

Matador Tribune

NO. 56, NO. 41

MATADOR, MOTLEY COUNTY, TEXAS, THURSDAY, DECEMBER 28, 1950

PRICE FIVE CENTS

TRAIL DUST

By DOUGLAS MEADOR

Christmas is such a little while, how does the world touch down to the ambrosial cup in the hands of time pull it and melancholy trees are being to brown in the alley and unsightly rubbish cones. Colored lights fade from streets and homes of the glitter of rich hours is shed to a silver splinter in the flesh of memory.

Sharp as the teeth of a saw the wind cut its way through clothing and left a numbness in the fingers. It flapped canvas windows of the flying automobile as tired wheels checked movement in creaking wheels. A tall, bent, slender little girl emerged from the vehicle and entered warm, pungent cafe. Hunger written on their faces as the epitaph on burial. The thin child's legs were rough and bare and her garments bore the label of poverty, but some of the lights of the Christmas season reflected her small, hopeful eyes. She ordered no food, but drank dutifully the two glasses of mineral water, then the little girl opened a few words to the man and he reached into his coat, tossing a nickel toward her. She smiled hopefully and he turned an ice cream cone, pushing the coin forward. Grubby hands clutched the cone as the child's thin lips touched the cone. They faded through the haze and soon the old motor coughed its coughing again. Darkly presently closed in on the steering tail light of the vehicle, its old tires slapping the black pavement. Ahead the lonely road and Christmas two days journeying.

Christmas Day impressions: the boys falling in the dusty snow as they mastered the noise of their sparkling new toys; chubby arms of little boys hugging their new dolls; a Santa face fallen to the break and sand blowing into grotesque eyes; little clusters of automobiles around homes; when flashing new toys; when tumbledwoods blowing in the paving; tired radio announcers attempting to speak meaning Christmas greetings.

May a satisfactory friendship established and sustained on a Christmas card correspondence.

What is woven and tailored for body's raiment but only what is adequate to design for the soul.

It is unfortunate that many a New Year's resolution is whelped in the atmosphere of unbridled excesses. Perfection has admirable qualities but it is a pinch of faults to enslave its flavor.

Green Christmas and in-between time a man may frequently see mirages of poor things on the horizon of his life.

Walter Clower family

Mr. and Mrs. Norman Harp and daughter Melody, of San Antonio, visited here during the holidays with his parents, Mr. and Mrs. A. A. Harp, and other relatives.

Miss Dorothy Willett of Greeley, Colo., is spending the holidays here with her parents, Mr. and Mrs. Harry Willett.

County Escapes Road Accidents

Motley county escaped even one highway accident during the Christmas rush of traffic when U. S. Highway 70 carried "bumper-to-bumper" traffic all most day and night. More than 125 died in the state through highway accidents and the nation broke all records for holiday fatalities.

EARNEST C. LEE CLAIMED BY DEATH

Death claimed the life of Earnest C. Lee, 37, on Christmas day, after a lingering illness of almost a year. He had been bedfast since August, the victim of cancer.

Funeral services were held Wednesday, Dec. 27 at 3 p. m. at the Church of Christ, Roaring Springs, by Minister Kenneth Averett of Plainview.

Eudy-Seale Funeral Home was in charge of funeral arrangements, and burial was in Matador East Mound cemetery. Pallbearers were: Mark Hall, Jack Woods, Junior Keeling, O. B. Scott, Gene Boling and Obie Lee.

Earnest Cooke Lee was born at Granger, Texas, April 2, 1913, and died at Matador, Texas, December 25, 1950, age 37 years, 8 months, 23 days. He moved to Matador in 1925 with his parents, Mr. and Mrs. Will Lee, and on April 23, 1932, was married to Miss Mozelle Miller, at Matador. To this union, 3 children were born, all of whom survive.

They are: Charles Wayne, Ida Mae, Willie Jackie and Earnie Don, all of Matador.

In addition to his parents, wife and children, he is also survived by 2 brothers: Homer of Matador and Jessie of Snyder; and 3 sisters: Mrs. Opal Dyer of Redland, Calif.; Mrs. W. S. Smallwood of Glenn, Texas, and Mrs. George McMahon of Afton, Texas.

Attend Funeral
Out-of-town relatives here for the funeral were: Mr. and Mrs. Charlie Lee of Afton; Mr. and Mrs. Gene Lee of Plainview; Mr. and Mrs. Alvin Kelly, Quanah; Mr. and Mrs. Chester Fox Floydada; Mr. and Mrs. Ira Miller, Mr. and Mrs. Raburn Jones and Mr. and Mrs. John W. Miller all of McKinney; Jim Miller of Fabens; Mrs. Mack Holms of Weston; and Mr. and Mrs. Ray Stevens of Cellina.

VISIT RELATIVES
Rev. and Mrs. Marvin Brotherton, accompanied by their son, Glenn, of Texhoma, visited at Lockney Tuesday, with Rev. Brotherton's sister, and family, Mr. and Mrs. Jake Griffith, and at Canyon with a brother, H. A. Brotherton.

HOME FOR HOLIDAYS
Pfe. Willie E. Ward left Tuesday to return to his camp at Seal Beach, Calif., after a holiday visit here with his parents, Mr. and Mrs. H. S. Ward.

SIX-COUNTY SINGING
A special invitation is extended to the public, to attend the Six-County Singing convention to be held Sunday, December 31, at 1:30 p. m. at the Methodist church, Floydada. Announcement was made this week by B. R. Bassel, president of the organization.

Visiting Mrs. B. F. Jackson during the holidays were two daughters and their families: Mr. and Mrs. Joe Shirley and small daughter, Jo Lynn of Odessa and Mr. and Mrs. Randall Hawk and daughter, Carolyn of Quanah; also a son, Edmun Jackson of Lubbock.

Mr. and Mrs. Bill Conroe, Mrs. Imogene Gibson, Mr. and Mrs. Edward Compton and a baby daughter, Zan, all of Lubbock, visited their mother, Mrs. Lizzie Archer, during the holidays.

Mack Jacobs of Austin, spent the holidays here with his parents, Mr. and Mrs. W. F. Jacobs. Frank Price of Harlingen, was a holiday visitor here with his parents, Mr. and Mrs. Sterling Price.

Mr. and Mrs. Ray Jacobs left Sunday morning for Clayton, N. M., after a visit here with his brother and wife, Mr. and Mrs. W. F. Jacobs.

Walter Clower, Pioneer Of County, is Claimed by Death

Ranks of the early-day Motley county pioneers lost a veteran last week when death claimed Walter Clower 77, Saturday morning. He had been ill at his home for about a month and was conveyed to Traweck Hospital about a week before his death.

Funeral services were held Sunday at 2 p. m. at the Methodist Church, by the pastor, Rev. Marvin Brotherton, assisted by Rev. Clifford Potts, pastor of the Baptist Church.

Pallbearers were: John C. Russell, Marvin Patton, Howard Edmondson, Jinks Wilson, George Birchfield and Bill Pipkin. Burial was in Matador East Mound cemetery, under direction of Eudy-Seale Funeral home.

James Walter Clower was born in Delta County, Texas, June 28, 1873, and passed away at Matador, Texas, December 23, 1950, age 77 years, 5 months, and 25 days. He moved to Jones County, then to Cottle County, coming to Motley about 1898 when he began to work for the Matador Land and Cattle Company, for whom he worked until about 1930.

He was married to Miss L. Z. Lancaster, January 10, 1904, to which union 5 children were born, all of whom, together with his wife, survive. They are: Carlos of Ft. Worth; Jim, Fred, Mrs. Bertha Moore and Jonathan Walter, all of Matador. He is also survived by 3 brothers and 2 sisters: Morgan Clower of Branson, Colo.; D. T. of Paducah, Mo.; Ft. Worth; Mrs. Ben Strange, Ajo, Arizona, and Mrs. Annie Lee Day of Dallas; and 9 grandchildren.

He was the grandson of an old-time Methodist circuit rider, D. M. Clower. Pioneer in spirit and practice, he suffered the hardships and enjoyed the privileges of the early-day settlers.

