

Matador Tribune

VOL. 56, NO. 49

MATADOR, MOTLEY COUNTY, TEXAS, THURSDAY, FEBRUARY 22, 1951

PRICE FIVE CENTS

TRAIL DUST

By DOUGLAS MEADOR



No paths are left where the wind has traveled in its reckless journey through the skies; many a secret, unspoken love is buried beneath the sands of futility.

Faith is many rivets in the seams of civilization, holding miraculously against stress so intense that a lesser material would yield.

That which a man gives belongs to the centuries and that which he keeps is like a little fire tended by the energies of his will. Eventually it is white ashes blown away by the wind.

Often when touching the petals of a rose I have remembered the softness of my mother's fingers on my cheek as a child. Long years of work never seemed to affect the quality of gentleness her touch could impart.

Measuring a man by the amount of money he possesses is like measuring a mine's richness by the amount of slag near the shaft's entrance.

Time, with no place to go, had wandered away in one of the deep jungle valleys that fend Antiqua, Guatemala from the noisy clatter of modern commerce. The enchanted day had slipped through the lax fingers of drowsy mountains and raced with the soft clouds to the sea. Shadows were on the facades of old churches left to crumble and grow mellow with the centuries.

The ancient city wanted to be alone with its reveries; a fountain whispered in the courtyard of the once, great college that half-emerged from earthquake rubble. Bright-eyed children stood in small groups and made little marks in the dust with their toes, as they watched the chattering foreigners. A little girl left her companions and touched my hand, then scurried back. There was no sound when her fingers closed on the proffered coin. No word or smile to match the trembling gratitude that flooded her wide, brown eyes. The sun had gone out of the mountain tops as she stood alone and watched the feverish old car feel its way back through broken stones of an ancient street.

The truth is a dashing youth who likes great variety in his cloaks.

With Dewey, Taft and Hoover going their separate ways in finding solutions for the national emergency, the country should kneel in gratitude that they are not in power. If the Republicans have anything, it is not unity.

Athur Godfrey says: "There are old pilots and there are bold pilots but there are no old, bold pilots."

Notice Of Election

Pursuant to an order by the City Council, notice is hereby given that an election will be held on the 3rd day of April, A. D. 1951, at the City Hall, the same being the place designated by law as the voting place of Precinct 1, on the date hereinbefore mentioned, the City of Matador, county of Motley, Texas, for the purpose of voting upon the following questions submitted to the voters of the city, to-wit:

Election of three aldermen.

Douglas Meador, Mayor, City of Matador, Texas.

ATTEND DISTRICT MEET

District 3 Extension Agents meeting held at Wichita Falls last week from Monday until Wednesday, was attended by County Agent Rufus Emmons, and Miss Marie Rea, Home Demonstration Agent.

New York Stage Star Guest of Lions Club

BROADWAY stage and radio star, Miss Patsy Newsom, a native Texan who has been on New York's "great white way" for many years, entertained Matador Lions club members and visitors during Tuesday's luncheon.

Miss Newsom is in Paducah, visiting her parents, Mr. and Mrs. J. R. Newsom and her brother, Paul Newsom. She was introduced by Lion Wylie Boyle.

Funeral Held For Thomas Nolen At Roaring Springs

Funeral services for Thomas J. Nolen, 85, were held at the First Baptist Church, Roaring Springs Sunday at 2:30 p. m. by Rev. G. C. Tiner, pastor, assisted by Rev. Jack Young of Floydada. Mr. Nolen had been ill for three weeks, and died at the home of his son, Julian F. Nolen, with whom he had made his home the past six years.

Funeralbearers were, Ralph Trice, Charlie Posey, J. T. Swim, J. C. Smiley, Hubert Holcomb and Leo Purvis. Burial was in Roaring Springs cemetery under direction of Eudy-Seale Funeral Home of Matador.

Thomas Jefferson Nolen was born in Mason County, Texas, October 7, 1865 and died at Roaring Springs, Texas, February 16, 1951.

He was married to Miss Georgia Teel in 1895 at Santa Anna, Texas who preceded him in death, in 1932. To the union were born six children, five of whom survive. They are: Julian of Roaring Springs; Lee of Dermott, Texas; Bert Nolen and Mrs. J. C. Baker of Bums, Texas and Mrs. J. M. Clarkston of Lockney. Also surviving are 19 grandchildren and 17 great-grandchildren.

Out-of-town relatives who attended the funeral were: Mr. and Mrs. Ben Watson, Mrs. E. W. Watson and daughter and Mr. and Mrs. Guy Ramsey of Kermitt; Mrs. Olen Nolen of Houston; Mr. and Mrs. J. W. Sanders and children of Sweetwater, and Mr. and Mrs. C. W. Huber and children of Lubbock.

RELATIVES, FRIENDS AT LATIMER FUNERAL

Among relatives and friends in addition to members of the immediate family, who attended funeral services Friday for O. V. Latimer, were the following from out-of-town:

Mr. and Mrs. D. P. Keith, W. T. Marshall, Mr. and Mrs. A. J. Perkins and family, and Mr. and Mrs. Elwyn Fulfer of Lubbock; A. M. Bourland and Mrs. P. L. Marshall of Acuff; Mr. and Mrs. Scott Bolton of Quitaque; Mr. and Mrs. Gus Rudy and Mrs. David Guest of Turkey; Mr. and Mrs. C. L. Wilson, Sweetwater; Mr. and Mrs. John Martin and Mr. and Mrs. Roy Martin and family of Wellington;

H. W. Richards, A. J. Brown, V. D. Payton, Mr. and Mrs. Bill Eggleston, and Mrs. Roy Roberts, all of Amarillo; James Edmondson of Borger; Mr. and Mrs. Carl Bowen and family and Mrs. Bill Taylor of Levelland; Mr. and Mrs. John Latimer, Royce and Doyle, and Mr. and Mrs. Forrest Latimer all of Spade; Mr. and Mrs. Eldridge Latimer and family of Cotton Center; Marvin Latimer of Yettem, Calif.; Elmer Latimer of Dinuba, Calif.; Mr. and Mrs. Tom Bivins of San Andreas, Calif.; Mrs. W. F. Kirton and family of Glens Park, Texas; Cpl. and Mrs. J. B. Dean and family of Fort Sill, Okla.;

Mrs. Doc Armstrong, Mrs. J. E. Bradford, Mr. and Mrs. C. G. Hacker, Mr. and Mrs. Lawrence Moore, Bill Murray, Mr. and Mrs. Joe Hall, Mr. and Mrs. Wilson, Bill Latimer, Mr. and Mrs. Wayne Piper, Mr. and Mrs. Dan Latimer, Mr. and Mrs. Hubert Latimer and family, and Mr. and Mrs. A. T. Fish and family, all of Paducah; Mr. and Mrs. Hugh Preston and family of Sudan; Mr. and Mrs. Hubert Pool and family of Whiteflat; Mrs. Floyd Self and family, Mr. and Mrs. Ray Hopkins and Mr. and Mrs. Grady Brink of Childress.

Public Invited To Visit Schools March 5 To 9th

The public is invited to visit schools here March 5th through the 9th, in observance of "Education Week", Superintendent Bert Ezzell announced Monday.

"We extend a cordial invitation to the public and urge interest in patrons and friends of the school," he declared, "...we feel the school system is of vital importance and deserves the full interest and cooperation of the people. We want the public to understand the methods employed in modern education and see the operation of our school plant. Education in Motley county represents a large investment and greater value in this investment will be achieved through the personal interest of the public."

3 Aldermen To Be Named In Election

Terms of three members of the city council will expire on April 3, and an election has been called for that date. The three members whose terms will expire are Joe Campbell, John Briscoe and Loyd Latimer. All present members of the council are veterans of World War II.

The three members whose terms expire in April have each served only one term. Names must be filed on the ballot 30 days before election.

Garden Club To Hear Miss Rea

Matador Garden Club members will hear a talk on pruning roses and shrubs, by Miss Marie Rea, Motley County Home Demonstration agent, at regular meeting of the organization Monday at 3 p. m. in the district court room.

Announcement of the meeting and program was made this week by Mrs. Freeman Thacker, club president, who urges all members to be present.

LOCAL FIRM NOW AGENCY FOR NEW "HENRY J" CARS

Last week the Matador Implement Company acquired the agency for the new "Henry J" Kaiser automobiles, in connection with the associated firm, Thacker Supply Company, at Roaring Springs.

Announcement of the new agency appears in this issue of the Tribune. The two firms are supplied out of Amarillo by the Bob Fuller Motor company.

Mike Hoyle, manager of the Matador Implement Company said the price of the new Henry J automobile starts at \$1,456 delivered in Matador. The public is invited to visit the agency, see and drive the new automobile.

Dick Berryman Buys Kifer Repair Shop

After 21 continuous years as a mechanic for the Matador Auto company, Dick Berryman has resigned to operate his own repair shop.

He has purchased the Clarence Kifer garage (shop and property) on Highway 70 immediately west of Kifer Service Station and hopes to open for business by March 1.

