





Colorful Texas Ranger Joe Bridge (left) of Fallsburg, and Rangerully Seay (second from right) of Carrizo Springs visit Continental Oil Company test-run headquarters at Laredo, Texas, to learn from Wade Johnson (second from left), and Frank Sues (far right) what's going on. The two company technicians explain to the Rangers that six test cars of the company are being driven 800 miles per day at speeds averaging 60 miles per hour over a period of 70 days, to test the wear-prevention qualities of a new super motor oil developed by the company. At the end of the test run, which put more than 50,000 miles on each car—equal to five years' mileage for the average family car—the motors were torn down and checked for wear, which proved to be less than one one-thousandth of an inch on cylinders and crankshafts. As the Rangers learned at the conclusion of the test, wear had been so negligible that factory machining marks were still visible on piston rings.

**Newspapers Chosen for Large Share of Conoco Advertising**

Continental Oil Company has budgeted an advertising program in excess of three million dollars for 1950 to introduce its newly-announced motor oil, according to W. F. McCaghren, Conoco agent.

Exceeding the 1949 expenditures by more than a half million dollars and marking the largest appropriation in the company's history, Mr. McCaghren said that a large share of the advertising this year, as in the past, will be apportioned to newspapers.

We believe newspapers fit themselves to our distribution program more efficiently than any other medium," Mr. McCaghren said, "and therefore they have again been selected to carry the bulk of the Conoco advertising impact."

The advertising will feature the new Conoco "Super Motor Oil" recently announced by the

company after eight years' laboratory research, two winters of testing in the North and a 50,000-mile road test along the Mexican border.

McCaghren said the advertising will stress the 50,000-mile test of the new oil, which showed "virtually no wear" in the engines of the six automobiles and four trucks used in the 70-day run in sizzling heat that at times reached 110 degrees in the shade.

National magazines, radio, television, billboards and farm publications will also be used for Conoco advertising this year.

**Dr. Fred Goss**  
OPTOMETRIST  
OFFICE  
Cottle Hotel Bldg.  
Paducah, Texas

**Local Items**

Mr. and Mrs. Audrey Vaughn of Spur, Mr. and Mrs. Harmon Mills and son Bobby of Lockney, Mr. and Mrs. Earl Vaughn and sons, Larry and Gregory of Lubbock and Mr. and Mrs. W. M. Vaughn of Roaring Springs all visited in the home of Mr. and Mrs. Clyde Gilbert, Sunday.

Mr. and Mrs. Frank Stafford and Mrs. Marvin Bloodworth visited in Brownfield, Sunday in the home of their sister, Mr. and Mrs. C. H. Morton.

Mr. and Mrs. Pete Blackshire

of Aspermont accompanied by Mr. and Mrs. George Birchfield and Mrs. R. A. Day visited in the Teed Blackshire home in Turkey, Sunday.

Mr. and Mrs. Kyle Kingery and son and his mother, Mrs. Arvil Kingery of Plainview visited here Sunday with the latter's mother, Mrs. J. A. Groves and other relatives.

Mr. and Mrs. Ernest McWilliams and daughters, Annette and Ouida Jane of Allred visited here Sunday in the home of his parents, Mr. and Mrs. W. L. McWilliams.

Miss Gewndolyn Wilkinson, who is attending Texas Tech visited here over the week-end

in the home of her mother, Mrs. Pearl Wilkinson. She was accompanied here by her roommate, Miss Marie Lewis who visited here with her grandmother, Mrs. Maud Dean.

Mrs. L. D. McCarty is visiting in Dallas with her daughters and son.

Miss Dorothy Nelson, who teaches at Lamesa, spent the week-end here visiting her mother, Mrs. L. R. Smith and family.

Mrs. G. N. Wilson and Joe B. Meador of Lubbock, visited their parents, Mr. and Mrs. Joe Meador over the week-end.

Big Spring school system, was a week-end visitor here with his parents, Mr. and Mrs. M. S. Patton.

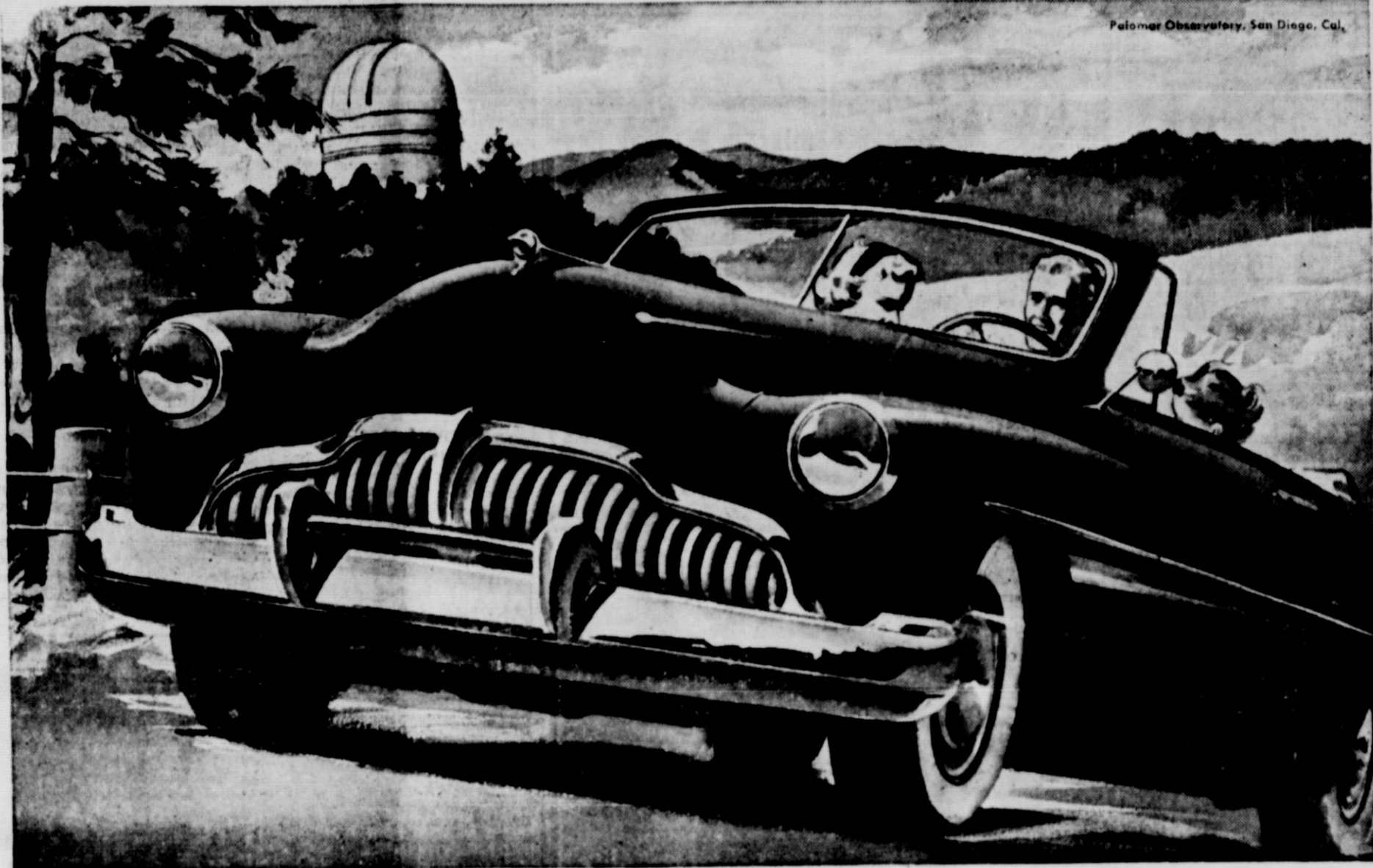
**GARDEN PLOT PLOWING**

NEW SMALL TRACTOR  
Plow Any Size Plot.  
Anytime

SEE  
**H. S. WARD**  
1st House West of  
Kifer Station

V. F. W., Matley County Memorial Post No. 6286, meets 1st Tuesday, 8 p. m. at the American Legion Hut, Matador, Texas. All eligible ex-service men are invited to attend.

**666** GIVES FAST RELIEF when COLD MISERIES STRIKE  
LIQUID OR TABLETS



**50,000 Miles - No Wear!**



**1. Five Years' Driving in 70 Days!** To test the wear-fighting ability of amazing new Conoco Super Motor Oil, six brand-new cars raced over blistering highways along the Mexican border . . . 14 hours a day for 10 weeks. After 50,000 miles of continuous driving, engines showed no wear of any consequence . . . in fact, an average of less than one one-thousandth of an inch on crankshafts and cylinders! Astounding proof: factory polishing marks were still visible on piston rings!



**2. New-Car Mileage!** For the last 5,000 miles of this grueling test—equal to 5 years of normal mileage—gasoline mileage was as good as for the first 5,000 miles . . . actually there was an average difference for the fleet of only 4/100 of a mile per gallon! Proved: Conoco Super Motor Oil—with crankcase drains at proper intervals and regular care—can keep your new car new! New Conoco Super Motor Oil conclusively showed itself to be the great new modern wear-fighter!



**3. New-Car Power! Quicker Starts!** Yes—Conoco Super Motor Oil's extra protection keeps that factory flash . . . that showroom smoothness . . . year after year! Conoco Super Motor Oil's exclusive ability to OIL-PLATE metal surfaces makes your engine last longer, perform better, use less gasoline and oil! Conoco Super Motor Oil virtually stops wear before it starts . . . keeps your engine new and clean!



