. Jones and children, Jane and Jon of Monte Sereno, Calif., and Mr. and Mrs. Robert Work of Saratoga, Calif., returned to their respective homes last week after visiting several days with J. D. Mitchell, father of the two ladies, following the funeral of their brother, Doyle Mitchell on Sept. 27. Among other relatives attending the funeral were Mrs. L. J. Richardson and son, Gerald of Austin, and Mrs. Bert Gerrells and daughter, Mrs. Marian Carmin of Carlsbad, New Mexico.

NORTHFIELD NEWS

By Mary E. Thomas

(delayed)

Mr. and Mrs. Vincent Thomas and Mrs. Ruby Fay Richards and daughters of Amarillo, and Mary Thomas visited Mr. and Mrs. Alvin Thomas, Sunday.

Mr. and Mrs. Billy Paul Simpson and Tanya attended the South Plains Fair in Lubbock, Friday.

Mr. and Mrs. N. L. Cook and Eddie of this community and Mr. and Mrs. Bill Lane of Turkey attended the fair and Texas U - Tech football game in Lubbock, Saturday.

Mr. and Mrs. Mike Barton and children of Flomot visited her parents, Mr. and Mrs. Clem Timmons, Sunday.

Rev. and Mrs. Nathan Mulder and children of South Plains were guests of Mr. and Mrs. Tom Moore, Sunday.

Mrs. Mannie Crump of Esteline is visiting her daughter, Mrs. Permelia Timmons.

Mrs. Juanita Curlee of Childress, Mrs. Hazel Hoffman of

Cee Vee, Mrs. Billy Paul Simpson and Tanya and Mary Thomas visited Mrs. Allan Thomas, Saturday.

Mrs. Molly Simpson and granddaughter, Tanya, visited in Silvertown, Sunday with a cousin.

Mrs. Una Simpson and her mother, Mrs. May Matlock attended to business in Childress, Saturday and visited Mr. and Mrs. Boss Tate.

Tom Fisher, a blind boy, of Lubbock preached at the Church of Christ, Sunday. He was accompanied by Mr. and Mrs. Sam McKnight and Mrs. McKnight's sister. They were guests of Mr. and Mrs. Pete Timmons for the day.

OS Ranch Hosts Benefit Roping And Art Exhibit

(Delayed from last week)

The OS Ranch at Post held a benefit Art Exhibit and Steer Roping Saturday and Sunday, with a percentage of proceeds going to the West Texas Boys Ranch at San Angelo.

The Boys Ranch received between \$16,000 and \$18,000 as a result of the benefit, proceeds of which brought over \$50,000 for art sold, and another \$9,000 for fees, barbecue and other concessions.

Famous Western artists from Texas, Oklahoma, New Mexico, Colorado, Kansas, California, Arizona, Montana, Wyoming and Utah had exhibits of both paintings and sculptures. Highest priced art on display was a painting by Brownell McGrew, with a tag of \$22,500. Peter Hurd, well-known New Mexico artist exhibited a painting priced \$15,000 and Bob Scrivner of Montana had a bronze priced at \$20,000.

Cheapest art on exhibit was a lithograph by Gordon Snidow of Belin, New Mexico, priced \$125 framed, or \$100 unframed.

Attending the event from Matador were Mr. and Mrs. Ward Rattan, Mr. and Mrs. Kenneth Thompson and son, Roy, accompanied by Mrs. Pat Green; and John Stotts.

(Delayed)

Mr. and Mrs. Douglas Wilson and Ted Kyle of Quannah, attended to business here Thursday and visited Mr. Wilson's parents, Mr. and Mrs. Jinks Wilson.

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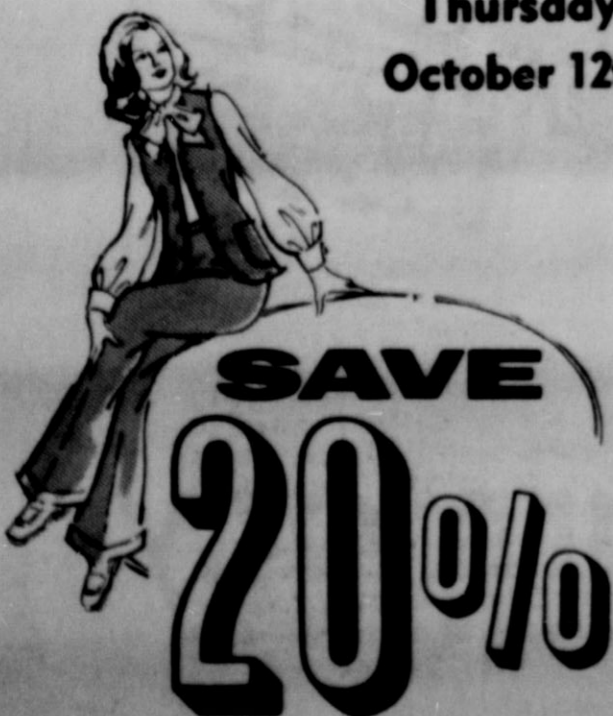
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Ronnie's

We Salute — Douglas Meador



"The Voice Of The Foothill Country"

It has been said that genius often goes unnoticed in its own time. Perhaps this is partially true in the case of Douglas Meador. While Meador's book "TRAIL DUST" has been widely acclaimed in literary circles as one of the most outstanding literary works of this type, his efforts seem to go relatively unnoticed in his hometown area.

His newspaper, the Matador Tribune, has received numerous awards for excellence from his colleagues in the newspaper field, but we at home often tend to take it for granted.

Sunday, October 15, 1972, is our opportunity to pause and pay tribute to this man who has meant so much to Matador and Motley County. At 3:00

p.m. the Cimarron Valley Historical Society, under the able leadership of Harold "Tex" Brown, will dedicate a plaque honoring Douglas Meador. This plaque will be mounted on a frame from the first printing press used in Motley County and will be placed on a lot at the northwest corner of the courthouse square.

These lots were recently donated to the City of Matador for possible use as a future park site by the city.

This supplement to the Matador Tribune has been compiled through the efforts of friends and business associates of Douglas Meador, without Mr. Meador's prior knowledge (or even approval) of the venture.

This is our small way of saying "Thank you, Doug," for your contribution to Matador and Motley County, and most of all for your friendship."

We gratefully acknowledge the assistance of all the businesses and individuals who, through their congratulatory advertisements and donations have made this tribute possible. The assistance of the Floyd County Hesperian in composing the material contained in this tribute is gratefully acknowledged. Without their help it would have been impossible to have compiled this material without Mr. Meador's prior knowledge. Also a special thanks to Mrs. Meador for her help in supplying photographs and background information about Douglas Meador.



Doug Meador's weekly newspaper is an institution, and he is the only man for a dying breed of man.

— REPRINTED FROM SOUTHWEST SCENE — AUGUST 22, 1971 —
THE DALLAS MORNING NEWS SUNDAY MAGAZINE

Meador pauses at the old Matador Ranch, inspiration for much of his writing. In the background is the original ranch house.

THE SAGE OF MATADOR

By BOB ST. JOHN

Tumbleweeds would ride the wind across the highway, a clean slash in the dry red land of the West Texas foothills just below the cap rock. They'd bounce daringly along and then stop, abruptly, against barbed wire fences.

Old windmills (there were no new ones) turned rapidly beside lonely houses that had long ago been stripped of paint by wind, dust and the baking sun. Cattle moved slowly and aimlessly behind barbed wire, just as their ancestors had done for decades on this same land.

Tumbleweeds, barbed wire. They link past to present in this section which had once been the great Matador Ranch, one of the state's

foremost spreads. I was driving the highway just outside the town of Matador, originally the center of the old ranch, some 80 miles northeast of Lubbock. Since the first time I'd read the wisdom of Doug Meador I'd always find myself looking along the highway when driving in West Texas, watching for the terrapin I was determined not to hit, the terrapin he'd once written about:

"A terrapin at the side of the road with four feet pointed toward the sky. Death had come but not pleasantly. Man, drunken with the wine of speed, no longer cares enough for a helpless, harmless life to turn the wheel in his hand a few inches. Yet, I have seen my father pull a heavily loaded cotton wagon

out of deep ruts to avoid destruction of a terrapin.