Mr. Berryman said he would offer general repair service on all makes of automobiles and would appreciate a portion of the patronage of automobile owners. He has been engaged as an automobile mechanic for 25 years.

IN STANLEY CLINIC

Colquist Warren is a patient in Stanley Clinic this week receiving treatment for pneumonia. His condition was declared much improved late yesterday.

Mr. and Mrs. James A. Martin and children of Seagraves were week-end visitors here in the home of her aunt and family, Mr. and Mrs. Herman Ellithorp. Mr. and Mrs. Pat Sheridan visited at Amarillo Sunday, with his mother, Mrs. J. H. Sheridan, who has been ill.

Fog Blows In, Rain Probable

Cold fog covered much of this area about dawn, rising in the Cap Rock foothills before sun-up and leaving a thin sheet of ice on automobile tops as the temperature rested at about freezing.

Yesterday the mercury stood in the high 60's for a short time when the cloud overcast broke to allow the sun's rays through.

Weather forecasters said last night that another cold wave is due to reach the South Plains slight moisture is probable. The mercury at Amarillo is expected to drop to the low 20's after the cold front strikes.

Whiteflat Club To Sponsor 42 Party

Whiteflat Home Demonstration club will sponsor a "42" party in the club room at the Whiteflat school, February 27, it was announced this week.

Games will start at 8:30 p. m. and admission will be 35¢ per person. Proceeds will be used on the club room.

Everyone is invited and urged to attend.

Mr. and Mrs. Euman Lyles and baby son, Charles, left Friday morning on a business trip to Longview, Texas.

Local Pastor Is Program Speaker

Rev. and Mrs. Marvin Brotherton were visitors at Goodlett, Sunday, Feb. 18, where Rev. Brotherton, pastor of Matador Methodist Church, spoke at dedicatory services for the Methodist Church of Goodlett.

Dedication sermon for the new Methodist Church was preached by Bishop William C. Martin of Dallas.

CAFE MOVING TO NEW LOCATION

Shorty's Cafe and bus station is moving to a new location on Main street, formerly occupied by Geneva's cafe. R. H. Bearden, manager of the cafe, said he expects to open in the new location Saturday morning and that the cafe will be closed Thursday and Friday during the moving process.

Mr. and Mrs. Bearden moved to Matador five years ago from Wellington and have been in the cafe business continuously since that time.

The new location is the C. W. Giesecke building, formerly owned by V. J. Skaggs. The public is cordially invited to visit the cafe when it opens in the Main street location Saturday morning.

DUVAL ENTERS GILTS AT DUROC SHOW-SALE

T. H. (Harry) Duval of Roaring Springs, nationally known Duroc breeder of this territory, is consigning bred gilts to the North Texas Duroc Bred Gilt Show and Sale to be held at the Texas State Fairgrounds in Dallas, Monday, February 26, according to word received from J. R. McElroy of Celina, Texas.

Leading Duroc breeders of this area are consigning the top bred gilts from each of their herds to this event. Tom Litter and Production Registry breeding will be featured, and a large crowd of farmers, breeders, 4-H and FFA boys and girls are expected to attend.

A nationally known swine expert will judge the sale offering and offer his unbiased assistance to those wanting his advice in making purchases.

ATTENDING LECTURES

Minister Floyd Davis of the Matador Church of Christ, together with Mrs. Davis, W. I. Rushing and Ed Lee, are in Abilene this week where they are attending a lecture series at Abilene Christian College.

Careful Use Of Scarce Building Materials Urged

If everyone uses scarce building materials wisely, no more building can be done in Motley county during the emergency, according to Joe E. Campbell, local lumber and building materials dealer and member of the Public Affairs Committee of the National Retail Lumber Dealers Association.

"Because of production restrictions adopted to meet the needs of the rearmament program, supplies of certain building products, such as nails, pipe, gutters and downspouts, metal lath and reinforcing steel, are likely to be restricted for some months to come," Mr. Campbell said.

"By not using those scarce products unless absolutely necessary, using no more than is required for safe construction, and avoiding waste in their use, the available supply can be made to stretch over a larger amount of construction work and benefit a larger number of local people.

"There should be plenty of lumber, wall board, cement, brick, and other non-critical building materials in the months ahead, but the amount of building that can be done will be determined largely by the care with which materials containing critical metals are used in building."

"With the virtual elimination of copper and aluminum for construction purposes, steel now is the material which must be carefully conserved in building until such time as expanded production makes it possible to meet both defense and civilian needs."

Ginning Totals At 7,910 Bales

A survey made yesterday by County Agent Rufus Emmons shows that 7,910 bales have been harvested from the 1950 crop and that ginners estimate between 60 and 70 bales may still be ginned which will bring the 1950 total very close to 8,000 bales or less than one fourth of the 35,000-bale record crop of 1949.

The report of February 21, 1951, as made by Mr. Emmons, is as follows: Roaring Springs 2,324 bales, Flomot 1,520 bales, Bloodworth (private gin) 244 bales and Matador 3,822 bales.

Local P. C. A. Has High Attendance At District Meet

Attendance banner awarded at the Memphis Production Credit Association's annual stockholders' meeting held recently at Wellington, Texas was won by members of the local branch of the organization. Between thirty and forty members and their wives, together with John Green, local office manager, and Mrs. Green, attended the affair, which had a total attendance of approximately 500 members and guests.

Two directors, Otis Wilson of Briscoe county and L. M. Bartlett of Childress county, were elected at the meeting, to serve for terms of three years.

On Saturday, Feb. 10, the Board of Directors met at the central office in Memphis and elected the following officers: S. M. Jolly of Paducah, president; J. C. Emmert of Wellington, secretary-treasurer, and James Van Pelt and Willie Isham, assistant sec-treas.

Offices are maintained by the PCA at Wellington, Paducah, Matador, Quanah and Turkey.

VERNON MECHANIC IS EMPLOYED HERE

Hence Rowland, mechanic for the Johnson Davis (Ford) Motor company of Vernon, for the past five years, has accepted a position in the mechanical department of the Matador Auto Co., local Ford agency, and has moved here to make this his future home.

Mr. Rowland is a well-trained and experienced mechanic and the motoring public is invited to visit the Matador Auto Company meet him and try his services when in need of any type of mechanical repair work.

Mrs. Sallie Bishop spent the week-end visiting at Plainview in the home of Mr. and Mrs. C. P. Siepp.

Farm Bureau Holds "Kick-Off" Dinner

Annual Membership Drive Is Launched

TOPS IN A STEAK dinner, magic and speeches, Monday night launched the Motley County Farm Bureau's annual membership drive. The dinner was held at the school lunchroom and prepared by the culinary force and served by slightly short of professional waiters, all directors and officials of the farm organization.

Farmers and their wives from various communities attended and were later assigned their duties in the membership drive which hit its stride Tuesday morning. A second dinner will be held in the lunchroom Tuesday (next week) at which the workers will make their report. Each membership solicitor was assigned ten prospects. Annual dues to the association are now \$7.50 as compared with \$10 in most counties in West Texas. Only \$2.50 will be used to finance the county organization, the remaining \$5 going to the state and national organizations.

Mayor Douglas Meador made a brief address of welcome and was followed by magician Tom Tilson, who "produced" a fresh egg from a small wad of paper in his hand and a live snake by striking a piece of paper with his wand.

Agriculture Is Ready

Rev. Bob Jameson was introduced by President Ben Edwards and in his address declared: "Agriculture is ready today to do its part in the national emergency and agriculture is in the best position in its history. I remember when I was a youth that poverty and ignorance walked hand in hand with agriculture but we have arrived at an improved position. The voice of organized agriculture is strong enough to be heard in the state legislature and national Congress. The farmer has become an important person since his voice has been made strong enough to be heard throughout the land. Farm support prices have been an important factor in establishing the present national economy. The depression taught us that the nation depends on the farmer and that when he suffers, the nation must also suffer..."

Next speaker was Wayne Little, State Field Representative of the Texas Farm Bureau (his district No. 2 is comprised of 21 counties west to the New Mexico border).

He stressed the need of every farmer having a voice in agriculture through county, state and national organizations. He said that rural roads must be supported through natural resources taxes, declaring that Texas natural resources pay about 5% tax while some items (tobacco) have a tax as much as 100%. He said the present goal is 10,000 members in the Texas Farm Bureau.

Mr. Little pointed out that lights are now turned on in rural America when a few years ago the power companies declared it was impossible to bring electricity to the farm. He pointed to REA as only one of the advanced standards of living sponsored by the Farm Bureau.

Ninety Cent Dollars

"The producers of farm products must buy other commodities with 90¢ dollars," Mr. Little declared, "because they must accept the present 90¢ of parity prices. We must fight to attain the other 10%. The farmer has a great investment. It is big money. The nation's farmers have 124 billions of dollars tied up in farm operation. They have a right to earn full value for their products."

Mr. Little stressed the future security of the nation as resting with the people who live on the farms. "The strength of democracy is vested with the people of the soil," he declared, "this minority which comprises but 17% of the nation's population, unite both religion and democracy and they recognize the responsibility that goes with power."