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Mrs. Murrah had gone to California on November 22, with her daughter-in-law, Mrs. Howard Henson of Odessa, and was visiting a sister, Mrs. Ben Tingle of El Monte. Howard Henson was enroute to California at the time of the tragedy, to bring his mother and wife back to Texas. He arrived about midnight on the day of his mother's death.

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J. C. Collett Victim Of Grim Holocaust

FLAGS INCREASE MUCH INTEREST IN UNITED NATIONS

The total of 3,393 United Nations flags made by home demonstration club members, 4-H club members and other cooperating groups, prior to United Nations Day October 24, created much interest in the United Nations organization.

Maurine Hearn, state home demonstration leader of Texas A. and M. college, said the "Betsy Rosses" of Texas may feel proud of their achievement. She said that United Nations is familiar to more Texans since the flying of the new banner Jefferson county, with 104 flags, had the largest number reported by one county. Motley county made 11 flags.

A total of 2,790 programs or ceremonies were also reported in connection with the observance of United Nations week. Many of the flags were presented by the cooperating groups to outstanding Texas leaders.

AMARILLO TRAGEDY CLAIMS TEN LIVES

DEATH hung its own garlands amid the tinsel of Christmas in Pleasant Valley immediately north of Amarillo Friday afternoon when flames quickly licked through the Walker Convalescent Home. Ten aged patients perished in the fire that created the nation's most shocking 1950 Christmas season tragedy.

Among the ten victims was J. C. "Lum" Collett, 89, blind Motley county pioneer who had been a patient in the home for about one year. Mr. Collett, once a cowboy on the Matador ranch, had lived in the Roaring Springs area for almost 60 years.

Funeral services were held Sunday, Dec. 24 at 3 p. m. at the Methodist Church of Roaring Springs, by Rev. Bob Jameson, pioneer Methodist minister of the county, assisted by the pastor of the church, Rev. W. J. Knoy. Interment was in Roaring Springs cemetery with Eudy-Seale Funeral Home in charge.

Born in North Carolina on a large North Carolina plantation, November 2, 1861, the story of the life of James C. Collett is truly an interesting saga. His father, Orland Collett, was the son of another of the many Confederate soldiers who returned from war only to find their plantations ravished and depleted. So, like many others they sought a new field of activity by coming to Texas in 1866. James, about four years of age at the time, was reared under the conditions and influences of the frontier era.

On July 29, 1881, he was married to Miss Rebecca Hines at Pottsville, Hamilton Co., Texas, who died in 1926.

They settled on Duck Creek in Kent County in the spring of 1887, and left there in the spring of '91, coming to Collett Springs in Dickens County, where they remained until 1900, when they filed claim to a tract of land near Roaring Springs, their first home being a rude dugout. Here they lived up to the full tension of pioneer life in the great open country, there having been at that time no farm fences between them and Fort Worth, which was the closest shipping point. Every three months they went to Buffalo Gap for mail and supplies, a distance of some two hundred and fifty miles.

Drove Cattle
Mr. Collett drove many cattle over the old trails to the market centers and did well his part in the early industrial and civic development of the region. He was converted in August, 1906 and joined the Methodist church and was a charter member of the Methodist Church at Roaring Springs. He served for a number of years as school trustee, and assisted in the selection of the site for the first school house in his section of the county.

Of his ten children, eight survive. They are: 4 sons, Fred Collett, Hereford; Gus, of Lubbock; Hamp, of Bell Ranch, N. M.; and S. J. Collett of Hobbs, N. M.; 4 daughters: Mrs. Cal Martin, of Spur; Mrs. Louis Clifton, Roaring Springs; Mrs. C. M. Thomas, Shallowater, and Mrs. Blanche Bourland of Oklahoma City. Also surviving are 24 grandchildren; 1 sister, Mrs. Mary Chalk of Dallas, and 1 brother, Will Collett of Paul Valley, Okla.

Attend Funeral
Among the many out-of-town relatives and friends attending the funeral were Mrs. Webb Cammack and son, Bud, of Lubbock; Mr. and Mrs. Bud Morrison and Mr. and Mrs. Johnnie Parker, Spur; Mr. and Mrs. Tommy Graves and Mr. and Mrs. Clyde Mitchell, Amarillo; Mr. and Mrs. Sam Weatherall and Max King, of Paducah; and Mr. and Mrs. V. M. Chalk of Dallas.

CARD OF THANKS
We wish to take this means of expressing our heartfelt appreciation to friends and neighbors for their many acts of kindness, words of consolation and the beautiful floral offerings tendered following the tragic death of our father, J. C. "Lum" Collett. We wish to invoke the blessings of God upon each of you.

The J. C. Collett children.
Mr. and Mrs. L. M. Cox and son, Ronnie, Mr. and Mrs. W. O. Cox of Vealmore, Texas and Elwanda Martin spent Sunday visiting at Childress.

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Douglas Meador, Editor
Mrs. Douglas Meador, Associate Editor
Earl McBride, Mechanical Superintendent

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There is glory enough for any man to live and die a Texan.

NOTICE TO CREDITORS OF THE ESTATE OF C. A. MARTIN, DECEASED

Notice is hereby given that the Testaments of the will of C. A. Martin, deceased, were granted to me, the undersigned, executor, upon the 2nd day of December, 1950, by the County Court of Matley County, Texas. All persons having claims against the estate of the said C. A. Martin, deceased, are hereby required to present the same to me within the time prescribed by law. My residence and post office address is, 1305-32nd Street, Lubbock, Texas.

Lewis Martin, Executor of the Will and Estate of C. A. Martin, Deceased.
Publish Dec. 7, 14, 21, 28, 1950

FLORIST VISITORS

Visiting in the home of Mrs. James Taylor of Flomot, during the holidays were her daughter, Mrs. Eugene Pelfrey and family of Yuba City, Calif.; a son, Ret. Argle Taylor and family of Camp Carson, Colorado, and Mrs. Taylor's mother and brother, Mrs. Carrie A. Morriss and family, of Garden City, Kan.

GO TO CHURCH SUNDAY

A-H
ANTI-HISTAMINE TABLETS
stop COLD'S distresses IN MANY CASES the first day!



T. W. CAMPBELL & SON
GENERAL CONTRACTORS
MATADOR PHONE 39-W

DO YOU PLAN TO IMPROVE?



paint repair modernize
BUILD A NEW HOME

If you are planning to improve your property, paint, repair, modernize, or build a new home, let us offer a free estimate. It is always a pleasure to provide this service and it is without cost or obligation.

BURTON-LINGO COMPANY
LUMBER and BUILDING MATERIAL

Tribune, Matador, Matley County, Texas, Thursday, December 28, 1950

Roaring Springs NEWS

By Mrs. L. E. Cooper

Mr. and Mrs. Amos Mize and daughter of Amarillo, Robert Lee Duran of Albuquerque, N. M., and Mr. and Mrs. Ramon Ray of Morton, were holiday guests of Mr. and Mrs. Joe Duran. Mrs. Ray is Mr. Duran's sister.

Mr. and Mrs. Ralph Trice and sons spent the holidays in Denver City with their parents, Mr. and Mrs. R. O. Trice and Mr. and Mrs. L. H. Allridge.

Mr. and Mrs. H. L. Goodwin are vacationing at Corpus Christi and other places on the coast.

Mr. and Mrs. J. E. Cooper and granddaughter, Zane Seipworth, of Clovis, N. M., visited here for several days recently.

Mrs. Joe Bridges, Sr., is spending the holidays in Fresno and San Diego, Calif., with her sons.

Mr. and Mrs. Harold Jones left Sunday to visit her mother, Mrs. Edna Casstevens of Alvarado.

Lem Miller left Saturday for Pasadena to visit through Christmas with his daughter and husband, Mr. and Mrs. H. J. Kondsorz.

Mr. and Mrs. Tommy Graves and children of Amarillo spent Christmas here with her sister and family, Mr. and Mrs. W. E. Bowen.

Mrs. M. E. Keahey and daughter, Miss Freda Keahey spent the holidays in Wichita Falls with another daughter and family, Mr. and Mrs. Cal Monteith.