"Many people are as terrapins. Good-natured, helpful, harmless and the world is a swift-moving automobile. Venturing into its path they are crushed or sent spinning into the bitter dust to lay prostrate in pain as life oozes out."

This is Doug Meador Country. Doug is editor and owner of the Matador Tribune and has been since 1934. The weekly newspaper is a Texas institution and, unlike the cracker barrel, it has refused to succumb to the passage of time.

But Meador is a lot more than a weekly newspaper editor, though I

feel sure he believes he could have no better epitaph. Meador, you see, is the spokesman for a dying breed of man called the Texas cowboy, and a philosopher (Emerson in sagebrush) about a section of Texas where the clear sky stretches as far as the eye can see across rolling foothills covered with mesquite.

Meador is a romanticist, a dreamer of fine dreams, and he can also turn a simile and metaphor at just the right angle to point through the heart or hit between the eyes. He puts his thoughts and feelings into a weekly column called "Trail Dust." If you have never read "Trail Dust," then you should. Doug is the most-quoted weekly newspaper editor in the country, and excerpts from his

column have appeared in publications such as Reader's Digest, Time, Newsweek, McCall's, The Baptist Standard, The Dallas Morning News, The Los Angeles Times, The Los Angeles Examiner, The Congressional Record and in columns such as those written by Earl Wilson. Years ago a magazine called Quote, now defunct, constantly quoted Meador. One year, it only quoted Khrushchev more than it did Doug.

Meador's book, aptly named "Trail Dust," is a collection of his columns. The book was first published in 1940 and printed again in 1967 and 1970, with some recent additions of epigrams he has written. Many of his manuscripts have been placed in the Southwest Collection archives at Texas Technological College.

"I have more glory and less money than anybody I know," he said.

He has operated a weekly newspaper for 37 years. Those years have thinned and streaked his hair with gray and left his hands and soul stained from thousands of ink baths, whether they are visible or not. Doug is 70 now and I've known him for eight years. Each time I visit him at the Tribune, a line from Robert Frost comes to mind... "And miles to go before I sleep, and miles to go before I sleep."

There is no end to the amount of work that goes into a weekly. Doug writes, takes pictures, sells ads and subscriptions, sets type and services his machines. If anything has been left out, then you can be sure he does that, too. Once he spent 28 hours working on a single issue without quitting, and often he has gone to sleep on the counter while in the process of rolling papers.

"You need," he said, "tremendous force. Many times there's no way out but to work your way out, through the unholy hours of day and night. But there's also nothing more satisfying."

Doug's wife Lila helps with the paper and he usually has a part-time typesetter, sometimes a part-time

reporter to ease the burden. But the main burden is his.

And he runs the paper the way he wants. "A weekly newspaper is as different from a daily as a Sears Roebuck catalog is from Esquire magazine," he said. "The stuff we print is trivial, commonplace things that happen to our people. You don't have to shoot your husband to get in the Tribune. We don't go for sensationalism."

"Some people have been criticizing me for years because I don't like to run a certain type of story. But I've tried through the years never to hurt anyone. You just don't want to hurt anyone with a weekly newspaper. I always try to ask myself how I'd feel if I were on the other side of the fence."

Once when a young man from Matador had been sent to prison, there wasn't a word about it in the Tribune. I asked Doug about it and he said, "One day this old man came into the office. He said, 'Doug, I wanta thank you for keeping it out of the paper about my son.' Now that old man had tears in his eyes. I tell you, it's worth it. It's not as important what you put in a country newspaper as what you keep out of it."

I thought of the terrapin...


Satisfaction comes in many ways, many forms. Doug has kept it in perspective. In 1939 he was so touched by the death of an old-time Matador cowboy and rancher, A. B. Eckols, that he wrote an obituary in the Tribune:

"Following the phantom trails of vanished herds and guided by the campfires of comrades whose spurs have grown rusty, he views the wide ranges of eternity. The noble saga of his life has been written on the eternal parchment of justice and the quill returned to the hand of God."

"Pioneer, cattleman and defender of right, he enters paradise with every bond of duty paid, and the benediction of his life becomes part of the land he knew and loved."

"An empty saddle hangs in the shed like an abandoned shell on the


We Salute



DOUG MEADOR

Barbara and Ronnie Christian
Craig, Carla, Cody

Ronnie's



It's midnight
and the presses are rolling!

Our appreciation to a great guy...
Our editor and friend
Doug Meador

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shore of some unknown sea and his favorite horse listens to the dirge of sorrowing winds in the deep flumes of Texas sky. Beyond the range he knew the best are the blue quitaques and the ancient cap rock horizon in homage of silence as the sunset beats a golden trail to the gate of his corral.

"A great, good man is gone; the stranger he never knew here will be his friend in paradise."

"The best compliment I ever had was from a guy named Houston Schweitzer, who's now dead but used to be a fine saddle maker around here," said Doug. "He came by the office after he had read that obit and said something like, 'I read what you wrote, Doug, and it made me cry.'"

I believe the obituary stands as "The Epitaph" to the cowboy and the following as "The Eulogy" of his twilight:

"The ghosts of long-cooled campfires remain in the eyes of old cowboys. Some of them grey, with saddle-shaped legs and tottery, must continue to look for stars overhead when they awake before dawn. They stir uneasily on the streets of early morning, as if trying to locate the remuda of an unfamiliar round-up ground. Subjects of a conquered empire, they seek some vestige of lost glory and find it only on the tattered parchment of memory."

Recently, Meador showed me the back shop in the small brick Tribune building. "It took me a lifetime to pay for this equipment," he said, "...and now it's obsolete."

He makes little money off the

Tribune, a marginal paper. The circulation is steady, staying around 1,700. "It's \$4 a year," said Doug, "though I don't know why. It's not worth that much. But the best money here is the subscription money. Like from the old boy who earns it with his hands and then reaches deep down into his jeans and pulls it out. That's satisfaction."

Despite the publications that have quoted him and despite his many newspaper awards, Doug Meador remains relatively unknown in proportion to his talents. Spending your life in Matador isn't calculated to shove you into the limelight.

"Well," he said, "I like it here—the common country people, the wholesomeness about them. The people around here are bighearted, kind, have spirit. When I leave town and travel, Lila and I leave the house unlocked. You're from Dallas, and I don't imagine you left your house unlocked. These people are of pioneer stock."

A landmark in Matador is the old jailhouse built just before the turn of the century. The 2-story stone building has a hanging door. Doug said they'd never hung anybody, though. Seems there was one cowboy they were going to hang. He'd killed a guy at the Matador Ranch and they put him in jail to wait for the circuit judge. A number of times they let the cowboy out of jail to help settlers dig wells. One day they let him out to help dig a well and he never came back.

You can see the street from inside the jail, and cowboys and other inmates used to yell at passersby, hoping they'd throw them a ciga-

rette. "Hello out there," they'd say. William Saroyan once met a former Matador resident who told him about the cowboys. Saroyan then wrote a play called "Hello Out There."

"My father," said Doug, "and this other fellow dug the foundation for that jail."

His father worked on the Matador Ranch and Doug was born on the edge of town in 1901. His family moved to Paducah, about 30 miles east of Matador, when he was very young. "I must have gotten the writing bug then," he said. "I can remember I had a very stiff schedule and little time to myself. So I'd get up before daylight and go into the living room of our farmhouse. I'd wrap my feet in tow sacks to keep warm and try to write for about two hours. Nothing much came of it."

Doug did leave West Texas once. In 1923 he went to seek fame as a writer in California. He wrote three scripts for Shellcraft Studios, two of which were filmed. "They paid me the enormous sum of \$50 for each," said Doug, "and I thought I'd never want for money again. I was listed in the *Writer's Market* as a scenarist right along with those people from Fox Studios. I was very proud."