Among others present were, Mr. and Mrs. Raymond Davis, Mrs. Lena Scott, Miss Virginia Gaines, and Mrs. Mary Hovey of Lubbock; Mr. and Mrs. J. P. Pruitt and Mrs. M. P. Fulkerson of Lockney; Mr. and Mrs. Claud Wilson, Sweetwater; Mrs. A. L. Fryar Claude Stearns, Stafford Stearns of Plainview; Mr. and Mrs. Lonnie Arnold, Baileyboro, Texas.

Miss Fern Hodge, District HD Agent, of Vernon, accompanied Miss Bernice Claytor, living room specialist of College Station, here Tuesday, to meet with Miss Marie Rea, Motley County Home Demonstration agent. While here, Miss Claytor assisted Mrs. D. E. Pitts, jr., of the Toreador club and Mrs. Wilson Barton of the Whiteflat club with suggestions for redecorating their living rooms.

DISTRICT AGENT HERE

IN AUSTIN LAST WEEK

Judge C. W. Giesecke, jr., made a business trip to Austin last week. He was accompanied by Mrs. Giesecke and daughter, Ann, who visited relatives at Hico, while he was in Austin.

Lt. and Mrs. James Rufus Fish visited here overnight Friday with his parents, Mr. and Mrs. J. F. Fish, and grandparents, Mr. and Mrs. J. R. Moore.

Matador, Motley County, Texas, Thursday, February 22, 1951

More Music



More Fun

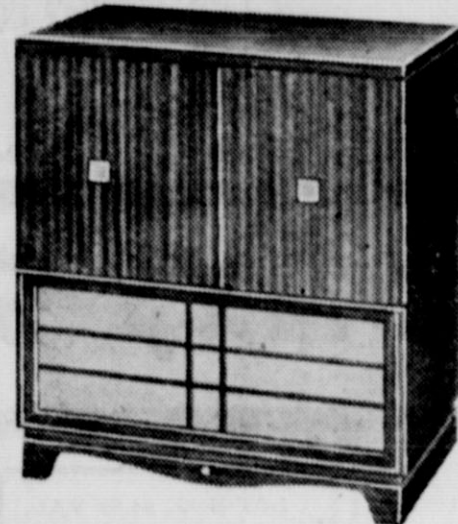


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with this
RCA VICTOR

"Golden Throat"
Console
Combination

SEE AND HEAR
RCA VICTOR'S
A-82... SOON.

\$219.95



You'll find this delightful RCA Victor is exactly what you need to complete your entertainment program.

Here's a superb radio-phonograph packed full of fine features: there's a powerful AM radio; the amazing RCA Victor's "45"; another changer for 33 1/3 and 78 rpm records; a 12" speaker for rich, full sound; new "Golden Throat" tone system for more realistic, more enjoyable music; a magnificent cabinet (in a choice of finishes); personalized tone control; much more! Ask for RCA Victor's A-82.

Household Supply Co.
HARDWARE
MATADOR TEXAS

Roaring Springs NEWS

By Mrs. L. E. Cooper

BIRTHDAY PARTY GIVEN FOR TWINS

Mr. and Mrs. Buster Harmon of Roaring Springs entertained with a birthday party honoring their twin daughters, Gena Vee and Gena Lee, on their 13th birthday, Feb. 15. They received many lovely gifts. After a number of games, singing and dancing were enjoyed. A two-tiered birthday cake, topped by tiny twin girls and 26 candles, was admired and served with cocoa to 33 guests, the honorees and hosts.

Jack Bridges of Amarillo, has returned to his home after a visit here with his niece and family, Mr. and Mrs. Jack Hall and other relatives.

Mr. and Mrs. Amos Mize and daughter of Amarillo, spent the week-end here with her parents, Mr. and Mrs. J. E. Duran.

Mr. and Mrs. J. D. Chalk of Dallas and Mr. and Mrs. Mid Long of Ralls, were recent visitors here with their sister and brother, Mr. and Mrs. Ralph Long.

Mrs. Drew Bird and daughter of East Afton were shopping here Saturday.

Mrs. J. F. Bridges visited relatives in Aspermont, Sunday.

Mr. and Mrs. S. D. Hunter and son, John, visited with another son and family, Mr. and Mrs. Turner Hunter at McCoy, Sunday.

Mr. and Mrs. Jack Nichols of Pampa, spent the week-end with his parents, Mr. and Mrs. A. B. Nichols. A daughter and family, Mr. and Mrs. Algie Groves and sons, Pat and Mike of Matador,

and Mrs. John Smith were Sunday visitors in the Nichols home. Mr. and Mrs. J. N. Fletcher and Miss Lula Swim visited in Jayton, Sunday with Mr. and Mrs. C. O. Fox, Sr.

Mrs. H. T. Tooke and sons are visiting her sister, Mrs. Cates at Sundown.

Jack Sanders of Beeville and Tony Sanders of Camp Hood are here visiting their parents, Mr. and Mrs. G. C. Sanders.

Mr. and Mrs. W. H. Nichols visited Sunday in Jayton, with his sister and family, Mr. and Mrs. Sam Newberry.

Mr. and Mrs. Leonard Judd and children of Amarillo, spent the week-end here with her parents, Mr. and Mrs. J. M. Carpenter. Mr. Judd returned home Sunday, while his wife and children remained for a longer visit.

Mrs. N. M. Fruedenrich of the Duncan Flat community was here Monday shopping and visiting with her brother and family Mr. and Mrs. Washington.

Mr. and Mrs. Delmer Mullins are announcing the birth of a daughter, Suzanne, at Stanley Clinic, Matador, Saturday February 17.

Gordon Harmon, who attends Hardin-Simmons University in Abilene, spent the week-end here with his parents, Mr. and Mrs. Buster Harmon.

Mrs. J. H. Witcher returned to her home Saturday, at Pernell, Okla., after a 10-day visit here with her parents, Mr. and Mrs. Charlie Marshall, and her grand mother and husband Mr. and Mrs. Sam Force.

Mr. and Mrs. Wilford Richison of Eldorado, Okla., visited here recently with his sister and family, Mr. and Mrs. Amel Long.

Mr. and Mrs. Herman Havis visited and looked after business recently in Paducah.

Brown Hinson of Lamesa spent the week-end here with relatives.

Mr. and Mrs. Doc Cross of Plainview, visited here Tuesday and also attended to business.

WHITEFLAT CLUB MEETS
Whiteflat Home Demonstra-

tion club met at the home of Mrs. Marvin Dixon, Friday, Feb. 16, with five members present.

Refreshments of cake and tea were served to: Mesdames Malcolm Jameson, Wilson Barton, and Bill Smith, and Miss Melba Jameson.

VISITORS HERE

Mrs. J. L. Orr of Pampa and Mrs. Pete Clark of Quitaque were transacting business here Tuesday. Mrs. Orr and Mrs. Annie Kell of Tulla are visiting their sister, Mrs. H. C. Kell at Quitaque and their brother, Henry Welch.

666 GIVES FAST RELIEF
LIQUID OR TABLETS when COLD MISERIES STRIKE

Closing Out ENTIRE GROCERY STOCK

WE HAVE SOLD OUR BUILDING ON THE EAST SIDE OF THE SQUARE AND THE ENTIRE GROCERY STOCK MUST BE MOVED!

12% Discount on All Items

UNTIL ALL STOCK IS SOLD

FIXTURES FOR SALE — EVERYTHING CASH

L. R. BISHOP

PERMANETTES



WHO COULD BE MAD AT HER WITH SUCH A BEAUTIFUL HAIR-DO! You'd be surprised at how men "discuss" your hair. It's one of the first things they notice. An experienced hand is necessary to a finer hair-do. Entrust your charm to us.

Vogue Beauty Shop

PHONE 159
Irene Groves, Manager

COMPLETE BEAUTY SERVICE



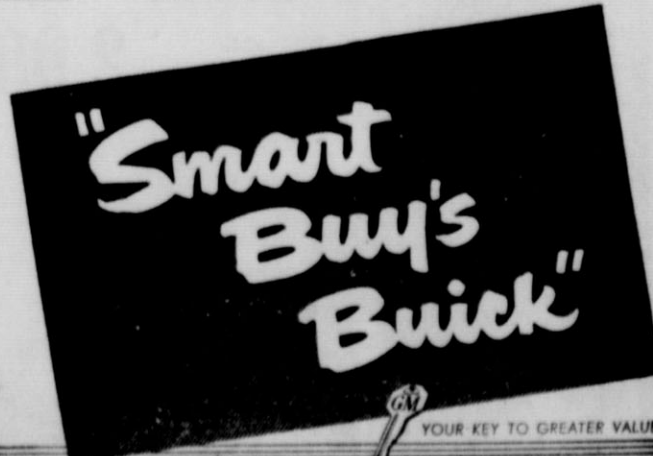
Want more **THRILL** per dollar?

