

# Long Drought is Broken by 'Wet' Blizzard

## Traffic Paralyzed As Ice Storm Hits Area

# Matador Tribune

54, NO. 43 MATADOR, MOTLEY COUNTY, TEXAS, THURSDAY, JANUARY 13, 1949 PRICE FIVE CENTS

OLT-TIMERS shook their heads yesterday and said three score years of observing West Texas' capricious weather failed to provide a parallel "spell" with which to compare the three-day ice storm which broke the county's 70-day drought. Light rains Sunday afternoon changed rapidly to sleet and snow as the temperature dropped to an official low of eight degrees above zero sometime before the reading at 8 a. m. Monday morning. The temperature was 10 degrees above zero when City Water Superintendent Herman Stanfield took the reading at 8 o'clock. Sleet continued to fall intermittently throughout Monday, Monday night, Tuesday and part of Tuesday night. In the early hours of Wednesday rain began falling on the two to five inches of sleet and snow and the mercury dropped below the freezing point at daylight, providing early-risers with landscapes of almost celestial beauty. Trees, power lines and fences swayed under the great weight of crystal ice that blanketed the earth like a polished mirror. At 10 o'clock Wednesday morning an official 1.42 inches of moisture had been registered in Matador.

Despite the beauty of the landscape, mortals attempting to conduct their activities Wednesday morning, failed to be inspired. Local mechanic Cecil Shelton started to work, walking up City Park hill north of the Methodist church. Realizing that it would be impossible to negotiate the incline in the road because of the glazed ice, he walked on grass and weeds on the west side of the road. At the top it was necessary for him to step on the roadway. The action was a mistake. He fell instantly and started spinning and sliding. He was bewildered, angry, slightly bruised but otherwise unharmed when he reached the bottom of the hill. He declared the exhibition, so far as he knows, was without witness.

Traffic on all highways was paralyzed. Buses moved on erratic schedules. Radio announcers throughout the Panhandle pleaded with drivers to stay off of the highways except in cases of extreme emergencies. During the height of the storm the State Highway department kept motorized blades operating in a desperate effort to remove the rock-like sleet which covered the paving.

Sheriff John Stotts' office yesterday reported that the county had escaped any serious traffic accident. Exception was the collision of a truck and car west of town somewhere near the Cap Rock. No details were available except that no injuries were sustained and that the car was from California.

Ranchers and farmer-stock-raisers rejoiced at the moisture which the blizzard provided, and said that while cattle were suffering to some extent, no losses were expected. Unusual feature of the storm was the almost entire absence of wind.

Schools Close Here  
Matador schools did not open Tuesday morning and remained closed yesterday. Superintendent Bert Ezzell said they would remain closed today, opening Friday unless road conditions become more hazardous. Schools throughout the Panhandle were closed according to radio announcements.

Official temperature readings in Matador during the three days were as follows: Monday, highest 38 degrees, lowest 8 degrees; Tuesday, highest 25 degrees, lowest 14 degrees; Wednesday, highest 29 degrees, lowest 16 degrees. (Readings are taken at 8 a. m. and are for the preceding 24 hours.)

Mrs. Allie Cox, local manager for Southwestern Associated Telephone Company said that many circuits were out of operation late yesterday and that she had been unable to make contact with Dallas since Tuesday. She said circuits to Wichita Falls "went out" Wednesday.

D. C. Bradley, local manager for West Texas Utilities Company said there had been slight power interruptions since the beginning of the storm, probably because of ice on power lines. He said that if the storm had been accompanied by high wind that most of the West Texas towns served by his firm would have been without lights and power.

Matador merchants said that business had been at a near standstill since the start of the storm. Purchases in most instances had been necessities which had required a trip to town. Many automobiles and trucks were stalled in various parts of the town and reports of stalled motor vehicles were received from throughout the area.

Much of the slushy ice is on the ground at dawn this morning despite thawing throughout the night accompanied by light mist and rain at intervals.

Mrs. Buddy Gamble and son Dickie of Channing, Texas are here visiting with her parents, Mr. and Mrs. Guy Kimbell.

Statement Forms, Matador Tribune

## Plan is Outlined for Dads-Sons Banquet

PLANS for a permanent Father-Son Banquet organization in Matador were adopted at a special 7 o'clock breakfast meeting of Lions held in the Methodist church basement Monday morning. The perpetuating plan will automatically provide officers for the following year, the co-chairman of each committee for the current year becoming chairman for the following year. Club members attending were Boss Lion E. P. Reeves, H. F. Pipkin, Clifford Potts, Marvin Brotherton, Forrest Campbell, J. R. Whitworth, Douglas Meador, C. W. Giesecke, Jr., and Curtis Graham.

D. E. Pitts was named general chairman for the 12th annual Father-Son Banquet to be held in the Baptist church basement Thursday evening, February 10, and beginning at 6:45 p. m. Price of tickets this year (admitting two for meals) will be the same as last year, \$2.75 each.

The committee approved a notion to hold the banquet on the scheduled date regardless of weather conditions, excepting the most extreme emergency. If space is available after the list of local boys is completely checked and accommodated, three men-with-boy guests will be invited from Roaring Springs three from Plomot and two from Northfield. In event space is available, tickets will be complimentary.

C. W. Giesecke, Jr. was named as co-chairman to the general chairman. Other committees named included: Arrangement—R. E. Campbell, Sr., chairman, co-chairman Frank Montgomery and assistant F. B. Henderson; Tickets—W. F. Jacobs, chairman, co-chairman J. R. Emmons; Menu—Curtis Graham chairman, co-chairman H. F. Pipkin, assistant Melvin Meason, John Hamilton, Alvin Stearns, Ben Keltz, Freeman Thacker and Tom Tilson.

John Stevens was named chairman of the serving committee with co-chairman Kenneth Jeffers. They will select the required number of assistants from the group of Lions having no sons of their own within the attendance age (from 9 years through high school). Douglas Meador was named chairman of the program committee, with co-chairman Clifford Potts and assisted by Forrest Campbell. Jake Edwards was named chairman of the Boys' list committee, co-chairman Tom Ernest and assisted by Dennis Bryant, Jr.

Union Services Stressed  
Boss Lion Reeves stressed the importance of union church services to be held in the Methodist church Sunday evening, February 6, preceding the beginning of Boys Week (February 6 to 12). He declared that since the Father-Son Banquet and Boy Scout work is sponsored by the Lions Club, it becomes the duty of every club member to show sufficient interest in the boys of the community, to attend the special church services dedicated to them. Special seating arrangements will be made for Lions and their families. Tail Twister Ralph Stapleton looked at the Lions member attendance at a different angle. He said all Lions failing to attend the union church services would promptly be fined \$1 each at the next regular meeting of the club.

Committees, appointed by Mrs. John Hamilton, president of the Matador Parent-Teacher Association, sponsors of the mother-daughter banquet held here each year, have begun making preparations for the eleventh annual affair which will be held Friday night, February 11th. The program theme will be unique and promises to be one of the most enjoyable every presented. Specialty numbers will be supervised by Mrs. J. R. Whitworth, speech instructor, and Mrs. L. D. Wilkerson, music director, serving on the program committee headed by Mrs. Clifford Potts. Others on the committee are Mrs. Willis Cooper and Mrs. Ben Meador.

Mrs. Albert Rattan, chairman of the menu committee, will be assisted by Mesdames Ted Steen, Loyd Fulkerson and Howe Hines. On the kitchen committee will be: Mesdames Freddie Welling, W. W. Carpenter, Elmer Seigler, Ward Rattan, Tom Tilson and Tommie Newman.

In charge of decorations will be: Mesdames Frank Pohl, Emmett Jinks, Homer Jinks, Weldon Bailey, John Irwin, Bill Dunning and Jinks Wilson, and Miss Amy Glenn.

Table committee is composed of: Mesdames R. E. Donovan, Bill McCaghen, Frank Montgomery, Elbert Reeves and E. F. Springer, while supplies and dishes will be attended to by Mesdames Nelson McMahon, Robert Darsey, Roy Mitchell, Buford Hobbs and Herman Ellithorp. Listed on the serving committee are: Mesdames Eldon Reedy, James Meador, James Ed Russell, Furman Vinson, Bill Moss, Bennie Cox, Mutt Berryman, Leon Smallwood, Hub Swearingen, A. J. Perkins, and Miss Dorothy Williams.

Tickets for the banquet will go on sale at an early date, and serving on this committee will be: Mesdames Bill Pipkin, Chas Keith, Jake Edwards and J. R. Emmons and Miss June Coleman.