**NEW CONOCO Super MOTOR OIL**

©1950, CONTINENTAL OIL COMPANY



**IS YOUR HOME COMFORTABLE?**

We can supply your needs for all building materials whether you are building a new home or repairing and remodeling your present home. It is always a pleasure to provide estimates on your material needs.

**BURTON-LINGO COMPANY**  
LUMBER and BUILDING MATERIAL



**BAKER HOTEL**

The ultimate in facilities for recreation and rejuvenation. Other outstanding features include the finest in therapeutic baths with complete massage. Luxurious accommodations. Beautiful grounds with an eighth-mile sun veranda. Outdoor activities at their best.

AIR CONDITIONED FOR HEALTH AND COMFORT  
Rooms from \$3.

Mineral Wells, Texas

**W. F. "Bill" McCaghren, Wholesale Agent**

COMPLETE LINE OF CONOCO PRODUCTS

OFFICE AT JAMESON MACHINERY

DAY PHONE 100

NIGHT PHONE 103-W



**"To Have Friends Is To Be One"**

**Church and Social Activities**

Telephones 123 and 158

**GARDEN CLUB TO BEGIN PARK WORK**

A meeting of a committee from Matador Garden Club with city Waterworks Superintendent H. O. Stanfield in the Matador city park Tuesday afternoon was for the purpose of planning improvements which the club will undertake for a project this year.

The committee, Mesdames W. W. Clements, Bill McCaghen, Elden Reedy and Bess Patton, was appointed by the president, Mrs. Freeman Thacker, at regular monthly meeting of the club last Thursday afternoon.

"Evergreens, their disease and care", was the topic discussed by Mrs. A. J. Daffern, which was followed by a discussion on "Roses" by Mrs. W. W. Clements. Both papers were enjoyed by the listeners, and valuable information was imparted. Program foot note was as follows: Plant Sweet Peas; clean iris beds; start chrysanthemums in moist sand; prune roses; scale insects are attacking shrubs and trees NOW. Spray with arsenate of lead (4 lb. to 10 gallons of water) to Gypsy moth caterpillars.

Attention was called to Arbor Day tree planting and members were urged to plant trees (not necessarily on their own premises). Mrs. Thacker last week

had two rose trees set out in her yard, and invited inspection by anyone interested.

Present were Mesdames R. E. Donovan, Alvin Stearns, W. F. Jacobs, G. E. Hamilton, B. M. Eubank, V. J. Skaggs, Leonora Luckett, C. P. Waybourn, Bess Patton, Elden Reedy, A. C. Tra-week, sr., Herman Stanfield, Freeman Thacker, Bill McCaghen and Ben Meador and Miss Clete Wille.

**Plans Made For District T.H.D.A. Meeting In April**

The Motley County Home Demonstration Council met in the courtroom of the Motley County Courthouse at 2:30 p. m. Saturday, February 18. There were 15 members present representing the 7 clubs in the county. Also present were Mrs. Alfred Dye, former T.H.D.A. Chairman, Miss Fern Hodges, District Agent, Mrs. Dockery, Vice-President of the T.H.D.A. for the district; and Miss Mary Deeb, CHDA. This brought the total number present to 19.

The Council Chairman, Mrs. Fred Simpson of Roaring Springs called the meeting to order, and Mrs. Eldon Reedy of Matador led the group in singing "Follow the Gleam".

**Mrs. L. B. Turner Expresses Appreciation For Support Of Community In Polio Drive**

"Monday, January 16, I attended an auction sale when a citizen of our community (Flomot) inquired, 'Aren't you the chairman of our polio fund?' When I said 'yes', he wrote a check for \$25.00, and from that moment our drive was on. Only on entire half-day was used in completing our quota. Contributions were picked up at random

The rest of the time was devoted to planning the District T.H.D.A. Meeting which will be held in Matador on April 6. Mrs. Fred Bourland, present T. H. D. A. Chairman, gave the group the plans that have already been made, and Mrs. Dockery told the group about other plans which would need to be made.

Mrs. Dockery also told the group about the trip that the T. H. D. A. is planning to take to the mental hospital in Wichita Falls. The clubs then voted each to pay \$2.00 toward buying new curtains for this hospital.

The council voted to have a call meeting March 4 for the purpose of selecting the delegates for the District meeting.

After the Council meeting adjourned, gifts were presented to Mrs. Alfred Dye and Mrs. Furman Vinson. Cookies and punch were served.

**Recovering From Illness**

Mrs. J. R. Emmons, wife of County Agent J. R. Emmons, and teacher in the Matador school system, is recuperating at her home in south Matador after an attack of pneumonia.

until Friday noon, when we went to work in earnest, and at 3:45 o'clock we were over the top, but still climbing.

"Sam Ross, W. A. Rattan, Bill Jones and Mr. and Mrs. Herb Martin are enthusiastic workers and our work together had made a stronger link in our friendship. Mrs. Harley Gunn assisted part of an afternoon. Harry Folley worked in the Folley community and H. M. Allison was chairman in our school.

"It's fun to help people; to work with congenial folks, but it's a real joy to know that you might be prolonging life and investing in our fellowmen and in the younger generation.

"It takes a willingness to work—a bit of time—a bit of planning, but my people—those of my community are my inspiration, and to them goes the credit of not only this, but the other worthwhile causes that they have made a success. To them and my fellow-workers, Thank You. (Mrs. L. B. Turner).

**BETTY NEIGHBORS IS PARTY HOSTESS**

Betty Neighbors was hostess to a group of friends, Saturday night, February 11, in celebration of her eleventh birthday, February 12.

After games were played, refreshments of birthday cake and ice cream were served to the following: Larry Allen, Pat and Mike Groves, Carroll Wayne Cooper, A. B. Simpson, Glynda McWilliams, Raynita Dunning, Sue McCaghen, and Joanne Potts.

**CHRISTINA DAMRON HAS BIRTHDAY PARTY**

Celebrating her 6th birthday which fell on February 10, Christina Damron observed the occasion with a party, Friday, February 17, at the home of her parents, Mr. and Mrs. D. L. Damron.

Favors of Valentine suckers and paraffin guns were given the guests, and ice cream was served with the birthday cake, which was decorated with hearts.

Those attending were: Anna

Lois and Ruth Ellen Garnett, Wreathel, Treva and Brenda Hicks, Robert Brandon, Bobby Young, Barbara Bird, Mary Le Groves, Mary Lena Newman, Mary and Lonnie Carter, Judy Hobbs, Butch Jameson, Vellaree Edwards, Jon Johnson, Patsy and Jane Briscoe. Mrs. Damron was assisted in entertaining the youngsters, by the following ladies: Mesdames Tutt Garnett, Clint Hicks, Bill McCaghen, Ober Johnson, Arch Black and John Briscoe.

Mesdames J. R. W... Henry Ford and Ethel... and Mrs. R. E. D... daughter, Rose Carolyn, Lubbock visitors Saturday

**Matador Hardware & Furniture Company Proudly Presents THE FINEST MATTRESS EVER MADE**



**A Lifetime Investment**

FOR A FAMILY WHO APPRECIATES GOOD LIVING

THE FINEST MATTRESS EVER MADE... because it does everything a mattress should do... and does it better! Luxurious... thick... millions of bubbles of air forced into naturally resilient rubber give true cushioned support... a real airborne upthrust that lets your body relax, and encourages deep restful sleep. Beautifully clean, self-ventilating, allergy-proof, vermin-proof, it's light to lift though you don't have to turn it. The "comeback" makes holding its shape natural, so it refuses to lump, bulge, or sag. Specially constructed foundation hand-tied eight ways.

Mattress... 69.50 and 79.50 Foundation... 54.50

Check with us today. There is much to be said about Koylon... and we'll be delighted to tell you how much Koylon Foam will increase your comfort and enjoyment.

u.s. Koylon FOAM MATTRESS

**SWITCH TO Electrical LIVING**

AND BUY WITH CONFIDENCE WHEN YOU BUY

**GENERAL ELECTRIC APPLIANCES**

- REFRIGERATORS — STOVES — WASHING MACHINES
- DISH WASHERS — ELECTRIC BLANKETS
- GE MAKES EVERYTHING ELECTRICAL —

**See The New GENERAL ELECTRIC PORTABLE DISH WASHER**

We will gladly place this new dish washer in your home for free trial — No obligation to buy... No plumbing required... Roll out of the way when not in use.

Here Is Something Truly New!