Shellcraft folded when the treasurer left town with \$12,000 of the studio's funds. Doug was out of a job. He came very close to starving before he landed a job with a drugstore. Then he got employment as an electrician and even worked on sets with such notable actors as Tom Mix. After that he spent some time selling real estate and decided to

return to Matador in 1928, hoping to make some money and then head back to California. He has been in Matador ever since.

Meador didn't finish high school, but during his stay in California he took a correspondence course in writing. "I know what people say," he explained. "They say I got my diploma at the post office. But I learned what grammar I know and got basic ideas and just a lot of inspiration from that course. Maybe you help yourself by doing."

"Anyway, I love words and the way they're formed."

Doug got his first newspaper job in 1929, the year he married Lila Tipton, working in the advertising department of the *Childress Daily Index*. In 1934, he and a friend bought *The Motley County News* on borrowed money and combined the *News* with the already established *Tribune*. Meador bought out his friend a year later and the *Tribune* has been his sole job since, except for a brief span as mayor of Matador from 1948 to 1954.

"My first official duty," he said, "was to dissolve the mayor's salary. My creditors never forgave me."

He was area correspondent of the *Lubbock Avalanche-Journal* for years, and a friend on that paper related a report Meador once made: "This is *Avalanche-Journal* correspondent Doug Meador calling. I've just talked with Mayor Doug Meador and asked him if he'd seek reelection. He said, 'no comment.'"

"Being mayor was something," said Doug. "Sometimes I'd get called out of bed at 3 a.m. because somebody's horse was in a neighbor's flower bed, or cussed out

because of dogs, cats and chickens."

Doug gave up the mayor's job because he figured somebody else might do better, and there are only so many hours in a day.

Before I left Matador during a recent visit, Doug drove me around town, out to the headquarters of the old ranch, in a used car he'd bought. It had low mileage and was extremely clean, with flashy red interior and, I believe, he said he'd paid \$600 or \$700 for it. The car ran like a new one and we both bragged on it. The area was in the midst of a drouth and Doug became a little candid and said, "The only thing that patch of land over there is good for is to hold the earth together."

We laughed and he added, "All this country needs is a little rain. But somebody told me that's all hell needed..."

I asked him again why he'd stayed in Matador. Again he told me, "I like it here. I like what I'm doing. And if I had it all to do over again, I wouldn't change a thing."

He parked his car. I noticed it was leaking something. I told him I was sure it wasn't serious, probably just a little water boiling over.

I left Matador feeling he was being wasted... such a knack, a fine talent for turning prose into a kind of free verse, a kind of poetry, and all his energies going into a weekly newspaper. But then again, I guess he's not wasted. He's happy. That's the ultimate, what everybody looks for in different ways in different places. And Doug Meador is a trail of fine dust.

Bob St. John is a sports columnist for The Dallas Morning News and a free-lance writer.



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OUR BEST WISHES

Trail Dust Motel

MR. AND MRS. J.S. PERRYMAN

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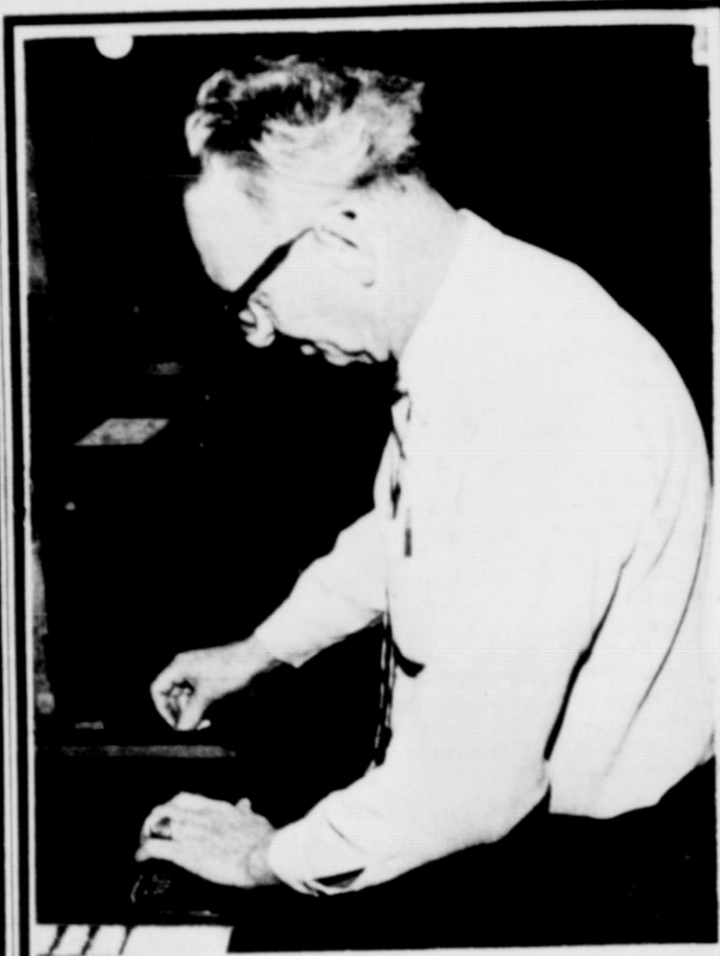
40 Years!

Trail Dust

By
Douglas Meador

A drop of water is not important to the sea, individually, nor is a mortal man alone more essential to the world. It is in association that the drops of water make the sea; that men rise to light their candles from the flames of stars.

The river's current does not run backward and the thief who steals time has closed the vault door even to eternity. It can not be replaced.



DOUGLAS MEADOR HAS BEEN
A REAL BOOSTER FOR MATADOR.

WE ARE PROUD TO BE A PART
OF A COMMUNITY THAT CAN
BOAST OF MEN SUCH AS DOUG
MEADOR.

FIRST STATE BANK

DIRECTORS AND STAFF

Meador Called 'One of Our Finest'

Introducing Douglas Meador to the West Texas Press Association personnel does not need one of his brightly-polished phrases. He has been a part of it through the years and is one of its past presidents.

Members of long standing have known Doug and his wife, Lila, like one of their family. And newer members have read his column tidbits in favorite magazine, including Reader's Digest.

The Meadors rarely miss a WTPA meeting and usually bring along someone else who might benefit from it or who would enjoy the outing.

Doug and Lila Tipton of Caruthersville, Mo., were married June 22, 1929.

He had met her when he returned to his native Matador during the summer of 1928. She had joined her parents in Texas that same year and was employed at one of the two banks in Matador.

Meador is publisher of the Matador Tribune in the town of his birth and has also served his native town as mayor. His loyalty to the needs of his town was what kept him from the August WTPA convention in San Angelo when he would have received his first place plaque for his "Trail Dust" column. The city was in the midst of its celebration and needed him.

"Trail Dust" was awarded its first honor when it was less than a year old. It was awarded first place at the State Fair of Texas at Dallas in 1934 for the best column in the state.

The Tribune's birthday is March 14, 1934. It was then that the Tribune Publishing Company purchased the Motley County News from Grover C. Mitchell. The two publications were merged into the Matador Tribune.

The Tribune was first printed in Matador in December, 1933 when the Roaring Springs News was moved there and the name changed to the Matador Tribune.

The publishing company was formed in January, 1934, with Meador and Howard Hamilton as partners. Meador bought out Hamilton's interest in March, 1935.

As a matter of record the first Matador Tribune was printed in Floydada by the Hesperian Publishing Company in November, 1931. It was a free circulation paper started by Meador and failed after seven issues. In October, 1932 Meador assumed the management of the handset Roaring Springs News which he operated until December, 1933 when the paper was moved to Matador.

(Matador's first newspaper was the Motley County News which was established in 1894. The name was changed a number of times before it returned to its original title and later



DOUGLAS MEADOR

was merged into the Tribune).

Meador tells the story of how in the fall of 1933, with \$1.43 in his pocket as capitol he assumed the management of the Roaring Springs News, eight miles from Matador, and commuted to work every day. (His first newspaper job was in the advertising department of the Childress Daily Index in the spring of 1930).

Meador had tried his hand at writing though before he went back to Matador. He spent six years in Hollywood. He sold two comedy scripts to a not-very-well-known picture company at \$50 each and assisted in directing one of them. The company folded when the treasurer disappeared with the capital.