Several Meetings Postponed Due To Weather Conditions  
Several meetings scheduled for this week have been postponed as a result of the prevailing weather conditions.

The Methodist Woman's Society of Christian Service will meet next Tuesday night, January 18 at 7 o'clock for a program that had been arranged for Tuesday of this week. The meeting will be held at the Church.

Also slated for next Tuesday night is a party to be given by the American Legion and Auxiliary at the Legion hut which was scheduled for Tuesday of this week. The party will begin at 7:30.

The weather also caused postponement of the Matador Parent Teacher Association's regular monthly meeting which was to have been held yesterday (Wednesday) but instead, will be held next Wednesday afternoon. All members and patrons are urged to attend.

### RAIL DUST Gets Promotion

By DOUGLAS MEADOR



Turns of destiny have beaten cream of many visions down the fifty years that have rolled down the chutes of time a freight wagon stopped at remote pioneer store. The steader wrapped the reins around a wheel hub and went on. He was weary and cold. Almost two days journey separating him from the railroad town when he did buy provisions. In the store he brought a five-dollar piece from his pocket and a single purchase; five dollars worth of onions. The steader wanted the onions because the rabbit which he had to kill before he reached rail town. He had no other. The old wagon road has been obliterated now and the near store closed its door two days ago. The past is a sea of silence with a re-terrain of frequent hunger privations.

Recent personal discovery called that most men today in the studios of their arts, pictures of other men they strive to be unlike. Instead of striving to emulate an ideal, we strive to keep from imitating an obsession. It is, in a healthy mental condition in most instances the goal to avoid character faults and patterns being discarded. An honorable achievement might so live that no man would live to be unlike me.

Dale Carnegie enjoys exciting ends with the thought that a United States government lives over two hundred million dollars and the less than a billion minutes have elapsed since Christ was on earth.

Billboards in Southern California are being used to impress a public with this inspiring phrase: "Families that pray together, stay together."

Attempting to conceal ignorance is similar to trying to place bent pipe in a shallow ditch, regardless of the position, some dirt is exposed above the surface.

Once the prairie beyond the dugout was a sea of brown grass that ebbed and flowed with the winter winds. It reached the inter-yoke of wagons that started the winding roads, and the young wife used to come out of the dugout and watch the tides of waving grass that seemed ever to reach a shore. During earlier days when her lanky, ronzefaced husband was away with the cow outfits, she would watch the grass in desperation and solitude. It was sweet and strong and whispered to her of destiny it contained. There was a melancholy pain in her heart the spring she smelled the fresh sod and knew that the grass was being plowed under, but soon green fields reached beyond the dugout and there was still an abundance of grass left on the ends of Texas prairies. Her days had ceased to be lonely. The swift years rolled on with the arrival of more children and responsibilities. Other areas of the fertile prairie had been turned to fields and no longer was it possible to see the waving grass from her door. One winter night her husband unhitched his team from the freight wagon and brushed the wet snow from his feet when he entered the dugout. His brow was hot and his eyes glazed as he sipped the hot coffee she had prepared. She thought of the waving grass and its comfort in lonely hours as the neighbors placed the plain wooden box in schools accepting invitation



J. R. WHITWORTH

### Whitworth Promoted To Cashier

J. R. "Rat" Whitworth was promoted to the office of cashier of the First State bank here Tuesday, following a stockholders meeting. Secretary-treasurer of the Matador Lions Club for 14 years and a leader in the community's civic and religious activities, Mr. Whitworth had held the office of assistant cashier over a long period of years.

Other changes announced following the meeting, including the creating of a new office of executive vice-president, to be filled by former cashier Elmer Stearns. C. D. Bird was re-elected as president. W. N. Pipkin and Mrs. Lucy Ford were named as assistant cashiers. Clint Hicks and Mrs. Audrey Price will remain in their offices of tellers.

Conrad Middlebrooks, Phil Green and Mrs. Clara Marshall will remain as bookkeepers and Mrs. D. C. Bradley will remain as stenographer, completing the banking institution's personnel.

Assistant cashier Pipkin has previously announced that he will resign from the bank some time in the future to devote full time to his insurance business.

Frequently the difference between success and failure is the difference in the set of ambition's sails. Many men bearing the title of failure have achieved all they dared desire.

An "arrived" businessman is one who can hide his loafing behind his activities so successfully that none, excepting his wife, is aware that he is not working.

### BANK HOLIDAY IS ANNOUNCED

Wednesday, January 19, is a legal holiday (Birthday of Robert E. Lee) and will be observed by the First State bank here according to announcement made Tuesday by bank officials. Other banks and clearing houses throughout the state will also observe the holiday.

Customers are asked to make banking arrangements in advance in order to avoid possible inconvenience.

Visitor To Preach At Methodist Church  
Rev. E. A. Irvine of Canyon, Texas, will preach at the Methodist church, Sunday morning, January 16, according to an announcement made this week by Rev. Marvin Brotherton, local pastor.

"Rev. Irvine is manager of the Methodist camp grounds in Ceta Canyon, and will bring a vital message," Rev. Brotherton declared. "The public is invited to hear him."

TO DALLAS  
R. E. Campbell, Chevrolet dealer left Wednesday morning for Fort Worth to attend the showing of the new 1949 Chevrolets.

He was accompanied by Glenn Woodruff, assistant manager of the Matador Auto Company who will attend a meeting of the Ford dealers.

Former Senator Forby's Father In Hospital Here  
Marshall C. Forby, Sr. of McAdoo is a patient in the Tra-wek Hospital here. He is the father of former State Senator Marshall C. Forby, Jr., who, since his return from the armed services, has opened a radio station in Hereford. Previous to his election to the state office and during the time he was senator, Mr. Forby owned the Plain-view Tribune, a weekly newspaper in Plainview.

Mr. Forby visited in the Tribune office a short time Saturday while in Matador to visit his father.

GO TO CHURCH SUNDAY

## Committees Make Plans For Mother-Daughter Banquet

Committees, appointed by Mrs. John Hamilton, president of the Matador Parent-Teacher Association, sponsors of the mother-daughter banquet held here each year, have begun making preparations for the eleventh annual affair which will be held Friday night, February 11th. The program theme will be unique and promises to be one of the most enjoyable every presented. Specialty numbers will be supervised by Mrs. J. R. Whitworth, speech instructor, and Mrs. L. D. Wilkerson, music director, serving on the program committee headed by Mrs. Clifford Potts. Others on the committee are Mrs. Willis Cooper and Mrs. Ben Meador.

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### Sans Rain, Gage Still Operates

Rain gages for West Texas must be versatile instruments. J. C. "Doc" Burleson has a U. S. rain gage in the yard of his ranch, home about 15 miles northwest of Matador. Checking a rain gage during the recent 70-day drought would have been futile exercise, so rancher Burleson didn't bother to look until the beginning of the current ice storm. The gage measured exactly four inches of sand. He said there was not enough moisture in the gage to wet all the sand it contained, however, continued sleet and rain have alleviated the drought condition.

### NURSE'S ARM IS BROKEN IN FALL

Mrs. J. W. Ford, nurse at Tra-wek Hospital, is a patient in the hospital, suffering a broken arm received when she fell on the ice Monday night.

Mrs. Ford was crossing the street to her home from the home of Mr. and Mrs. Henry Ford, when the accident occurred, and upon being conveyed to the hospital, an X-ray revealed the bone broken immediately beneath the shoulder joint of her right arm.

### Better Attention Being Sought By Methodist Pastor

Acoustics have not been good in the Methodist church auditorium and pastor Marvin Brotherton has not been happy with the attention he has received from his congregation.

But things are changed now. The auditorium is undergoing complete repairs with the installation of new, modern acoustic materials in the ceiling and walls. "I know I can now be heard," Rev. Brotherton declared, "and I certainly hope what I say will have sufficient interest to retain the attention of my audience."

## Chest Will Seek 500 Contributors

### Many Ask To Make Early Donations

First drive of the Matador Community Chest will open February 14 and continue through February 20, it was announced this week by President Forrest Campbell, following a meeting of the directors. Original budget has been reduced to \$3,200.

Mr. Campbell said that teams are being organized for the fund drive and that an attempt will be made to solicit every resident within the Matador school district, the area embraced by the plan.

Many residents have expressed a desire to make their contributions previous to the opening of the drive. Campbell declared, and facilities have been made available at the First State bank for the receiving of early contributions.

In a statement for publication, Mr. Campbell declared in part, as follows: "Many questions have been asked directors regarding the purpose, function of the chest. The purpose of the Community Chest is to place benevolent giving of the community on a business basis, give everyone in the district an opportunity to share in the welfare activities, and to more satisfactorily care for our own needy cases."