WHAT are the things you hope some day to have in an automobile? Is it power that rises to every challenge? Is it the satisfied feeling of being a very important person there at the wheel? Is it day-long comfort and ample dimensions that make every trip a pleasure? Is it the durable goodness of sound construction—the sturdy strength that will outlast the years? Well, sir, the time has come for you to take to heart these three words of sensible advice—"SMART BUY'S BUICK." Every Buick has Fireball power—an exclusive combustion principle that makes each drop of fuel do extra duty.

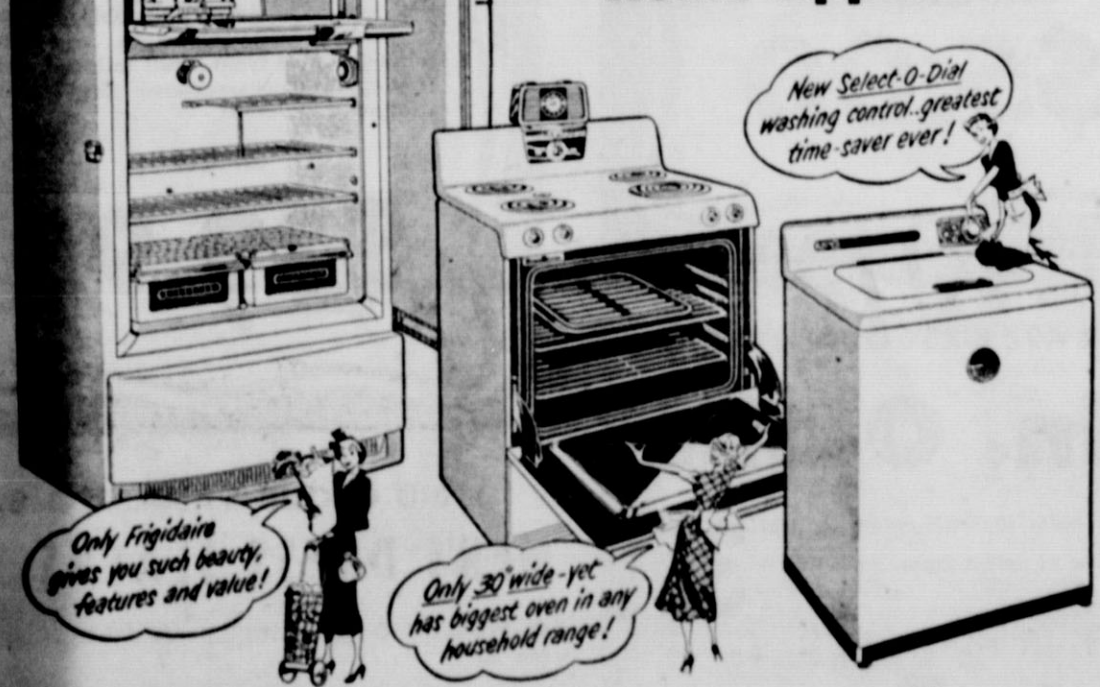
Every Buick has coil springs on all four wheels—that add to your comfort and never need service. Every Buick can be had with Dynaflo Drive,* which lends extra smoothness to all the miles you drive and saves wear on tires, engine and transmission for long-run economy. Every Buick sparkles with added conveniences, refinements, appointments that lift these 1951 beauties far above the "utility" level and make them a special joy to own. And when it comes to price—we ask you to compare Buick with the field. Come see us soon. Lots of folks are comparing and finding there's no buy like a Buick.

No other car provides all this:

- DYNAFLOW DRIVE**—saves strain on driver and car
- FIREBALL POWER**—high-compression, valve-in-head engine gets more good from every drop of fuel
- PUSH-BAR FRONTEND**—combines smart style and unsurpassed protection
- WHITE-GLOW INSTRUMENTS**—greater clarity at night
- TORQUE-TUBE DRIVE**—steadies side, improves driving control
- 4-WHEEL COIL SPRINGING**—cushions ride, saves servicing costs
- DUAL VENTILATION**—outside air fed separately to right or left of front compartment
- SELF-ENERGIZING BRAKES**—hydraulic—multiply pedal-pressure five times at brake drum
- DREAMLINE STYLING**—tapered, car-length fenders, gleaming sweep-spoilers on most models
- Plus:** Self-locking luggage lid, Step-On parking brake, two-way ignition lock, Safety-Ride rims, Hi-Poloid engine mounting, Body by Fisher



3 reasons why you can't match
Frigidaire
Home Appliances



- Only Frigidaire gives you such beauty, features and value!
- Only 30" wide—yet has biggest oven in any household range!
- FRIGIDAIRE'S "THRIFTY-30" ELECTRIC RANGE HAS MANY "BIG RANGE" FEATURES, INCLUDING:
 - Thrifty Giant Oven—Goes Clear Across
 - Faster-than-ever Radiant Tube Units
 - Cook-Master Oven Clock Control and Lamp
 - High-Speed, Waist-High Broiler
 - Full-Width Storage Drawer
 - Lifetime Porcelain Finish—Inside and Out
- LOOK FOR ALL THESE EXCLUSIVE FEATURES IN THE NEW FRIGIDAIRE AUTOMATIC WASHER:
 - Live-Water Action and Rapid-Spin
 - All-Porcelain Finish Inside and Out
 - New Back Panel—Puts Controls in Easy Reach
 - New Free-Floating Tub—Smooth-Running, Quiet
 - No Boiling Down
 - Underwater Jugs Distributor
- SEE WHAT YOU GET IN THE WONDERFUL NEW FRIGIDAIRE 30-74:
 - Full-Width Super-Freezer Chest
 - Double-Easy Quickcube 10 Trays
 - Handy Chill Drawer
 - Rustproof Aluminum Shelves
 - One Extra-Deep Porcelain Dishwashers
 - Famous Motor-Mixer Mechanism

West Texas Utilities Company

Phone Your Buick dealer for a demonstration Right Now!

C. H. ELLIOTT SALES CO.

913 Ninth Street

Paducah, Texas

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

Business Women Give WMU Program

Business Women's circle of the Baptist W. M. U. presented an Annie Armstrong program on home missions, Tuesday night at the church, following a covered

dish supper. Mrs. A. B. Simpson led the program which included devotional by Miss Amy Glenn, and discussions by Mrs. Joe E. Campbell, Mrs. Ben Meador, Mrs. R. M. Stanley, Mrs. Velma Fulfer and Mrs. Algie Groves. Following the program, a business session was held, with Mrs.

Tribune, Matador, Motley County, Texas, Thursday, February 22, 1951

Ben Keltz presiding. Mrs. T. E. Cammack was elected W. M. U. president to fill the vacancy of Mrs. Forrest Campbell's resignation.

Others present were: Mesdames Lee Burns, Dick Groves, J. A. Groves, J. Farris Fish, R. E. Campbell, sr., Cecil Shelton, Elbert Reeves, and Alfred Barton, and Miss Maggie Bryan. To Lubbock

Members of the men's Brotherhood attended a district Brotherhood rally Tuesday night at the First Baptist Church, Lubbock, which was attended by approximately 1,600 persons.

In the group from Matador were Rev. Clifford Potts, pastor; Dick Groves, Lee Burns, Bill McCaghren, T. E. Long and H. S. Watson.

Mr. and Mrs. Jack Nichols of Pampa and Mr. and Mrs. John Green and daughter, Sharon of Dickens, were visitors here Friday night in the home of their sister and family, Mr. and Mrs. Algie Groves.

Banquet For Young People Given By Baptist W. M. U.

Annual Sweetheart banquet, featuring a Valentine motif in program and decorations, was the basement of the Baptist Church for young people of the church and their friends. The affair is sponsored annually by the Women's Missionary Union.

Speaker for the occasion was Rev. Ralph Reaser, pastor of College Height Church, Plainview. He was accompanied by Al Wilson of Wayland College, who presented several vocal selections accompanied by T. C. Ally, also of Wayland.

Kenneth Dunning was toastmaster of the program, which included group singing directed by Mrs. L. D. Wilkerson. Invocation by Mrs. Clifford Potts and songs by a girls quartet, composed of Betty Ruth Smalley, Tressa McDonough, Susie Hughes and Martha Jones.

Rev. Clifford Potts, pastor of the church, introduced the speaker, and also pronounced the benediction.

VISIT AT SPUR

Mrs. J. L. Farris and daughter, Ida Lois, spent last week in Spur, visiting another daughter and sister, Mrs. Joe Powell and family.

County Attorney Howard Tra-week made a business trip to Houston last week.

CARD OF THANKS

We wish to express our sincere appreciation for the kind words and deeds extended to us during the illness and death of our husband and father. We thank all who brought food and prepared the meals. We are grateful for the beautiful floral offerings and for the multitude of friends who came and helped to make our sorrow lighter. May God's richest blessings rest upon each of you.

Mrs. Lola Standefer
Mr. and Mrs. Howard Standefer and children
Mr. and Mrs. Bill Henshaw and children
Mr. and Mrs. John Bourland and children
Mr. and Mrs. Denver Anderson and children.

CARD OF THANKS

We take this means to express our appreciation and thanks to all those who helped us by their many acts of kindness during the illness and death of our father and grandfather, and for the beautiful floral offerings.

