

Government To Prop Declining Meat Prices

Motley County Named In Drought Disaster

Rep. Reeves Voices Plight Of Eleven Stricken Counties

Immediate Aid For Farmers, Ranchers Pledged By Benson

WORKING through the heat of the blistering day without lunch, State Representative Elbert Reeves was selected by 11 counties as their spokesman Saturday when Secretary of Agriculture Benson heard delegations from the drought areas.

In addition to his own county, Representative Reeves spoke for the following: Dickens, Cottle, Kent, King, Haskell, Stonewall, Jones, Knox, Eastland and Comanche.

"Our problems are identical in the cotton and cattle-raising counties," Rep. Reeves said, "and any plan that will benefit any of us will benefit all. One of the most important considerations is this: if we are to receive help we must have it immediately. We feel that cotton-seek cake at \$25 per ton and hay at \$10 per ton would be a fair comparison to the present price of cattle." He received a loud ovation for his brief and direct approach to a possible solution to the farmers and cattleman's problem.

Attends Press Meet

Shortly before leaving for Austin Secretary Benson granted a 30-minute press conference in the Caprock hotel Navajo room. It was attended by Representative Reeves and Douglas Meador, Secretary Benson talked before five microphones and before television cameras. "Cotton John" Amarillo radio farm and ranch announcer showed the secretary a copy of a menu from the Caprock hotel in which T-Bone steak was priced at \$3.50 per order. Secretary Benson who had already read the menu, said, "that is bringing the problem pretty close to home."

Dry Weather Forecast

Daily newspapers yesterday said "Southwestern cattlemen, divided in their opinions of administration moves against the deadening drought, faced further bad news from the Weather Bureau.

"A hotter-than-normal July was forecast in Central and Western states with dry conditions continuing from the Southwest into the Central plains."

HOME FROM HOSPITAL

Karen Sue Webb has returned home from the Scottish Rite Hospital in Dallas, where she recently underwent surgery on her shoulder. Her parents, Mr. and Mrs. R. S. Webb drove to Dallas Monday to accompany her home Tuesday. Karen Sue will have to return to the hospital in about two weeks for examination.

KEEPING HIS PLEDGE to drought-stricken farmers and ranchers, Secretary of Agriculture Ezra Taft Benson who Saturday declared in Lubbock that action would start in a matter of hours, has announced 152 Texas counties and 40 counties in Western Oklahoma to be disaster areas.

With tears in his eyes the Utah farmer who was appointed a member of President Eisenhower's cabinet, told West Texas delegations in the Caprock hotel ballroom Saturday afternoon that "the loss of foundation herds means more than the loss of money part of your hearts go with them."

Motley county delegation included State Representative Elbert Reeves, Ralph Stapleton,

TELEGRAM

Washington, D.C. June 30
Matador Tribune:
Farmers and ranchers your county eligible for aid disaster relief program. Suggest meeting with county agent for full particulars and procedures.
Walter Rogers.

Elmer Stearns, Ben Edwards, Frank Montgomery and Douglas Meador. Also attending the meeting were county Judge Vance Gilbreath and Joe Bloodworth.

Almost without exception those hearing the Secretary of Agriculture were impressed with his sincerity and his understanding of the problems faced by farmers, ranchers and businessmen of the vast drought-stricken area. He flew from Lubbock to Austin where he met Governor Allan Shivers for further discussion on the emergency relief program.

Beef Buying Ordered
Secretary Benson Tuesday announced that the Department of Agriculture will buy "at least 200 million pounds of canned beef and gravy, hamburger and boned beef to bolster the "ruinously low" prices drought-hit cattlemen are receiving for their cattle.

Benson said the purchase would begin immediately and continue for the next 20 weeks. Some of the meat will be used for the armed forces and stores made available for the government's participation in the school lunchroom program.

While in Lubbock Saturday Secretary Benson made a 50-mile tour of the drought area in the neighborhood of Lamesa where drought conditions have prevailed for three or four years. He said he was deeply impressed with conditions he found and that he would convey them directly to President Eisenhower, whom he met Monday to discuss the problems.

Credit Is Needed

"You men are not asking for gratuities and handouts... you need some help but you are not asking for anything you can not repay," Secretary Benson told his sweating, hopeful audience.

The program as outlined would provide cottonseed and other concentrates to be made available for maintenance of herds and flocks at prices producers can afford to pay, (2) lower freight rates to aid movements of livestock and feed in and out of the drought area, (3) a supplemental credit program set up to have livestockmen and farmers stay in business.