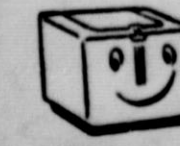
Automatic Washing Machine

GENERAL ELECTRIC

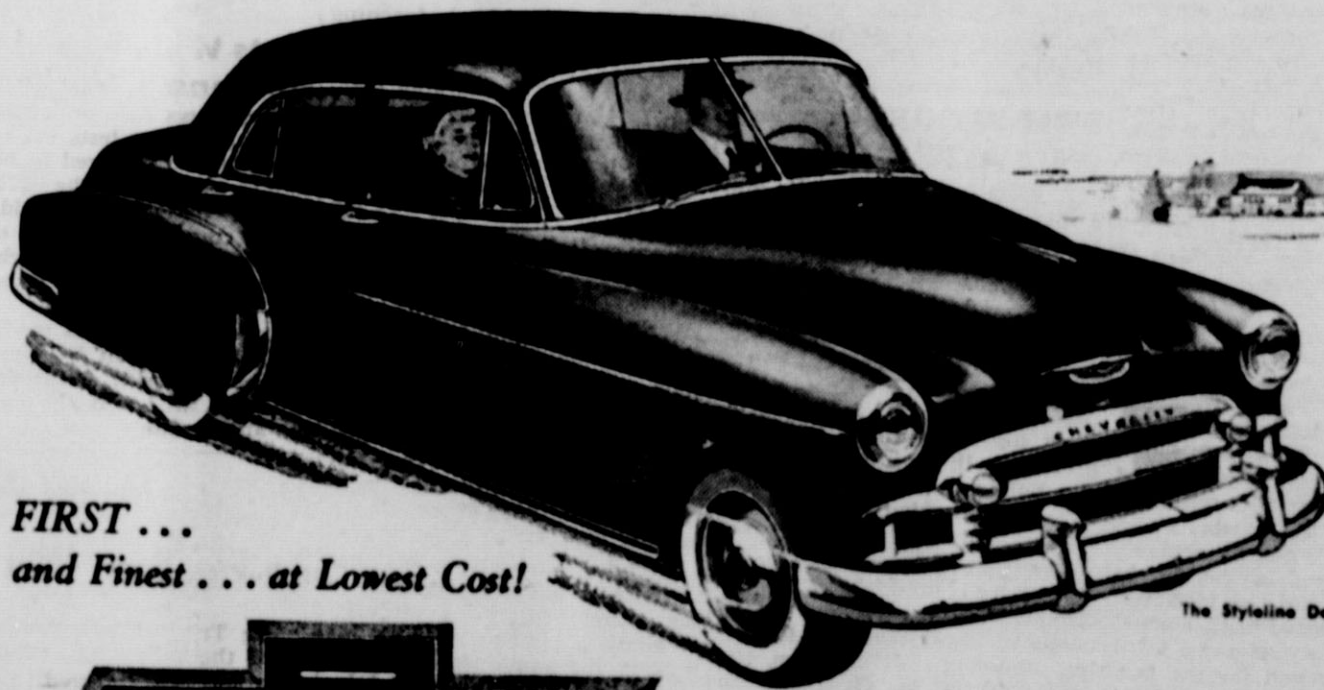
The Finest, Most Modern Washing Machine On The Market Investigate Before You Buy



**Matador Hardware & Furniture Company**



**Chevrolet alone in the low-price field gives you highest dollar value... famous Fisher Body... lower cost motoring!**



FIRST... and Finest... at Lowest Cost!

**CHEVROLET**

AMERICA'S BEST SELLER... AMERICA'S BEST BUY!

Here's your buy for 1950... for all the things you want in a motor car at lowest cost... the new Chevrolet with Style-Star Body by Fisher!

It's the one and only low-priced car that offers you a choice of automatic or standard drive... with the thrilling new Powerglide Automatic Transmission and new 105-h.p. Valve-in-Head Engine for finest automatic drive results... and with a highly improved, more powerful Valve-in-Head engine and the famous Silent Synchro-Mesh Transmission for finest standard drive results—at lowest cost.

Chevrolet—and Chevrolet alone—brings you all these advantages of lowest cost! NEW STYLE-STAR BODIES BY FISHER... NEW TWO-TONE FISHER INTERIORS... CENTER-POINT STEERING AND UNITIZED KNEE-ACTION RIDE... CURVED WINDSHIELD WITH PANORAMIC VISIBILITY... BIGGEST OF ALL LOW-PRICED CARS... PROVIDED CERTI-SAFE HYDRAULIC BRAKES... EXTRA-ECONOMICAL TO OWN, OPERATE AND MAINTAIN.

**POWERGLIDE AUTOMATIC TRANSMISSION** Combination of Powerglide Transmission and 105-h.p. Engine optional on De Luxe models at extra cost.

**CAMPBELL CHEVROLET CO**

Matador Sales Service Phone 2

**RETURN HOME**  
 Mr. and Mrs. Harry Willett returned home Tuesday from a trip to Lake Charles, La., where they visited their son and family, Mr. and Mrs. Boyd Willett, Barroco, Texas, with Mrs. Willett's mother and other relatives.

**SPRING THEATRE**  
 ROARING SPRINGS, TEXAS  
 THURSDAY and FRIDAY  
 FEBRUARY 23 and 24  
 Glenn Ford, Terry Moore—in  
 "The Return  
 of October"  
 —Cartoon—

**SATURDAY ONLY**  
 FEBRUARY 25  
 Gary Cooper, Walter Brennan—in  
 "The Westerner"  
 —Comedy—

**SUNDAY and MONDAY**  
 FEBRUARY 26 and 27  
 "Laff-Time"  
 Part 1 "Here Comes Trouble"  
 Part 2 "Who Killed Doc Robbin"  
 —Cartoon—

**TUESDAY and WEDNESDAY**  
 FEB. 28; MARCH 1  
 "Rusty Leads  
 The Way"  
 —with—  
 Ted Donaldson, Sheryn Moffett,  
 John Litel, Ann Doran  
 —Cartoon—

**Common Cold Often Paves The Way For Serious Illnesses**

There is hardly anyone who hasn't caught cold at one time or another and besides making you feel miserable they steal your time and money, declares Dr. Geo. W. Cox, State Health Officer. They fool you too, because the early signs are often the same as those of more serious illnesses.

Long continued colds may

**MATADOR TRIBUNE**  
 PUBLISHED THURSDAYS AT MARSH BUILDING, MATADOR, TEXAS, BY THE TRIBUNE PUBLISHING COMPANY  
 OWNED BY MARY K. COOPER  
 NEWS BY PURCHASE MARCH 14, 1934, AND WITH THE ROARING SPRINGS REPORTER BY PURCHASE APRIL 1, 1934.  
 THE TRIBUNE IS SUCCESSOR TO THE ORIGINAL MOTLEY COUNTY NEWS ESTABLISHED IN MATADOR IN 1872, AND ALL OTHER SUBSEQUENT COUNTY PUBLICATIONS.

ENTERED AT THE POST OFFICE AT MATADOR, TEXAS, DECEMBER 4, 1932, AS SECOND CLASS MAIL MATTER, ACCORDING TO AN ACT OF CONGRESS, MARCH 3, 1879.

DOUGLAS MEADOR, EDITOR  
 MRS. DOUGLAS MEADOR, BUSINESS AND ASSOCIATE EDITOR  
 EARL MCBRIDE, MECHANICAL SUPERINTENDENT  
 ROSELLA BROWNING, CIRCULATION OFFICE  
 DON CAMERON, SPORTS SHOP APPRENTICE

**SUBSCRIPTION RATES**  
 IN MOTLEY, FLOYD, COTTLE, HALL AND DICKENS \$1.00  
 ONE YEAR, IN ADVANCE - \$2.00  
 ELSEWHERE, ONE YEAR - \$2.50

ANY ERRONEOUS REFLECTION UPON THE CHARACTER OF ANY PERSON OR FIRM APPEARING IN THESE COLUMNS WILL BE GLADLY AND PROMPTLY CORRECTED UPON BEING BROUGHT TO THE ATTENTION OF THE MANAGEMENT.

MEMBER OF THE PANHANDLE PRESS ASSOCIATION

"THERE IS GLORY ENOUGH FOR ANY MAN TO LIVE AND DIE A TEXAN."

pave the way for an attack of pneumonia, tuberculosis, or a chronic infection of the nose, throat, ears or sinuses. Do your best to keep from catching cold. If you do catch one, take care of it promptly by going to bed, keep warm and dry, drink plenty of citrus juices and water. If the cold is severe, consult your physician.

Another enemy is pneumonia, an acute infection of the lungs. Virus pneumonia is the most common of all pneumonias today. It may occur at any age, and usually appears in local outbreaks instead of far reaching epidemics. In any case of pneumonia, good medical care and nursing play a great role in recovery.

Lobar pneumonia is caused by a bacteria, not a virus, and is very contagious. A generation ago one out of every four who had this disease died. Today thanks to the "penicillin drugs" many are saved. It is most common in late winter and early spring.

The most frequent victims of broncho-pneumonia are the aged the invalid and the baby.

**Miss Amy Glenn Is Hostess To Faculty**

Miss Amy Glenn was hostess at tea last Wednesday afternoon from 3:30 until 5:30, to members of Matador school faculty. Several teachers were unable to attend, due to previous engagements and school work. Those who called were: Miss Verlin Reeves and Mesdames J. E. Edwards, Willis Cooper, John Hamilton, Charlie Keith, J. R. Emmons, Vernon Doss and Alvin Stearns. Later Mrs. J. L. Woodruff and Mrs. L. J. Barkley called.

**CLINIC PATIENT**

Rev. Marvin Brotherton, pastor of the Methodist Church, has been a patient in Stanley Clinic the past week, after losing a round with the "flu".

**IN VETERANS HOSPITAL**

Former resident, D. P. Keith now of Lubbock, was expected to return to his home this weekend, from Amarillo, where he has been a recent patient in the Veterans' Hospital.

Tribune, Matador, Motley County, Texas, Thursday, February 23, 1950

**RETURN HOME**  
 Mrs. W. T. Ross and son, James F. Ross of Flomot, returned home last week from an extended trip to New York and Washington, D. C. Young Ross, recently discharged from the Army, will engage in farming near Flomot.

**RECENT VISITOR**  
 Miss Sue Glenn of Amarillo was among out-of-town visitors who attended the memorial service at the Baptist church recently. She accompanied Mr. and Mrs. J. W. Kleinschmidt of Canyon, and her name was inadvertently omitted from the list of those who attended.