Coy Brown of Fort Worth is here for a holiday visit with his parents, Mr. and Mrs. W. E. Brown.

Mr. and Mrs. Hoyle J. Moss and son of Abilene, spent Christmas here with their parents, Mr. and Mrs. E. E. Moss.

Mr. and Mrs. Jim Dixon and son, Moss, of Garden City, visited here Saturday with relatives.

Earl Gene Freeman of Lubbock, is here to visit his parents through the holidays.

Joe Johnson and Gaylon Odom of Bay City, spent Christmas here with the former's parents, Mr. and Mrs. Carrol Johnson and other relatives.

Mr. and Mrs. S. A. Swim and children of Los Angeles, Calif., are here visiting their parents, Mr. and Mrs. J. T. Swim, Sr., and Mr. and Mrs. W. C. King.

Mr. and Mrs. Newton Martin of Corpus Christi, and Mrs. Ollie Martin of Lubbock spent the holidays with Mr. and Mrs. Wesley Burt.

Mr. and Mrs. Vester Shirley of Hale Center and Mr. and Mrs. Joe Shirley and daughter, Jo

Lynn, of Odessa are here visiting their parents, Mr. and Mrs. John Shirley and other relatives.

Don Bowen and Gordon Harmon were holiday guests of Mr. and Mrs. W. H. Marts at Sulphur Springs.

Mr. and Mrs. Dee Tarrant and children of Ft. Worth, were Christmas guests of his brother and family, Mr. and Mrs. Weldon Tarrant.

Mr. and Mrs. O. J. Sampson of Baird, visited his mother, Mrs. Mary Sampson through the holidays.

Mr. and Mrs. Herman Havis and daughter, Barbara, spent Sunday in Munday, as guests of Mr. and Mrs. Orvil Kuykendall.

Mrs. Lewis Hodgins and son Bill, and Mr. and Mrs. Saylor Watson and daughter, also Mr. and Mrs. Son Watson and daughter spent Christmas in Colorado City, with Mr. and Mrs. Jack Box and other relatives.

Mr. and Mrs. M. D. Freeman and sons, Earl Gene and Glenn Ray spent the holidays in Vernon with his father and family, Mr. and Mrs. John Freeman.

Aubrey Davis of Fabens was here over the week-end visiting his parents, Mr. and Mrs. Clyde Davis and other relatives.

Mr. and Mrs. J. N. Fletcher left Tuesday for San Diego, Cal., to visit with their son, J. N. Jr., who is in the U. S. Navy. They will also visit in Los Angeles before returning home.

Mr. and Mrs. Claud Morrison and son, of Abilene are here visiting with his mother and family, Mr. and Mrs. W. C. King.

Rev. and Mrs. W. J. Knoy had their children home for the holidays: Mr. and Mrs. Billy Knoy and sons of Tuscola, Dr. and Mrs. Holman Knoy and son of Breckenridge, and Mr. and Mrs. Leo Mathis of Kress.

Mr. and Mrs. John Billy Smith of Lubbock, spent the holidays with his parents, Mr. and Mrs. H. L. Smith.

Miss Bess Medlin is visiting in Canyon with her sister and family, Mr. and Mrs. Kenneth Bagley.

Bob and Dale Estes spent Christmas in Strawn with their sister, Mrs. Freda Mitchell.

Mr. and Mrs. Waitman Floyd and daughter of Celeste, and Mrs. Floyd Hamilton and children of Dallas, spent the holiday week-end here with their brother and family, Mr. and Mrs. Joe Gibson.

Mr. and Mrs. Delma Davis and children of Ft. Worth are here visiting his parents, Mr. and Mrs. S. N. Davis.

Mr. and Mrs. Duff Green are in Los Angeles, Calif., visiting their daughters, Mesdames Webb and Stevens.

Jake Sanders of Corpus Christi and Tony Sanders of Ft. Riley, Kansas, spent the holidays with their parents, Mr. and Mrs. G. C. Sanders.

LAND BOOM IS ON

Market For Texas Farm And Ranch Land Rising

COLLEGE STATION—The market for Texas farm and ranch land is booming once more after having slowed down in 1948, according to a study conducted jointly by the Bureau of Agricultural Economics and the Texas Agricultural Experiment Station. John H. Southern of the Bureau and Joe R. Mothral of the Station staff are the authors of Station progress report 1271, which shows that Texas land prices in 1949 were 151 per cent higher than in the 1935-39 period and are still rising.

For the first time during the period covered by the study, which dates back to 1920, the rise in selling prices was accompanied by a decline in the volume of sales and in total acreage transferred. The data, based on a tabulation of warranty deed records in 23 sample counties, show the 1949 average price per acre to have been \$44.44 as compared with \$41.36 for the previous year. Southern and Mothral attribute the rebounding market to the fact that "commodity prices held firm under the impacts of increasingly higher incomes in non-agricultural industries and government support of agricultural prices."

Higher prices were recorded to 12 of the 18 type-of-farming areas in the state. The sharpest gain occurred in the wheat area of the High Plains, where the average price per acre advanced from \$32 in 1948 to \$52 in 1949. Other areas showing marked increases were the High Plains and Trans-Pecos grazing area, the Edwards Plateau and Central Basin, the Lower Rio Grande Valley and the Northeast Sandy Lands.

Three counties, Ellis, Jones and Nacogdoches, were singled out by the agricultural economists for special study. The

portant factors in the land market in many areas. One out of each three buyers in Ellis and Nacogdoches counties was a non-farmer. More than one-half of the mortgage credit in all three of the special sample counties was furnished by individuals. Insurance companies and commercial banks were the next most important credit source.

As in past years, mineral values continue to influence farm land prices. In Jones county, for example, where oil prospecting has been fairly active, land transferred with all mineral rights sold at an average of \$69 per acre. Land without any mineral rights averaged only \$30 per acre. As contrasted with the heavy discounting of tracts carrying no mineral rights buyers appeared to offer much less price resistance in instances where only one-half of the mineral rights had been retained.

Much of the resale activity around the state involved small tracts which were uneconomical in size for operating units. However, "buyers with relatively large indebtedness and with good productive units," the authors conclude, "are faced with an excellent opportunity to reduce that indebtedness with con-

tinued high level demand brought about by the increasing national defense budget."

Harpers Called To Post For Funeral

Mr. and Mrs. Merrell Harper were called to Post Saturday night, at the death of Mr. Harper's brother-in-law, Paul Moore. The Harpers had arrived here Friday night to spend the Christmas holidays with her parents, Mr. and Mrs. R. P. Moore.

Mr. Moore (no relation to the R. P. Moores) had suffered a heart attack on Dec. 16th, but was resting well in Lubbock Memorial Hospital, when the sudden attack occurred which claimed his life.

Matador IOOF Lodge

Meets every Friday night.
H. K. Jameson, Noble Grand
Ralph Nichols, Secretary
All visitors and brothers welcome.



WE WISH UPON THIS STAR THAT ALL YOUR WISHES

COME TRUE IN THE NEW YEAR

HAPPY NEW YEAR

TO OUR FRIENDS AND CUSTOMERS . . .

We Are Grateful For Your Patronage And Friendship



THACKER SUPPLY CO.

M. S. THACKER ROARING SPRINGS JOE M. (BUZZ) THACKER

COMPLETE CAR SERVICE
TEXACO PRODUCTS — FLATS FIXED
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CAFE — SHORT ORDERS
BOB'S OIL WELL STATION
HOMER STARKEY, Manager

We Invite You To Our Open House
Saturday, December 30th
SEE THE
NEW FORD TRUCKS for '51
FEATURING POWER PILOT ECONOMY

Matador Auto Company
Your Ford Dealer For Over 32 Years

The Matador Brand

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 SPONSOR BETH JOHNSON

A Prayer For Peace

Our Father, Creator of the Universe and Lord of all men, we thank Thee for the manifold blessings Thou hast bestowed upon our nation and upon us.