Dance Scheduled By Old Settlers

Announcement was made yesterday that a benefit dance will be held the evening of July 4th (Saturday) at Old Settlers Roaring Springs pavilion. Music will be provided by a Childress orchestra, the announcement declared.

Proceeds from the dance will be used to augment the general fund of Old Settlers association.

TO DALLAS

Wylie Lee and daughter, Suzie made a recent trip to Dallas, where the latter received a check-up in Scottish Rite Hospital for Crippled Children. Little Suzie was a victim of polio here last year.

VOICE OF THE Foothill Country

Matador Tribune

59-NO. 16

MATADOR, MOTLEY COUNTY, TEXAS, THURSDAY, JULY 2, 1953

PRICE SEVEN CENTS

RAIL DUST BIG MOVING JOB ALMOST COMPLETE

By DOUGLAS MEADOR

One of the biggest moving jobs in Matador during recent years is just about completed. With the soda fountain placed in operation yesterday, Stanley Pharmacy is moved across the street to the Jackson building (corner of Main and Duncas Sts.).

In addition to the regular force, extra crews of mowers, plumbers, electricians and carpenters have toiled long hours during the past week to complete the building and transfer the stock and fixtures.

When the moving job is complete and the fixtures have been remodeled, the drug store will compare favorably with the largest and finest anywhere in this area. The 500-sq. feet of floor space (exclusive of two large vaults) provides adequate display room for the large stock of merchandise and also ample storage for the large amount of merchandise being received.

One of the most attractive features of the new location is the refreshing refrigerated air provided by two large General Electric coolers. Roof of the big building was completely insulated before moving of the store was started.

R. M. Stanley, manager, said yesterday that he hoped to have the fountain completely installed by tomorrow and that all departments would be in operation. The prescription department was among the first to be moved so that service could be maintained without interruption.

Grandparents Go To Hospital Bedside Of Victor Fogerson
Mr. and Mrs. R. A. Day, accompanied by her sister, Mrs. George Birchfield, were called to Amarillo Tuesday to the bedside of their grandson, Victor Fogerson, 15, son of Mr. and Mrs. Ware Fogerson of Silverton.

The youth was conveyed to Northwest Texas Hospital Monday night, by his parents, after their Silverton physician expressed fear that the boy suffered from a brain infection.

Calculated lie will produce few on the appealing fruit of friendship and rust on the bright rod of faith.

Journalists are given to ponder the mystery of what happens in rooms after the brief accents of their appearance at being ceremonies.

One of the greatest truths of ages is that no man is defeated in a worthy ambition except by his own will.



FENCES OTHER THAN POLITICAL, being repaired by State Representative Elbert Reeves who recently returned from Austin to face one of the most disastrous drought conditions ever recorded in West Texas. Rep. Reeves, who operates the Reeves farm and ranch estate northeast of Matador, was immediately confronted with the necessity of selling part of the herd and said yesterday that selling more cattle is his only alternative unless some form of relief is made available. "I am convinced," he declared, "that there is nothing wrong with the country that ten days of slow, steady rains will not cure."—Douglas Meador photo, Engraving courtesy Lubbock Avalanche.

RUFUS H. TANNER CLAIMED BY DEATH

Rufus H. Tanner, resident of Motley county the past thirty-eight years, died Monday, June 29, at 8:30 a. m. in Stanley Hospital here, after suffering a stroke last Thursday.

Funeral services were conducted Tuesday at 3:00 PM in the First Baptist Church at Flomot by the pastor, Rev. A. L. Eubanks, assisted by Rev. H. T. Harris, Baptist pastor of Whiteflat.

Masonic graveside rites were held in Flomot Memorial Park, where interment was made. Pall bearers were: Bill Morris, Joe Speer, Elbert Reeves, Odie Crosswell, Tom Spears and Louis Amick. Funeral arrangements were directed by Eudy-Seale Funeral Home of Matador and Turkey.

(continued on back page)

Roaring Springs Places New Well In City Service

City of Roaring Springs has a new water well in service and is provided with an abundance of good water. Mayor Caldwell Smith announced this week.

The new well, on city property, near the location of the old well is only about 30 feet deep but is capable of producing 200 gallons of water per minute.

Soon after the new well went into operation the pump became defective and it was necessary to replace it with new equipment. During the brief period the city experienced a temporary water shortage.

With the new well and new equipment, Roaring Springs is selling water to a number of customers. Railroad car-loading facilities and a truck loading hydrant make it possible to serve all customers.

Boss Lion Moss Is Club's Delegate At International

Newly inaugurated Boss Lion of the Matador Club, Bill Moss is enroute to the "Windy City" as delegate at Lions International convention which will open Monday, July 6th, and continue through the week.