**VISITORS BECOME ILL AND ARE HOSPITALIZED**

Mrs. E. C. Shearer of Houston, who has been here visiting her father, H. H. Campbell, patient in Stanley Clinic, herself became a patient in the clinic when she fell victim to the "flu" last week.

Another visitor, Mrs. Joannie Burleson of Amarillo, who has been assisting her daughter, Mrs. L. B. Campbell, while the latter was receiving medical treatment for an allergy infection of her hands, also became a "flu" victim and is in Stanley Clinic.

**THANKS TO FRIENDS**

I wish to express my sincere appreciation for the many cards and flowers you have sent me during my illness and recent hospitalization. Words cannot express how much I have enjoyed each of them.  
 Harry H. Campbell

**M. L. SOLOMON**  
 JEWELER  
 Fine Watch and Jewelry Repairing  
 5 to 10 days service on your watch repairing by 2 expert watchmakers.  
 Floydada, Texas

From where I sit... by Joe Marsh  
 How to Get That Homework Done  
 Miss Gilbert, our grammar school principal, spoke the other night at the regular Parent-Teachers' meeting, on getting children to do their homework when they want to listen to the radio.  
 "We musn't give them a flat 'no,'" Miss Gilbert said. "If we adults really believe in tolerance and moderation, we should instill these qualities in our children. Listening to the radio is fine—in moderation—as long as homework gets done, too."  
 From where I sit, the lady was dead-right. This radio vs. homework problem is a wonderful way to see to it that our youngsters acquire the sensible moderate habits they'll need later on.  
 I've never believed in hard and fast rules—except where absolutely necessary. Let the other fellow do as he likes, as long as he's temperate and tolerant. Guess that's why I've never felt we should quarrel with the fellow who is partial to a glass of beer—the "Beverage of Moderation."  
 Joe Marsh  
 Copyright, 1950, United States Brewers Foundation

**NO. 1319.**  
**GUARDIANSHIP OF OLA LANCASTER, A PERSON OF UNSOUND MIND.**  
 In The County Court of Motley County, Texas.

TO ALL PERSONS INTERESTED IN THE ABOVE PERSON OF UNSOUND MIND AND HER ESTATE.  
 You are notified that I have on the 21st day of February, 1950, filed with the county clerk of Motley County, Texas, an application under oath for authority to make an oil and gas lease on that certain real estate belonging to such person of unsound mind, described as follows 169.4 acres of land in Motley County, Texas, described as the Northwest Quarter (N. W. 1/4) of Survey No. 122, Abstract No. 1416, Certificate No. 99, John Gibson, Original Grantee; That C. W. Giesecke, Jr., Judge

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

of the county court of Motley County, Texas, on the 21st day of February, 1950, duly entered his order designating the 6th day of March, 1950, at 10:00 A. M. in the County Court Room in the courthouse of such county as the time and place when and where such application would be heard and that such application will be heard at such time and place.  
 Luther Lancaster, Guardian of the Estate of Ola Lancaster, a person of unsound mind.

**FRESH! DELICIOUS! NUTRITIOUS!**  
 Fresh, Wholesome Cakes, Cookies Pies  
**HOLSUM BREAD**  
 At Your GROCERY  
**City Bakery**

**30's TRUCK "BUY" WORD**  
**GMC**  
 CUSTOMER SERVICE TRUCKS  
 The GMC "Triple Check" used truck emblem is your guide to a better buy.  
 The word is spreading—and fast—that light-medium GMCs for 1950 are the best buys in the whole light-medium field. There are plenty of reasons why these new GMCs offer even better performance and greater economy than the middle-stopping, money-saving GMCs of the past. They're easier riding, easier driving... improved to provide more comfort for the driver, more profit for the owner on every score. Last, but far from least, they are products of the General Motors division that's the world's largest exclusive producer of commercial vehicles... that has, in addition to its own ultra-modern facilities, full access to the unparalleled GM research and proving operations that continually work to make "more and better things for more people."

**JAMESON MACHINERY CO.**  
 Matador, Texas

**PLAN TODAY—Own Your New Home**  
 A new home is one of life's greatest possessions. Build a good home... use good materials... build for lasting happiness. Our stock of building materials is complete. It is always a pleasure to serve you and to provide you with any estimates you may desire.  
 Everything For The Home, Farm and Ranch  
**NIGGINBOTHAM-BARTLETT COMPANY**  
 LUMBER, BUILDING SUPPLIES AND HARDWARE

**SEE Something New!**  
 THE WORLD'S FINEST SEWING MACHINE  
**NECCHI**  
 Lifetime Guarantee  
 Approved By Good Housekeeping  
**FREE DEMONSTRATION**  
 LOBBY MATADOR HOTEL  
**FEBRUARY 24th - 25th**  
 Motley County Agent  
**Mrs. W. T. Ross**  
 FLOMOT, TEXAS

**MONTH-END BARGAINS**  
 Dan River SHEETS 81' x 99' Only \$1.95  
 SHEETS 81' x 108' \$2.25  
 Premium Pillow Cases only 45c each  
 Jacquard BED SPREADS ASSORTED COLORS \$3.95 each  
 CANNON TOWELS 20X40 Inches 69c Ea.  
 Men's White Shirtcraft BROADCLOTH SHIRTS 14's TO 16 1/2's \$2.95 Each  
 BIRD'S EYE BABY DIAPERS \$2.25 Dozen  
**Harry Willett & Co.**

**"First \$3,000" Law Remains Unchanged**

The fact that the social security tax advanced from 1% to 1 1/2% each from the employer and the employee, effective January 1, 1950, has caused some employers to inquire if the law has been changed to tax more than the first \$3,000.00 in wages paid to an employee in a year, according to John G. Hutton,



No keep tractors running smooth with our

**EXPERT SERVICE GENUINE PARTS**

If a Ford Tractor gets conscientious maintenance attention every day it will deliver an awful lot of work before it needs an overhaul. But the time comes, even to a Ford Tractor, when it needs a trip to the shop to put it in shape for continued, powerful, saw-like performance. When that time comes, just phone the



**BRASELTON IMPLEMENT CO.**

Roaring Springs, Texas

**Kimble Optometric Clinic**

DR. J. W. KIMBELL  
DR. O. R. McINTOSH  
Optometrists  
Floydada, Texas

manager of the Lubbock office of the Social Security Administration.

"The law that only the first \$3,000.00 in wages paid by an employer to each employee is still in effect," Hutton said, "and only an Act of Congress will change the law pertaining to the maximum wages to be taxed."

Hutton pointed out that all inquiries regarding social security tax matters should be referred to the Collector of Internal Revenue, and that all questions about old-age and survivors insurance benefits should be directed to the social security office located at 1311 Texas Ave., Lubbock, Texas.

**Problems Respond To Education And Early Dental Care**

Solution of the nation's dental problems lies in making dental health education and dental care available to every child, said Dr. Geo. W. Cox, State Health Officer.

He said it is possible to prevent loss of teeth from decay if a person starts early in life to follow these simple rules:

1. Early and frequent examination of the mouth by a dentist.
2. Early treatment of small cavities and other dental defects.
3. Proper diet with refined

Tribune, Matador, Morley County, Texas, Thursday, February 23, 1950

**Local Items**

Mr. and Mrs. Tom Witt of Fort Worth, were week-end visitors in the home of Mr. and Mrs. E. F. Springer.

Mrs. Earl Green of Amarillo visited here over the week-end with her step-mother, Mrs. Myrtle Campbell.

Mrs. J. S. Stanley and daughters, Ruth Marie and Kay left Tuesday for Houston where they will visit this week. They were accompanied from Wichita Falls by Mrs. Stanley's sister-in-law, Mrs. Bob Stacy.

Miss Amy Glenn, Mrs. J. L. Woodruff and Mrs. L. J. Barkley visited in Amarillo Thursday and Friday with relatives.

Charles Ray Cox, J. D. Payne and Stanley Dan Level, students at West Texas State College, Canyon, spent the week-end here at their respective homes.

Texas Tech, Lubbock, student L. C. Giesecke, spent the week-end at his home here.

Miss Ann Harp, TCU, Fort Worth, student, visited her parents, Mr. and Mrs. L. C. Harp over the week-end.

Mr. and Mrs. Wayne Bagley and small daughter, Joyce Evelyn, are visiting her parents, Judge and Mrs. C. W. Giesecke, Jr. After the first of March, Mr. Bagley will be enrolled in Baylor University, Waco.

A moron was walking awkwardly along the street hampered by a cane that was several inches too long for comfort. "Why don't you cut a few inches off the bottom?" a friend replied. "That wouldn't help," said the moron; "it's the upper end that's too high."



B. F. McINTOSH  
812 W. Main Street - FLOYDADA, TEXAS

The doorbell rang and little five-year-old Jr. opened the door and stared at the gentlemen outside. "I'd like to see Mr. Brown," announced the caller. "I'm Mr. Brown," stated Jr. then as an after-thought added, "But perhaps you wish to see old Mr. Brown?"

"Hot diggity!" cried Marlene ecstatically as she put the latest swing record on the phonograph. "Did you ever hear anything like it?" "No, not exactly," admitted father with a wry face; "but the nearest thing to it I ever did hear was when a truck loaded with empty milk cans ran into another truck loaded with pigs."

A policeman saw a drunk crawling about in the gutter under a lamp post and asked

him what he was doing in for a quarter I look the drunk. "Where'd it?" inquired the cop, block down the street answer "Then why insist the officer there's more light here ed the drunk, constant search."