We realize that we have not earned and are unworthy of the gifts Thou hast given us; we know that we have often sinned and fallen short of the glory we might have achieved. For these and the errors we cannot or do not see, we pray thy forgiveness.

Grant us peace, Our Lord, a peace which will grow rich because of man's love for his fellowman and his reverence for Thee. Teach us that tolerance is a way of life, not a word or a creed.

We would ask Thee to stand by the men upholding the flag of the United Nations in Korea and keep them safe.

We ask not that Thou wilt be on our side in the present crisis but that we can find our way to Thy side.

We would also petition for the welfare of those who stand against us today. Guide them to a walk with Thee, and if it be Thy will, help us to find a way out of the differences which have placed us on opposite battlements.

Be with our military and national leaders today. Help them to make true and honest decisions, unaltered by selfish desire and strategy.

Finally, Our Father, we would pray for the United Nations. Guide it into a fuller, richer place of authority for all nations. Grant wisdom to those who sit about the council table of the nations and grant them clear vision to prepare for a better tomorrow.

In the name of Him who came as the Prince of Peace.

Amen.

SENIOR PROJECT WAS FOR HELMETS

The Senior Class of 1951 met Friday morning, December 15, to decide what their senior project would be this year. Since most of the class are boys and most of the boys participate in sport activities, they decided to help the athletic department. The article that seemed to be needed most was helmets for the football squad. The Seniors ordered sixteen new Riddell Helmets for two hundred and twenty-six dollars. They arrived Monday of this week and they are certainly nice.

Besides the new helmets, the Seniors have also elected to buy two new five by ten tumbling mats to be placed at each end of the gym beneath the basketball goals.

—M. H. S.—
CHRISTMAS CHAPEL PROGRAM BY M. G. S.
 The Matador Public School has the Christmas spirit this

Tribune, Matador, Matley County, Texas, Thursday, December 28, 1950

week Friday morning, December 22nd, several teachers presented a chapel program.

"Hark, The Herald Angels Sing" was sung by the entire student body. Mrs. Whitworth read the Christmas story followed by a chalk talk by Mr. Cohen. The student body sang "Silent Night" as Mr. Cohen completed his painting, "Star of Bethlehem".

—M. H. S.—

Campus Chatter

Well here it is the Christmas week. I hope every one had a Merry Christmas and the Matador Brand wishes you a very Happy New Year. Well let's forget about that part and get on with the gossip.

I wonder why James Ketchersid made his New Years resolution to quit playing with fire. Oh, well we all have funny ways. It seems as though Cecil Wayne and Warren Earl made some pretty good resolutions. How about this boys?

I wonder why Dean made the New Years resolution that he did? You senior boys had better watch out, even if you thought school was out.

I wonder why Charles, Ronald and Roy were bashful at the Christmas program Friday afternoon. They didn't let many see their Christmas present. Boys, wasn't Santa good to you?

Since nobody put any dirt in the dirt box there wont be much news this week.

Dean was that Daisy Mae with you Saturday night? You all seemed to be having a pretty good time. How about this, Dean?

Dog, what was that you said to Tresa at the school cafeteria. Seems as though someone jumped on you. You had better watch yourself.

There won't be a Matador Brand next week since school is out.

Well I guess that seems to be all the news so we say so-long until week after next.

CAMPAIGN STARTS FOR LA ARENA ADVERTISING

The sale of advertising in the 1951 La Arena, the High School Annual, began Thursday after-

noon, December 21. These sales will help to pay for the annual. Those working on the campaign are Betty Ruth Smalley, Bette Montgomery, Martha Jones, Lois Blevins, Frances Traweck, Marlene Bailey, Editor Tresa McDonough and Business Manager Roy Taylor.

The rates for this year are as follows: one-eighth page, five dollars; one-fourth page, eight dollars; one-half page, twelve dollars; and full page, twenty dollars. By buying a whole page a merchant will save twenty dollars. Advertising through the High School Annual is an excellent means of reaching the people as well as helping your school and community.

—M. H. S.—

SANTA VISITS HIGH SCHOOL

The Matador High School assembled in the auditorium Friday, December 22, for the annual visit from our jolly friend, Santa Claus, from the North Pole. Santa was awfully good to every one this year, even the teachers. Guess we've all been good this year.

The more serious aspect of the program was opened by Miss Bette Montgomery singing "The Holy City". Miss Lois Blevins narrated the Christmas Story from Gospel of St. Luke as the High School Chorus sang Christmas carols in keeping with the various phases of the story. The chorus closed the program by singing "The Lord's Prayer".

The Christmas program was under the direction of Miss Beth Johnson and Mrs. Lolar Wilkerson.

—M. H. S.—

NEW YEARS RESOLUTIONS OF M. H. S. STUDENTS

Patsy Dewbre: Not going to make any.

Sam Hines: Be a better football player.

Susie Hughes: Make my hair different color.

James Ketchersid: Not play with fire any more.

Marie Timmons: Get to school before school starts and never be late again.

Gary Sandlin: Never to pop a cap gun on the school ground again.

Warren Tilson: Try to keep out of trouble.

Dean Stotts: I never want to get caught leaving school again. That is, get caught.

Cecil Wayne: To make better grades.

Gary Laughlin: Try to argue coach out of having track work-out.

Watson Townsend: Not going to make any because I always break them.

Matador Brand: We resolve to bring you a better newspaper.

GUESS WHO CONTEST

See if you can guess who this M. H. S. student is. He has green eyes and light brown hair, weighs one hundred-fifty pounds and is five feet six inches tall. Whose favorite movie star is Jane Russell and whose favorite movie is Home Coming. Whose favorite food is T-Bone steak and favorite sport is football. Whose favorite study is Agriculture. Who likes dogs and dislikes cats. His favorite song is Nola.

Vernell Cooper won last weeks Guess Who Contest. She guessed the name Bobby Coldiron, because he likes history.

Mr. and Mrs. J. Farris Fish, with their son and daughter-in-law, Mr. and Mrs. John F. Fish of Dallas, are visiting the latter's parents at Raymondville, this week.

Mrs. Frances Fryar of Plainview, visited here from Tuesday until today, with Mrs. Charlotte Hunsucker and other friends.

Mr. and Mrs. Claud Morrison and small son of Abilene, and Miss Barbara Ann Springer of Ft. Stockton, spent Christmas here with their mother, Mrs. Margaret Springer. The Morrisons also visited at Roaring Springs with his mother, Mrs. W. C. King.

Dr. J. G. Ketchersid and son, James, accompanied by Warren Earl Tilson, visited at El Paso Christmas with the former's other son, John, who is stationed at Biggs Field.



... so some gentlemen wore dirty shirts!

During California's Gold Rush, a clean shirt was worth its weight in gold. Forty-niners gladly paid \$1.50 to have a shirt washed... and waited weeks for delivery!

Think about it for a moment. How many jobs has electricity helped you with during the last 24 hours? How many comforts, conveniences, and pleasures has it made possible?

And yet your electric service is today's biggest bargain! It costs the average West Texas family less than a pack of cigarettes a day! Only experienced employees and sound business management can make such a value possible!

West Texas Utilities Company

DR. J. U. BORUM, Jr.
 OPTOMETRIST
 105 Ave. E. NE.
 (1/2 Block East of Courthouse)
 Childress, Texas Phone 765



BADGE OF A MAN

How proud can a man be?

You'll know when you're wearing the Combat Infantryman's Badge on your chest— Because here is the emblem that marks a man— A man with the heart and the guts to serve his country as a member of the finest fighting force, man for man, on the face of the earth. It's there for you—with a sign on it that says "For MEN Only!"

Ask your Recruiting Officer about the opportunities the U.S. Army offers YOU!

POST OFFICE BUILDING
 Lubbock, Texas

THE CHEMICAL SITUATION IS CRITICAL....

Mesquite Control

If You Plan To Use Mesquite Control Next Year, Let Us Reserve The Chemicals—NOW!

We Have The Approved Type: CHEMICALS — EQUIPMENT

We Have The Experience

We Have Worked Here For Two Seasons, and Have A Permanent Organization

American Dusting Company, Inc.