Boss Lion Moss and Mrs. Moss with their sons, Dick and Glenn, left Matador Friday morning on the long motor trip to Chicago, via Neosho, Missouri, where they visited his parents, Mr. and Mrs. John Moss, who will keep the grandsons while the boys' parents are in Chicago.

Before leaving here, the Mosses secured tickets to the "Welcome Travelers" radio show for July 8-9.

Carolyn Pohl is visiting in Slaton this week in the home of Mr. and Mrs. B. B. Castleberry.

In Appreciation

San Angelo, Texas June 15, 1953
Mr. Douglas Meador, Mayor City of Matador, Texas
Dear Mayor Meador:
The check for the City of San Angelo for \$101 has been credited to the Disaster Relief Fund.

I speak for the people of San Angelo and especially those of the disaster area in offering you our sincere thanks and appreciation. It is through the kindness of people such as those of Matador that we have received our greatest help.

It is indeed a comforting feeling and a great consolation for us to know that we have friends standing by, willing and able to assist us in this time of need.

Very sincerely yours,
Armistead Rust, Mayor.

Laundry Announces Operation Change

Effective this week the Matador Laundry will be closed Fridays and Saturdays, according to C. B. Halle, manager. Previously the laundry had operated on a five-day weekly schedule. The four-day week schedule will be in operation until further notice.

The Easy-Way Laundry, operated by Walter Donghe, will remain in operation on Fridays, Mr. Halle declared.

HERE FROM KANSAS

Mr. and Mrs. Ralph Horton and daughter, Linda, of Carlisbad, N. M. visited here this week with her parents, Mr. and Mrs. W. W. Clements.

BEST WATER WELL in Matador is shown above a few hours after the developing pump was placed in operation. By the following day after this photograph was made the well was producing 200 gallons per minute and has provided the city with an abundance of water in the critical period. In the photograph, left to right, Lee Burns, his son, Clinton Burns, driller Bill Woodin (with hand in pipe), Mrs. Woodin, P. H. McDorman, Mr. and Mrs. Woodin's son, W. H. Boyers and Elzie Stone. The well is located in the northeast part of Matador, and required 1,500 ft. of pipe to reach the city reservoirs.

City With Water Surplus Has Reduced Consumption

Matador residents used 10,000 gallons of water in June, gradually dropped back to 300,000 gallons Sunday. Extreme heat during June broke all previous records. The mercury reached 100 degrees for 25 of the month's 30 days. On June 14 it climbed to 112 degrees and the daily average for water Superintendent Lee Burns Monday night shut down three pumps because water meters had reduced their requirements. The first day after the well was placed in operation the 24-hour consumption was 515,000 gallons, but

(Continued on back page)



ONE OF THE FIRST meetings to consider relief for farmers and ranchers in the disaster area was held here, evening of June 22, on the courthouse lawn. In the above picture C. H. DeVaney of Coahoma, vice-president of the Texas Farm Bureau Federation, is discussing the suggestions for relief sent in a telegram to President Eisenhower. In the lower foreground is John Hunter, President of the Motley County Farm Bureau, who served as chairman. Microphones and loud-speakers were placed so that the farmers and ranchers who sat on the courthouse lawn grass could hear and talk if they desired to offer a suggestion.

Church and Society

Miss Jama Lewis And Frank Capshaw Are Wed In Roaring Springs Church Ceremony

Miss Jama Lewis, daughter of Mrs. W. A. Lewis, of Roaring Springs, became the bride of Frank Capshaw of Lubbock at 3 PM Sunday, June 28, in a formal wedding in the Methodist Church, Roaring Springs. Mr. Capshaw is the son of Mrs. S. C. Capshaw of Floydada, and the late Mr. Capshaw.

Miss Gwen Cooper, who sang "Love You Truly" and "All of Me" was accompanied by Mrs. Kingery, pianist. Mrs. Kingery also played the wedding marches.

Rev. R. L. Jameson, recently retired pastor of the church, officiated at the ceremony. The double ring ceremony was held at the church, where baskets of gladioli and fern with blue and white bows, and candelabra with blue and white bows, decorated the setting for the rites. The organ and piano were decorated with fern and white carnations. Blue satin bows reserved the pews for the families.

John Ray Hunter and Wood Cargile served as ushers. Kaylee Lewis, her sister's only attendant, wore a blue nylon dress with full, tucked waist-length skirt, white and pink accessories, and pink carnation corsage.