"It is the plan of the chest to include the following organizations in its 1949 budget: Matador Boys club, Matador Girls club, Boy Scouts, Girl Scouts, Cancer Foundation, Society for Cripple Children, and a local welfare fund of \$1,200. These activities usually require 15 to 20 separate solicitations during the year.

"The chest simply acts as a collector of funds and a clearinghouse for all activities except the local welfare fund. This fund will be used to care for local cases of hardships due to illness, fire or any type of misfortune that may occur within the school district. Any citizen may apply to any of the directors and the appeal will receive prompt attention.

(Continued On Back Page)



### Medics Bury Some Of Their Mistakes, But Editors' Errors Refuse To Be Interred

RUTHERFORD, N. J.—Typographical errors, the plague of editors, but the delight of newspaper readers for the "belly laughs" they afford, are no respecters of persons or professions.

In the current issue of Medical Economics, national business magazine for physicians, a rich harvest of printing blunders at the expense of doctors is collected under the heading "Misprints with a Medical Slant."

One of the classic examples is the one first printed by the St. Louis (Mo.) Globe-Democrat. It reads: "The physician felt the patient's pulse and decided that there was no hope."

Typographical blunders with provocative twists abound in the Medical Economics compilation. There is, for example, the Wichita (Kan.) Eagle's report of a Kansas surgeon who was quitting active practice: "Dr. S—, one of our most eligible bachelors, is retiring from practice."

Hale and hearty at 65, the doctor says all he wants is a little peach and quiet."

The Little Rock (Ark.) Gazette was guilty of "Dr. P— returned from Baltimore yesterday and will take up his duties at the hospital."

The renowned Drs. Mayo had plenty of cause to blush at the item in the Fairmont (N. D.) Sentinel, which stated: "Mr. and Mrs. R— left Wednesday for Rochester, Minn., where Mrs. R— expects to have a garter removed by the Mayo brothers."

Married bliss was the unintentional butt of an announcement in the Columbus (Ga.) Dispatch. "Recovered from a head injury and shock caused by coming in contact with a live wire, Mr. E— left Mercy Hospital last Wednesday."

Hospital officials read with raised eyebrows the following statements in their local newspapers. The Albany (N. Y.) Journal said: "Many friends will be pleased to learn of the continued improvement of Mr. T— at the Memorial Hospital. One of the nurses was discharged last week and he gains each day."

The second, which appeared in the Franklin (Pa.) News-Herald, read in part: "The donation will be used to purchase new wheelchairs for the hospital, as the old ones are in a dilapidated state."

Patients, also, have had their composure shaken by typesetters. A routine item in the Morristown (N. D.) News declared: Miss Dorothy N—, who was injured by a fall from a horse last week, is in St. Joseph's Hospital and is covered sufficiently to have her friends come to see her."

Similarly, the Norfolk (Va.) Virginian-Pilot carried this revealing story: "Miss R—, an attractive young health nurse, was involved in an accident while motoring in the Cumberland yesterday. The area in which she was injured is spectacularly scenic."

Other newspaper stories in which the "double-entendre" caused chuckles were: "Experienced meat-cutter wanted for full-time position. Apply Room 1022, University Hospital."—Ann Arbor (Mich.) News.

"The operator of the log truck charged with reckless driving, crashed into Dr. A—'s rear end, which was sticking out into the road."—Greenville (S. C.) Piedmont.

"He was taken to St. Luke's Hospital for treatment, but left there this morning with no bones broken."—Atlanta (Ga.) Journal.

### Whiteflat HD Club Meets In Home Of Mrs. Fred Bourland

The Whiteflat Home Demonstration club met in the home of Mrs. Fred Bourland Friday afternoon at 2 o'clock for a regular meeting.

New officers were installed for the year and a business session was held pointing the new committees.

Refreshments of pecan pie and coffee were served to the following: Mesdames W. L. McWilliams, L. A. Carlisle, A. K. Wilkinson, Bob Martin, Wilson Barton, J. W. Pritchett, Varner McWilliams and Home Demonstration agent, Mrs. Mary K. Rattan.

### Newsman Weary Of Perfection In Reporting

WAKEFIELD, Mass.—Gardner Campbell, writing in the Daily Item here just before Christmas, expressed the secret desires of many newspapermen when he listed the gifts he wanted.

Campbell's list included: —A gown or decoration that isn't "pretty." —A hostess who doesn't look "charming."

—A table that isn't "attractively set."

"Reporters who get to be editors have a yearning to perform some moderate atrocity on writers who think no story can be told, or even recorded without a heavy sprinkling of superlatives and various laudatory, complimentary or defensive adjectives," Campbell pointed out.

That is why his list also included: A cake, bouquet or gift that isn't "beautiful," refreshments that are not dainty, delicious, delectable, or delightful—or maybe delectable; a meeting at which "a general good time" was not had by all.

A meeting or event at which no "enthusiasm" was shown; an attendance that wasn't "unusually" large; or a Christmas tree that wasn't "gaily" decorated.

"Doesn't anybody ever run something that is a flop?" the Item writer asked. "Are there no distressed brides

### who look sloppy or doesn't any hostess or program chairman ever louse up the refreshments or the entertainment?"

He opined that "there must be some meetings for which only a few show up and some of the programs must fail to evoke 'enthusiastic support' or 'approval.'"

"In other words," he concluded, "doesn't anybody ever have something once in a while that smells?"

### BACK AT CLINIC

Miss Jerry Davis began her duties as nurse at the Stanley Clinic last week after several months absence visiting with her parents in Memphis.

### TO CLOVIS TUESDAY

Mr. and Mrs. Tommy Doran left Tuesday morning for Clovis, after receiving word that Mrs. Doran's brother-in-law, J. W. Morton of Sudan, is in a Clovis hospital suffering from injuries received Sunday in a car accident. Mrs. Morton was uninjured but a woman companion (whose name was not learned) was killed instantly in the crash.

Bennett Maples of Lubbock visited here Saturday as guest of Miss Dorothy Nelson.

### Betty Montgomery Entertains Recently

Betty Fran Montgomery entertained in the home of her parents, Mr. and Mrs. Frank Montgomery with a party Friday evening between 7:30 and 9:30.

A very enjoyable evening was spent playing games and folk dancing.

Refreshments of sandwiches, pickles, doughnuts and pops were served to the guests.

Those attending the party were: Frances Traveek, James Melvin Graham, Cecil Irwin, Warren Earl Tilson, Barbara Neighbors, Nancy Vaughn, Gary Laughlin, Bourland Keith, Betty Ruth Smalley, Martha Jones, Ronald Hobbs, James Ketchersid, Cecil Wayne Shelton, Neil Pipkin, Dewayne Martin, Tom Hamilton, Ruth Marie Stanley, Jo Fulkerson, Marlene Bailey, Pat Reeves, Jeanne Hines, Lonnie Lynn, James Sturvidant, and the hostess, Betty Fran.

Mr. and Mrs. Daymon Thomas and son Daymon Ray of Lubbock spent the week-end here visiting in the home of his sister and family, Mr. and Mrs. Howe Hines.

Personal Stationery, Tribune

### L. SHOWER RECENTLY RS. HOLT

shower was given recent home of Mrs. R. E. Sr., honoring Mrs. W. of Whiteflat, former of Chambliss, Co-hosts Mesdames Velma Ford Potts, H. S. Watwoodruff and T. E.

refreshment table was a lace cloth and formliner piece was a min-and-bridgroom. The beautifully decorated table with Christmas ornaments served the guests and dainty cookies.

bell presided at the table, which was presided by Holt by Mesdames and Forrest Camp.

ing during the after-

# FARMING is our BUSINESS too!

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That's why we like to spend as much of our time as we can out visiting our farmer friends. That's how we learn why and how one farm is different from another... and see how the many different problems can be licked.

If we haven't been around to see you lately, we're hoping to do it soon. We'd like to get better acquainted... both with you and your farm. The better we know you, the better we'll be able to serve you.

Meanwhile, next time you're in town, drop in and see us. Lots of folks do. You'll be welcome.

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Floydada, Texas

### Matador IOOF Lodge

Meets every Friday night

Noble Grand E. S. Jones

Secretary, Ralph Nichols

All visitors and brothers welcome.

### Fancy Cakes A SPECIALTY

Pies, Cookies

Cakes For SPECIAL Occasions

HOLSUM

### BREAD CITY BAKERY

Letterheads & Envelopes, Tribune

# TRY THE "FEEL"!

Feel those "Sofa Wide" Seats... up to five feet wide! And soft!