Home Office: Chickasha, Oklahoma
 Telephone or Write — Telephone 1666

Here's the 25 Millionth Chevrolet



Thanks to the Greatest Public Demand any Motor Cars and Trucks Have Ever Enjoyed, the Latest Million Chevrolets have been Produced in Less Than 6 Months... Compared to 12 Years for the First Million!

We join all other Chevrolet dealers in thanking our customers for making possible this 25 millionth Chevrolet. For the only reason anyone makes more products is because people want more of them. We Chevrolet dealers are able to deliver more passenger cars and trucks than any other automobile dealers today because you prefer Chevrolet passenger cars and trucks over any other make.

So it is your overwhelming endorsement of the products and services we offer that is behind the production of this 25 millionth Chevrolet less than six months after completion of the 24 millionth.

We are sincerely grateful. And we believe the best way we can express our gratitude is to continue to offer you the very finest services and the very greatest values that we possibly can!

CHEVROLET

MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR! MORE CHEVROLET TRUCKS IN USE THAN ANY OTHER MAKE!

CAMPBELL CHEVROLET CO.

Matador Sales Service Phone 20M

Many Homes Have Holiday Visitors As Relatives, Friends Meet For Reunions

Many Matador homes were the scene for reunions of families and friends during the Christmas holidays, with visitors remaining through the week.

In the L. J. Barkley home were their two sons and daughter and her family, being Math of Macon, Georgia, Lowell of Canyon, and Capt. and Mrs. Haynes Baumgardner and children, Haynes, Jr., and Jan, Lubbock. Other visitors included three of Mr. Barkley's sisters, Mrs. R. D. Stollworth, Amarillo, Mr. and Mrs. Pat Carney Snyder, and Mr. and Mrs. Landers, Forestburg; and a niece and family, Mr. and Mrs. Charles Stewart and son of Fort Worth.

Visitors in the E. L. Burns home were his parents, Mr. and Mrs. W. E. Burns of Ordway, Colo., three brothers, Arvin, Pueblo, Colo., Norval, of Aghandle, and Ret. Willie E. Burns of Camp Polk, La.; also three brothers of Mrs. Burns, and their families: Mr. and Mrs. Albert McGuire and son, D. A. Denton, Mr. and Mrs. Travis McGuire and children of Wellington, and Gene McGuire of Amarillo.

Mr. and Mrs. Julian Edmondson and children, Ronald and Gay Lynn of Phillips, Texas, were visitors here with his parents, Mr. and Mrs. T. B. Edmondson, also his brother and family, Mr. and Mrs. Howard Edmondson and with a sister and family, Mr. and Mrs. Mike Boyle.

Children of Mr. and Mrs. J. E. Russell who were here for the holidays were Mr. and Mrs. A. G. Russell and their small adopted daughter, Patsy Ann of Waco, and Mrs. Jack Bradshaw and son, Jack Calvin of Bryan; Mr. and Mrs. Dub Drace of Lubbock; and Mr. and Mrs. James Nettlet and their son and family, Mr. and Mrs. James Russell Nettlet and Michael, all of Denton. The latter also visited her parents, Mr. and Mrs. Ed Whitaker.

Visitors in the home of Mr. and Mrs. H. H. Campbell were their children and families, Mr. and Mrs. Harold Campbell, Mr. and Mrs. Lyman Bundy Campbell and children, Bundy Hal and Olivia Ann of Dougherty, and Mr. and Mrs. Vance Campbell and children of Lockney.

Mr. and Mrs. E. F. Springer and her mother, Mrs. Harrison Williams were visited by Mr. and Mrs. Tom Harris and daughter, Linda of San Antonio, Mrs. Edith Sanders and family, Thomas and Margaret of Lubbock, accompanied by Sam Johnston, a medical student at Galveston, whose home is Lubbock; and Walker Williams, of the Pitchfork ranch, Mrs. Sanders, Mrs. Harris and Walker Williams are daughters and son of Mrs. Williams.

Visiting their parents, Mr. and Mrs. W. T. Patton and other relatives, were Mr. and Mrs. Houston Patton and son, David of Wichita Falls, Mr. and Mrs. Oscar Nally of Austin, and Mr.

and Mrs. Raymond Davis and son, Don Carlos of Lubbock. A granddaughter of the Pattons, and her family, Mr. and Mrs. Rudolph Carpenter and children of Clovis also visited them and with Mrs. Carpenter's mother, Mrs. A. A. Harp and Mr. Harry, and with a sister and husband, Mr. and Mrs. Bert Schweitzer.

The Ed Cammack children were visitors in their home, being Mr. and Mrs. Jack Barton and daughter, Beverly of San Angelo; Mr. and Mrs. Bryan Cammack and children, Billy and Shirley Ann of Munday, accompanied by her sister, Miss Nora McCarty of Canyon; Mr. and Mrs. W. W. McDowell, of Goodnight.

Former residents, Mr. and Mrs. M. C. Greene, of Los Alamos, New Mexico, arrived Saturday and were week-end guests in the home of Mr. and Mrs. M. S. Patton.

VISIT PARENTS
Visiting their parents, Judge and Mrs. C. W. Giesecke, jr., during the holidays, were R. C. and R. L. Giesecke, A&M students from College Station, and Mr. and Mrs. Wayne Bagley and daughter, Joyce Evelyn of Waco.

Visitors in the Giesecke home Monday evening were Mr. and Mrs. George Turner with their son and family, Mr. and Mrs. Dial Turner and baby daughter, of Lockney.

AT BROTHER'S BEDSIDE
Mr. and Mrs. L. C. Giesecke were in Plainview Wednesday at the bedside of her brother, Buddy Holcomb of Quitaque, who underwent surgery in Plainview Hospital Wednesday afternoon.

COME TO CHURCH SUNDAY

TUNE IN
Uncle Jay
DIAL 710 KGNC
Amarillo Station At
6:00 A. M. TUESDAY
6:25 A. M. THURS. - SAT.



Let Him Tell You About The

FLASHOTRAC SYSTEM
Low In First Cost
FITS ALL TRACTORS
CUTS COSTS 50%
(Fuel, Oil, Repairs)

MATADOR
Bulane Co.
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Authorized Dealer
FRANKLIN
Vaccines and Supplies
for Cattle, Sheep,
Hogs and Poultry
STANLEY PHARMACY

do you have
enough INSURANCE
... protection?
... To Cover
Rising Costs
and Higher
Appraisals?

Be prepared... be insurance-safe! Let us check your present insurance, and bring it up-to-date if necessary, with adequate insurance protection! Keep your policy in line with rising costs! Call 26 M. absolutely no obligation!

BILL PIPKIN
KNOW YOUR INSURANCE MAN
HE KNOWS YOUR NEEDS!

Northfield Couple Honored At Party

Mr. and Mrs. Reese Timmons of Northfield were hosts at a party December 20, honoring Mr. and Mrs. Tom Moore on their Silver wedding anniversary.

Mr. and Mrs. Moore were presented a set of silverware, and a number of other lovely gifts. They were married at Quanah, Texas, on Dec. 20, 1925, and came immediately to Northfield to make their home, and have lived there ever since.

Games of 42 and canasta were played during the evening, and refreshments were served to Mr. and Mrs. Newell Timmons, Mr. and Mrs. Henry Pope, Mr. and Mrs. W. P. Bethany, Mr. and Mrs. Weldon Timmons, Mr. and Mrs. R. C. Elliott and Lary, Mr. and Mrs. Ebb Thomas and John, Mr. and Mrs. Leland Timmons and Tim, Mr. and Mrs. Lewis Kanagy, Mr. and Mrs. Nolan Thomas and Roydell, Mr. and Mrs. Walten Timmons and Montie, Mr. and Mrs. Bud Simpson, Billie Paul and Gayland, Mr. and Mrs. Homer McCoy, Faynell and Denzil, Mr. and Mrs. Clem Timmons and Donna, and Miss Edith Amburn.

C. D. Thomas and sons, C. D. Jr. and Richard of Nacogdoches were visitors here this week in the home of Mrs. C. P. Waybourn and son, Buck.