G. B. Capshaw of Floydada was his brother's best man. **Wears Traditional White**

The bride, given in marriage by her father, wore a full-skirted ballerina length gown of white nylon net and lace over taffeta. The lace bolero, topping the strapless bodice, was fastened at the collar with a white gold filigree brooch set with diamonds and sapphires, given Mrs. Lem Miller by Mr. Miller before their marriage 23 years ago. She wore white nylon gauntlets and carried a gardenia bouquet on a white Bible. Her nylon net veil was attached to a calotte of white lace daisies studded with rhinestones.

A reception for the wedding party and the families of the couple was held at the home of the bride's parents.

The refreshment table was laid with a lace cloth, crocheted by the bride's grandmother.

Miss Gwen Cooper presided at the punch bowl, and Mrs. Hulin Cargile served the three-tiered wedding cake. Mesdames Charlie Posey and Jo Covey took pictures of the couple as they cut the bridal confection.

When the couple left for their home, 2507 Second Place, Lubbock, the bride wore a blue tissue shantung dress with white accessories.

Recovers From Illness

The bride graduated from Roaring Springs High school in 1931, and the groom from Floydada High school, the same year. After her graduation, the bride entered the nursing school of Lubbock Memorial Hospital, studying also at Texas Tech. She was forced to give up her training because of a spinal ailment which caused her to be hospitalized for several months. Her baffling illness was finally diagnosed and cured by a Tulsa orthopedist. The groom is employed by the traffic department of the City of Lubbock.

Out-of-town guests at the wedding were: Mrs. S. C. Capshaw, J. D. Goodgion, Miss Wanda Fox and Mr. and Mrs. Gus Loyd of Floydada; Mr. and Mrs. George Goodgion, Mr. and Mrs. Marvin Norman of Lubbock; Mr. and Mrs. Nolan Orborn, Plainview, and Bill Marvin Lewis of Tulsa, Okla., the bride's nephew.

The romance has held wide interest because of the bride's baffling illness, and the constant attendance during her illness, of her fiancé.

Pre-Nuptial Shower Honors Miss Lewis

A pre-nuptial shower held Tuesday, June 23, in the home of Mrs. Lem Miller of Roaring Springs, was a courtesy for Miss Jama Lewis, bride-elect of Frank Capshaw of Lubbock. Mesdames Paul Sweatt, Charlie Posey, W. H. Marshall, Newton Fletcher, Hulin Cargile and Jo Covey were co-hostesses. Mrs. Miller received the guests.

The reception table was in the bride's chosen colors of white and blue, with blue shag daisies striking a note of color. Mrs. Paul Sweatt poured, and Mrs. Marshall served the white cake squares topped with blue rose buds. Mrs. Covey assisted in serving.

Mrs. Cargile was in charge of the display of gifts, which were arranged previous to the entertainment hour.

Mrs. Fletcher presided at the bride's book, a white, blue and silver book made by the bride's mother. Its white satin back featured a veiled picture of the bride-elect, framed with a silver wish-bone. Approximately forty guests and hostesses registered, and many others sent gifts.

Out-of-town guests who attended the shower included the groom-elect's mother, Mrs. S. C. Capshaw of Floydada; his sister Mrs. George Goodgion, Lubbock; Mrs. Gus Loyd and Miss Wanda Fox, of Floydada, and Mrs. Alvin Stearns, Matador.

Monday night visitors in the home of Mr. and Mrs. Albert Rattan were Mr. and Mrs. John Burleson of Odessa. Saturday night visitors were Mr. A. C. Cook, brother of Mrs. Rattan, and two daughters, Evelyn and Charlotte of Leesburg, Virginia. Mr. Cook works for the Agriculture Department in Washington.

Mr. and Mrs. Orvel Wells and children of Washington are visitors in the home here. Dr. and Mrs. A. C. Traweck, Sr.



MRS. JAMES M. HORN

Mrs. James Horn Is Complimented At Bridal Shower Given In Stanley Home

The home of Dr. and Mrs. J. S. Stanley, Monday night was the scene of a bridal shower complimenting Mrs. James M. Horn, the former Clotelle Willie.

Hostesses for the occasion were, Mesdames Stanley, Harry Campbell, J. Farris Fish, A. C. Traweck, Jr., C. P. Waybourn, Albert Rattan, Forrest Campbell, Glenn Woodruff and Vance Gilbreath. Others in the house party were Mrs. R. E. Donovan and daughter, Rose Carolyn, aunt and cousin of the bride; Mrs. Marvin Patton, Mrs. Charlie Keith and Miss Mary Keith, also her cousins; and Misses Ruth Marie and Kay Stanley.