Feel that "Mid Ship" Ride... you'll ride in the level center section of the car!

Feel that "Equa-Poise" power in both the new 100 h.p. V-8 and the 95 h.p. Six!

Feel those "Hydra-Coil" Springs in front teamed with "Para-Flex" Springs in the rear!

Feel the wheel... you'll love that arrow-straight steering!

Feel that heavy gauge steel "Lifeguard" Body and 5 member box section frame 59% more rigid

Feel those "Magic Action" brakes... up to 35% easier acting... they're "King-Size" too

# '49 FORD

There's a Ford in your future

"Drive a Ford and FEEL the difference"

## Matador Auto Company



## FARM MARKET HAS VARYING TRENDS

Southwest farm markets experienced widely varying trends during the past week, the U. S. Department of Agriculture's Production and Marketing Administration reports.

Cattle markets closed Monday's trade \$1 lower to \$1 or more higher for the week. Calves lost \$1 at Houston with common and medium grades selling at \$19 to \$24. Similar kinds brought \$17.50 to \$22 at San Antonio and Fort Worth. Good and choice vealers sold up to \$26 at Oklahoma City, \$28 at Wichita and Denver and \$30 at Kansas City. Wichita paid \$22 to \$24 for good & choice calves.

Hogs changed little at Texas markets but gained \$1 to \$1.25 at other terminals. Top butchers sold at \$22.50 at San Antonio, \$21 at Fort Worth, \$21.50 at Oklahoma City, Wichita and Kansas City and \$22.50 at Denver. Most sows moved in a spread from \$16 to \$18. Pigs brought \$12 to \$18 in Texas and to \$19 in Oklahoma.

End of holiday demand, coupled with increased production brought lower egg prices again this week. Current egg receipts sold about 5 cents a dozen lower at Fort Worth, Dallas and Denver to bring 40 to 45 cents Monday. New Orleans paid 45 cents. Fryers fell to 29 to 30 cents in Northwest Arkansas.

Wheat lost two cents a bushel, oats 1, and sorghums 4 cents a hundred pounds. Other grains changed very little for the week. No. 1 hard wheat closed Monday at \$2.40 to \$2.45, at Texas common points, and No. 2 oats around \$1 at Galveston. No. 2 yellow milo brought \$2.68 to \$2.73 per hundred pounds.

Wheat millfeeds and corn feeds showed little change, but other feedstuffs sold weak to lower. Kansas City quoted No. 1 alfalfa hay unchanged at \$30 a ton and up, with trucked in hay around \$33 at Fort Worth.

Cotton netted advances of 25 to 75 cents a bale. Spot middling 15-16 inch closed Monday at 32.25 cents a pound at Dallas, 31.95 at Houston and 32.10 at Galveston and New Orleans.

## County Has Substantial Bond Sales

Citizens of Motley county bought \$123,257.50 worth of U. S. Saving Bonds during 1948, according to Harry Owens of Dallas, state director of Saving Bonds, in a report to Howard Traweck, county bond sales chairman. During the same period, the people of Texas bought \$196,448,587.50 worth of these securities.

Owens said that Texans now own more than \$1.5 billion worth of Savings Bonds which earned \$42,372,000 in interest during the year.

To illustrate the practical aspects of thrift, as represented by the Savings Bonds program, he pointed out that the annual interest from bonds held by Texans, if converted into residential constructions, would build 4237 homes costing \$10,000 each, or, if considered in terms of higher education or wages and salaries, would give a four-year college education to 14,124 students at the rate of \$750 per year, or provide an income of \$225 per month for a full year for 15,693 persons.

Mr. Owens said that of the state's total bond sales last year, Series E, the "people's bonds," accounted for \$139,591,216.25, or 71 per cent.

"There are more Savings Bonds in the hands of the people today than ever before," he said, "Almost 70 per cent of all bonds ever issued are still in the possession of their original owners. The sale of Series E bonds in Texas alone during 1948 was \$4,940,447.50 more than for 1947."

Miss Rachel Patton and Mrs. Alvin Stearns visited in Hale Center Sunday with their brother and family. Mr. and Mrs. Tom Patton.

Carbon Paper, Matador Tribune

## Pied Pipers

BY MR. J. M.

To one who experiences difficulty in executing a graceful walk under normal conditions, the ice and sleet this week haven't been much of an inducement for outdoor activities. To feel one's feet suddenly leave their doubtful moorings and start thrashing the air, is a thrill we do not wish to receive.

As the season approaches for another Mother-Daughter banquet, it can not be stressed too much that mothers accompany their daughters to the affair, since it is given specifically in their honor.

While extra daughters in a family will be accompanied by "adopted" mothers, or women of the community having no eligible daughters of their own (ages from 9 years through high

school), it has been observed in past years that a number of mothers, indifferent to the significance of the occasion, have declined to attend the banquet.

Personally, we have always considered it an honor to be an "adopted" mother and accompany a girl, but we have always felt sympathy for a daughter whose own mother was conspicuous by her absence.

We like the little personal notes inserted in Christmas greetings from friends with whom we do not communicate regularly. Mrs. H. C. Earle, former resident whose home is Dublin, Texas, always cheers us with her expressions of appreciation for Matador friendships. Those who know her are aware of the heartaches which have been her lot. Yet her messages always bear only cheerfulness.

News of former residents is always interesting, and any bits of information which our readers might wish to pass on to us, will always be appreciated.

Mr. and Mrs. J. L. Woodruff returned home last Wednesday from a visit in Crockett with their daughter and son-in-law, Mr. and Mrs. R. M. Dailey and in Corsicana with her niece and family, Rev. and Mrs. J. R. Cartledge.

J. E. Russell and his son-in-law Dub Drace of Lubbock returned home last week from a business trip to Baton Rouge, Louisiana.

Mrs. R. Lee Gibson and children of Levelland are here visiting with her mother, Mrs. Lizzie Archer.

Former residents, Mr. and Mrs. Marvin Vaughn and children Nancy and Key of Sundown visited here from Thursday until Saturday with his parents, Rev. and Mrs. W. B. Vaughn and friends.

Mr. and Mrs. Somar Hollingsworth and son Somer of Midland were week-end visitors in the home of her sister and family, Mr. and Mrs. Buford Hobbs. Mrs. David Guest and Mrs. Lewis Eudy of Turkey, former Matador residents, visited in Matador Thursday of last week.

## CHURCH CALENDAR

### Methodist Church

Marvin Brotherton, Pastor

Sunday: 9:45 a. m. Church School 11:00 a. m. Morning Worship 7:00 p. m. Evening Worship 7:50 p. m. M.Y.F. both Senior and Intermediates

Tuesday: W. S. C. S. meets Wednesday: 7:30 p. m. Prayer Meeting and Bible Study 8:15 p. m. Choir Practice

The Church bell rings 30 minutes before Church School time; 30 minutes before evening worship and 30 minutes before Prayer Meeting. You Are Always Welcome at the Methodist Church.

### Baptist Church

Clifford Potts, Pastor

Sunday: 10 a. m. Sunday School 11 a. m. Morning Service 6:30 p. m. Training Union 7:30 p. m. Evening Service

Monday: 3:30 p. m. Burleson Circle meets 4 p. m. Each alternate Monday, Junior and Intermediate G. A.'s meet

Tuesday: 8:00 p. m. Henrietta Shuck circle meets Wednesday: 7:30 p. m. Prayer Service.

### Assembly of God

Rev. G. B. Bowen, Pastor

Sunday: 9:45 a. m. Sunday School 11 a. m. Morning Worship 7 p. m. Evening Worship

Tuesday: 3:15 p. m. WMC meets Thursday: 7 p. m. Prayer Meeting.

### Church of Christ

Minister John C. Stepp

Sunday: 10:00 a. m. Sunday School 10:45 a. m. Church Service 7 p. m. Evening Service

Wednesday: 3 p. m. Ladies Bible Class.

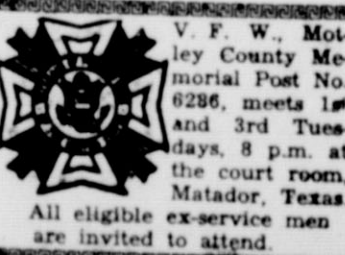
Attend The Church of Your Choice Sunday



### BOY SCOUTS of AMERICA

Troop No. 60 MATADOR, TEXAS Meets every Monday night at 7:00 p. m., at the Scout Hut

Forrest Campbell, Scoutmaster Billy Ray Neighbors and Dennis Bryant, Assistant Scoutmasters



V. F. W. Motley County Memorial Post No. 4286, meets 1st and 3rd Tuesdays, 8 p. m. at the court room, Matador, Texas. All eligible ex-service men are invited to attend.