Mrs. J. M. Davis and small daughter, Sandra, spent the Christmas holidays week-end here with her mother, Mrs. J. C. McBride and other relatives.

Warren Clements' Hold Open House

Mr. and Mrs. Warren Clements held open house Wednesday night, Dec. 20 from 7 until 10 o'clock, for members of the Church of Christ, with Mr. and Mrs. Turner Campbell and their son, Kirby, as honored guests.

The Campbells were given special recognition for their service and work on the construction of the new Church of Christ church building, and were presented gifts of appreciation by the members.

Mrs. Clements was assisted by Mesdames C. W. Giesecke, Bernice Knight, Charlie Parks and A. B. Groves in preparing refreshments of hot spiced punch, coffee and Christmas cookies, which were served from the dining table.

The table was laid with a white cutwork cloth and centered with a miniature Santa Claus and reindeers on a mirror reflector, surrounded by greenery. A large white Christmas candle was at one end of the table, and a silver service at the other. Other holiday decorations were used throughout the house.

Approximately thirty persons attended the affair.

WHITEFLAT CLUB CHRISTMAS PARTY IS HELD RECENTLY

The Whiteflat Home Demonstration club members entertained their families with a Christmas party in the club room, December 15th.

The room was arranged as a night club, and a program included music, songs, games, and a girls chorus.

Refreshments of coffee, cocoa, sandwiches, potato chips, olives and pie were served to approximately 35 persons.

RETURNS HOME
Mrs. V. A. Rattan returned home Tuesday from Amarillo, where she has been at the bedside of her daughter, Mrs. Kenneth Meek, who is seriously ill. Mr. Rattan drove to Amarillo to spend Christmas with his wife and children, and to accompany her home. The Rattans have two sons living in Amarillo, besides their daughter.

Mrs. Dora Ratcliff of Dallas, spent the holidays here with her parents, Mr. and Mrs. George Ratcliff.

Kimble Optometric Clinic
DR. J. W. KIMBLE
DR. O. R. MCINTOSH
Optometrists
Floydada, Texas

Louise

Mr. and Mrs. M. L. Hall and family of Wellington, were holiday visitors here in the homes of his two sons, Mr. and Mrs. Mark Hall and Mr. and Mrs. Wes Hall. They were accompanied home by a granddaughter, Miss Martha Rae Hall.

S/Sgt and Mrs. W. D. Martin and small daughter, Clara Ann of Dalhart, visited here during the holidays with her parents, Mr. and Mrs. C. C. Jameson. They went to Lubbock Wednesday to visit Sgt. Martin's relatives.

Joe Schaded of Paducah, visited in the Ed Russell and Harry Campbell homes and with other friends here Tuesday evening.

Pvt. James White of Sheppard Field, Wichita Falls, spent the week-end here visiting his mother, Mrs. Ann White, and also his grandmother, Mrs. A. A. Groves. Also visiting Mrs. Groves was her daughter, Mrs. Kate Stanley of Abilene.

666 GIVES FAST RELIEF when COLD MISERIES STRIKE
LIQUID OR TABLETS

GUARANTEED FLOWERS

One of the largest floral shops in this vicinity, backed by 22 years experience and acres of greenhouses, is our positive guarantee that you will receive fresher flowers and more for your money.

PARK FLORIST
Flowers & Gifts
Floydada, Texas

MRS. L. R. BISHOP
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They're Here!

The famous F-1 Pickup... with new features for '51! Plus an important money-saving advancement... the Ford POWER PILOT, standard on ALL new Ford Trucks for '51, from 95-h.p. pickups to 145-h.p. BIG JOBS!

The heavy duty champion... the new F-5 for '51. This truck outells any other truck in the 1 1/2-ton field! New 5-STAR EXTRA Cab offers many extra comforts... available at extra cost on Ford Trucks, Series F-1 through F-8.

NEW FORD TRUCKS for '51

FEATURE POWER PILOT ECONOMY

FOR 1951, more than ever, economy-wise truck buyers are going to follow the trend to Ford!

New Ford Trucks for '51 give you step-ahead engineering advantages, such as America's only truck choice of V-8 or Six... a choice of over 180 models to fit your hauling job better... Strength reserves that make Ford Trucks last longer.

You'll find these new features in engines, clutch, transmissions, axles, wheels, cabs, Pickup body—wherever there have been opportunities to make

The Ford Truck Power Pilot is a simple, fully-proven way of getting the most power from the least gas.

It automatically meters and fires the right amount of gas, at precisely the right instant, to match constantly changing speed, load and power requirements.

Unlike conventional systems, the Power Pilot uses only one control instead of two, yet is designed to synchronize firing twice as accurately.

You can use regular gas... you get no-knock performance. Only Ford in the low-price field gives you Power Pilot Economy!

NEW FEATURES THROUGHOUT

New massive, modern front end and exterior styling makes Ford the '51 favorite for "good looks!"

New 5-STAR Cabs feature bigger rear window—with up to 50% more safety vision.

New "grain-tight" Pickup body, new clutch disc, new transmissions, new wheels assure still longer life.

New auto-thermic pistons with chrome-plated top rings, new high-lift camshafts for top performance, longer engine life.

POWER PILOT ECONOMY... and many other money-saving advancements!

See 'em today!

Using latest registration data on 6,592,000 trucks, life insurance experts prove Ford Trucks last longer!

MATADOR AUTO COMPANY

MATADOR

Lubbock

Mrs. Velma Fulfer spent Christmas at Lubbock with her daughter, Miss Chloey Fulfer, and also with her son and family, Mr. and Mrs. Elwyn Fulfer.

Mrs. W. H. Tittle of Childress, is visiting here this week in the home of her sister and brother-in-law, Mr. and Mrs. G. E. Hamilton.

Mr. and Mrs. Morgan Rogers and children, Jackie and Mary Ann, of Truth or Consequences, N. M., left Wednesday morning to return to their home after

spending Christmas with Mrs. Rogers' mother, Mrs. J. M. Jackson and other relatives.

Mr. and Mrs. Jimmie Worsham and daughter, Sharon of Stinnett, were holiday visitors here with her mother, Mrs. Ivy Cooper, also with her father and brother, Jim Cooper and J. B. Leslie Jameson of Goree, visited here during the holidays with his father, Rev. Bob Jameson and other relatives.

Miss Lillian Chapman of Lubbock, spent Christmas here with her uncle and family, Mr. and Mrs. W. W. Clements.

Mr. and Mrs. Z. C. George of Flomott, spent the week-end vis-

iting in the home of his sister and family, Mr. and Mrs. W. W. Baldwin, at Plainview.

Ret. Cecil Slover, Ft. Benning, Ga., spent the holidays visiting in the home of his parents, Mr. and Mrs. Ira Slover of Whiteflat. Other visitors in the Slover home were a daughter and husband, Mr. and Mrs. Herb Davis of Lubbock.

Mr. and Mrs. Jim Smith and son David, of Clovis, N. M., spent the Christmas holidays visiting in the home of his mother, Mrs. E. D. Smith of Whiteflat.

Miss Chareen Ketchersid of Lubbock, visited in the home of her parents, Dr. and Mrs. J. G. Ketchersid this week-end.

Holiday guests visiting Mrs. Doug (Chloe) Meador, were her daughter and family, Mr. and Mrs. Elvis Lebow, their daughter and son, Wanda Jean and Harry, of Clovis, N. M.

David, Johnny and Mike Webb of Lubbock are spending the week visiting their father, Raby Webb, here and at Flomott with their grandparents, Mr. and Mrs. W. H. Webb.

Mrs. John Russell and granddaughter, Marilyn Russell, left Tuesday night for Fort Worth, where they are visiting the former's daughter and husband, Mr. and Mrs. John Mantooth.

Mr. and Mrs. Maurice Cain and daughter, Patricia of Bartlesville, Okla., spent the week-end here visiting in the home of her parents, Mr. and Mrs. F. B. Henderson.

Mr. and Mrs. C. D. Bird spent the week-end visiting in the home of a sister-in-law, Mrs. J. E. Sowell and family, at Lubbock.