Meador was named "Newspaperman of the Year" by the Dallas Professional Chapter of Sigma Delta Chi in 1952. The outstanding Texas newspaperman award was selected to annually honor a newspaper man for some outstanding thing he has done for his newspaper, his community or his region or state and not because of stories he had written nor the mechanical excellence of his newspaper.

The award was made at the annual fraternity dinner at the Downtowner Club and was attended by some 200 Texas newspaper editors and publish-

ers who were in Dallas for the opening of the State Fair of Texas.

Meador has held many honors, including serving his native town as mayor for several terms, he has been president of the Motley-Dickens counties Old Settlers Association, president of the Lions Club.

He has served both the West Texas Press and Panhandle Press Associations as president.

In 1954 the Matador High school seniors dedicated their school annual, La Arena, to Meador and its inscription might sum up his community's regard.

Their dedication read:

"It is the desire of the Senior Class to dedicate this book to Douglas Meador. We do this because he has been one of our truest friends. He has given us, and our school, space in his newspaper, and he has helped us with many problems during our twelve years in school. We think of him as one of Matador's finest citizens. He is always behind every worthwhile project and has given unselfishly of his time, energy and money to the citizens of Matador. So it is with great pleasure that we dedicate this book to one of Matador's finest citizens and editor of our newspaper, Douglas Meador."

Best Wishes To Our Friends And NeighborsDoug And Lila Meador



PRINTER FOR THE MATADOR TRIBUNE

BLANCO OFFSET PRINTING CO., INC.

P. O. BOX 700

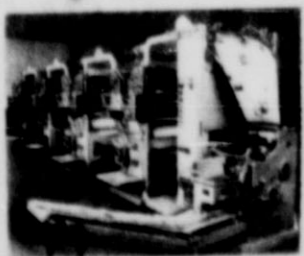
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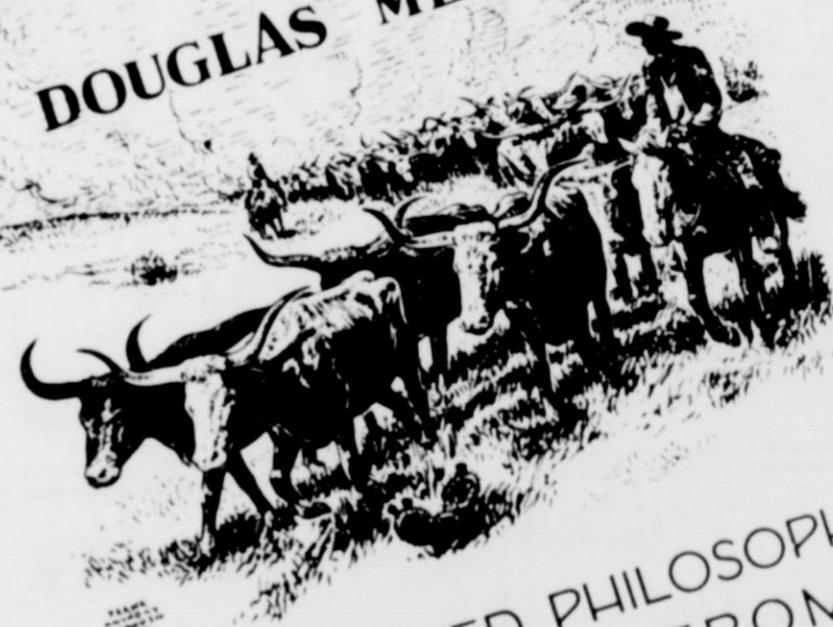
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TRAIL DUST

By
DOUGLAS MEADOR



STAR-DUSTED PHILOSOPHY
BY AN EDITOR FROM A
SMALL, WEST TEXAS TOWN

A GREAT BOOK
...WRITTEN
BY A
GREAT EDITOR

It Was Our Privilege To Print

"TRAIL DUST"

NORTEX Offset Publications, Inc.

THE HOUSE OF QUALITY PUBLICATIONS FOR THE SOUTHWEST



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Lila Married Douglas Meador And The Matador Tribune



LILA MEADOR

By Violetta Mahood
 "A red settee in the office makes a handy place to catch a few winks of sleep between jobs or while waiting for forms to be made ready for a press run," says Lila (Mrs. Doug) Meador.

That is since 1945 when she became a fulltime (24-hour per day) employee at the Matador Tribune - with spasmodic leaves of absence whenever competent student help could be obtained during the summer months.

The depression followed in succession by the drouth and dust-storm years, and inflation, have in turn been hard to weather, Mrs. Meador says.

"During the time when we had no help either in the office or the back shop, it fell my lot to run the C&P jobber while Douglas made up the forms, working many times throughout the night in order to keep our customers supplied with their needs."

There were other years before she became a fulltime employee at the Tribune. Born Dillah Lorene Tipton, January 14, 1909 at Colt, Arkansas, she was reared and educated in Missouri and migrated to Texas during the summer of 1928 to join her family who had moved to Matador the preceding year.

(Her parents, the late Mr.

and Mrs. A. A. Tipton, her brother, Burrell and youngest sister, Mary Ola (Mrs. Jack Crider of Odessa) came here ahead of Lila and her sister Opal (Mrs. Nolan Fulkerson). The two girls made the trip by train following Opal's graduation from Caruthersville (Mo.) High School, where Lila had graduated in 1926.

She secured work in the First National Bank in Matador (there were two at that time) and met Douglas Meador, who was clerking in Simpson's Drug Store. He had just returned from California where he had spent six years trying to become a writer. They were married the following summer - thinking they would make their home in California. Instead they stayed at Matador.

Came the depression and Doug lost his job and Lila's salary was reduced to \$30 per month. Finally he went to Childress to work with a friend (Dave Cameron) on the Childress Index, in advertising. When he gave up the job to return to Matador to work at a lower salary, "That," said Lila, "was the first time I almost left him. . . the next time was when he decided to start a newspaper in competition with the News. . . which I thought was folly. This venture folded after eight issues, and after a series of odd jobs, he

was offered the place as editor of the Roaring Springs News, eight miles south of Matador." Lila remembers, "It was at this point that I became a newspaper widow literally," she said. "Doug commuted to his work, spending many nights in Roaring Springs struggling with the plant, which was all hand-set."

"I continued with my bank job during the day and typed copy for the paper during 'spare' time, and at home at night, where I also did the bookkeeping."

"It was several years before I did any actual reporting. I started with local items and later branched out on club reports and church news. Later I advanced to obits. I learned to write wedding stories by following the style used by the dailies," Lila recalls.

It was in 1945 that she left the bank to begin her fulltime work with the Tribune. However, in 1940 she had started a column as a feature for the woman's page of the Tribune, which she called "Pied 'Pintions" meaning (quote) "To put into a mixed and disordered condition, as type; to mix and dis-arrange hence to throw into disorder; to make a mess of." All of which probably signified, literally, the ultimate character of these efforts. (unquote)

Doug was named Newspaper Man of the Year in 1952, by the Dallas Professional Chapter of Sigma Delta Chi, and the following year, Lila wrote in her column:

"To live with a man for 24 years requires stickability. To live with a newspaper man for nigh on to 20 years requires endurance - but to live with the Newspaper Man of the Year, for a year requires a certain brand of fortitude. . . however it does have compensations, including the privilege of accompanying him when he appears before various groups to speak."

The above are excerpts from March, 1961 issue of West Texas Publisher. The following is supplementary)

Lila Meador is a member of the First Baptist Church, Matador, and has worked in various departments of the Sunday School. She is presently serving as church organist. She holds honorary membership in El Progreso Study Club and the Matador Garden Club, and fills in as reporter when that officer is absent from a meeting.

"I am neither a writer nor a musician," she declares. "My father bought us an organ when I was about 12 years old,

My sister Opal, and I did the janitor work for the small church in Deering, Missouri where we then lived, to pay for our music lessons (we took about two years). . . Dad, who was a deacon in the church wouldn't buy a piano at first because he considered it an

affords us many invitations to attend - because we are too busy to accept."