Miss Rose Carolyn Donovan received the guests, and Kay Stanley assisted with the gifts. Popular love songs were sung by Miss Ruth Marie Stanley and Miss Eleanor O'Kelly, accompanied at the piano by Miss Bette Fran Montgomery. Mrs. C. P. Waybourn and Mrs. Harry Campbell registered the gifts during the receiving hours of 7:30 to 10:00 PM.

Blue and pink carnations in a

crystal bowl flanked by blue candles in triple candelabra, featuring the bride's chosen colors, was the centerpiece for the refreshment table, which was laid with a white cutwork linen cloth. Blue lace streamers extended from the center to the four corners of the table, and contained silver letters with the inscription, "Clotelle and Jim, June 7, 1953". Blue and pink tea napkins, and the crystal punch service completed the table appointments. Tea cookies were served with the punch, which was poured by Mrs. Donovan.

Eighty-four guests called during the reception, with many others sending gifts. Mrs. J. E. Newton of Dougherty attended from out-of-town.

Morris, Bess Patton, Jud Neighbors and Walter Russell, and Misses Treva McDonough, Marlene Bailey and Dorothy McMahon.

Miss Dorothy McMahon presided at the bride's book, where guests registered from 3:00 until 7:00 PM.

Lime punch was served with cookies and decorated cake squares, at the lace-covered refreshment table, with Miss LaRoyce Mitchell presiding at the punch bowl.

Mrs. Watson is the former Neida Faye Spray of this community, whose parents, Mr. and Mrs. Tom Spray recently moved to Fort Worth from here.

Out-of-town guests attending the shower was Mrs. Foy Watson of Spur, mother-in-law of the bride.

Mrs. C. R. Watson Honored At Shower

Mrs. Charles Watson of Spur, was honored at a shower in the home of Mrs. Floyd Henderson, Thursday, June 25. Co-hostesses were: Mesdames W. M. Clifton, Bill Smith, Roy Mitchell, Ida

FOR ATHLETE'S FOOT USE A KERATOLYTIC BECAUSE—

IT SLOUGHS OFF the tainted outer skin to expose buried fungi and kills it on contact. Get this STRONG, keratolytic fungicide, T-4-L, at any drug store. If not pleased IN ONE HOUR, your 40¢ back. Now at Stanley Pharmacy. (adv.)

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Costume Jewelry

We repair all makes and models watches, clocks and electric clocks

REPAIRS GUARANTEED

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 LOCATED IN VAUGHN DRUG STORE

NOW! you get 7 EXTRA ADVANTAGES with ESSICK AIR COOLERS

The coolers that give "TWICE AS MUCH COOL AIR"

*As compared to other coolers after just a few weeks of operation.

1. patented "No-Clog" Filter Screens—prevent dirt and mineral deposits, bar insects!
2. patented "Sta-Fresh" Filters—prevent odors by resisting algae and fungus growths!
3. patented "Grip-Lock" Filter Holders—assure that all air is positively filtered and washed!
4. patented Visible "Free-Flow" Water Troughs—prevent dry and partly-wet filters by permitting visible inspection of water supply!
5. patented External Trough Adjustments—assure proper water distribution!
6. patented "Uni-Weld" Extra Heavy Steel Construction—assures dependable service for years!
7. attractive Window Mounting Adaptors (patented)—no unsightly wires, braces or platforms needed!

Be sure to find out about all the advantages of **Essick AIR COOLERS**

Come in today and let us explain more about these Coolers that give "Twice As Much Cool Air!"

AUTHORIZED DEALER

Household Supply Co. HARDWARE
 MATADOR TEXAS

EXTRA TOUGH!
 FOR EXTRA HARD WEAR

Low Brothers NEPTUNITE SPAR VARNISH

Here's a varnish that's extra tough—that's why it's first choice for door exteriors, watercraft and other exposed surfaces. The lustrous, hard finish of Low Brothers Neptunite Spar Varnish stands up under blazing sun, zero cold—and driving snow, sleet or rain. Excellent, too, for superior inside work.

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 Matador, Texas

Top triumph in a 50 year trend!

It's Ford's 50th birthday and you get the "happy returns" . . . 41 "Worth More" features that make your car dollars go farther than ever before in history!



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Your choice of power . . . **V-8** or **SIX**—both offering high-compression which leads Ford's field for "GO." A RIDE that virtually repaves every road in America. New **CRESTMARK BODIES** that are hull-tight against water-weather-and-noise. Your choice of 3 drives . . . **FORDOMATIC**, **OVERDRIVE** and **CONVENTIONAL**. Advances like **CENTER-FILL FUELING** and **SUSPENDED PEDALS**.

SEE . . . VALUE CHECK . . . TEST DRIVE THE '53 FORD

Fifty Years Forward on the American Road

Matador Auto Company
 Matador, Texas

DRIVE SAFELY...