Julian F. Nolen and family
Lee Nolen
Mrs. Ola Nolen and family
C. W. Huber and family
J. M. Clarkston and family.

bock; Mr. and Mrs. Oscar Henson and family of Brownsville; Mrs. Oran Barker and sons of Rotan; Mr. and Mrs. Dave Campbell and sons of Floyd; Mr. and Mrs. Billy Wason and Mrs. Don Wason of Matador.

COME TO CHURCH SUNDAY

Matador IOOF Lodge
Meets every Friday night
Charlie Meador
Noble Grant
Bruce Martin
Secretary
All visitors and brothers welcome.

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
Phone 52-R
Matador Representative

THEY'RE HERE -

The finest light trucks ever built by GMC!

You've never seen 1/2- to 2-tonners like these—unsurpassed in horsepower—engineered with new "big truck" features—for years of extra life.



Compare! Feature upon feature in each individual model tells you why GMC is your best buy!

3 GREAT NEW ENGINES—UNSURPASSED IN HORSEPOWER IN THE 1/2- TO 2-TON TRUCK FIELD	AIRPLANE-TYPE MAIN & ROD BEARINGS
ROTATING FREE-VALVE ACTION for longer valve life, more power	LIFETIME WEATHERSEALED "SIX-FOOTER" CAB
WIDER TWIN-ACTION HYDRAULICS with cooler setting rear drums	NEW VENTIPANE-CONTROLLED VENTILATION
SEPARATE TRANSMISSION HAND BRAKE	CHOICE OF 9 SMART COLORS
HEAVIER FRONT AXLES SYNCHRO-MESH TRANSMISSION	RE-CIRCULATING BALL-BEARING EAST-TURN STEERING GEAR
TOCCO-HARDENED CRANKSHAFT	NEW NON-GLARE INSTRUMENTS
HULL-PRESSURE LUBRICATION of all main bearings, rod bearings and piston pins	HUSKY 35-AMP GENERATOR
	CIRCUIT BREAKERS instead of fuses

GMC
GASOLINE & DIESEL TRUCKS
1/2 TO 20 TONS

—add 'em all up:
Get a real truck!

Jameson Machinery Co.
Matador, Texas

You'll do better on a used truck with your GMC dealer.

Genius Glorified in STERLING

come in and let us show you



Stradivari

"Third Dimension Beauty"
Beauty in Front, Profile and Back

found only in **WALLACE STERLING**

CONVENIENT PAYMENT PLAN

Matador Hardware & Furniture Co.

FAMOUS BRANDS
Your Favorites and Ours...



YOUR DRUG STORE ... GIVES YOU Prescription Care WITH EVERY PURCHASE

"MY DRUGGIST RECOMMENDS IT!" You hear these words so often . . . they express the confidence and assurance of people everywhere in the special care and personalized service found only in your drug store.

That is because the same skill a druggist puts into every prescription carries over to the thoughtful selection of each top quality product found on his shelves.

Featured below are four famous brand names chosen from an amazing assortment of nationally preferred products. Buy them at our store and be assured of "prescription care" in every purchase. (See page advertisement in current issue of LIFE advertising these four products).

Once In A **LIFE** Time Buy
AS ADVERTISED IN LIFE MAGAZINE FOR FRIDAY, FEBRUARY 23, THROUGH MARCH 8:

- VICKS VA-TRO-NOL
- GEM RAZOR
- PEPSODENT
- DR. WEST'S TOOTH BRUSH

STANLEY PHARMACY
W. M. STANLEY, OWNER

Announcing

There's Less To Pay

THE HENRY J WAY

SEE This Great, New Automobile!

Lowest Price! Lowest Down Payment! Lowest Monthly Payment! Lowest Operating Costs!

Not only is the Henry J the most economical car you can buy . . . with its ability to deliver up to 30 to 35 miles per gallon . . . but it gives you all this, too:

- A front seat wide enough for three big people, with head and leg room aplenty . . . more luggage space than the average family will ever need . . . driving ease and sprightly performance that makes it perfect for busy traffic and tight parking spots
- car for today! It's smart . . . it's tough . . . it's thrifty—and you'll love it!
- Built to Better the Best on the Road!

See and drive the Henry J now! See all the things that make it the

COSTS LESS TO BUY . . . LESS TO DRIVE . . . LESS TO MAINTAIN! DRIVE IT TODAY!

MATADOR IMPLEMENT COMPANY

SALE TRADE EXPANSION

STARTS FRIDAY

RIGHT AT THE BEGINNING EASTER SEASON

SALE



STORE CLOSED THURSDAY

PRICES GOOD ONLY WHILE QUANTITIES LAST!



THE FACTS!

IN CHARGE:

SOONER SALES SYSTEM
Oklahoma City, Oklahoma

UNDER CONTRACT TO SELL THE BULK OF THIS ENTIRE STOCK OF READY-TO-WEAR, PIECE GOODS, STAPLES, LIN-GERIE, MENS FURNISHINGS, CLOTHING, HATS, WORK CLOTHINGS, AND SHOES FOR THE ENTIRE FAMILY, TO THE BUYING PUBLIC AT ONCE REGARDLESS OF REPLACEMENT COSTS!

A DYNAMIC STATEMENT! READ!

NOT SINCE THE DAYS OF OLD—Such Savings to you . . . We are presenting a merchandising drama with the power of dynamite—you will relish this opportunity to save—the super bargains will be hailed with glee by bargain-wise throngs. No economical buyer can turn a deaf ear to this extraordinary message of savings—the prices will penetrate the armor of those who are ordinarily bargain proof. Measure the soundness of this sale by a simple comparison of prices and values—we know you don't approve of cheap merchandise—but you do like low prices. There is a thrill for you in every price concession in this sale—no ad can portray it, nor words can describe it—IT'S GOT TO BE SEEN!

FRIDAY FEBRUARY 23rd

<p>VAL. TO 49¢</p> <p>RAYONS BOYS PANTIES</p> <ul style="list-style-type: none"> FIRST QUAL FULL CUT WELL TAIL <p>49¢</p>	<p>1 LOT VALUES TO \$1.75</p> <p>LADIES BRASSIERS</p> <ul style="list-style-type: none"> BROKEN SIZES SEVERAL STYLES EACH <p>50c</p>	<p>1 LOT VALUES TO 29¢</p> <p>LADIES & GIRLS ANKLETS</p> <ul style="list-style-type: none"> RAYONS & COTTONS FANCY PATTERNS PAIR— <p>10c</p>	<p>1 LOT REG. 39¢</p> <p>GIRLS PANTIES</p> <ul style="list-style-type: none"> COTTON SLIGHTLY SOILED PAIR <p>10c</p>
--	---	---	---

VALUE FIRST LOT 49¢ TO 55¢ Yard, 36 Inch
TOWELS SQUARE PRINTS 39c
QUALITY — FANCIES — Yard

LOT VALUE TO 89¢ YARD
GINGHAMS 49c
Quality — New Patterns — Yard

1 LOT REGULAR VALUES TO 4.98
LADIES WASH DRESSES 2.98
• MANY STYLES — FAST COLORS

1 LOT REGULAR VALUES TO 2.98
LADIES OUTING GOWNS 1.98
• FULL CUT — WELL TAILORED—Ea.

REGULAR 3.19 VALUE FULL SIZE
COTTON BED SPREADS 1.98
• SEVERAL COLORS — FIRST QUAL.

DOOR CRASHER!
1 Big Group Values To \$5.95
LADIES NIGHT GOWNS
Each they go. One large group of the tailored, nationally advertised ones in rayons and satins, tailored and trimmed. Several colors and styles. Broken patterns and sizes. Be there opening hour for best selections. You won't be disappointed.
EACH \$1.98

DOOR CRASHER!
1 Lot Values To \$5.95
CHILDRENS SHOES
Mothers! Here are those little shoes so ideal for school, street and general wear. Several styles and patterns, all leather construction. Broken sizes and styles. Size range twelve to three. Buy several pair at this saving.
PAIR \$2.98

DOOR CRASHER!
1 Lot \$4.95 to \$8.95 Values
LADIES SHOES
Featuring a large group of our better nationally advertised ladies dress shoes in suedes, calfs and other fine leathers. Several styles, colors, trims and heel heights in this group. All sizes but in broken patterns and styles
PAIR \$1.98

1 BIG LOT \$1.19 VAL.
COTTON and RAYON GABERDINE MATERIALS 79c

DOOR CRASHER!
1 Lot Values To \$9.95
MENS OXFORDS
Nationally advertised brands in all leather construction dress oxfords. Several style toes and patterns included in this group. Regular or heague type weight in construction. Broken styles and patterns but all regular sizes.
PAIR \$5.00

SPECIAL DAY
11 A. M.
Quality Jewels 25c

FREE DRAWING MONDAY 3 P. M. \$25.00
ELECTRIC CLOCK WITH BRONZE HORSE METALIC STATUE
ASK HOW

Gabriel's DEPARTMENT STORE
MATADOR, TEXAS

WATCH FOR BIG SALE SIGNS!