One Pressman' To Another -

Congratulations

Superior Cleaners
 FLOYDADA, TEXAS

FREE PICK-UP AND DELIVERY IN MATADOR EACH MONDAY AND THURSDAY

"The newspaper is rewarding - and also frustrating. It

Our Sincere Tribute



DOUGLAS MEADOR

WRITER, PHILOSOPHER, AND FRIEND

Matador Auto Company

MR. AND MRS. GLENN WOODRUFF AND PERSONNEL



.....and we want to CONGRATULATE BEN AND LILA MEADOR

BILL AND OPAL ROY AND ROSIE

LOU AND ED

PAT AND ETHEL

BUNDY AND CRETIA

P.Y. AND HATTIE

OLLIE AND BIRNIE

MARY AND MELVIN

HAZEL DONOVAN

MARY RENFRO

LINDA GOSSETT

OTT HINES

"LITTLE" DOUG

MR. AND MRS. C.W. GIESECKE

MR. AND MRS. J.L. WOODRUFF

RUBY THOMPSON

DOC AND LENA COOK

J.B. AND JEAN COOPER

KIRBY AND JOYCE CAMPBELL

PAT AND ANN SEIGLER

JIM REYNOLDS

THE HESPERIAN STAFF

JAMES HUGGINS

GWEN COGDELL

CAROLYN FUQUA

SHARRON HUGGINS

BEVERLY SNIDER

WENDELL TOOLEY

CERITA HARRIS

PEGGY MEDLEY

CONGRATULATIONS, DOUG



YOU HAVE COME A LONG WAY SINCE THIS PICTURE WAS MADE. HERE S WISHING YOU FORTY MORE YEARS OF 'TRAIL DUST' AND THE MATADOR TRIBUNE.

Bob Stanley Pharmacy

"ONE OF THE LARGEST AND FINEST PHARMACIES IN WEST TEXAS"

BOB, ETOILE, AND JAMES STANLEY



DOUGLAS MEADOR in Hollywood, Court Drug Store, located at Santa Monica and Normandy. Taken October 25, 1923.

Meadors Were Area Pioneers

Ben Douglas Meador was six months of age when his parents left Matador following his birth on May 9, 1901, in a small house on the north edge of town. He was named for his maternal uncle, Ben Quarton and his paternal uncle, Doug Meador.

The little pioneer family travelled by covered wagon to Moore County, where Mr. Meador secured work on the Watkins Ranch. After living here a short time they moved into Oklahoma. Their second son, Joe (also named for a paternal uncle) was born at Texhoma.

Living conditions were poor, and Douglas remembers gathering cow chips on the bare prairie, and coal along the railroad right-of-way to augment their scant supply of fuel. Later the area was to become rich from oil and gas.

Mr. Meador decided to move back to Texas, and went to Dalhart where he and his brother-in-law, Ben Quarton, operated a dairy until about 1908, when both families moved to Quannah and continued in the dairy business, as the Meador Dairy.

FIRST SCHOOL AT QUANAH
It was at Quannah that the boys, Doug and Joe started to school the same day.

About two years later Mr. Meador again decided to move and this time, still by covered wagon, came to Cottle County, and secured a "quarter" section of land in the Dunlap community 10 miles north of Paducah. They stayed there a month, and Mr. Meador then bought the old H. F. Cook homestead five miles west of Paducah.

As they topped a hill overlooking the land, Mrs. Meador told her husband, "Jimmy, when you take me away from here, I want it to be in my coffin." She had her wish, as she passed away there, it was Doug's wish however, that she be buried at Matador and she was brought to East Mound Cemetery here and laid to rest.

A deep affection existed between Douglas and his mother and when he left home in 1922 to go to Hollywood in quest of a career in writing, he was unable to bid her goodbye, and left without telling her of his plans.

At her death, he wrote in his column Trail Dust:

"The tetrad remains, Mother, because the courage of your spirit is in the sunshine and the gentleness of your soul will be in the snowflakes falling on the stubblefield. Your understanding will be woven into the flowers and your pure heart will be in the white clouds swinging in their hammocks of space. I can never forget your goodness, your love, nor your beauty so long as the dew clings in the fantasy of a spring morning, birds sing in the budding cottonwoods and the same soft brushes paint the sunset.

"You will be close when I walk alone under the high stars across the plains of solitude and I will hear you singing with the rustling of the wind. The tenderest and most sublime moments of my life are the jewels you bequeath me in the treasure-chest of memory, bound forever with the strength of your love and locked by your infallible devotion."

Soon after Mr. and Mrs. Meador moved to their farm home, her mother, Mrs. Robert Quarton came from Missouri at the death of her husband, and bought a home in Paducah. For several years Douglas attended the Paducah schools and stayed with his grandmother, until the cotton picking season ended, then transferred

to the Valleyview school near his home to finish the term, advancing to the next grade, thus completing two grades in a school year. When the weather was favorable he rode horseback from the farm, to school in town.

At the beginning of World War I, too young to enlist, Douglas went to Petersburg, Virginia, to work in the ship yards, although he had never been near the ocean or seen a ship. He took the flu and pneumonia during the epidemic of 1918 and was sent home at the point of death. He was in Fort Worth when the false news of the Armistice was sounded.

WAS ONCE DETECTIVE
During 1919 Douglas took a correspondence course from the C. T. Ludwig Detective Training School Corporation of Kansas City, Mo., and received his certificate of graduation dated Oct. 17, 1919.

With his diploma and a letter of recommendation from the president of the school, he went to Fort Worth and secured a job as night watchman at a mattress factory in an abandoned lumber yard in north Ft. Worth. The job didn't last

however, as the foreman came to work one morning and found Douglas fast asleep.

Having dropped out of school his senior year at Paducah High School, Douglas continued his education by taking correspondence courses in English, and fed by the fires of ambition to be a writer, pursued his dream to Hollywood. He spent six years in the land of make-believe, returning home each Christmas to be with his parents.

The last trip home was in 1927. In the summer of 1928, Fred Simpson offered him a job as soda jerk in his drug store at Matador and he decided to take the job temporarily. However, as fall advanced, he stayed on, with the idea of returning to California later.

Working at the First National Bank, as secretary to Vice-President John K. Crews, was Miss Lila Tipton, who had come to Texas that summer to join her parents.

The fledgling writer and the secretary were married June 22, 1929, at the Baptist parsonage by the pastor of the First Baptist Church, Rev. K. W. Keller.



PUBLISHER'S PARENTS - Made on the eve of their departure from Missouri to Texas, this is the wedding picture of Mr. and Mrs. James E. (Jim) Meador, parents of Publisher Ben Douglas Meador. The couple was married at Siles, Mo., November 19, 1899. Mrs. Meador was the former Jonnie Belle Quarton. She passed away Nov. 14, 1935 at their farm home west of Paducah. Mr. Meador then returned to Matador and made his home here until his death September 20, 1961.

Trail Dust By Douglas Meador

To be bored with oneself is to admit that associates pay dearly for the acquaintanceship.

A sincere declaration of love does not always require a statement. It may be a smile, a tear or a touch of a hand.

Values are changing so rapidly that I am never quite certain whether I am gaining or losing ground. As a boy I used to pour large buckets of clabber to the hogs and now I am buying it back in small cartons labeled cottage cheese.

Time heals most of the wounds in our hearts with the patience of a dedicated doctor. It leaves no scars from the imaginary hurts that plague the young.

Light from a wind-swept moon floods the empty yard to-night and silence has sealed the lonely old house. Stored in a room familiar to my childhood is the massive stove which once warmed my stocking-clad feet on winter mornings. No burning mesquite has rested on its grate in many years and laughter followed the warmth through the portals of memory. The last mellow flame from a coal oil lamp has been extinguished; door knobs that knew the touch of my mother's hand are covered in cold dust.

It is hardly possible to esti-

mate a man's success without knowing how much he owes to good fortune or the Grace of God.

temptation will relax with age, just don't let it become convenient.

If you think the pressure of

Truth is the basic strength of honesty.