ENJOY

Make Your Purchases

One Day Earlier--

FRIDAY!



Make Your Purchases

One Day Earlier--

FRIDAY!



OUR BEST WISHES FOR A PLEASANT JULY 4th HOLIDAY

WE Extend To Our Friends And Customers, Our Best Wishes For A Pleasant Holiday, And We Hope You Will Drive SAFELY... We Join Our Employees In Thanking You For Your Consideration In Making It Possible For Us Also To Enjoy The National Holiday... PLEASE REMEMBER TO MAKE PURCHASES FRIDAY.

The Following Firms Will Be Closed Saturday

CITY BAKERY
 SPOT CASH GROCERY
 CHARLIE'S GROCERY
 FIRST STATE BANK
 VAUGHN DRUG
 STANLEY PHARMACY
 GABRIEL'S DEPARTMENT STORE
 EUDY-SEALE FUNERAL HOME
 COMMERCIAL GROCERY

MATADOR HARDWARE & FURN. CO.
 WEST TEXAS UTILITIES CO.
 COWBOY BOOT SHOP
 MATADOR VARIETY
 MATADOR AUTO CO.
 FREEMAN THACKER BUTANE CO.
 MATADOR BUTANE CO.
 CAMPBELL CHEVROLET CO.

DAY by DAY CLEANERS
 MATADOR IMPLEMENT CO.
 IKE'S GROCERY
 MARRY WILLET & CO.
 BURTON-LINGO CO.
 KING FEED & SEED
 MODERN CLEANERS
 HIGGINBOTHAM-BARTLETT CO.
 HOUSEHOLD SUPPLY CO.



—Photo by Douglas Meador

Western Hills Hotel Is 'Out of This World' Inn

Some of the pioneering spirit which has made Ft. Worth famous as the metropolis at the gateway to the West, has been used lavishly in Western Hills hotel. It is an "out of this world"

Stop Taking Harsh Drugs for Constipation

Avoid Intestinal Upset! Get Relief This Gentle Vegetable Laxative Way!

For constipation, never take harsh drugs. They cause brutal cramps and griping, disrupt normal bowel action, make repeated doses seem needed.

Get sure but gentle relief when you are temporarily constipated. Take Dr. Caldwell's Senna Laxative contained in Srup Pepsin. No salts, no harsh drugs. Dr. Caldwell's contains an extract of Senna, one of the finest natural vegetable laxatives known to medicine.

Dr. Caldwell's Senna Laxative tastes good, gives gentle, comfortable, satisfying relief for every member of the family. Helps you get "on schedule" without repeated doses. Even relieves stomach sourness that constipation often brings.

Buy Dr. Caldwell's 50¢ size today. Money back if not satisfied. Mail bottle to Box 280, New York 18, N. Y.

inn six miles west of downtown Ft. Worth on Camp Bowie boulevard and convenient to all major highways in a vast area. It was built for the automobile traveler but not exclusively. It even has its own heliport (first chartered in Ft. Worth) where helicopters find a friendly haven. The proposed regular helicopter service between Dallas and Ft. Worth is not yet underway.

The visitor's first impression of Western Hills is its spaciousness and its luxury. Two million dollars went into the fifteen acres of ground to provide one of the finest motor hotels in America, but the luxury has a freedom about it that is outstanding. The entire atmosphere of the hotel is one of ease, relaxation and privacy. It has escaped the stiffness which luxury hotels usually affect. It has the spirit of friendliness long associated with the Texas cattle country and to this atmosphere every modern comfort has been introduced in a pleasing arrangement. Everything at Western Hills is as informal as a range chuck wagon.

Comfort is keynote
Comfort of the guest is the



PHOTO BY DOUGLAS MEADOR

PARADISE FOR YOUNGSTERS as well as adults is the popular Western Hills hotel pool which is available to guests without additional cost. Children find the luxury hotel has thoughtfully provided for their comfort and entertainment and parents enjoy the freedom which facilities provide. One of the hotel special services is that of supplying thoroughly-qualified baby-sitters which gives the parents of young children additional liberty. Even the pets have been considered at Western Hills and there is a special "kennel hotel" for dogs which affords the best of care for canine guests.

first consideration of the ultra-modern hotel. The entire arrangement of the buildings is unique and functional. The tourist may drive to a private entrance where a delightful refrigerated air-conditioned room, studio or deluxe suite gives complete immunity from the world and elements. The restful furnishings are of unusual design and complete in every detail. A hallway leads to the main lobby, terrace, stores and dining room. The rugs on the hallway floors are soft and of unusual design. Cigarette burns are woven into the fabric and any additional burns merely augment the design. At convenient locations of the hallways are mechanical ice-making machines where guests may help themselves. Of course Western Hills has an excellent room service but guests like to go down the hall for a picture of ice and whatever the guests like is provided.