Fred who was waiting beauty shop for his hair to dry became and walked over to her. "Mommy, how much they going to keep that brooder?"

A gentleman stopped to Frances who was mud pies on the sidewalk word", he exclaimed pretty dirty, aren't little girl?" "Yes," replied. "But I'm prettier



**THE TRAGIC HOUR . . .**

After the ashes have stopped smoldering the impact of your tragedy suddenly strikes you. Your home and your prized possessions which may have taken a lifetime of work and saving to accumulate, are now but a heap of rubble. Will you have to begin again — or do you have adequate fire insurance to cover such tragic emergencies?

**Bill Dipkin INSURANCE**



**Helen Ayars Silkskin Hormone Hand and Body Lotion**

Aids in maintaining a softer, smoother skin; aids in preventing chapped hands, delightfully perfumed, dries quickly without any sticky feeling.

As a body lotion you will enjoy using Helen Ayars Silkskin Hormone Lotion on the body after your bath — excellent for dry skin that has tendency to flake.



Regular \$1.00 — 8 oz. bottle  
— 2 bottles for \$1.00

**Stanley Pharmacy**

**VISIT PARENTS**

Spending the week-end here in the home of Mr. and Mrs. V. A. Rattan, were their son and family and a daughter and son-in-law all of Amarillo. The visitors were Mr. and Mrs. Lawrence Rattan and daughter, LaDell, and Mr. and Mrs. Kenneth Meek.

**HOME FROM HOSPITAL**

Mrs. Bill Waybourn has returned home from Houston, where she recently underwent surgery. She flew from Houston to Wichita Falls, last Thursday, where Mr. Waybourn met and accompanied her home.

**My Ideal Boy (By Joy Martin)**

- Hair—Grady
- Eyes—Jerry W
- Nose—Nevada
- Smile—Wayland
- Teeth—Speedy
- Mouth—Dog
- Hands—Peck
- Physique—Sappo
- Feet—Watson
- Wit—Dean
- Complexion—Joaquin
- Intelligence—Roy
- Manners—Garland
- Personality—Jerry E.
- Character—Gary
- Gen. Appearance—Jody.

**POLITICAL Announcements**

The Tribune has been authorized to present the names of the following candidates for office subject to the action of the Democratic Primary Election on Saturday, July 22, 1950.

For State Representative, 121st District: A. J. Rogers (re-election)

For District Attorney, 110th Judicial District: John B. Stapleton (re-election)

For County Judge and Ex-Officio County Superintendent: C. W. Giesecke (re-election)

For Sheriff, Tax Assessor and Collector: John Stotts (re-election) H. Blevins

For District and County Clerk: Pat Sheridan (re-election)

For County Treasurer: Mrs. Velma Fulfer (re-election)

For County Commissioner, Precinct 1: T. F. (Tom) Berryman (re-election)

For County Commissioner, Precinct 2: J. E. Monk (re-election)

For County Commissioner, Precinct 3: T. B. (Boone) Simpson Newell Timmons

For County Commissioner, Precinct 4: J. N. Fletcher (re-election)

**CITY ELECTION**

The Tribune is authorized to announce the following candidates for City of Matador offices, subject to the election at the City Hall, Tuesday, April 4, 1950.

For Mayor: Douglas Meador (re-election)

For City Secretary: L. M. Cox Clint Hicks Mrs. Gertrude Bloodworth Don Atkins



WHAT DOES

**"Drug Store"**

MEAN TO YOU?

TO THE KIDS IT MEANS: soft drinks, school supplies and candy. TO THE WOMEN IT MEANS: cosmetics and magazines, and TO THE MEN IT MEANS: cigars, pipe-cleaners and shaving cream. TO MOST PEOPLE, it's a real neighborly place where they can meet their friends and where the druggist's friendly smile means "welcome".

BUT TO ALL FOLKS, the drug store means dependable, precise compounding of their prescriptions and medicines for every ailment.

Look to your druggist with confidence.

For your family's needs, necessity, comfort or luxury—come to the store that means everything for everybody.

**STANLEY PHARMACY**  
R. M. STANLEY, OWNER

**When You Want Something Done Well . . .**

You Look For Someone Who Knows His Business

SO when you want your clothes cleaned, bring them to us. We know our business and we make it our business to keep up on latest cleaning developments. Bring your clothes to the MODERN today.

**MODERN CLEANERS**

R. L. BRANDON, Manager  
Made-To-Measure Clothing

**Dollar for Dollar—you can't beat a PONTIAC**

The best money you can spend is the small difference between a lower-price car and a PONTIAC.

If you doubt this statement — ask the man who owns a PONTIAC.

**HARP PONTIAC MATADOR**

**69c ONLY Fri.-Sat. ONLY 69c**  
THIS CERTIFICATE WORTH \$4.31

This certificate and 69c entitles the bearer to one of our Genuine Indestructible VACUUM FILLER SACKLESS FOUNTAIN PENS. Visible Ink Supply. You SEE the ink. A lifetime guarantee with each pen. All sizes for ladies, men, boys and girls. THE PEN WITH A LIFETIME GUARANTEE



The New Plunger Filler — Vacuum Zip — Only One Pull And It's Done! This pen holds 200% more ink than any ordinary fountain pen on the market! You write for three months on one filling! No repair bills! No pressure bar! Every pen tested and guaranteed to be unbreakable for life. Get yours NOW! THIS PEN GIVEN FREE if you buy one in the city for less than FIVE DOLLARS. Add 6¢ for Mail Orders.

LIMIT 3 Pens to Each Certificate

**STANLEY PHARMACY**

This Pen Will Be \$5.00 After Sale

**Spring Springs NEWS**

(By L. E. Cooper)

Jake and Tony Sanders and Bill Cooper visited with their parents over the week-end, leaving Tuesday for Kansas City, where they will be employed by the Brodie Construction Co.

Mr. and Mrs. Henry Teague and children of Iowa Park, visited here for a short while last Thursday. Their daughter, Carol remained for a longer visit with the Hubert Holcomb family. Mr. Teague taught school here several years ago.

Mrs. J. M. Carpenter, Jr., returned to her home in Lubbock Sunday after an operation at Stanley Clinic. She recuperated at the home of her parents, Mr. and Mrs. Charlie Brooks.

Grant and Kern Cooper of Matador, spent the week-end here with their grandfather, J. W. Cooper.

Mr. and Mrs. Homer Kingery and sons spent the week-end in Clovis, N. M., visiting their daughter and family, Mr. and Mrs. Clyde Williams.

Mr. and Mrs. J. P. Moss and daughters of Floydada, visited relatives here Sunday.

Mr. and Mrs. Roy Brown and baby, of Plainview are here visiting her parents, Mr. and Mrs. D. Hall and his parents, Mr. and Mrs. W. E. Brown.

Mrs. Ellen Davis and Mrs. Mattie Jackson left for Clovis, N. M., Saturday, after a visit here with relatives. Mrs. Jackson will visit in Clovis before going on to her home in Young, Arizona.

Mrs. Paul Braddock and Mrs. W. E. Brown.

Ann Johnson of Afton, visited here Sunday.

Mr. and Mrs. Melvin Thacker and children, and Mr. and Mrs. S. D. Hunter and John Hunter visited in Kress Sunday, with relatives.

The W. S. C. S. of the Methodist Church met with Mrs. J. M. Carpenter, Monday. Mrs. McDonald taught the lesson, after which the group enjoyed a social hour, with a "Take it or leave it" sale. Proceeds from the sale amounted to \$10. There were 12 members present.

Mr. and Mrs. Claud Morrison and little son, of Abilene, spent the week-end here with his parents, Mr. and Mrs. W. C. King.

Mr. and Mrs. S. A. Swim and son left Monday for Compton, Calif., where they will make their home.

Mrs. Ernest Fisher has been in Dallas visiting her son and daughter-in-law, Mr. and Mrs. Frank Fisher. Mr. Fisher accompanied his wife to Dallas where she remained while her daughter-in-law underwent surgery.

Anderson of Quittaque; Jerry and Diane Amonett of Half-Way. Gifts were received from Douglas and Billy Ray Tanner, Jannett Elliot and Janie Allison. Assisting with serving the youngsters were: Mesdames W. D. Graves, Ralph Stapleton and James Monk.

Douglas Wayne Tanner was honored on his fourth birthday

by his grandparents, Mr. and Mrs. C. O. Hicks at their home in Wichita Falls, Wednesday, February 15. A birthday dinner was enjoyed by his grandparents, aunts and uncles, as follows: Johnnie Ann, Wallace Bruce, Clyde Ellis, Pauline; his brothers, Billy and Gary, and his parents, Mr. and Mrs. A. M. Tanner.

*Announcing*

**CHANGE IN Ownership & Management OF THE Phillips '66' Wholesale Agency**

We wish to announce to the public that we have acquired the Phillips "66" wholesale agency from Latimer & Son, and will continue to serve the area with high quality Phillips "66" motor oils, gasoline and lubricants. We respectfully solicit a continuation of the patronage of former customers and invite new customers to call us when in need of fuels and lubricants.

**EDMONDSON & SON**

T. B. Edmondson Phone 66J Howard Edmondson

**Thanks, Friends...**

We wish to take this means of expressing our appreciation to friends and customers for their loyal patronage during the period we have operated Phillips "66" wholesale agency.

We tender to our successors, Edmondson & Son, our goodwill and best wishes, and assure you our former customers, that they will continue to serve you efficiently. Whatever your needs in motor lubricants, fuels and oils, you will find them ready to give prompt and reliable service.