Matador's Own-

TRAIL DUST

By
DOUGLAS MEADOR



KEEP UP THE FINE WORK

Edmondson Phillips '66'

MR. & MRS. HOWARD EDMONDSON

Best Wishes

Ben & Lila

WE ARE GLAD
TO HAVE YOU FOR
FRIENDS AND NEIGHBORS...

HOUSEHOLD SUPPLY CO.

FRANK & LOLA POHL

Well Done



DOUGLAS MEADOR

THIS HISTORICAL MARKER
WILL STAND NO LONGER
THAN YOUR THOUGHTS AND
OBSERVATIONS IN

TRAIL DUST

Higginbotham Bartlett

MATADOR, TEXAS

YOU'RE IN THE SPOTLIGHT,

AND THE RECOGNITION IS WELL DESERVED.
THE COMMUNITY OF MATADOR HAS BEEN
BLESSED WITH YOUR DEDICATION TO YOUR
PROFESSION AND TO THIS COMMUNITY.

OUR HATS ARE OFF TO YOU ON THIS DAY.
'YOUR DAY'

CONGRATULATIONS DOUGLAS MEADOR

FORREST CAMPBELL

COUNTY JUDGE



DOUGLAS MEADOR and his brother, Joe at an early age.



DOUGLAS MEADOR at work in Tribune shop. Picture was taken about 1950 in the old Tribune shop located in the Masonic Lodge Building.

Congratulations



Douglas Meador

**El Matador
Travel Center**

AL & DORA WATSON

We'll Ride Out Sunday



**To Honor Ben Meador
Matador Motor
& Implement Co.**

MR. & MRS. M. L. HOYLE — MR. & MRS. LARRY HOYLE



Matley Roundup

PEP SQUAD NEWS

by Marilee Martin

All week the excitement had been building. The spirit was high throughout the school. So that by Friday Sept. 22, everyone was really excited about the football game between Matador and Meadow.

The cheerleaders started off the pep rally with many different yells. Coach Irvine introduced his parents to everyone and, he said that this would be the first time they have ever seen him coach, or see his team play.

The skit girl for the week was Dorothy Williams.

Thomas Tilson and Doug Meador said that they were really ready to win and that they were going to get-em a Bronco.

The rally continued with yells and ended with the school song.

★ M-R ★

Miss Hester is Home Ec Teacher

Miss Rebecca Carol Hester, better known to the student body of Matador High School as Miss Hester is an attractive, 5'1/2" brown-eyed brunette who hails from Texline, Texas. She is the middle daughter of Mr. and Mrs. J. D. Hester, who live in Texline.

Her mother is a substitute teacher for the Texline school and her father is a rancher. Her older sister is a nurse and her younger sister is taking courses at TWU in preparation for teaching the deaf.

Miss Hester is the Home Economics teacher at Matador High School and she enjoys her job very much. She has a natural ability for getting along with people and her relationship with the students is evidence of this fact. About her job Miss Hester says "It's a challenge - a different challenge from bigger schools. Here I get to know the people and the girls better, about

the girls' family background and in that respect it is easier to understand the girls. The parents are more concerned here and willing to help. I really do enjoy it."

Miss Hester is a graduate of Texas Woman's University, where she earned a Bachelor of Science degree.

★ M-R ★

Mavericks Corral Spur Juniors 20-6

by James Pritchett

After battling four tough quarters, the Mavericks came out on top 20-6 against Spur, on September 28.

In the first quarter both teams came out fighting and used up the whole quarter trying to move the ball. Early in the second quarter, Matador broke loose for a touchdown. The extra two point attempt was no good. During the 2nd quarter, Spur made their only T.D.

In the third quarter the Mavericks decided to go to the air. When they saw this didn't work, they ran a play on the ground and went in for another touchdown and extra points.

Then in the 4th, Matador found room and made the last touchdown of the night.

The Mavericks were happy over the victory as this was their first win this season.

★ M-R ★

MHS Spirit Drive Is Special Event

by Toni Thomas

Last week was somewhat special in the halls and on the grounds of Matador High School in that the students participated in a "spirit drive" to boost the Matadors for the game Friday, September 29, against New Home. There was a great deal of competition between the four classes as each class was assigned to a project of their choice to show their support and trigger the old Matador spirit.

The results were: the Senior class brought an old car up to the school parking lot, decorated it with slogans such as, "Bash New Home," and gave the boys a sledge hammer to use on the car. The boys used the car as a symbol of their strength and determination to beat their opponent.

The Juniors showed their support by hanging paper bags in every corner of the school with "It's in the Bag" written on each

bag. Inside the bags was the word "victory." There was not a place to look that a bag full of victory could not be seen. In addition to this the Juniors passed out "spirit sticks" (suckers) to all the students and teachers. The Juniors also made a big sign saying "Cage the Leopards" for the football team to run through at the beginning of the game.

The Sophomores brought two kittens, representing the leopards, in a cage, to school. Their theme was to "cage the leopards." They gave gum to the football boys and told them to "chew 'em up!", referring to New Home.

The Freshmen brought stuffed leopards to school and a big trap, carrying out the slogan, "Trap the Leopards." They also made signs for the halls and did chants between classes to show their spirit.

The winner was to be announced at the pep rally after the teachers judged the projects. The Junior class, who worked hard to show their support for the Matadors, won the prize. There was also a prize given to the individual who worked the hardest which was presented, by the cheerleaders, to Darla Cruse. The prizes were football soap.

The spirit drive proved to be very effective and the whole student body had a part in the drive and support of the team.

★ M-R ★

GRADE SCHOOL NEWS

Matador

The fifth graders learned about table setting and balanced meals. In Social Studies they are studying Indians and their heritage. The fifth grade duties include raising and lowering the flags each day.

The sixth grade elected officers this week and they are as follows: David Moore, President; Gloria Sims, Vice-President; and Mark Wason, Secretary.

In the fourth grade the students have been studying about deserts and have made pictures of desert plants using rice.

In the fifth grade the students have been studying about Indian homes. In Art they made Indian teepees, decorating them with designs and pictures that tell stories.

★ M-R ★

Flomot

Cast At Work

The Flomot fifth and sixth graders are practicing on a play called, "You're a Good Pal,

Charlie Brown." The cast is as follows: Randy Hunter as Charlie Brown; Gwen Calvert as Lucy; Tommy Ross as Linus; Clint Ware as Schroeder; Linda Garza as Violet; Delma Salinas as Snoopy; Lupe Salinas as Pig Pen; Rosa Ortiz as Peppermint Patty; Simplicio Ortiz as Roy; and Lucretia Johnson as Sally.

Mrs. Carolyn Johnson is the director of the cast, and the students plan to present the play to the rest of the school later. They are keeping busy and working hard to have the presentation ready soon.

TRAIL DUST FIRST PUBLISHED IN 1931

THE first line of the column "Trail Dust" was printed in Floydada by the Hesperian Publishing Company. It was printed in the first Matador Tribune, dated December 10, 1931. It was a free circulation newspaper which was forced to suspend after only eight issues.

The type was set and the printing done in the Hesperian plant. The free circulation was 500. B. F. McIntosh, now of Lubbock probably set the type.

The first Trail Dust was printed above the initials B. D. M. (Ben Douglas Meador) and the author considered it a temporary title, which he would improve when he had time.

After the failure of the first Matador Tribune, Meador became bookkeeper for the Murrell Chevrolet Company here in Matador at \$1 per day. Later the firm bought a filling station where Red's Fina Station is now located.

Meador was operating the filling station (still at \$1 per day) in October 1932 (40 years ago) when two men drove in beside the hand operated pumps. One of the men was George Gabriel, now of Spur (who operated a dry goods firm in Roaring Springs) and the other man was Melton Thacker, whom Meador did not know at the time.