Steel Bamboo Poles
The cabanas which face the heated swimming pool have steel bamboo shade supports but they look more like bamboo than bamboo. The wishing well near the swimming pool has the appearance of age and is but one of the many features of unusual planning which went into Western Hills.

The glass-enclosed dining terrace is air-conditioned and overlooks the pool. The food is excellent and prices are extremely moderate. Leading to the left off the lobby is the Branding Room which is the main dining room and where the guest may brand his privately selected steak with a small branding iron indicating the degree of cooking desired. Outstanding in this comfortable room is the 30-foot mural of a branding scene by noted Southwest Artist Emily Guthrie Smith of Ft. Worth. Other dining rooms include the Sirlon Room, High Frontier Room and the coffee shop.

Western Hills hotel has 200 rooms but every room is different. Perhaps the rates are one of the most surprising features of the hotel. They are moderate considering the free car-parking, free use of the swimming pool and "escape" from usual tipping costs in downtown hotels. Rates in the hotel proper range \$4 to \$9 and average \$5.90 for double beds. The studios are \$5.50 to \$10 and deluxe suits up to \$27.50. In guest houses the rates with twin beds average about \$9.80. These prices are single rates and additional for second person is about \$2.

Roaring Springs NEWS

Mrs. L. E. Cooper, Correspondent
Phone 361, Roaring Springs

Mr. and Mrs. Walter Gwinn visited with her mother, Mrs. J. F. Anderson, in Calgary, Friday.
Mrs. Jack Simpson of Lubbock, was the recent house guest of her sister-in-law, Mrs. Arthur Harmon and Mr. Harmon.

Mr. and Mrs. Ennis Moss returned Saturday to Amite, La., after attending to business here and in Lubbock, and visiting relatives.

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

Mr. and Mrs. Lewis Sinclair and children, visited here Saturday with her brother and wife, Mr. and Mrs. John Green and other relatives.

Jim Cooper, accompanied by his son and daughter-in-law, Mr. and Mrs. J. B. Cooper of Matador, visited here Sunday with friends.

Mrs. Willard Woodward and children of Spur, spent the week end here with her sister, Mrs. Walter Gwinn and Mr. Gwinn.
Mr. and Mrs. Jeff Bell and children of Owens, visited here Thursday and Friday with his sister and family, Mr. and Mrs. J. M. Carpenter.

Mr. and Mrs. Joe Gipson made a business trip to Amarillo, Saturday.
Mrs. Don Gipson and daughter, Carol spent the week-end in Oklahoma, visiting relatives.

W. S. Bannister visited and looked after business in East Texas recently.
Mr. and Mrs. J. P. Cooper made a business trip to Hillsboro during the week-end.
Mr. and Mrs. Robert Buttler of McAdoo visited with Mrs. Iva Meason, Saturday.
Mr. and Mrs. S. J. Braselton

Rowan-Glenn Vows Said At Lubbock

Mr. and Mrs. Claud Sanders and children of Muleshoe, were weekend visitors of Mr. and Mrs. Weldon Tarrant.

Mr. and Mrs. W. E. Phipps of La Crescenta, Calif. are here visiting with their parents, Mr. and Mrs. G. W. Green. Mrs. Phipps was reared here.

Recent house guests of Mrs. Ruby Cooper were her mother and aunt, Mrs. Jessie Copeland of Mount Pleasant and Mrs. Fannie Ford of Dallas. Mrs. Ford's son and family, Mr. and Mrs. John Ford and Mr. and Mrs. Cody Ford of New Home, were weekend guests and accompanied the other visitors to their home for a visit.

Mr. and Mrs. H. T. Tooke and sons spent the week-end in McAdoo with their parents, Mr. and Mrs. W. H. Tooke.

Mr. and Mrs. B. A. Goss had for visitors during the week-end their children and families, being Mr. and Mrs. Joe Goss and children and Mr. and Mrs. Curtis Goss and children of Austin, the J. C. Goss and the Bennie Goss families of New Mexico; and their daughter-in-law, Mrs. Pierce Goss and children, who have been their house guests, and who left Sunday for their home in Fresno, Calif.

Miss Ida Johnson of Shelton, Wash., Mr. and Mrs. Walter Johnson of Abilene; Mr. and Mrs. T. J. Johnson and Harold Johnson and children of Post, were weekend guests of the Jimmy Johnsons and other relatives.