Proof
POSITIVE...

PRICES ARE DOWN

Gabriel's DEPARTMENT STORE

WANTED: 500 NEW CUSTOMERS

ALONG WITH OUR REGULAR CUSTOMERS TO BUY THOUSANDS OF DOLLARS WORTH OF GENERAL MERCHANDISE AT BELOW PRESENT DAY REPLACEMENT COST! THE SAVINGS OF A LIFETIME!



ALL SALES FINAL! ALL SALES CASH NO REFUNDS! NO LAYAWAYS! NO APPROVALS! NO CHARGES!

STARTS FRIDAY, 9 A.M.

**NOTICE!
FIRST
COME
FIRST
SERVED!**

ONE LOT TO \$4.98
MENS SWEATERS
1.98

CLOSE OUT CROCHET KNITTING THREAD
19c

1 LOT 59c VAL. MENS
UNDER SHIRTS
● KNITTED
● FIRST QUALITY
● FULL SIZE
39c

1 LOT 69c VAL. MENS
ATHLETIC SHORTS
● KNITTED
● BROADCLOTH
● FIRST QUALITY
39c

1 LOT REG. \$4.98 VAL.
CHENILLE SPREADS
● HEAVY TUFTED
● SOLID COLORS
● FULL SIZE
2.98

VAL. TO 79c
RAYON PANTIES
● FIRST QUALITY
● FULL CUT
● WELL TAILORED
49c

DOOR CRASHER!
OPENING HOUR SPECIAL
FRIDAY MORNING
9 A. M. SHARP
Reg. \$1.75 & \$1.95 Val.
NYLON HOSE
\$1-15 - \$4-15 FIRST QUALITY
Taken From Regular Stock.
All Sizes. New Shades.
75c
While Quantities Last

DOOR CRASHER!
1 Group Reg. Values To \$3.95
MENS DRESS SHIRTS
One large group of nationally advertised men's dress shirts in fancy patterns. Materials consist of prints, broadcloths and wovens. All regular sizes and sleeve lengths to select from. Broken patterns.
EACH
\$1.98

DOOR CRASHER!
1 Group Values To \$19.95
LADIES RAYON Dresses
Be here early on opening day and select several at this near give-away price. Lovely little dresses that can be worn from morning to night. Ideal for street, home or party. Many styles materials and colors. Broken styles and sizes.
EACH
\$5.00

REGULAR 59c VALUE FIRST QUALITY
CANNON BATH TOWELS
● COLOR ● FULL SIZE ● EACH

DOOR CRASHER!
1 Group Nat. Advertised
Val. To \$54.95
MENS SUITS
Men, here is a real saving 100% wool, year around weight suits your choice of single or double breasted models. Several colors and patterns to select from. Well tailored first quality construction. One lot this price. Choice.
EACH
\$39.95

1 Big Group Values to 9.95
LADIES DRESS OXFORDS
Several styles, patterns and leathers to select from. all heel heights. Broken sizes. Pair
3.98

MEN'S REG. 2.98 Flannel Shirts 1.79

MEN'S VAL. TO 6.95 FIRST QUALITY 100% WOOL SHIRTS 2.98
● BUY NOW! ● SAVE PLENTY

1 Lot Val. to 5.95 Mens
SPORT SHIRTS
● Washable
● New Styles
2.98

1 BIG LOT VAL. TO 6.95 WELL TAILORED
BOYS SCHOOL SLACKS
3.98

REGULAR 49c FIRST QUALITY, DARK
36 in. Outing
Cut from full bolts in dark colors, solids, and dark stripes to select from. Sale Price.
Yard
35c

1 BIG GROUP VALUES TO
MENS DRESS SLACKS
● WOOLS ● RAYONS ● PAIR



ADOR TRIBUNE

CARD OF THANKS

To Our Friends: We should like to tell you how deeply we appreciate your understanding sympathy, your tender thoughtfulness, your many expressions of love that have lightened the burden of our grief, but words cannot half express what they have meant to us. When the Will of God shall thus come to you, may your many kindnesses return to you a hundredfold.
The Vernon Latimer Family.

Tribune, Matador, Motley County, Texas, Thursday, February 22, 1951

Mrs. Nevada Cook, Nee Margie Timmons Honored With Shower In Waybourn Home

A miscellaneous shower honoring Mrs. Nevada Cook, the former Margie Timmons, was given Friday night from 7 until 9 p. m. in the home of Mrs. C. P. Waybourn.

Hostesses for the occasion were Misses Geraldine Waybourn, Pauline Blevins, Susie Hughes, Betty Ruth Smalley and June Neighbors; Messdames John Warren, Velma Fulfer and Colquet Warren.

Misses Smalley and Hughes received the guests, and Mrs. John Warren presided at the pink satin bride's book.

The refreshment table was laid with a lace cloth, and centered with a heart shaped cake decorated with a miniature

bridal couple, which was served with punch. Presiding at the crystal punch bowl was Miss Beth Johnson.

Married At Lockney
The couple was married January 30, at 7:30 p. m. at Lockney Texas, in a ceremony performed at the home of Minister Sloan, who officiated.

They were accompanied by the bride's sister, Miss Marie Timmons, and Miss Geraldine Waybourn.

For her wedding, the bride wore a navy blue taffeta dress with pink accessories, and the traditional "something new, borrowed and blue".

Mrs. Cook is the daughter of Mr. and Mrs. E. M. Timmons of Matador. She was reared at Northfield and moved here with her parents several years ago. A junior in Matador High school, she is also a member of the district champion girls basketball team.

The bridegroom is the son of Mrs. Fred Noyes, of Monroe, Utah. He was reared here and is employed by Frank Jameson, as trucker. They will continue to make their home here.

NOTICE TO DEBTORS AND CREDITORS OF THE ESTATE OF J. M. JACKSON, (Deceased).

Notice is hereby given that Letters testamentary upon the estate of J. M. Jackson, deceased were granted to us, the undersigned, on the 2nd day of January, 1951, by the County Court of Motley County, Texas. All persons indebted to or having claims against said estate are hereby required to present the same to us within the time required by law. Our residences and post office addresses are Matador, Motley County, Texas.

Pat Sheridan, Elmer Stearns, Executors of the Estate of J. M. Jackson, Deceased. (To Publish Feb. 1, 8, 15, 22)

Norma Fay Travis Recent Bride Of L. J. Barkley Jr.

Miss Norma Faye Travis, daughter of Mr. and Mrs. Bert Travis of Ralls, became the bride of L. J. Barkley, Jr., of Amarillo, son of Mr. and Mrs. L. J. Barkley, sr., of Matador, Saturday, February 10.

The double ring ceremony was solemnized by Rev. James Abernathy in the home of Mr. and Mrs. C. H. Rowden.

Mrs. James Abernathy played traditional wedding music. The ceremony was performed before an archway flanked by large baskets of yellow snap dragons.

The bride wore a navy dress with navy accessories and a pink rosebud corsage. Miss Mary Jane Gray, bridesmaid, wore a gray dress and a pink corsage. Best man was J. C. Witt of Amarillo.

A reception was held after the ceremony with Miss Gene Richardson and Mrs. C. H. Rowden assisting the couple in receiving guests.

Mr. and Mrs. L. J. Barkley, parents of the bridegroom, attended the wedding and other guests were present from Lubbock, Canyon and Amarillo.

The couple is at home in Canyon where the bride is a student at West Texas State College. The bridegroom, a former Texas Tech student, is employed by an insurance company.

COUSINS ARE VISITORS
Recent visitors in the home of Mr. and Mrs. H. D. Barton of the Teepee Flat community, were Mr. and Mrs. J. W. Shields and daughter of Lelia Lake, Texas. Mr. Shields and Mrs. Barton are cousins and this was their first meeting in 54 years.

Mr. and Mrs. Bill Eggleston of Amarillo, spent several days here last week, visiting her aunt and family, Mr. and Mrs. W. W. Clements.

FOR SALE: 1 5-ft. rotary scraper or fresno. Priced \$85.00. Leonard Crowell, Flomot.

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

FOR SALE: Fertilizers, Insecticides, Weed Killers, Fertilizer Distributors and Row Crop Sprayers. Morckel Farm Chemical Company, Highway 70 East, Floydada, Texas.

FOR SALE: 1940 Ford Coupe. 1949 Ford car 2-door. 1947 Jeep Station Wagon. 1940 model Ford Tractor. 1937 F-20 and equipment. 1944 Case tractor and equip. 1935 F-30 tractor. New C Farmall.

BRASELTON IMPLEMENT CO. Roaring Springs

WE BUY JUNK. Batteries and Radiators. Peg's Garage.

GARDEN Plowing: Available any time, any size plot. Call Phillips "66" Station. 3tc

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

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

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

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

OUR FARM MACHINERY SERVICE

... CAN SAVE YOU TIME AND MONEY ...

Just what is service? Here's what we try to do:

Keep ever Ford Tractor and every piece of Dearborn Farm Equipment working at top efficiency... and be Johnny-on-the-spot when something goes wrong.