Vaccines and Supplies for Cattle, Sheep, Hogs and Poultry MATADOR DRUG

**Lucky Girl**  
She got an automatic  
**ELECTRIC BLANKET**  
for Christmas



If Santa Claus forgot to bring you this gift of sleeping comfort, you can still get your Automatic Electric Blanket and enjoy the best in sleeping comfort. Remember, more than half a million people like you are sleeping comfortably under one lightweight electric blanket secure from winter's cold blast. Blankets in your bed size—double, single, or twin—are available in four lovely colors. Get your General Electric Automatic Blanket now... and enjoy a warm winter.

**West Texas Utilities Company**

Reserve District No. 11 State No. 219

### REPORT OF CONDITION OF First State Bank

of Matador, Texas, at the close of business December 31, 1948, a State banking institution organized and operating under the banking laws of this State and a member of the Federal Reserve System. Published in accordance with a call made by the State Banking Authorities and by the Federal Reserve Bank of this District

ASSETS	
Cash, balances with other banks, including reserve balance, and cash items in process of collection	\$1,049,366.17
United States Government obligations, direct and guaranteed	1,100,000.00
Obligations of States and political subdivisions	104,693.07
Corporate stocks (including \$2,250.00 stock of Federal Reserve bank)	2,250.00
Loans and discounts (including \$1,852.78 overdrafts)	850,997.10
Bank premises owned \$19,000.00, furniture and fixtures \$9,930.55	28,930.55
Other assets	11,912.98
<b>TOTAL ASSETS</b>	<b>\$3,148,149.87</b>
LIABILITIES	
Demand deposits of individuals, partnerships, and corporations	\$2,769,185.95
Deposits of United States Government (including postal savings)	16,383.75
Deposits of States and political subdivisions	217,748.65
Other deposits (certified and officers' checks, etc.)	7,500.00
<b>TOTAL DEPOSITS</b>	<b>\$3,011,818.35</b>
<b>TOTAL LIABILITIES (not including subordinated obligations shown below)</b>	<b>\$3,011,818.35</b>
CAPITAL ACCOUNTS	
Capital*	\$37,500.00
Surplus	37,500.00
Undivided profits	50,331.52
Reserves (and retirement account for preferred capital)	12,000.00
<b>TOTAL CAPITAL ACCOUNTS</b>	<b>\$137,331.52</b>
<b>TOTAL LIABILITIES AND CAPITAL ACCOUNTS</b>	<b>\$3,148,149.87</b>
*This bank's capital consists of: Common stock with total par value of \$37,500.00	
MEMORANDA	
Assets pledged or assigned to secure liabilities and for other purposes \$180,000.00	
I, Elmer Stearns, Vice-President of the above-named bank, hereby certify that the above statement is true to the best of my knowledge and belief.	
Elmer Stearns,	Director.
C. D. Bird,	Director.
Harry H. Campbell,	Director.
R. Stapleton,	Director.
State of Texas, County of Motley ss: Sworn to and subscribed before me this 11th day of January, 1949.	
(Notary's seal)	M. S. Patton, Notary Public Commission expires 6-1-49.

**Coming JAN. 22**

## New Chevrolet for '49

*Tested and Proved...*

**on the world's toughest Proving Ground**

ITS ECONOMY WAS PROVED HERE

ITS RIDING COMFORT WAS PROVED HERE

ITS DURABILITY WAS PROVED HERE

ITS RELIABILITY WAS PROVED HERE

ITS DEPENDABILITY WAS PROVED HERE

ITS SPEED WAS PROVED HERE

ITS STABILITY WAS PROVED HERE

ITS IMPROVED PERFORMANCE WAS MEASURED HERE

ITS DURABILITY WAS CHECKED HERE

ITS POWER WAS PROVED HERE

ITS VISIBILITY WAS PROVED HERE

WHEN you see the 1949 Chevrolets, a glance will be enough to tell you they're new—all new—in line and contour, in beauty and style. And when you look inside, and under the hood, and beneath the chassis, you'll see that their newness is not merely in outward appearance, but in design and engineering and construction as well.

But, to a lot of people, the 1949 Chevrolet is already old. They know what it will do, and how exceedingly well it will do—it they know all about its performance, its comfort, its power, safety, durability and economy. They are the engineers and technicians of the General Motors Proving Ground—the largest, most completely equipped, outdoor testing laboratory in the automobile world.

Here, before a single new 1949 Chevrolet went into production, experimental models were tested—made to show that they possess, in greater measure than ever, all those qualities on which Chevrolet has built its leadership.

In short, the General Motors Proving Ground tests are your assurance that your new-model Chevrolet has proved its worth through many months and many, many thousands of miles of rough handling.

Soon you will see the new Chevrolet—and when you do, you will see a car not only new, but tried and true.

**STRIKES A NEW NOTE**

## CAMPBELL CHEVROLET COMPANY

Matador, Texas



Matador, Motley County, Texas, Thursday, January 13, 1949

**TURN HOME WITH PARENTS**  
 v. and Mrs. W. O. Wright returned to their home in Marlin last week after visiting here with their daughter and family, and Mrs. John Stevens. They were accompanied home by their two small granddaughters, Sandra and Sue Stevens.

Adding Machine Rolls, Tribune

# County Treasurer's Report

QUARTERLY REPORT OF GERTRUDE SMITH, COUNTY TREASURER OF MOTLEY COUNTY, TEXAS, OF RECEIPTS AND EXPENDITURES FROM OCTOBER 1, 1948 TO JANUARY 1, 1949, INCLUSIVE:

**Jury Fund, 1st Class**

Balance last Quarter	953.43
Amount received during Quarter	\$6,220.17
Amount paid out during Quarter, Ex. "A"	\$4,965.51
Amount to Balance, January 1, 1949	\$2,208.09
Balance	\$7,173.60

**Permanent Improvement Fund**

Balance last Quarter	12,652.23
Amount received during Quarter	19,725.12
Amount paid out during Quarter, Ex. "B"	\$2,587.13
Amount to Balance, January 1, 1949	\$29,790.22
Balance	\$32,377.35

**General County Fund**

Balance last Quarter	O. D. 4,388.85
Amount received during Quarter	\$14,675.96
Amount paid out during Quarter, Ex. "C"	\$8,903.06
Amount to Balance, January 1, 1949	\$1,384.05
Balance	\$10,287.11

**Road & Bridge Fund, No. 1 Class**

Balance last Quarter	\$4,487.73
Amount received during Quarter	\$4,960.40
Amount paid out during Quarter, Ex. "D"	\$1,332.26
Amount to Balance, January 1, 1949	\$8,115.87
Balance	\$9,448.13

**Road & Bridge Fund, No. 2 Class**

Balance last Quarter	\$410.31
Amount received during Quarter	\$3,438.57
Amount paid out during Quarter, Ex. "E"	\$2,001.41
Amount to Balance, January 1, 1949	\$1,847.47
Balance	\$3,848.88

**Road & Bridge Fund, No. 3 Class**

Balance last Quarter	\$1,451.66
Amount received during Quarter	\$2,973.69
Amount paid out during Quarter, Ex. "F"	\$1,313.53
Amount to Balance, January 1, 1949	\$3,111.82
Balance	\$4,425.35

**Road & Bridge Fund, No. 4 Class**

Balance last Quarter	\$482.91
Amount received during Quarter	\$3,856.46
Amount paid out during Quarter, Ex. "G"	\$1,721.78
Amount to Balance, January 1, 1949	\$2,617.59
Balance	\$4,339.37

**Sinking Fund, No. 1 Class**

Oct. 1, 1948	Jan. 1, 1949	
No. 3	\$396.83	\$401.34
No. 4	\$986.99	\$998.26
No. 5	\$5,035.10	\$5,030.06
No. 8	\$2,809.92	\$2,749.92
No. 9	\$229.40	\$7,211.26
No. 10	\$1,374.34	\$5,093.53

**Recapitulation**

Oct. 1, 1948	Jan. 1, 1949	
Jury Fund	5,880.75	2,208.09
Permanent Improvement Fund	19,833.24	29,790.22
General County Fund	O. D. 337.67	1,384.05
Road and Bridge Fund No. 1	8,115.87	8,115.87
Road and Bridge Fund No. 2	1,888.32	1,847.47
Road and Bridge Fund No. 3	3,218.98	3,111.82
Road and Bridge Fund No. 4	2,435.36	2,617.59
Sinking Fund, No. 1	972.35	972.35
Sinking Fund, No. 2	396.83	401.34
Sinking Fund, No. 3	986.99	998.21
Sinking Fund, No. 4	5,035.15	5,030.06
Sinking Fund, No. 5	2,809.92	2,749.92
Sinking Fund, No. 8	O. D. 229.40	7,211.26
Sinking Fund, No. 9	1,374.34	5,093.53

**ALL NIGHT SERVICE!**  
 PHONE 114-M  
**CONOCO PRODUCTS**

**GAS — OILS — LUBRICATION  
 WASH AND GREASE  
 TIRE SERVICE — ACCESSORIES**

**RAY'S SERVICE STATION**  
 EAST OF HIGHWAY 70 "Y"

**DR. W. O. ERVIN**  
 OPTOMETRIST  
 OFFICES IN COTTLE HOTEL  
 PHONE 274-J  
 PADUCAH, TEXAS

AT CITY DRUG STORE, TURKEY, EACH FRIDAY

## Roaring Springs NEWS

(By Mrs. L. E. Cooper)

Mrs. Dean McEnroe and son, Don, were Spur visitors Friday. Mesdames Walter McWilliams and Fred Bourland of Matador were visitors here Saturday.