Mrs. C. P. Waybourn and son Buck, spent Christmas at Childress with the former's sister, Mrs. J. L. Holden.

Guests in the home of Mr. and Mrs. Andy Hurst, jr., during the holidays were his brothers, L. J. Hurst of Lubbock, and Rev. and Mrs. Lance Hurst of Farwell, Texas.

Mr. and Mrs. Jim Ratcliff, accompanied by her sisters, Misses Ona and Roberta Jameson, spent the week-end at Lake Arthur, N. M., where they visited another sister and family, Mr. and Mrs. Redmon Pate.

Mrs. Marlin Pounds of Donie, Mr. and Mrs. G. N. Wilson, Mr. and Mrs. C. E. Woolery and Joe B. Meador of Lubbock, spent Christmas here with their parents, Mr. and Mrs. Joe Meador.

Mr. and Mrs. Douglas Meador, accompanied by her parents, Mr. and Mrs. A. A. Tipton, spent the week-end at Odessa with Mr. and Mrs. Nolan Fulkerson and family, and at Grandfalls with Mr. and Mrs. Jack Crider and family. They were accompanied by Gerald Fulkerson, who spent last week here. Mesdames Fulkerson and Crider are other daughters of the Tiptons.

Mrs. H. S. Watson was accompanied to Lockney Tuesday by Mrs. C. P. Waybourn and son, Gerald Waybourn, to the bedside of Mrs. Watson's sister, Mrs. M. P. Fulkerson, who is ill.

Keith Patton is spending several days this week at El Paso, Texas and Juarez, Mexico, having left Tuesday.

Mr. and Mrs. Andy Hurst, Jr. spent the week-end visiting in the homes of their respective parents, Mr. and Mrs. Andy Hurst, Sr. and Mr. and Mrs. Lawis Lee of Spur.

Mr. and Mrs. Carl Lane and daughter, Barbara, spent the Christmas week-end holiday visiting his mother at Dallas.

Mr. and Mrs. Frank Hines of Graham, Texas is visiting here in the home of her son and family, Mr. and Mrs. R. L. Brandon.

Mrs. Julia Cornett spent Christmas at Plainview with her daughter and family, Mr. and Mrs. Carl Cooper, who drove down Sunday to accompany her there.

Former residents, Mrs. W. W. Carpenter and son, Maurice of Lenopah, Okla., visited in the home of Mr. and Mrs. Bob Martin Christmas Day, and with her son and family, Mr. and Mrs. L. M. Cox.

Visitors in the home of Mr. and Mrs. John Russell during the holidays were their son and family, Mr. and Mrs. Sonny Russell and daughters, Marilyn and Linda, of Childress.

BUILDING SUPPLIES

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WE STOCK EVERY ITEM YOU WILL NEED TO BUILD OR REPAIR

QUALITY MERCHANDISE FOR ALL CONSTRUCTION NEEDS . . . FREE ESTIMATES

—IT IS A PLEASURE TO SERVE YOU—

Everything For The Home, Farm and Ranch

HIGGINBOTHAM-BARTLETT COMPANY

LUMBER, BUILDING SUPPLIES AND HARDWARE

January 1 is Our 3rd Birthday

WE INVITE YOU TO OUR Birthday Celebration

FREE COFFEE

FROM 6 A. M. UNTIL 6 P. M.

All Day Monday, January 1st.

A HAPPY '51

May it be a "bang-up" year for you and yours!

To our friends:
To our neighbors:
To our customers:
HAPPY NEW YEAR!

OPEN DAILY 5:00 A. M. TO 11:30 P. M.

Waybourn's Cafe

Mr. and Mrs. Bill Waybourn

HOLIDAY GUESTS HERE IN MOORE: NEWMAN HOMES

Holiday guests in the home of Mrs. Margaret Newman and her son and family, Mr. and Mrs. Tom Newman, were two daughters and families, being Col. and Mrs. O. G. Pitz of Yorktown, Va., and Mr. and Mrs. Clyde Weaver and daughters, Ann and Adrienne of Dallas.

Col. and Mrs. Pitz were joined at Dallas and accompanied here by her cousin, Mrs. Charlotte Hunsucker of Corpus Christi, who is here for a visit with her parents, Mr. and Mrs. J. R. Moore.

Mr. and Mrs. Moore and Mrs. Hunsucker drove to Lubbock Monday, where they visited the Moore's other daughters and their families, Mr. and Mrs. Chas. Guy and Dr. and Mrs. Sam Dunn. They were accompanied home Tuesday by George Guy, who remained until today.

PERMANETTES

HER BEAUTY OPERATOR DOES MIRACLES WITH HER HAIR!

One of your most outstanding "charm-assets" is your hair. Properly styled it can do wonders to morale and appearance. Let us serve you as only experienced beauticians can.

Vogue Beauty Shop
PHONE 159
Irene Groves, Manager
Nita West, Operator

COMPLETE BEAUTY SERVICE

best wishes in 1951

Happy notes ring out our best wishes for your Happy New Year—
Your good health and your prosperity!

Gratitude in my heart for the wonderful concern of friends and neighbors to make my "bed-fast Christmas" cheerful and happy, prompts this public appreciation. I am, indeed, grateful for all the cards, letters and other thoughtful tokens of friendship. I am grateful for my friends.

W. F. Jacobs

The Matador Variety

1951

May You Find The Ingredients For Health And Happiness In The New Year Ahead!

...best wishes in 1951

First State Bank

CAPITAL \$50,000.00 MEMBER FDIC SURPLUS \$50,000.00

At last! A FINER SUIT... at a reasonable price

by MARX-MADE

These magnificent suits are an achievement in finer tailoring. For an amazingly budget-wise price, Marx-Made has combined the luxury of rich fabrics with the careful styling that comes with over 90 years of experience. Your choice of fabrics, colors and styles.

\$47.50

Nationally advertised in **LIFE**

Harry Willett & Co.

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Heart Disease Is Leading Cause Of Death Over Forty

This is the time to plan for the New Year that is just around the corner, says Dr. Geo. W. Cox, State Health Officer. This is the time for the person

SPRING THEATRE ROARING SPRINGS, TEXAS

THURSDAY and FRIDAY
December 28 and 29
Randolph Scott, Ruth Roman in "COLT .45" — Scarlet Pumpernickle.

SATURDAY, NOVEMBER 25
Afternoon Matinee & Night
SATURDAY, DEC. 30
Gordon Elliott, Dorothy Gulliver — in "IN EARLY ARIZONA" — Mardi Gras — Serial

Preview Saturday Night
SUNDAY and MONDAY
Dec. 31 and January 1
"OUR VERY OWN" — Cartoon

TUESDAY and WEDNESDAY
January 2 and 3
"THE WOMAN ON PIER 13" — starring Loraine Day, Robert Ryan — Bashful Romeo

THURSDAY and FRIDAY
January 4 and 5
Vaughn Monroe in "SINGING GUNS" — World News — PUNCHY De Leon

forty and over to take stock of the situation as far as he is concerned. The best way to prepare for a continuing happy life is to begin early. An important thing is the periodic check-up by your doctor. A health problem discovered early is always easier to correct. Prevention is the watchword. The principal foes of health to confront in the middle years are heart disease, cancer, high blood pressure, hardened arteries, diabetes and arthritis.

Heart disease is the leading cause of death. A person with a damaged heart should learn his limitations and not exceed them. Many persons with heart disease lead useful and productive lives by following their physician's instructions.

Cancer is the second leading cause of death. Many types of cancer can either be cured or brought under control if found early and diagnosed. This is another important reason why the periodic medical check-up is a "must".

Diabetes is a condition in which the body cannot use sugar. Did you have the Free Diabetes Test during "Diabetics Detective Week", November 12-18? If not, go to your physician now and have this test. Three of the diseases common to the after forty group are concerned with the circulation of the blood. These are apoplexy, hardened arteries, and high blood pressure. You will want your physician to check your blood pressure.

A great deal can be done to arrest certain forms of arthritis. The person may be put on a special diet. The doctor may advise the removal of some hidden infections.