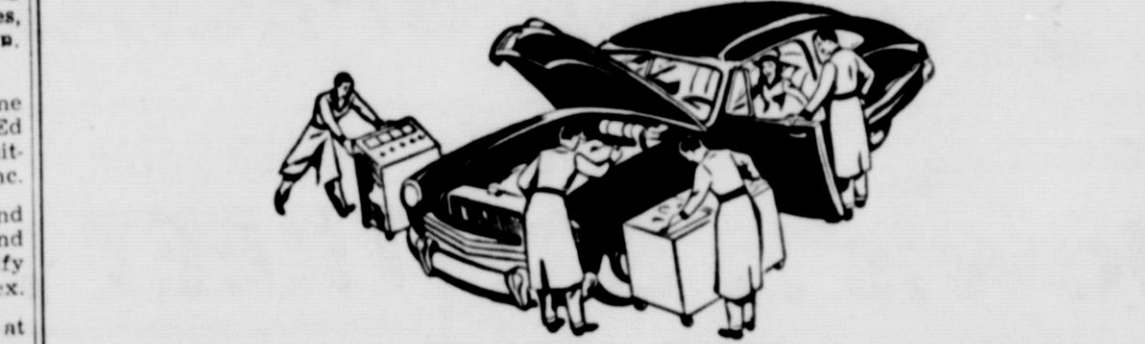
Braselton Implement Company
Roaring Springs, Texas



THE STETSON TEXAN
—takes you anywhere and brings you back looking like a man who can handle his own business. You'll have to travel far to find a smarter hat. Come in and try it on.
STETSONS \$10.00 TO \$25.00
Harry Willett & Co.

FOR SALE: Fertilizer, Cottonseed, Cake and Meal. West Texas Gin, Joe M. Gaines, Manager. tnc.

EXPERT Repair Service



WE HAVE AN INVESTMENT IN YOUR SATISFACTION
When you bring your automobile to our shop you are assured of expert service in a modern repair shop.
You are assured of genuine factory replacement parts (regardless of the make of your car) and you know the best of skill and training goes into every detail of work.
We have an investment in your satisfaction... We want to keep your patronage.

New Mechanic...
We want to introduce to our friends and customers, Mr. Hence Rowland of Vernon, a trained and experienced mechanic. He has been associated with the Johnson Davis (Ford) Motor Company of Vernon for five years. We invite you to meet him and try his service.

Matador Auto Co.
YOUR DEALER

Matador Hardware & Furniture Co.

do you have enough INSURANCE ... protection?

... To Cover Rising Costs and Higher Appraisals?

BILL DIPKIN
KNOW YOUR INSURANCE MAN
HE KNOWS YOUR NEEDS!

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 25-34, absolutely no obligation!

Baker's Best

Your Favorite Layer Cake....

Our freshly-baked layer cakes are mouth-wateringly good and so-o-o tasty. Fine textured with rich creamy frosting.

When you think of good baked goods, think of us. You'll find the best in deliciously-fresh rolls, bread and pastry, here.

City Bakery

CHECK FORD IN ALL DEPARTMENTS—YOU'LL FIND

You can pay more— but you can't buy better!

Check the colors in Ford's new Luxury Lounge Interiors. They're custom matched with outside colors. Check the dozens of other new features. New Automatic Ride Control blots out bumps. Automatic Mileage Maker squeezes the last ounce of power out of every drop of gas! And new Fordomatic* gives you the finest, most flexible automatic drive ever!

FORD
COME IN AND "TEST DRIVE" A
Matador Auto Company
MATADOR, TEXAS

SLEEP BETTER on Spring Air!

Get more rest every night... Wake up fresh as Spring Air! Come in for demonstration... you'll see why Spring Air with "Controlled Comfort" is your best mattress buy today!

LIFE



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



From where I sit... by Joe Marsh

Sometimes Good Intentions Aren't Enough

That fire at the Griffin place didn't do much damage last week, but Volunteer Chief Murphy was pretty angry about it. Spoke to some of us over dinner and a bottle of beer.

"Griffin's farm is a good mile from town," he said. "And by the time we'd dodged all the people on the highway who were going to watch, we hadn't a minute to waste.

"Then blamed if those sightseers hadn't parked cars right in Griffin's driveway and there was a mob of people milling around the house—just gawking. Joe, tell

folks a fire's no sideshow. Ask 'em to think of the other fellow!"

From where I sit, some of us need to be reminded occasionally that even though our intentions are good we may be unfairly interfering. Whether it's blocking the right-of-way of fire equipment or criticizing a person's right to enjoy a temperate glass of beer now and then—the American Way is to give 'em, and give the other fellow his fair "share of the road!"

Joe Marsh

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IRMA ICICLE SAYS—

"There's no work, fuss or bother when you store your food in our modern freezing plant in your own locker. We furnish all supplies, do all quartering and processing. It's as simple as putting valuables in a safe deposit box. And just as cheap."



Buy your meals and fowl when prices are low and store them here for a fraction of the cost of home freezer storage—you avoid tying up your dollars in a costly home freezer and avoid risk of current failure and food spoilage, too. Costs less than a nickel a day!

QUARTER OR 1/2 BEEF AT WHOLESALE COST TO LOCKER BOX HOLDERS

SPOT CASH GROCERY AND LOCKER PLANT

Tribune, Matador, Motley County, Texas, Thursday, February 22, 1951

PARENT-TEACHER ASSOCIATION HEARS TALK ON GOOD CITIZENSHIP AT RECENT MEETING

Matador Parent-Teacher Association heard an interesting discussion of the subject, "Who is a Good Citizen?" at regular monthly meeting held Wednesday afternoon, Feb. 14.

Invocation was given by Rev. Marvin Brotherton, pastor of the Matador Methodist Church, and a quartet of girls, Susie Hughes, Treasa McDonough, Betty Ruth Smalley and Martha Jones, sang "Wagon Wheels" and "My Best to You," with Bette Fran Montgomery at the piano.

School Superintendent Bert Ezzell had charge of the program, assisted by Rev. Brotherton.

"Through our citizenship and cooperation we are a great nation today," declared Supt. Ezzell. "A good citizen is not selfish; will vote and obey laws; and will help his town to grow."

TUNE IN

Uncle Jay

DIAL 710 KGNC
Amarillo Station At
8:00 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 Butane Co.

PHONE 50

THDA DELEGATES ARE ELECTED AT COUNCIL MEETING

At a meeting of the Motley County Home Demonstration Council, held Saturday, Feb. 17, in the courthouse, delegates were elected to represent Motley County HD clubs at a district meeting to be held at Wellington, on April 12.

Those elected were: Mrs. W. T. McGann, Folley club; Mrs. Fred Simpson, Matador club and Mrs. Bill Moss, Torredor club. Alternates are: Mrs. J. W. Pritchett, Whiteflat club; Mrs. W. T. Ross, Flomot club; and Mrs. W. E. Brown, Roaring Springs club.

Presidents and council delegates were called to order for the purpose of the election, by Mrs. Fred Bourland, after the business session, with Mrs. W. T. McGann, chairman, presiding, was adjourned.

While in session, the Council voted to send a gift to Mrs. Dockery, vice-president of T. H. D. A. in District 3. The Whiteflat club reported that it will hold a "42" party February 27, proceeds to be used in carrying out its project for 1951 in finishing the club room and kitchen.

The Exhibit, Expansion and Education committee reported a committee meeting held by Mrs. Bourland to encourage the HD club women to read more of the books on the list prepared by the Education Committee of the Texas Home Demonstration Association, and the group also plans to install an exhibit case for exhibits to be displayed in the county courthouse, if they have sufficient cooperation.

There were 7 clubs represented with thirteen club representatives and two visitors, including 7 presidents and 3 council delegates present.

LUBBOCK VISITORS

Mr. and Mrs. E. E. Markham and children visited at Lubbock Sunday with his sister and family. Mr. and Mrs. Wilburn Nuss, and were accompanied home by his parents, Mr. and Mrs. C. A. Markham who have been visiting there. They were joined at Lubbock by Mr. and Mrs. Robert Birchfield and children of Leveland. Mrs. Birchfield is also a daughter of the C. A. Markhams.

CARD OF THANKS

It is our heartfelt desire that those who evidenced in countless ways, an understanding sympathy in our bereavement, should know of our profound gratitude. Words cannot express how deeply we appreciate your kindness and thoughtfulness, and our sincerest wish for you is that in your dark hour of need, there may be those who will be as tender, kind, and faithful to you, as you have been to us.

The M. L. Patton Family.

Kimble Optometric Clinic

DR. J. W. KIMBLE
DR. O. R. MCINTOSH
Optometrists

Floydada, Texas



FRANKLIN
Vaccines and Supplies for Cattle, Sheep, Hogs and Poultry
STANLEY PHARMACY

FLOWERS

FOR ALL OCCASIONS

WEDDINGS — SHOWERS — FUNERALS

Prompt Delivery — Telephone 142-W

MRS. FREDDIE WELLING

REPRESENTING

DOUGLAS FLOWER SHOPS

QUITAQUE — SILVERTON — TURKEY



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

AMERICA'S LARGEST AND FINEST LOW-PRICED CAR!