Mr. and Mrs. George VanCamp of California visited here last week with her sister, Mrs. Tom Swim.

Billy Joe Cooper, who is with the Brodie Construction Co., visited with his parents, Mr. and Mrs. L. E. Cooper from Wednesday until Saturday. He is located at Texhoma.

Mrs. Fred Henry has received a letter from Mrs. Glen Dobkins who with her family, is settled in her new home in Guatemala City, Guatemala, C. A. She writes that they are enjoying the tropical fruits, native cooking and warm weather.

Mr. and Mrs. Vernon Goshin, of Lamesa, spent the week-end here with her parents, Mr. and Mrs. Fred Henry.

Johnnie Moss of Floydada was here Wednesday looking after business.

Ben Dillard is on the sick list this week.

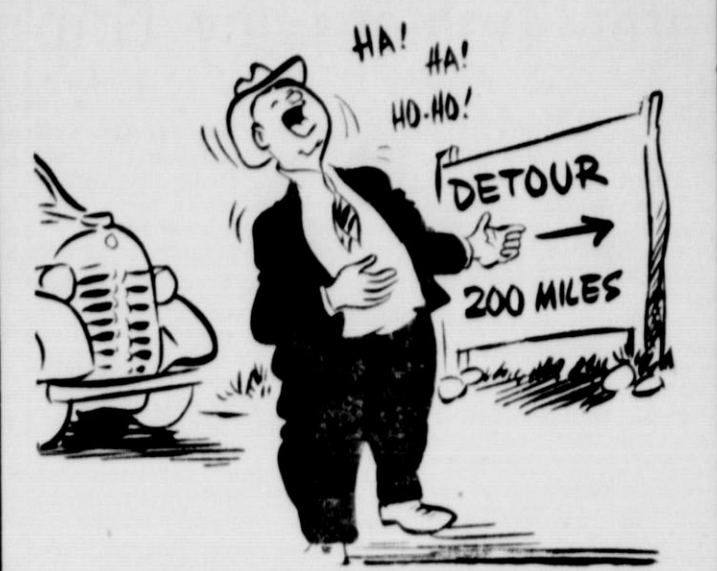
Ben Clifton, an early day settler of this vicinity, is here visiting his daughter and family, Mr. and Mrs. Earl Osburn.



**CRIPPLED CHILDREN** receive treatment at Lubbock center. Rotary Anns, who contribute time in assisting, are Mrs. Chas. A. Guy (left) and Mrs. Sam Dunn. Children, left to right, are Jimmy Postlewaite, Ronny Byrd and Tommy Potts, all of Lubbock. These children are learning through play to use muscles they have not been able to use as normal children because of a type of paralysis known as cerebral palsy some times called spastic paralysis or birth injury. They are three times called spastic paralysis or birth injury. They are three times called spastic paralysis or birth injury. They are three times called spastic paralysis or birth injury.

The Treatment Center, 1317 Tenth Street, Lubbock opened four months ago under the sponsorship of the Lubbock Rotary Club and the Lubbock Crippled Children's Society. Parents from West Texas and New Mexico bring children to the center where they are taught exercises to aid in overcoming handicaps. Exercises are continued at home between visits to the treatment center. The center is open Monday through Friday from 8:30 a. m. to 5 p. m. and is available to any child with cerebral palsy in need of such care. There are no boundaries within which the child must reside in order to receive treatment.

**Auto Jest by Campbell Chevrolet Co.**  
 STOP ME - IF YOU'VE HEARD THIS ONE!



Everyone's heard of the fine motors, parts, seat covers, tires and radios to be found at the CAMPBELL CHEVROLET COMPANY.

**CAMPBELL CHEVROLET COMPANY**  
 R. E. CAMPBELL, Mgr. • PHONE 20M  
 SALES SERVICE MATADOR, TEXAS

## SPRING THEATRE

ROARING SPRINGS, TEXAS  
 New Show Time: 7:00 p. m.

**FRIDAY — SATURDAY**  
 January 14 and 15  
**"BLACK BART"**  
 Yvonne DeCarlo, Dan Duryea, Jeffrey Lynn  
 Comedy — Serial

Preview Saturday Nite  
**SUNDAY — MONDAY**  
 January 16 and 17  
**Walk A Crooked Mile**  
 Lois Hayward, Dennis O'Keefe  
 —Comedy—

**TUESDAY — WEDNESDAY**  
**THURSDAY**  
 January 18, 19, 20  
**"Hills Of Home"**  
 Edmund Gwenn, Donald Crisp, Tom Drake, Janet Leigh and Lassie  
 Bugs Bunny in Slick Hair

**FRIDAY — SATURDAY**  
 January 21 and 22  
 Roy Rogers and Trigger—in  
**"Bells of San Angelo"**  
 Comedy — Serial

**MATADOR TRIBUNE**  
 ISSUED THURSDAYS AT MARSONIC BUILDING, MATADOR, TEXAS, BY THE TRIBUNE PUBLISHING COMPANY  
 COMBINED WITH MOTLEY COUNTY NEWS BY PURCHASE MARCH 14, 1934, AND WITH THE ROARING SPRINGS REPORTER BY PURCHASE APRIL 26, 1938.  
 THE TRIBUNE IS SUCCESSOR TO THE ORIGINAL MOTLEY COUNTY NEWS ESTABLISHED IN MATADOR IN 1892, AND ALL OTHER SUBSEQUENT COUNTY PUBLICATIONS.

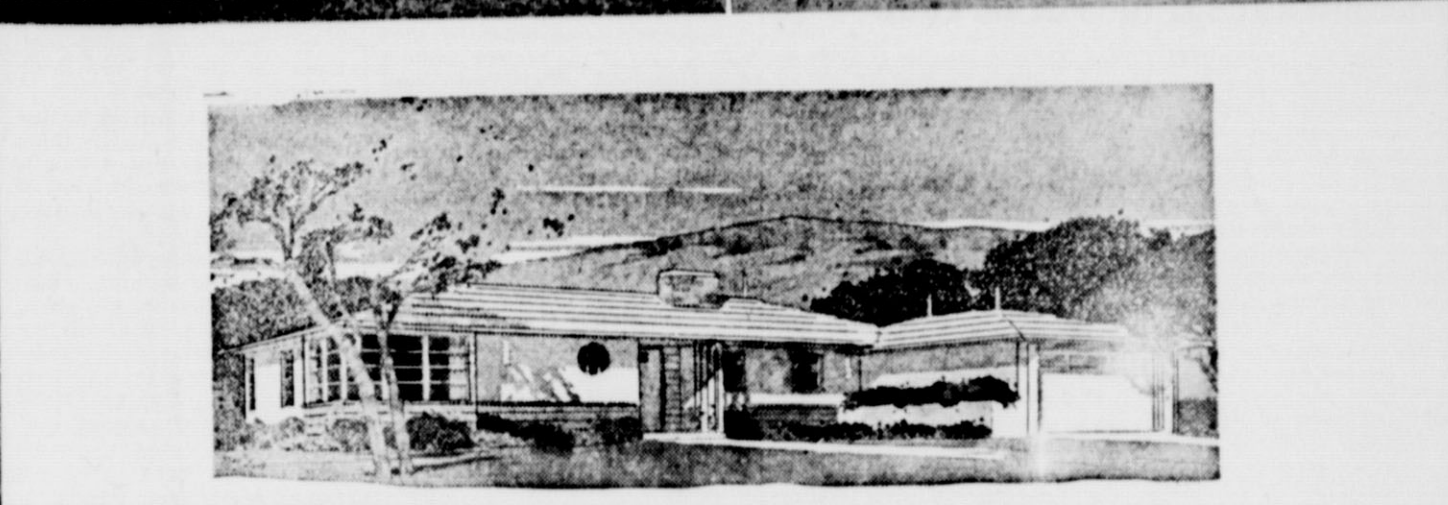
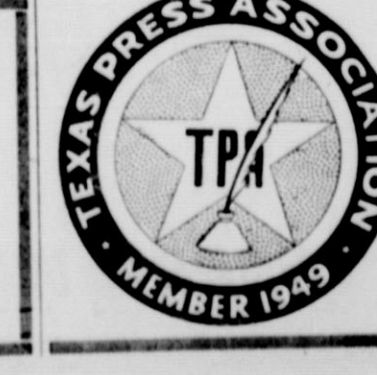
ENTERED AT THE POST OFFICE AT MATADOR, TEXAS, DECEMBER 4, 1933, AS SECOND CLASS MAIL MATTER, ACCORDING TO AN ACT OF CONGRESS, MARCH 3, 1879.