We will continue to operate the Phillips "66" retail station and solicit a continuation of your loyal patronage.

**LATIMER & SON**

W. Latimer Loyd Latimer

Tribune, Matador, Motley County, Texas, Thursday, February 23, 1950

**Flomot News**  
(By Bettye Tanner)

Mr. and Mrs. A. M. Tanner made a business trip to Wichita Falls Wednesday and also accompanied their sons, Douglas Wayne and Billy Ray home after visiting there with their grandparents, Mr. and Mrs. C. O. Hicks, a few days.

The following were among Motley county members of the Memphis P.C.A. who attended annual meeting of the organization in Paducah on Monday, February 13: W. T. Ross, Tom Ross, Calvin Franks, Austin Tanner, Mr. and Mrs. Harley

**CASH BUYER**  
For About 8 Section Ranch  
If interested, please describe water, improvements, cross-fencing, location, distance from highway, price, etc. with 5% for selling

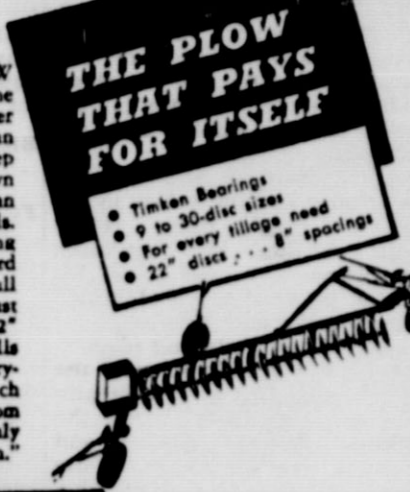
**Joe Couch**  
Real Estate  
VERNON, TEXAS

**BIRTHDAYS CELEBRATED**

Early celebrations of the birthdays (February 21) of R. N. Tanner and Iva Janelle, daughter of Mr. and Mrs. C. D. Tanner, were observed Sunday, February 19, at Olton, Texas when Mrs. C. D. Tanner prepared a lunch. A cake and the presents were presented to the honorees by Mrs. R. H. Tanner, Bernice Gates, Mr. and Mrs. James Monk and children of Flomot.

Little Miss Bergie Beth Tanner was honored Friday, February 17, on her fourth birthday with a party given by her parents. Games were played and a pink and white color motif was carried out in refreshments of cake and ice cream. Those present were: Judy Gilbert, Pamela and Jack Croft, Janna Jones, Aubrey Cromer, Rosella and Don Monk, Carolyn Sue Tanner, Sharron Roy Cobb, Kay Morris, Tommie Taylor, Mike Croft, Linda Sue Standerfer, Nevada and Roy Hunt; Dee Stapleton of Cripple Creek, Colo.; Dean Allen of Matador; Rex and Ginger

*I wouldn't take \$1,000 for it if I couldn't get another*  
*Daniel J. Gort*  
MURPHREE, KANSAS



**"MY KRAUSE PLOW** helped bring in the best stand of wheat I ever had in my life," says Dan Borth. "Plowing 6 1/2" deep my 12-foot Krause, cut down to 9 feet, pulls easier than three 16-inch moldboards. My UTS Tractor hikes along at 5 miles per hour in third gear with my Krause at full 12-foot width, 4" deep. Last time over pulls 12-foot 2" deep at 6 mph. Krause kills all vegetation without drying out the soil too much and protects my land from erosion. It has certainly paid for itself on my farm."

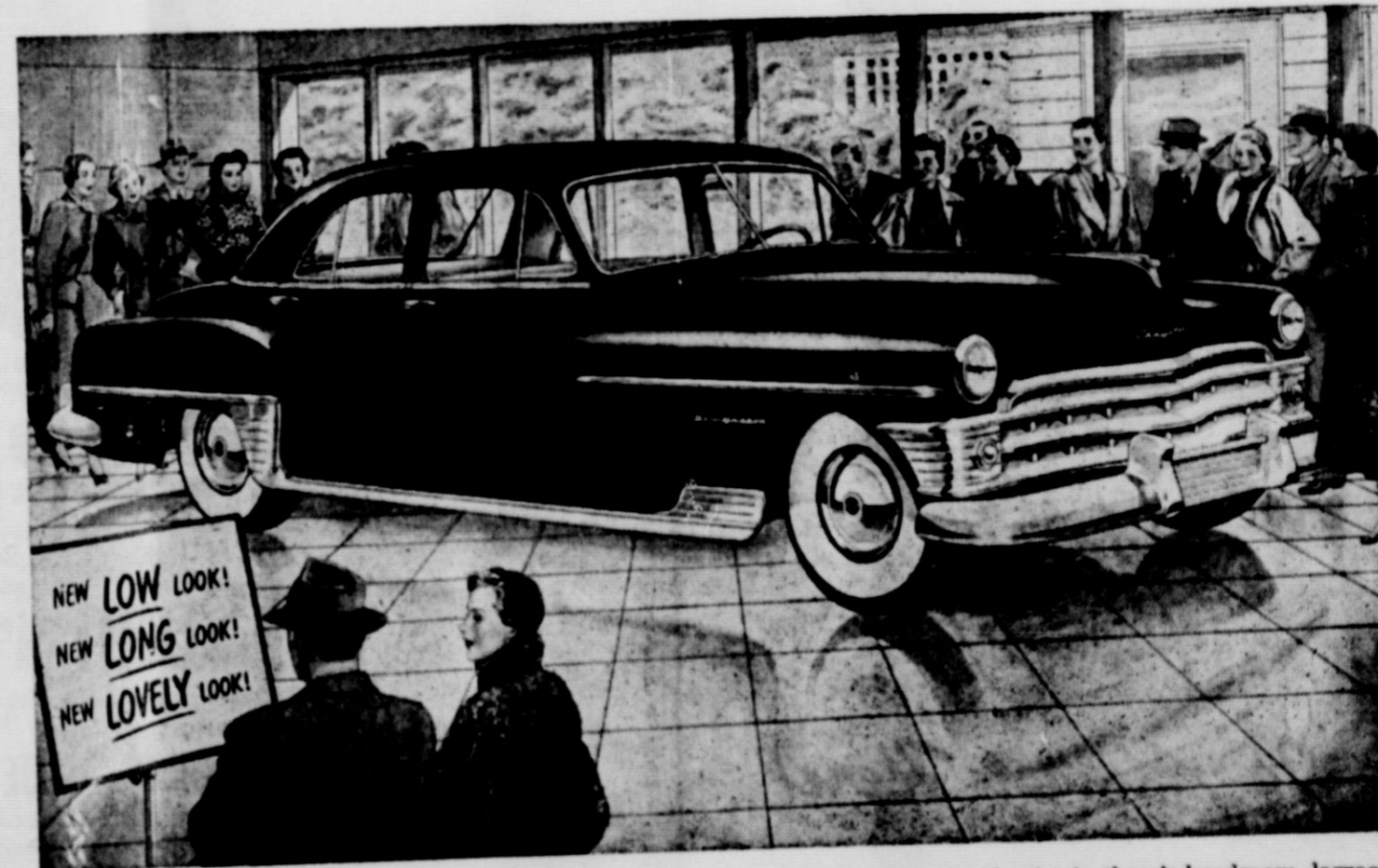


KRAUSE PLOW CORPORATION - HUTCHINSON, KANSAS  
**Matador Implement Company**  
MATADOR, TEXAS

*Excitingly...dramatically...and differently*

**NEW FOR 1950**

*A classic of long, low and lovely styling*



**Here it is! Now on Display!** The beautiful 1950 Chrysler... the beauty surprise of the year! From smart new front to smart new rear, every sleek, trim line was deliberately styled to give it a new long, low streamlined look! With stunning new interiors, new nylon fabrics... it's today's new style classic, inside and out! And again for 1950 Chrysler's beauty reflects the sound engineering and the solid comfort inside. Again there's headroom, legroom and shoulder-room to spare! Chair-height seats! Surprising visibility all-around... in the easiest of all cars to get into and out of. You've got to see and drive it really to appreciate it... the wonderful things that have been done to make it the smartest, most comfortable—the safest, sweetest driving car today! (19 new body styles available.)

BEAUTIFUL **CHRYSLER** TODAY'S NEW  
1950 **STYLE CLASSIC**

**Bilbrey & Motley Motor Co.**

SALES AND SERVICE Phone 107 Factory-Trained Mechanics New And Used Cars LIBERAL TRADE-INS Lockney, Texas

# The Matador Brand

EDITOR PAULINE BLEVINS  
SPONSOR JUNE COLEMAN

## Grade School News

### EIGHTH GRADE MAKES TRIP TO W. T. MUSEUM

Last Tuesday the eighth grade made a trip to Canyon, where they visited the museum on the campus of West Texas State College. Leaving here about 8:15 a. m. they arrived in Canyon about 11:00 o'clock.

In the museum the class saw some very interesting things, including a shaving mug cabinet donated by Mr. Henry Pipkin, of Matador, and very realistic plaster-of-paris figures of an old Canyon pioneer and Indian. They also saw a picture of a press meeting, taken in 1939 and in the group were Mr. and Mrs. Douglas Meador. Mr. Boone McClure of Canyon, guided the class on the tour of the museum.