Mr. Thacker explained that he was looking for someone to operate the Roaring Springs News, which he owned. Meador was excited at the possibility, but was forced to tell his new friend that

Proclamation

WHEREAS the Matador Tribune has been a vital guardian of our city's time-honored traditions and an eloquent spokesman for the cherished ideals of a freedom-loving people; and

WHEREAS it has played a vital role in the strength of this community's economy as a substantial payroll, as a business and sales stimulant, and as a continuing champion of the free enterprise system; and

WHEREAS public recognition should be given to this newspaper and newspapers everywhere for their sincere dedication to the great principle of a free press and its corollary, the people's right to know;

NOW, THEREFORE, I Kirby Campbell, Mayor of Matador, do call upon the citizens of this community to observe the week of October 8-14, 1972, as

NEWSPAPER WEEK

IN WITNESS WHEREOF, I have hereunto set my hand, on this 8th day of October, 1972

Signed

Kirby Campbell
Kirby Campbell, Mayor
City of Matador, Texas

he did not have any money.

Mr. Thacker said: "I have made some inquiries about you and you look over the newspaper and if you think you can do something with it, I will let you have some money to buy stock and get started."

Meador again started "Trail Dust" in the Roaring Springs News and it was from this publication of extremely limited circulation (probably less than 300) that he received his first "fan letter."

It was in 1934, however when "Trail Dust" gained recognition statewide, by winning a first place cup given by the State Fair of Texas as the best weekly newspaper column in Texas.

LOCAL NEWS

Mr. and Mrs. Eddie Russell attended the Hale Center Homecoming game Friday night, as

guests of their son and family. Mr. and Mrs. Gordon Russell. Their granddaughter, Elaine, is a drum major on the Hale Center band which performed at the halftime.

Visiting Mr. and Mrs. Ronnie Vandiver and family Sunday and Monday, were his parents, Mr. and Mrs. John Vandiver of Amarillo.

Mrs. Ora Faye Patton of Decatur, accompanied by a cousin, attended to business and visited here from Tuesday until Friday of last week.

Larry Jameson, who is employed at Avenue H Glass & Mirror, Lubbock, visited his parents, Mr. and Mrs. Bobby Jameson and with Mr. and Mrs. Leslie Jameson, during the week end.

Flying any national flag upside down at sea is the international distress signal.

Misses Judy and Peggy Marrs, who are attending Abilene Christian College, spent the week end with their parents, Mr. and Mrs. Bruce Marrs.

AT REA CONVENTION

Mr. and Mrs. Furman Vinson are in Tucson, Arizona, attending the R.E.A. Region 10 convention, which started Wednesday and will close Friday. They will then continue to Orange, Calif., for a visit with Mrs. Vinson's parents, Mr. and Mrs. C. W. Gray and a sister, Mrs. L. K. Schroeder and family.

From Out of Town At Damron Rites

Relatives and friends from out of town, who attended funeral services Oct. 2, for Chris Damron, included Mr. and Mrs. Mose Damron, Ruby Lee Leslie, Mr. and Mrs. Lewis Leslie and Mr. and Mrs. Luther Leslie, all of Hereford;

Mrs. David Aldridge of Columbus, Ga.; Mrs. Marianne Barker and son David Lewis Martin, Clifford Hargrove, Mr. and Mrs. Frank Hargrove, Mr. and Mrs. Todd Miller, Mrs. Doll Hardberger, Mr. and Mrs. Buster Damron and Mr. and Mrs. Joe Hargrove and daughter, all of Lubbock;

Mrs. Lillie Hargrove, Mr. and Mrs. Leslie Hargrove and daughter, Mr. and Mrs. Don Moses and George Strange all of Crosbyton; Mr. and Mrs. Lonnie Stokes of Cotton Center; W. W. Ferguson, Mr. and Mrs. Maurice Clifton, Alfred Martin, Mrs. Patsy Brown and Eugene Ferguson, all of Turkey; Mrs. Lena McCully and Mrs. Selbia Foreman of Spur;

Mr. and Mrs. David Sudduth of Muleshoe; Bonita Jackson of Slaton; Roberta Chester of Amarillo; Mr. and Mrs. Bobby Cross of Vernon; Inez Montgomery of Dimmitt; Mr. and Mrs. Walter Killabrew of Pampa; Mrs. Mildred Chandler of Kress; Delaney Cartwright and daughter of Paducah; Mrs. Leona Degam of Flomot; Mr. and Mrs. James Griffin, Ted Marquis and Wayne Marquis of Floydada; Mrs. Beulah Jameson of Dougherty; and Mrs. Don Baxter of Afton.

DON'T TAKE RURAL TEXANS FOR A RIDE... ...AND DON'T TAKE US FOR GRANTED.

HERE'S WHAT NIXON IS DOING TO RURAL AMERICA

WHEAT SCANDAL - Giant wheat exporters made huge profits at the expense of individual wheat farmers, many in Texas, on Soviet trade.

TAXES - Wall Street Journal says federal laws favor the corporation or investor who farms on the side for a tax write-off.

FARM ISSUES - Under Nixon, parity dropped the lowest since 1933. Nixon held up payments of nearly \$400 million for feed grains in 1970, forcing farmers to borrow at highest interest rates in history.

CONGLOMERATE SCANDALS - Big Business first, the public second - that's the Republican philosophy. Anti-trust suit against ITT dropped at the same time ITT pledged \$400,000 to finance Republican Convention.

Harry S. Truman said, "The Republicans admire our government so much they want to buy it."

Let's face it. The Republicans just haven't changed much since the days of our grandfathers. They still favor Big Business over the average working man and woman. And while they're taking us for a ride, they keep telling us what a 'dangerous radical' Senator McGovern is.

That's what they said about Harry S. Truman.

HERE'S WHAT McGOVERN IS DOING FOR RURAL AMERICA

HIS STANDING - George McGovern has been elected time and again as a Democrat from a Republican farm state... because they know where he stands.

TAXES - His tax proposal would end the loopholes for tax-loss farming by giant corporations and the wealthy individuals who compete unfairly with family farmers. McGovern's proposal calls for the same tax on capital gains as on earnings.

FARM ISSUES - He sponsored and co-sponsored: Meat Import Limitation Law; Dairy Import Act; Wheat, Feed Grain, and Soybean Emergency Reserve Bill; Rural Development, Rural Job Development, and Rural Telephone Acts; Farm Credit Act; and other pieces of important legislation.

HIS BELIEFS - George McGovern knows that the answers to many of our most pressing problems in America today can be found by developing genuine opportunities for everyone in our small towns and rural areas throughout the country.

Let's not be taken for granted by the Nixon Republicans. Rural America has always fared best under a Democratic administration. If you want to stand up and do something good for rural America, the answer is to help put a Democrat in the White House. We need George McGovern... and George McGovern needs us.

RURAL TEXANS NEED A DEMOCRAT.

RURAL TEXANS NEED McGOVERN

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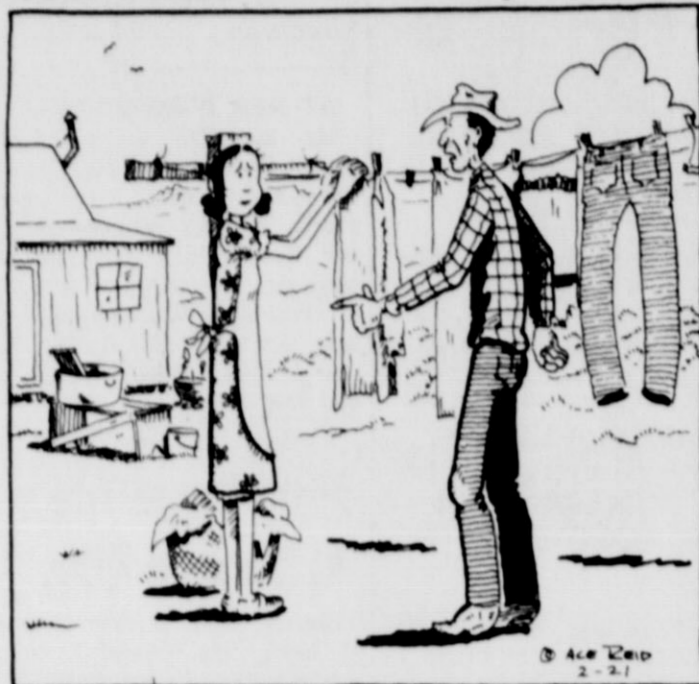
Service Center

Pete

Kelly

COW POKES

By Ace Reid



"Whatta you mean I never take you anywhere, only last week I took you to the grocery store and twice to funerals!"