DOUGLAS MEADOR, EDITOR  
 MRS. DOUGLAS MEADOR, SOCIAL AND ASSOCIATE EDITOR  
 ELWANDA MARTIN, REPORTER AND CIRCULATION  
 EARL McBRIDE, MECHANICAL SUPERINTENDENT  
 BILLY RAY NEIGHBORS, PRINTER APPRENTICE

**SUBSCRIPTION RATES**  
 IN MOTLEY, FLOYD, COTTLE, HALL AND DICKENS COUNTIES  
 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.

**PANHANDE PRESS ASSOCIATION**



# Planning A New Home ?

## Build In BUTANE GAS

### Comfort and Convenience



**PLANNING THAT HOME OF YOUR DREAMS? You will want it comfortable, convenient, healthful and easy to keep clean. You will want BUTANE (or Propane) Gas appliances throughout and you will want the modern porcelain-finish YOUNGSTOWN STEEL KITCHENS.**

Build in these modern conveniences; floor or wall furnaces, space heaters, gas ranges and water heater, SERVEL refrigerator and Youngstown Kitchen. If you are planning a new home or rebuilding your present home let us show you how easy and economical you can plan to build these conveniences right in with other construction. It is always a pleasure to show you.

**Freeman Thacker Butane Co.**  
 Telephone No. 3 Matador, Texas



# EL MATADOR

## Kampus Klatter

Howdy keds! Did ya hear about that latest affair? There seems to be a certain Joe from Roarin' Springs who has caught Daisy Mae's eye! Only that ain't all! She has caught his eye, too! But of course they were together only Friday, Saturday, and Sunday! Tsk-tsk, too bad that Daisy can't have any more dates than that!

Say! I don't believe that Shirley E. was the only one who got a pretty watch for Christmas! Billy Martin has accumulated one from someone and I'll bet you can guess who!

We hear that Polly and Wanda didn't have but very little trouble gettin' a way home after the Lockney basketball game Friday! My, isn't it nice to have a pal like Peck?

In case you've been a wonderin' who the good lookers were from Floydada Saturday, is might pay to ask Doris? Well, is looks like Jimmie Lee is in a triangle! Anyway Bill and Bob are certainly keeping her busy!

Boy, if Doc Cross hasn't had quite a gasoline bill this last week then I miss my guess! The road shore has been kept hot from R. S. to Mary Helen's house this week!

Have you noticed what an alarming list of males we have here, gals? Maybe we can do something about it!

Well, I better shove off for this week!

So long,  
Miss El Matador  
—M. H. S.—

## My Ideal Girl

By Lewis Blevins  
Name—Sarah  
Age—16  
Height—5' 4"  
Color of hair—Brown  
Color of eyes—Blue  
Favorite record—"As Long As I Live"  
Favorite book—"River House"  
Favorite movie—"Red River"  
Favorite sport—Basketball  
Favorite food—Lemon pie  
Favorite movie star—Montgomery Clift  
Favorite comic strip—Aggie Mack  
Pet like—Football field (?)  
Pet dislike—Pushing a car  
Hobbies—Collecting cigarettes  
Pastime—Reading  
Ambition—To go to Memphis College—No  
When joined Class of '49—1943

## FLOMOT NOSED OUT BY A 23-18 VICTORY

Thursday (Jan. 7) the fast shooting Matadors won over the Flomot Longhorns by a slim margin of 23-18. With Townsend high point man with 6 points, the Matadors played a close game.

The A and B girls' games were both won over Flomot and made the night one of victory for M. H. S.

—M. H. S.—

## COMING EVENTS

Jan. 14—Friday: Basketball games with Crosbyton here at 6:30 p. m.

Jan. 18—Tuesday: Basketball games with Ralls there. Both teams will go to Ralls.

Jan. 21—Thursday: Basketball games with Spur there and both teams will go. Some day next week The Athletic "M" Club is planning to organize. More details next week.

—M. H. S.—

## HAVE YOU WONDERED—

How much longer Rosie's car will last?

Who Joe's girl is?

Why Algebra I is so hard?

How much longer that Don's feet will get?

Whether Herb has solved all of his problems?

Why Algebra I is so hard?

—M. H. S.—

## MEET A PERSONALITY

Name—Shirley Pope  
Age—16, Weight—115  
Height—5' 4"

Color of hair—Brown  
Color of eyes—Blue  
Favorite record—"As Long As I Live"

Favorite book—"River House"  
Favorite movie—"Red River"  
Favorite sport—Basketball

Favorite food—Lemon pie  
Favorite movie star—Montgomery Clift

Favorite comic strip—Aggie Mack  
Pet like—Football field (?)  
Pet dislike—Pushing a car

Hobbies—Collecting cigarettes  
Pastime—Reading  
Ambition—To go to Memphis College—No

When joined Class of '49—1943

## Boys Trim Lockney In Tight Game There; Meet Chiefs Friday

With a tight score prevailing through four exciting quarters, the Matadors edged the Longhorns in a 29 to 23 lead at Lockney Friday. Each period was faster and closer than the one before and kept the fans breathless throughout the game. With Watson Townsend's scoring of 9 points as high point man and close follow-ups of the other four, the Longhorns were beaten. Bybee of Lockney scored 6 points as high point man to almost tie Watson.

The B boys were downed with a score of 34 to 13 but played a fast game. Peck Thompson was high point man with 5 points.

Both teams will meet the Crosbyton Chiefs here Friday. The games will begin at 6:30 p. m. with three games to be played: A-boys, A-girls, and B-boys.

—M. H. S.—

## Designing Interest To Home Ec Girls

Mrs. Loyd Latimer is instructing her Home Ec classes in the art of designing materials. Her students taking Home Ec 1 and 2 are finding the designing of materials an interesting subject.

—M. H. S.—

## Doctor Yes, indeed I fear he is losing his mind.

Jerry: I don't doubt it—he's been giving me a piece of it for the last three months.

—M. H. S.—

## Soph: This class room isn't fit for a dog!

Fish: Aw, sure, it is—come on in.

—M. H. S.—

## Two-thirds of a pig's body is water.

So when a pig gains fifteen pounds, ten pounds of it is water. If you pour enough feed into him to make him put on five pounds, he won't gain it unless he gets twice so much water as feed, so you waste the feed and the money. Great drinkers, these pigs.

—M. H. S.—

## Reading the Atlanta Constitution the other day, we learned that Kentucky Fescue 31 is a popular soil-holding grass all the way in the southeast now, and that it being planted in church yards, often within a few feet of the graves of southern land-holders who fought bitterly the often-losing battle against grass Time and thinking do change, don't they?

—M. H. S.—

## There will always be a market for lots of cotton fiber but there is little prospect it will ever be the "king" it used to be.

Even so, cotton is the principal cash crop in Texas, amounting to \$639,868,000 in 1947. That's

—M. H. S.—

## Dresser scarves, apron trimmings, odd scarves, luncheon sets and bandanas are a few of the many articles designed by the girls in their classwork.

The designing which is called Batik will be finished this week and a course of sewing will be begun.

—M. H. S.—

## Farm & Ranch Chatter

With Layne Beatty, WBAP, Worth Worth, 6:30 a. m. Weekdays, 10:15 a. m. Sundays

This has been a great year, one of great gains for agriculture—except for the drought—and these gains ought to be held.