The Smart New Styleline De Luxe 2-Door Sedan
(Continuation of standard equipment and trim illustrated is dependent on availability of material.)

Refreshingly new

IN ALL THE THINGS YOU WANT

- AMERICAN BEAUTY DESIGN
- AMERICA-PREFERRED BODIES BY FISHER
- MODERN-MODE INTERIORS
- MORE POWERFUL JUMBO-DRUM BRAKES (with Dual-Life Rivetsless Brake Linings)
- SAFETY-SIGHT INSTRUMENT PANEL
- IMPROVED CENTER-POINT STEERING (and Center-Point Design)
- MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!

Size it up!

AND YOU'LL KNOW IT'S THE LARGEST AND MOST LUXURIOUS CAR IN ITS FIELD!

Walk up to this big, beautiful 1951 Chevrolet with any yardstick of value, and you'll want to enter your order for it right away! Size? It's the longest and widest car in its field . . . outmeasuring all others . . . America's largest and finest low-priced car. Style? One look at its new America-Preferred Bodies by Fisher will tell you it's the style car of the year. Performance? It brings you today's top combination of thrills and thrift, for it's the only low-priced car with a Valve-in-Head engine—trend-leader for the industry!



WITH TIME-PROVED **POWER Slide** AUTOMATIC TRANSMISSION

Combination of Powerglide Automatic Transmission and 105-h.p. engine optional on De Luxe models at extra cost.

CAMPBELL CHEVROLET CO.

Matador

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Sound Planning

INSURES SATISFACTION

IN BUILDING . . . REMODELING . . .

We suggest that you give careful consideration to planning your new construction and repairing. It is vital during the present emergency that everyone use materials wisely so that more building can be done and it is vital to you that you receive full value from your investment.

CONSTRUCT AND REPAIR SAFELY AND SOUNDLY AND AVOID WASTE OF MONEY AND MATERIALS!

We are always glad to offer estimates and other services in line with all types of building and repairing. We will appreciate the opportunity to serve you.



BURTON-LINGO COMPANY

LUMBER AND BUILDING MATERIAL

PARTY IS GIVEN FOR JUNIOR BTU

Mrs. R. M. Stanley, leader of the junior department of the Baptist Training Union was assisted by Mrs. Robert Darsey in entertaining the youngsters with a Valentine party Friday night, Feb. 16, in the church basement. After a number of games were played, refreshments of sandwiches, cake and cocoa were served to seventeen juniors, the pastor, Rev. Clifford Potts, and R. M. Stanley.

Present were: Kay Norman, Peggy Welling, Charlotte Campbell, Jan Barton, Sue McCaghen, Joanne Darsey, Raynita Dunning, Betty Jean Neighbors, George Kent Gray, James Lewis Stanley, Pat Groves, Jo Anne Potts, Karan Burns, Rosemary Shanks, Robin Darsey, Clinton Lee Burns and Arvin Ellithorp.

Mr. and Mrs. Nelson McMahan and daughter, Frances, visited at Muleshoe during the week-end with his sister and family, Mr. and Mrs. Earl Darsey.

IN MATADOR TO MAKE PICTURES AT THE MATADOR HOTEL SATURDAY MARCH 3rd.

1 p. m. TO 7 p. m.

A. M. PARKER

Local

Visitors Sunday in the home of Mr. and Mrs. Rusty Birchfield were her sister and family, Mr. and Mrs. Duard Everett and children of Idalou, and a brother and his wife, Mr. and Mrs. K. E. Pennington of Lubbock.

Mrs. J. C. Green, Sr. and her daughter, Mrs. Peter Williams, spent the week-end in Amarillo, where they visited Mr. and Mrs. Earl Green and family, Mr. and Mrs. Arthur Garland, and Mrs. Gayno Patton.

Mrs. Sam Dunn and children, Bobby and Lou of Lubbock, were visitors here Tuesday in the home of her parents, Mr. and Mrs. J. R. Moore.

Glenn Woodruff visited in Austin with friends last week.

Billy Bishop of Sweetwater, visited here Monday with his parents.

Mr. and Mrs. Lonnie Arnold of Muleshoe, accompanied by Mrs. A. L. Fryar of Plainview, visited here Friday morning with Mr. and Mrs. Frank Patton of Austin who were here to attend funeral services for M. L. Patton. Mrs. James Arnold and Fryar are sisters of Mrs. Frank Patton.

Mr. and Mrs. Claude Wilson of Sweetwater were among out-of-town friends who were here Friday to attend funeral services for M. L. Patton and O. V. Ltaimer.

Written history is at least 6,000 years ago.

Snowflakes always have six sides.

VISIT RELATIVES

Mr. and Mrs. J. L. Woodruff returned home Saturday from a week's visit with his sister and family, Mr. and Mrs. George Miller on their ranch near Fallett.

TO LUBBOCK

Mr. and Mrs. Forrest Campbell attended Open House at Lubbock Sunday afternoon, held by the First Baptist Church in the new church building. Also visit-

ing the edifice during the afternoon were Mrs. M. S. Patton and son, Keith, and among those attending dedicatory services Sunday morning was Mrs. Douglas Meador. Mr. and Mrs. Patton, Mr. and Mrs. Meador, Miss Bessie Morrison and Fred G. Simpson drove to Lubbock Saturday evening and were week-end house guests of Mr. and Mrs. C. E. Woolery. Keith Patton, who teaches at Big Spring, joined them there.

IS FROSH OFFICER

Garland Rattan of Matador, was elected vice-president of the freshman class of West Texas State College, Canyon for the spring semester. Elections were held on the campus last week. Rattan, a member of the frosh football squad, was also named as chairman of a committee planning the annual frosh picnic at Palo Duro Canyons. He is the son of Mr. and Mrs. Ward Rattan.

NEWS OMITTED

Matador Brand school news, and several other items of news interest are omitted in this week's issue of the Tribune, due to lack of space. We appreciate news being turned in each week, and assure our readers that we

regret the necessity of delaying publication of these items.

SPRING THEATRE ROARING SPRINGS, TEXAS

THURSDAY and FRIDAY
February 22 and 23
Ray Millard, Hedy Lamar—in
"COPPER CANYON"

SATURDAY, FEBRUARY 24
Afternoon Matinee & Night
"Sunset In The West"
starring Roy Rogers
(Color by Technicolor)

Preview Saturday Night
SUNDAY and MONDAY
February 25 and 26
Greer Carson, Walter Pidgeon
—in—
"The MINIVER STORY"
with John Hodiak

TUESDAY and WEDNESDAY
February 27 and 28
"TARZAN and the
Slave Girl"
—with—
Lex Barker, Vanessa Brown

GENERAL Repair Work

ALL MAKES OF AUTOMOBILES
OPEN FOR BUSINESS MARCH 1st
OVER 20 YEARS EXPERIENCE. GOOD
EQUIPMENT. HONEST WORK.
YOUR BUSINESS APPRECIATED

Dick's Garage
DICK BERRYMAN, Manager

BIG NEWS SPECIALS!

Smoked Pound	ARMOUR'S STAR 12 oz. Can
Jowls .. 33c	TREET .. 53c
MUSTARD GREENS	SCHILLINGS Pound
2 NO. 2 CANS 25c	COFFEE . . . 85c
CALIFORNIA WHITE 10-Pound Bag	Large Firm Heads
Spuds .. 42c	Lettuce .. 13c
FLOUR, Kimbell's Best, 25 lb. \$1.75	DELITE, PURE 3-Pound Carton
White Swan, Grapetruit, 46 oz.	Lard 69c
Juice ::: 27c	Longhorn Pound
Cheese 58c	

CHARLIE'S GROCERY
I. O. O. F. BUILDING MATADOR, TEXAS

WEEK-END SPECIALS

FOR
Friday & Saturday, Feb. 23-24

WE RESERVE THE RIGHT TO LIMIT PURCHASES

SPUDS No. 1 IDAHO Russet 10 Pounds **39c**

LIBBY'S NO. 300 CAN
Tomato Juice 9c

PINEAPPLE, CHUNKS, No. 2 29c

BEANS FIRESIDE, Lb. Can, 3 for **25c**

FLOUR AUNT JAMIMA 25 POUNDS **\$1.99**

FOLGERS
COFFEE - - - - 86c

APRICOTS, 2 1/2 WHITE SWAN 28c

LARGE BOX
Tide or Oxydol **32c**

NO. 2 CAN DIAMOND BRAND
Tomatoes 18c

SUGAR 100 POUNDS **\$9**

CIGARETTES, carton \$1.89

CRISCO 3-Pound Can **\$1**

We Are Now Agents For
Stanton Feeds

COMPLETE LINE FOR HOGS, POULTRY AND LIVESTOCK

WE PAY HIGHEST PRICES FOR EGGS & CREAM

RED and WHITE GROCERY

Harding Wilcher, Manager Roaring Springs, Texas
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