After lunch at the college cafeteria, the group drove out to Palo Duro canyon, where they took pictures of the canyon and El Coronado Lodge. Several of the boys and girls looked through the giant telescopes at the lodge. They then drove down into the canyon to take more pictures and to go sight-seeing. Some of the class climbed to the top of one of the mountains, while others were content just to walk around. A little later they returned to the museum and after a final view of exhibits, prepared to start for home, going through the town of Canyon however, where they visited the "dime" store and then to the drug store for a final round of drinks. They arrived home about 7:00 p. m.

Those making the trip were: Ray Carmen, James Graham, La

Verne Flora, Wanda McMahan, Barbara Neighbors, Joy Bowen, Bette Montgomery, Neal Pipkin, Warren Tilson, Billy Jack Spray, Dewayne Martin, LaNelle Rattan, Earline Carmen, Cecil Irvin, Jerry Swearingen, James Sturdivant, Lonnie Lynn, Martha Hall, Richard Baker, Betty Webb, J. C. Plyler and Ruth Marie Stanley. The mothers making the trip were: Mrs. Bill Pipkin, Mrs. Hub Swearingen and Mrs. J. S. Stanley; and Mrs. J. E. Edwards the teacher.

## The Chatter Box

Ge, have you kids heard about all these big pretty boxes of candy that received for Valentine? You ask Bonnie and Jerry W. about this and see what they say!

Daisy, I didn't get to eat any of that candy you got for Valentine. Now, just don't think that is fair for you to get a large box of candy and not divide it.

Well, guess Wanda can tell time now, or can she? Anyway she is wearing a pretty watch. Just wonder who gave it to her. Bet it was none other than that Northfield guy. Just you ask her about it.

Have you noticed that Quitaque ring that Letress has been wearing here lately? Wonder if it is Lob's ring. What about this Lettuce?

Guess old Sappo is rich now, at least he should be with that pretty billfold he has. Just wonder who gave it to him? Sure was a nice birthday gift.

Speedy, what about a certain day that came last week? Maybe it was the 14th, the main thing was that pretty box that Nell got. I've always said things were getting to be more than just a habit.

Marlene seemed mighty happy Wednesday night about something or maybe I should say some one. Guess you know who it was? If not, ask Marlene. Seems as if Northfield took the week. At least it seems that way. Nice party so I hear. What

about it Marge, or should I ask a question about this?

Leo any Joy were seen at the show together last Wednesday night. That is more than a habit now. They are more than often now running about together.

Garland, wonder who the ex-senior was that you were with at Lubbock the other day? Now Melba, you'd better look into this.

## SIX WEEKS TEST DELAYED

The Matador schools, both grade and high school will have their 4th six-weeks test the first part of next week because of school being turned out on the account of the flu. There has been a lot absent from school last week and because of the Gilmer-Aiken bill that has been passed it is necessary to turn out the rest of the week, for several reasons, but will take up Monday if nothing else conflicts with the announcement.

## Basketball News

The Matador girls and boys have entered in the Turkey tournament which started Thursday night. Both the girls and boys team went to district, but the boys got beat out by Spur, while the girls were beat out for first by Lockney and won over Lockett for third.

The girls' first game was with Valley View. Matador won over them 34-12. Reynolds of Matador was high point girl making 14 points while Lynn ranked second. Lynn scored 12 points. Hancock was high point girl for Valley View scoring 9 points and Steed was second high point girl of Valley View.

The girls played Southland the following night. Matador again won the game. The final score was 27-14. Again Reynolds was high point girl scoring 14 points. Hughes was second making 10 points. King was leading girl for Southland. She scored 7 points.

Then Friday night the girls played Aspermont again winning 36-33. The game was very exciting and close. Matador was ahead all the time until in the last quarter when Aspermont came up and tied the score 25-25. Then in the last Aspermont got a three point lead and there were only three minutes to go. Things were really exciting then when Bonnie Hughes sacked up

two points and Joyce Reynolds followed her in a short time by scoring two more points. This left only a few seconds before the end of the game when one of the girls from Aspermont fouled and Bonnie Hughes made the free shot making the final score 36-33. Reynolds of Matador was high point girl making 13 points while Smith from Aspermont was high point girl.

The following morning the Matador girls played Lockney which was a very good game too. Lockney won over them 34-25. Hughes scored 14 points

with Reynolds making 9 points. Hardley scored 12 points for Lockney.

After Lockney beat Matador out for first place the Matador girls played Lockett for third place winning 30-29. Reynolds was again high point for Matador scoring 13 points with Street scoring 19 points for Lockett. This was also a very close game. Lockett got ahead of Matador two points in the last two minutes of the game. Again Bonnie sunk a shot for two points and then made a free shot

which won the game and them third place in the tournament.

Letterheads & Envelopes

ELECTROLUX SALES

AND SERVICE

The Complete Home

For Demonstration in Your Home, call 143-M or Box 554, W. R. Smith

## AUTC LOANS

- NEW CARS
- USED CARS
- DIRECT LOANS
- REFINANCING

ALL MAKES & MODELS

LOW RATES. QUICK SERVICE ON CREDIT

Paducah Motor Co.

Phone 215 Paducah

## FERTILIZERS!

I Have In Stock These Formulas:

- 32-0-0 Ammonium Nitrate
- 16-20-0 Ammonium Phosphate-Sulphate (Pelleted)
- 0-45-0 Superphosphate (pelleted)
- 0-20-0 Superphosphate
- 5-10-5 Vertagreen

Morckel Farm Chemical Company

116 W. Missouri Street  
Floydada, Texas Phone 539

## DITCHING MACHINE

Efficient And Fast

Will Dig Ditch 12 to 18 Inches Wide and 42 Inches Deep.

Wayne Bennett

374-W Floydada

## Matador IOOF Lodge

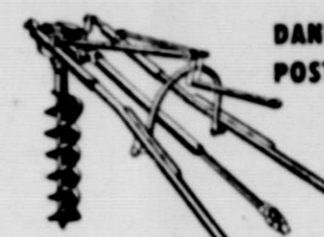
Meets every Friday night. R. H. Bearden, Noble Grand Secretary. Ralph Nichols

All visitors and brothers welcome.



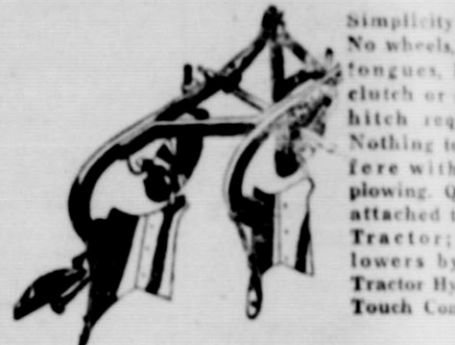
DOGGED IF I AIN'T AN EASY MARK FER PUPPY LOVE!

You see, this hour's dog sure grows on you... same as the Ford Tractor and Dearborn Implements grow on my son-in-law, John.



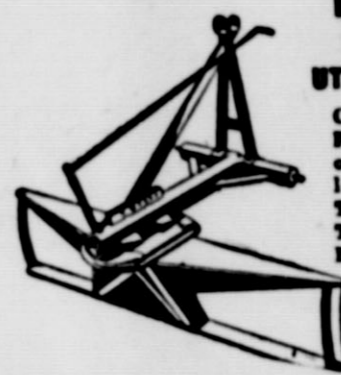
DANUSER LIFT-TYPE POST HOLE DIGGER

Quickly attached to Ford Tractor. Operates by power take-off; lifts, lowers by Ford Tractor Hydraulic Touch Control. Can dig up to 600 holes a day.



DEARBORN LIFT-TYPE MOLDBOARD PLOW

Simplicity in design. No wheels, axles, tongues, levers, clutch or shaft hitch requiring anything to be done with the plow. Quickly attached to Ford Tractor; lifts, lowers by Ford Tractor Hydraulic Touch Control.



DEARBORN LIFT-TYPE UTILITY BLADE

Can be attached to Ford Tractor in one minute; lifts, lowers by Ford Tractor Hydraulic Touch Control. Blade adjusts for angle pitch and tilt. Great for leveling, terracing, ditching.



DEARBORN LIFT-TYPE RIGID SHAFT CULTIVATOR

Can be attached to a Ford Tractor in one minute or less; saves a lot of time when changing jobs. Lifts, lowers by Ford Tractor Hydraulic Touch Control.

When you buy "Dearborn" you buy "Quality"  
Come In—Let's Get Better Acquainted  
**BRASELTON IMPLEMENT COMPANY**  
ROARING SPRINGS, TEXAS



"See-see," they called it... and women who lifted it on and off the stove agreed.

Clean and bright—the which-lets it up... a lot of work for the light the all lamp gives!

In the perfect, blushing beauty and perfect vision... saw the world with the stereoscope.

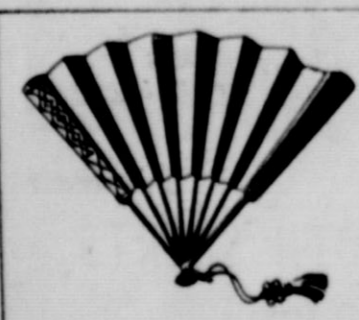
What one thing made these old-fashioned?



You're right if your answer is "cheap electricity." Part of the miracle of electric service today is its low cost.

You've helped make electricity inexpensive by using it for more and more jobs. So have the men and women who operate your business-managed electric company. They long ago foresaw the need for low-cost electric service.

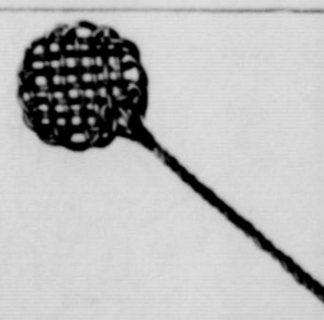
Their skills, and experience, and sound business methods have made it today's best buy. What else can you buy that costs so little—and does so much?