Information on prevention of these disabling diseases will be sent you on request. Let's plan to keep well during the New Year.

CARD OF THANKS

We wish to take this means of expressing our sincere appreciation for the many acts of kindness and words of consolation tendered since the tragic death of our loved one. We are especially grateful for the kindly attitude in which our friends and former neighbors helped to lighten the burden of this dark hour. It is our wish that the Blessings of God may rest upon each of you.

Mr. and Mrs. Leonard Henson and family

Mr. and Mrs. Howard Henson and family

Mr. and Mrs. Charlie Soderstrom and family

Mr. and Mrs. Charlie Grant and family

Mr. and Mrs. Ben Tingle.

CARD OF THANKS

We wish to express our sincere appreciation for the many deeds of kindness which were done for us during the illness of our loved one, and for every expression of sympathy extended us at his passing. May God's richest blessings rest on each of you, is our prayer.

Mrs. Earnest Lee and children
Mr. and Mrs. Will Lee and family.

Locals

Mr. and Mrs. L. H. Dirickson visited at Tipton, Okla., during the week-end with her sisters, Mrs. Lemmie Day and Mrs. Lilly Edmondson.

Miss Bessie Morrison, nurse at Stanley Clinic, visited her parents at Dougherty, Saturday. Miss Viola Stinson, also a nurse at the Clinic, spent Christmas holidays with her family at Paducah.

S. J. Bailey of Quanah, was a visitor here Tuesday in the home of Mr. and Mrs. Pat Sheridan.

This Is Your Paper You're Angry? Write a Letter

By William R. Nelson

NEWSPAPER subscribers who become angered at the paper have long used cancellation of their subscription as a means of showing their irritation. Such action is generally looked upon as being the same as stopping patronage of a store to show displeasure. But, is it the same?

The reader who cancels a newspaper subscription does not cancel telephone, gas, water or electric service to show displeasure with these services. Yet, the home town newspaper is, in many ways, comparable to utility services.

There is a notable difference between newspaper and other utility services. It is the individual subscriber's share of the cost. For all services except newspaper, the subscriber pays the full share of cost plus a profit or its equivalent.

The subscription price of the home town newspaper, however, is but a fraction of the actual cost of producing and delivering it to each subscriber.

Unlike other services, where the subscriber can somewhat control the cost through regulation of the amount used, neither the subscriber nor the publisher can regulate the amount of newspaper service to be rendered.

in the Want-Ads

FOR RENT: 4-room house with bath. See Mrs. Arch Black.

FOR SALE: Houses and lots; 5-rooms and bath, hardwood floor, on pavement, 3 rooms, 2 lots on pavement. Have several farms and other city property listed. All worth the money. If you have property to sell, or want to buy, see H. S. Ward, Matador, Texas, or Phone 213-W. tfnc.

PLASTIC Seat Covers, \$19.95 at Peg's Garage.

FOR SALE: 2 wheel stock trailer; 1949 International pick-up. M. D. Carter. tfnc.

FOR SALE: Fully equipped '50 Ford tractor; planters have not been used. Tractor has very few hours of use, and in perfect condition. Priced considerably below that of a new tractor. See Marion Bailey, Box 67, Roaring Springs.

FLOOR SANDING and finishing. Reasonable rates. Jiggs Green, Phone 173-J. 6tp

FOR SALE: New and used pianos. Mrs. Homer Kingery, Roaring Springs. tfnc.

FARM EQUIPMENT: 2-1940 Ford coupes. Your pick for \$200.

1-1950 4-door Chevrolet, low mileage, looks like new \$1595.
1-1947 Jeep station wagon; 2-wheel drive with overdrive. In excellent shape, \$895.

BRASELTON IMPLEMENT CO. Roaring Springs, Texas

SEED WHEAT, seed oats and Austrian Winter peas. Cotton sacks, gloves and binder twine Farmers Coop Gin. tfnc.

FOR SALE: Fertilizers, Insecticides, Weed Killers, Fertilizer Distributors and Row Crop

FOR SALE

HOUSES:
4 rm & bath stucco, close to school. Good terms.
4 rm & bath. New. Good terms.
5 rm & bath on paved street. Terms can be arranged.
2 rm & bath. New. Will sell furnished or unfurnished.

BUSINESSES:
Grocery Store, One building 35x80.
CAFE: Stock and Fixtures.

LOANS

CLINT HICKS

First State Bank, Matador
Your Business Appreciated.
Phone 9 or 39-J

Sprayers. Morckel Farm Chemico Company. Highway 70 East, Floydada, Texas.

SEAT COVERS: Most all models cars, \$12.95 to \$21.95. Coupes, \$11.95. Free installation. Campbell Chevrolet Co.

12-Months Guarantee Battery, \$10.95 at Peg's Garage.

SUN Visors, \$10.95 installed at Peg's Garage.

SEVERAL MODELS of used Ford tractors, ready to use, and priced to sell.

One 43 model H Farmall and 2-row equipment \$800.

One late Model H and equipment \$1250.00.

One used war surplus Cletrac crawler tractor in good shape. 60 H.P., \$1250.00.

One IHC No. 98 4-disc heavy duty breaking plow with 26" disc. This plow has plowed less than 50 A. \$400.00.

One slightly used 4-ft. ling fresno for tractors \$7. One slightly used Krause way for Ford tractor \$12. One used F-12 and equip. tractor has new tires, plow lift, and is in excellent condition. The tires are worth \$250.00 for it and the tractor. The tires are worth that much. BRASELTON IMPLEMENT COMPANY, Roaring Springs, Texas.

FOR SALE: 1941 Studebaker club coupe. A-1 shape. See L. W. Thomas, Roaring Springs.

FOR SALE: New Mixmaster by Glen Brotherton.

FOR RENT: 5-room house, bath, on South Eubank St. Vernon Doss, Crosbyton.

WE INVITE YOU to call your 1951 McKesson calendar and health chart and N.A. Almanac. Stanley Pharmacy

Get the BIGGER, BETTER and GREATER DALLAS NEWS



for Texas' most complete news coverage! **for A giant Women's Section every day!**
for The Southwest's biggest and best Sports Coverage! **for Texas' best rural and farm news!**
for America's favorite comic strips! **for "This Week" Magazine, every Sunday!**

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Gentlemen:

Please send me The Dallas Morning News, DAILY and SUNDAY, for which I agree to pay \$1.50 per month.

Check or money order is enclosed for

3 months, \$4.50 6 months, \$9.00 (These rates good only in Texas)

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PROMPT DELIVERY!

LUBBOCK MORNING AVALANCHE

DELIVERED EVERY MORNING

I HAVE ACQUIRED THIS PAPER ROUTE AND WILL STRIVE TO GIVE UNINTERRUPTED SERVICE

J. C. Smiley, Jr.

PHONE 436 ROARING SPRINGS



WHISTLES AND BELLS

echo the glad tidings
that the old year has gone
and the New Year is here!

We add our voices to the merry din
and wish you
health, happiness and success in 1951!

May we continue to merit your kind patronage in the New Year
as we have in the past.

STANLEY PHARMACY
R. M. STANLEY, OWNER



SPUDS U. S. NO. 1 REDS, 10 Pounds **45c**

PORK STEAK POUND **58c** **CONCHO** NO. 2 CAN **CORN** **15c**

DIAMOND NO. 300 CAN **Pork & Beans** **10c** **QUEEN ISABELLA, 2-Pound Jar, Pure Apple Jelly** **35c**

ROSS, COMB, 5-Pound Can **Honey** **95c** **DELIGHT** 3-Pound Carton **Pure Lard** **59c**

ARMOUR'S STAR Pound Cello Bag **PURE PORK SAUSAGE** **52c**

TEX-ADE, GRAPEFRUIT, PINEAPPLE, ORANGE, 46 oz **JUICY TEXAS** 5-Pound Bag **BEVERAGE** **29c** **Oranges** **39c**

We Sell the Finest Fresh and Cured Meats

CHARLIE'S CROCERY

I. O. O. F. BUILDING

MATADOR, TEXAS