This feature sponsored by THE FIRST STATE BANK

Howie Russell is Hall Officer at WT

Howie Russell, son of Mr. and Mrs. Gordon Russell of Hale Center, has been named vice president of around 200 sophomores, juniors and seniors at West Texas University, Canyon, living in the hall. He is a 1971 graduate of Hale Center High School and a sophomore at West Texas, and is the grandson of Mr. and Mrs. Eddie Russell of Matador. During his freshman year he served as a senator representing his class on the Student Council and is also a candidate for the Senate again this year. He also

will serve as "Disk Jockey" and engineer for Radio Station KWTS, the college radio station. He qualified for his third class FCC radio-telephone licenses at an examination given recently in Dallas.

Early Paper Plant Was Near Tribune

The first Motley County newspapers were printed near the present location of the Tribune. It is assumed that most of the small handset publications were in the same building.

The late G. E. Hamilton said the wooden building was just 20 feet south of the Tribune. For a number of years after the Tribune was built, it was possible to find old type on the ground until grass covered the area.

H. O. Ward moved the plant to a location near the present Higginbotham-Bartlett Co. store and Grover Mitchell purchased the paper from him. He moved the equipment to the Masonic Building which was finished about 1926. Mitchell brought the first Linotype to Matador from Shattuck, Oklahoma.

Hamilton and Meador bought the present Tribune Linotype in 1934 and installed it in the Masonic location. It was shipped to Matador on the Motley County Northern Railroad (which was discontinued in 1935). The Linotype was hauled on a dray wagon from the railroad to the Tribune location.

In The Want Ads
Itch! Itch!

Fast relief from insect bites, chiggers, poison ivy, eczema, other skin rashes. Try quick-drying, antiseptic ITCH-ME-NOT. Relief in MINUTES or your 50¢ back at any drug counter. TODAY at

PAINTING INTERIOR - EXTERIOR. Very reasonable. Also general repairs day or night. Call Marvin Rick, 347-2388. 32/p2t

CARD OF THANKS
May we take this means of expressing our sincere appreciation and thanks to all our friends and neighbors who were so kind following the recent death of our husband and father. For all the cards, flowers, telephone calls, visits, words of sympathy and for the food brought to our home, we will be forever grateful. May God's richest blessings be with each of you.
The Family of Fred Dawson (1)

IN APPRECIATION
Your cards, visits, flowers and calls while I was in the hospital and since my return home have been appreciated very much, and I wish to take this means of thanking each of you who remembered me in any way.
Bob Jameson (2)

CARD OF THANKS
The thoughtfulness of friends in our recent bereavement was a comfort to us in our sorrow, and we wish to express our heartfelt appreciation for your cards and other expressions of sympathy, the floral offerings and the many other deeds of kindness. We shall remember each of you with deepest gratitude.
The J. D. Mitchell Family
Mrs. Doyle Mitchell and Dan (2)

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FOR SALE - One Mahogany china cabinet, 18th Century living room suite, one white chair, one reclining chair, one swivel chair and matching ottoman. Mrs. E. A. Day Phone: 347-2724. 32/ctfn

SALE SATURDAY - October 14, of all Traweck hospital linens and bedding. Regular size except some twin fitted sheets. Few other house hold articles. All less than half price. North door of my home. Mrs. Albert Traweck. 32/p1t

FOR RENT - Small furnished house. Mrs. J. P. Neighbors. 32/ctfn

FOR SALE - 3 bedroom house; 3 lots. See Pete or Bobby Williams, Phone 347-9286 or 347-2355. 32/ctfn

FOR SALE - Ellis Masey home, three lots and small house in Roaring Springs. Betty Lanette Masey, P.O. Box 771, Graham, Texas 76046 32/ctfn

FOR SALE - Cast-iron wash pot Phone: 347-2717 29/ctfn

FOR SALE - Hegari seed. State tested. See Ott Hines, Matador. 19/ctfn

NEED RETIRED MAN - Are you retired but not tired? We need a man in your area to represent us on a part time basis. No investment required. One preferred with agricultural background. Write Box 791, Lubbock, Texas 79408 31/c3t

FOR SALE - 24 Aberdeen-Angus bulls from registered stock, and 22 Springer heifers, registered. See James Long, 8 miles north Crowell, west side hi-way. 31/p6t

HEADQUARTERS FOR LEVIS: We have a large and complete stock of famous Levis for men and boys, reg. blues, white and clay colors, button and zipper fronts. Large range of sizes. Matador Variety 15/ctfn

MATTRESS SERVICE - New or renovated mattresses of all kinds. For appointment call Matador Hotel, Ph. 347-2411. Fast and dependable service. 1/ctfn

APARTMENTS FOR RENT: UN-furnished, \$35.; Furnished, \$50. Hot water included. We pay water and sewer. Call 2756. Mrs. L. C. Harp. If no answer contact Mr. or Mrs. Curtis King 43/ctfn

FOR SALE - Hospital bed, good shape; plastic cover, mattress, 3 elevating cranks. Price \$65. See Jim Daffern. 31/p2t

WAITRESS WANTED - Experienced, or will train. Apply Smith Steak House. 24/ctfn

AUDREY'S "HOMEMADE'S" Shop, Highway 82 East, Dickens, will be closed on Mondays. Open Tuesday through Saturday, and on Sunday at 4 p.m. Antiques, hobbies, gifts. Phone 806-623-5575. 29/ctfn

BOYS AND GIRLS - Buy your PF Flyers at Matador Variety.

HOUSE FOR SALE. For information inquire at D. Baker's, Matador. 12/ctfn

IF YOU HAVE a drinking problem, call 348-2341, day or night. Confidence Kept. 6/ctfn

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SALES AND SERVICE - TORO mowers. Briggs and Stratton, and Tecumseh engines. Sharp reel and rotary mowers. Spears Small Engines, 105 N. Main, Floydada. Phone (806) 983-2396. 4/ctfn

DRY CLEANING at its best. Floydada Superior Cleaner's truck in Matador Mondays and Thursdays. Don't forget to place your card in the window if you have cleaning. 6/ctfn

FILTERS for M-M tractors, all models, gas and diesel. Now in stock. El Matador Travel Center. 16/ctfn

MEAT PROCESSING - LOCKERS FOR RENT - Special discount price on USDA graded 1/2 or whole beef. Please call us for SLAUGHTERING DATE. Spot Cash Gro. & Locker Plant, Matador, Tex. 47/ctfn

WANTED - Good H. H. Schweitzer saddle; also padded seat. Joe Clay, Flomot. Phone 469-5249. 24/p3t

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GLADIOLA	5 LB. SACK	BAKER'S ANGEL FLAKE
FLOUR	59¢	COCONUT
FRESH CALIF. LETTUCE	LARGE HEAD	CHARMIN BATHROOM Tissue
19¢	19¢	45¢
CRACKERS	SUNSHINE KRISPY	1 LB. BOX
33¢		
KOUNTY KIST CORN	12 OZ. CAN 2 FOR	DEL MONTE English Peas
37¢	37¢	49¢
BRUCE'S CUT SWEET Potatoes	SQUAT CAN NO. 3	DEL - MONTE CUT GREEN BEANS
33¢	33¢	53¢
COFFEE	Maryland Club	Maryland Club Coffee
95¢		
HI-C ORANGE DRINK	46 OZ. CAN	DEL MONTE Fruit COCKTAIL
37¢	37¢	65¢
BRIGHT + EARLY JUICE	12 OZ. CAN FROZEN IMITATION ORANGE	GOLDEN RIPE BANANAS
27¢	27¢	12¢
MIRACLE WHIP	KRAFT	QUART JAR
69¢		
ELLIS JUMBO SIZE Tamales	NO. 2 1/2 CAN	PATIO FROZEN 5 COURSE (NEW) Dinners
35¢	35¢	59¢
SIRLOIN Steak	POUND	FRESH PORK Roast
\$1.12	\$1.12	69¢

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