This lady's accessory (or weapon) cooled more by suggestion than by moving air.



The "window-blind" meant more than a way to women who heat over them!



Four substitutes for a baseball bat, but ball games waited while better beat eggs with this!

West Texas Utilities Company

# Delivered In Matador Prices On The '50 FORD

## DeLuxe Six Cylinder

Business Coupe	\$1,495.00
Tudor	1,586.50
Fordor	1,634.00

## DeLuxe Eight Cylinder

Business Coupe	1,581.50
Tudor	1,660.00
Fordor	1,707.50

## Custom DeLuxe Six Cylinder

Tudor	\$1,684.90
Fordor	1,731.90
Club Coupe	1,684.90
Station Wagon	2,240.25

## Custom DeLuxe Eight Cylinder

Tudor	\$1,763.40
Fordor	1,810.90
Club Coupe	1,768.90
Conv. Club Coupe	2,130.90
Station Wagon	2,315.25

The above prices include Electric clock on the Custom DeLuxe models—and Fram Oil Filter and Oil Bath Air Cleaners on all models. Freight and Federal Tax included. Cars are full of gas and oil.

## Accessories: (Installed in production)

Radio, 8 tube & ant.	\$91.60
Radio, 6 tube & ant.	78.00
Heater and Defroster:	
Magic Air	57.40
Recirculating	37.90
Overdrive	96.90
Chrome Trim Wheel Rings	10.35

## Tires:

670x15 B. Sidewall DeLuxe	\$12.85
Custom DeLuxe	No Charge
670x15 W. Sidewall DeLuxe	28.40
Custom DeLuxe	16.50

50 WAYS NEW 50 Ways Different  
**MATADOR AUTO COMPANY**

**Pioneers Pay . . .**

(Continued From Page 1)  
 Quannah (five miles) and was named the Acme, Red River and Northern. Old pictures of a coach and engine bore the name of the fledgling railroad.  
 During the subsequent four-year period the railroad changed its name to the Quannah, Acme & Pacific and built into Swearingin (east of Paducah) in 1910. Mr. Norman was conductor on that run. The railroad built into Paducah in 1911 and into Roaring Springs in 1913. Extension of the line to Floydada was made in 1928.

Despite the crowded car there was an atmosphere of consanguinity. The railroad's little family was close now and the flickering tapers were burning low. Conductor Estes stood on the back vestibule and watched two ribbons of steel unroll from the spools of time. He had looked at the same rails through two wars, and he had looked upon the same right of way through blizzards, through sandstorms, through droughts and depression, through sleet, rain and hail. He had felt the lurching train throughout his life; he had looked at the empty seats for thousands of trips.

A little herd of cattle scurried away up a shallow valley in the Matador ranch range as the train sped down iron steps from the plains. A farmer urged his tractor between rows of brown cotton stalks and plowed under white hulls of rotting pie-melons. He did not look up as the train passed. The engine breathed a few moments beside the Roaring Springs station and then it moved away. White steam against the sky; the whistle echoed through the shinnery hills.

**John Stapleton . . .**

(Continued From Page 1)  
 jurors and all of you, for the very fine cooperation which you have given in law enforcement. Such cooperation has made it possible for this district to have one of the finest law enforcement records in the State. You have been good folks to work for, and I would like to continue to work for you. Thank you very much for all you have done for me and my family."

**GOOD SINGING AT ROARING SPRINGS**

The Third Sunday afternoon singing at Flag Springs Baptist Church in Roaring Springs was well attended Sunday, and some very good music was enjoyed, it was reported.

Visitors were present from McAloo, Dickens, Afton, Spur, Whiteflat, Flomot, Girard, Matador, and Arizona.

Stamps-Baxter Singing school was represented by a group of singers who recently trained there.

"If you like good singing, remember the date and be with us the third Sunday in March", was the invitation extended by officers of the Flag Springs church.

**in the Want-Ads**

FOR MONUMENTS of all kinds see Homer Sheats. tfn.

FOR RENT: Furnished Apartment. Ed Williams.

**ATTENTION VETERANS:** We are now in a position to build FHA and GI houses. We can make loans up to 100% to Veterans and 90% to 95% to non-veterans. Burton-Lingo Company, Matador. cfn

**FARM EQUIPMENT:**

1 New 'M' Farmall, \$2,350.00  
 1 New 'G' John Deere with power-trol and Roll-a-matic, \$2,590.00

1 1940 Ford tractor, ROUGH, \$350.00

1 1940 Ford tractor, GUARANTEED, \$650.00

1 1941 Ford tractor, GUARANTEED, \$650.00

1 1944 Ford tractor, GUARANTEED, \$750.00

1 1948 Ford tractor in good shape, with new tires, \$775.00

1 1948 Ford tractor, six speed transmission, A-1, \$850.00

1 1948 Ford, New Model, \$1,050.00

1 1947 'H' Farmall with 2-row equipment, A-1, \$1,300.00

If you need anything in the way of NEW or USED farm equipment WE HAVE IT! Our lot is covered up with it.

**BRASELTON IMPLEMENT CO.**  
 Roaring Springs, Texas

**FOR SALE:** One 4-row John Deere cultivator, one 2-row John Deere planter on tool bar with extra middle-buster and marker. One set of Kill-lifer plow beams with chisels and sweeps. George Gray.

**'MACHA' Cottonseed,** storm-proof, improved and second improved. Field inspection invited. J. T. Graham, Sudan, Texas, farm 7-miles south of Buia. cfn

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

**For Sale:** Electric motors for sewing machines. Also repairs for most makes of machines. See A. B. Fulkerson. cfn.

**FOR SALE:** Barley seed. Harmon Mosley, Flomot. 4tp

**FOR SALE:** 7 Poland-China pigs and 3 tons goose-neck maize heads. N. E. Davis, Roaring Springs. 3tp

**FOR SALE:** 350 laying pullets, 8 months old. Mixed heavy breeds. Most are Austra-White's. S. A. Swim, Roaring Springs. 2tp

**FOR SALE:** 4-room house to be moved. Cheap. See Mrs. G. A. Ray. cfn

**WILL PAY** highest market prices for cotton equities. Inquire at gins, Roaring Springs John Huffstutler.

**FOR SALE:** First year high bred half and half, also, Moca Storm Proof cotton seed. F. P. Dawson, Roaring Springs.

**FOR SALE:** 1947 Ford tractor and equipment. Must sell, cheap. See C. A. Nimmo, AAA Office, Matador. 3tp

**FOR SALE:** Underwood portable, perfect condition \$32.50 Stanley Pharmacy. 3tc

**FOR SALE:** Folding baby buggy and 1942 International station wagon. Mrs. J. H. Martin.

# Announcing

## A New Policy Effective March 1st

### PAY CASH and PAY LESS

Our position is not unusual. All of our finances are tied up in charge tickets. The wholesale houses demand money for their accounts and they will not wait. Our business has been good in volume but the amount of cash business has reached a prohibitive low. There is but one possible solution to our problem if we are to remain in business. We must go on a strictly CASH BASIS and that is what we are going to do, beginning Wednesday, March 1st.

We believe customers who pay cash for their groceries have a right to the saving their cash deserves. Beginning March 1st we will not make another charge ticket. Please save

us the embarrassment of refusing by not asking for credit. We believe you will appreciate the type grocery we are going to operate and we believe you will appreciate the savings for we are going to offer genuine savings every week.

This change in policy means that we will be in a position to offer you fine foods at the lowest possible prices. It means we can attain a strong enough financial position to better bargain for merchandise and pass the savings to you. We hope that you, as a customer, will accept our appreciation for your past business and accept our new policy as a firm, logical move to continue serving you.

## THESE ARE EVERYDAY PRICES!



**FARM FRYERS** Frozen Fresh

**11** CUT-UP and READY-TO-FRY  
 Always tender! Always juicy! Easy to cook and serve

MRS. CHESHER'S CHICKENS

**59c** Pound

**PEACH PRESERVES**

**BAMA BRAND**  
 2-Pound Jar

**43c**

**Dry Salt Bacon, lb. 3**

**SUGAR** 5 POUND BAG **49**

We Reserve The Right To Limit Quantities

**CORN** OUR DARLING  
 Cream Style, Golden or White, Can **1**

**Soap Flakes** 14c | **RICE** 2-Pound, RIVER BRAND **2**

**TOILET TISSUE** . . . . . 5c | **SOUP** . . . . . 5c

**PICKLES** . . . . . 23c | **APRICOTS** . . . . . 27c

**LETTUCE** . . . . . 12c | **PAPER NAPKINS** . . . . . 15c

**ROYAL, Package** . . . . . 6c | **BLACK-EYE PEAS** . . . . . 13c

**COFFEE** MAGIC CUP Pound **59c \$1.**

# CHARLIE'S GROCERY

I.O.O.F BUILDING

MATADOR, TEXAS

*Spring*

*Is Almost Here!*

WHY NOT get out your Spring clothes and bring them to us today? Get them cleaned before the rush starts. Get them cleaned and have them ready to wear. Good dry cleaning helps preserve the life of your clothing.

Our equipment is the best and most modern that money will buy and the total of our employee's experience is 70 years' assuring you the best cleaning and pressing service available.

MOTH-PROOFING AT NO EXTRA COST

**DAY BY DAY CLEANERS**