A situation is developing in cotton which many folks knew right along would come. There promises to be another surplus of lint, like there was for awhile before the war. The competition from foreign countries which have gone to producing large crops of cotton with cheap labor and the competition from synthetic fibers right here at home are things the cotton industry has been thinking hard about for a long time.

Many of us can remember when cotton seed was a nuisance to be disposed of, and so it was burned, dumped into streams, and left to rot on the ground. Then its value as a protein concentrate was discovered and now there is a demand for more cottonseed than we produce. But what about the lint?

Only negligible progress has been made toward developing a cotton variety that produces lots of seeds and very little or no lint.

—M. H. S.—

## Two-thirds of a pig's body is water.

So when a pig gains fifteen pounds, ten pounds of it is water. If you pour enough feed into him to make him put on five pounds, he won't gain it unless he gets twice so much water as feed, so you waste the feed and the money. Great drinkers, these pigs.

—M. H. S.—

## The new WBAP-TV (television) station is located near a dairy in the eastern edge of Fort Worth.

The Hired Hand (Harold Hough), popular WBAP personality of the 20's and 30's, tells that he and Amos Carter were chased from the premises by a

—M. H. S.—

## Mr. and Mrs. G. T. Bird and sons of Lubbock are here visiting with his parents, Mr. and Mrs. Glenn Bird.

Miss Annette McWilliams of McDonald, New Mexico is here visiting with her grandparents, Mr. and Mrs. W. L. McWilliams.

Mr. and Mrs. Pat Sheridan, Jr. of Lorenzo visited here over the week-end in the home of his parents, Mr. and Mrs. Pat Sheridan.

Also visiting in the Sheridan home were Mr. and Mrs. J. C. Richards and son Jimmy of Lubbock.

—M. H. S.—

## Jersey bull from the neighboring pasture, when they first went to inspect the new station.

—M. H. S.—

more than a third of the total. Next in line was cattle and calves with \$390,676,000. The figures came from the University of Texas Bureau of Business Research.

We appreciate all those Christmas cards and letters which came wishing us happy holidays never met, and that puts us at a slight disadvantage because we can't express adequately how we feel about those kindesses. The Redhead put a good many of our cards in those little cubby-holes around the walls (can't think what you call them) which were built there for knickknacks, pictures and such. It makes a clever, colorful display

—M. H. S.—

Reading the Atlanta Constitution the other day, we learned that Kentucky Fescue 31 is a popular soil-holding grass all the way in the southeast now, and that it being planted in church yards, often within a few feet of the graves of southern land-holders who fought bitterly the often-losing battle against grass Time and thinking do change, don't they?

—M. H. S.—

## Two-thirds of a pig's body is water.

So when a pig gains fifteen pounds, ten pounds of it is water. If you pour enough feed into him to make him put on five pounds, he won't gain it unless he gets twice so much water as feed, so you waste the feed and the money. Great drinkers, these pigs.

—M. H. S.—

## The new WBAP-TV (television) station is located near a dairy in the eastern edge of Fort Worth.

The Hired Hand (Harold Hough), popular WBAP personality of the 20's and 30's, tells that he and Amos Carter were chased from the premises by a

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### BUILD for Happiness BUILD a 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

## HIGGINBOTHAM-BARTLETT COMPANY

LUMBER, BUILDING SUPPLIES AND HARDWARE

### DANGER AHEAD! Detour to INSURANCE

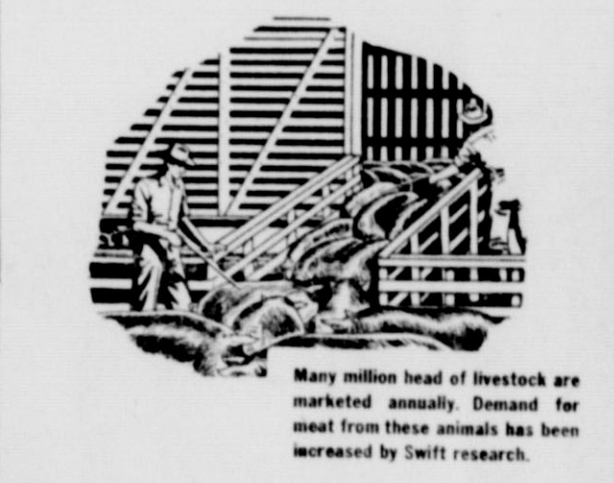
"It was a terrible crash... the driver of the other car killed; my wife injured. There were no witnesses, but my insurance company made a thorough investigation, clearing me completely. A tragic experience that could have been worse—without insurance!"

AUTOMOBILE — FIRE — GENERAL

## BILL PIPKIN Insurance

FIRST STATE BANK BUILDING

# New Markets are Born in a Test Tube



Many million head of livestock are marketed annually. Demand for meat from these animals has been increased by Swift research.

From livestock country to city counter, science blazes the trail for a thriving livestock-meat industry. Among these trail-blazers are 400 trained personnel in the Swift research laboratories and test kitchens. Pioneer-scientists, they develop new meat products—find new uses for more and more livestock by-products. Scientist-salesmen, they create new markets—better values for your livestock.

Yes, their work means money to you... millions! The average annual commercial slaughter for the last ten years was over 28½ million cattle and calves, nearly 65 million hogs, and over 22 million sheep and lambs. That's a lot of meat—and it's a lot of by-products, too! Cowhides, pigskins, and sheepskins, by the millions, for everyday leather goods. Well over 50 million pounds of pulled wool annually for cloth and clothing. Thousands of tons of lards and soaps for home and industry. Carloads of animal feeds. Tons of hair for upholstery. The list is almost endless.

Research found how to derive life-saving pharmaceuticals from animal by-products. Here numbers are important. For example, tiny glands from many thousands of animals must be saved to produce one pound of adrenalin, powerful heart stimulant. To yield one pound of crystalline insulin, vital in the treatment of diabetes, the pancreatic glands of 20,000 cattle are needed. Important, too, is albumin, tuberculosis "detector" recovered from cattle blood—and many more beneficial, all-important medicinal products derived from animal slaughter.

Now recent research has developed an entirely new line of important chemicals from fatty acids. One chemical from fat makes clothing water-repellent. Another is a flotation agent, useful in the separation of phosphates for fertilizers. Another prolongs the life of synthetic tires by causing them to run cooler. And detergents, "soap substitutes," have been recovered for use with hard water in the home and industry. So the list grows, from day to day.

Yes, science performs a direct, very valuable business service for you, the livestock producer. Through new products and new markets, it 1) maintains or improves the position of meat on the American menu; 2) often reduces the price we get for the meat to less than we pay for the live animal; 3) enables the meat packer to pay you more for all your livestock.

### OUR CITY COUSIN

City Cousin, little chump—  
Stuck his tongue on a frosty pump!

New products are developed, new uses are found for meat and by-products in Swift's Food Research Laboratories. Thus our "scientist-salesmen" help you find wider outlets for your livestock.



## Business Must Serve

As you look about your own neighborhood you'll find some men who are assets to the community, others who add nothing to community life. These good citizens may be large operators or "little fellows." You do not rate them by the size of their operations but by their characters, abilities and what they contribute to the good of the community.

This same principle holds true in business. The business that performs worthwhile services to the community is an asset, whether it be a local concern or a big national organization. In our livestock-meat industry both large and small meat packing plants are essential. Two-thirds of our country's livestock is raised and fed west of the Mississippi, where the great grainlands and grasslands are... Two-thirds of the meat is eaten east of the Mississippi, where most of the people live. Large packers are needed to handle the processing and distribution of meat for a nation of 145,000,000 people.

Swift & Company has grown with the expansion of the United States in the past 65 years. That's because we perform services of value to the people of America—to farmers, ranchers, meat dealers, and consumers of meats. We have to be efficient to provide these services. Meat packers have applied to meat products the economies of mass-production and mass-marketing. We have developed one of the lowest cost food distributing systems in the nation. By saving by-products and by reducing waste, we increase the value of producers' livestock.

But so keen is the competition—in both the buying and selling ends of our business—that these services have averaged us, over the years, earnings of only a fraction of a cent per pound of meat.

To all of our friends on the farms and ranches of America, we of Swift send our sincere best wishes for a happy, peaceful and prosperous New Year.

John Hobson  
President, Swift & Company

### Martha Logan's Recipe

PORK AND NOODLES (Yield 4)

1 pound ground pork	1 4-oz. package egg
Seasoning	2 quart hot water
Flour	1/2 cup diced rutabaga
2 tablespoons shortening	1 cup diced rutabaga