Miss Effie Alice Rowan, daughter of Mr. and Mrs. T. L. Rowan of Rule, and Grady Arnold (Bud) Glenn, son of Mr. and Mrs. C. B. Glenn of Roaring Springs were united in marriage in the College Avenue Baptist Church, Lubbock, at 4 o'clock Sunday afternoon. The Rev. A. Hester, Jr., read the double ring ceremony.

Baskets of white gladioli were on either side of the altar. Larry Tonroy, organist, offered the nuptial selections and accompanied Mrs. Grover Little of Odessa, who sang, "I Love You Truly" and "Always".
The bride was given in marriage by her father. Her dress was a white sheath with gathered lace overskirt. She carried a white Bible topped with gladioli and white carnations. She was attended by Miss Frances Hart of Lubbock.

Best man was Delbert Stone, brother-in-law of the groom.
The bride, a Texas Tech graduate taught in Muleshoe schools last year. The groom is a civilian employee at Reese Air Force Base, Lubbock.

Matador IOOF Lodge
Meets every Tuesday night
D. C. Simpson, Noble Grand
Bruce Martin, Secretary
Visiting brothers welcome.

From where I sit... by Joe Marsh



Bad Case of the "Ztutters"

Our copyboy is out sick. So the editor (me) is taking over some of his chores—which include running the addressing machine on "malling-out night."

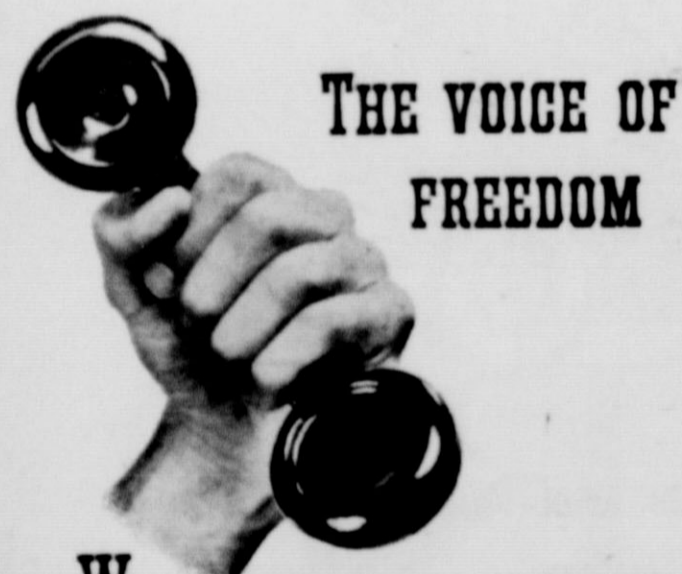
Last week I didn't have the usual number of papers left over for sale at the office. Couldn't figure what had happened—until Chub Zimmer called to ask why he'd gotten 56 copies.

Then I realized—"Zimmer" is the last name the machine prints. Guess I forgot to turn it off... and it just kept grinding out Chub's name on all the remain-

ing copies. That machine just didn't know when to stop.
From where I sit, people are like that sometimes. They often don't know when to stop. Like those who are prejudiced against someone with an accent, perhaps... or against someone who likes a cool bottle of beer with his supper. So, in these columns I try to persuade everyone to "throw the switch" on prejudice so it won't get repeated.

Joe Marsh

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WHEN the Declaration of Independence was signed by representatives of the 13 colonies in 1776, the news was months in reaching the farthest outposts of freedom in the new world.

Today, telephone service spans our nation and the entire globe, bringing the cities and towns of the 48 states within seconds of each other. And today, there are more telephones per person in America than in any other nation in the world.

This communication... the free interchange of ideas, thoughts and opinions... is at the basis of a free nation. It is the heart of America's freedom of speech. It is the motivating power behind America's system of free enterprise that has helped America grow from these fledgling 13 Colonies in 1776 to the greatest and most powerful nation in the world today.

When you pick up your phone to speak to someone across the street... or across the nation... remember, freedom is speaking, too!

GENERAL TELEPHONE COMPANY
OF THE SOUTHWEST

IS YOUR HOME INSURED!
TRAGEDY can strike in the matter of an hour. You can not afford to take the chance. Be certain your insurance is in line with present values. We offer a complete insurance service and we will be glad to check your policy.

BILL DICKIN
Insurance Agency
First State Bank Building Phone 300

Freedom from Drudgery!
These automatic electric appliances are symbols of a new freedom for American homemakers—just as the Liberty Bell symbolizes the Freedoms of American life.

Automatic electric home appliances turn West Texas homes into small factories producing a variety of products from frozen desserts to clean shirts.

They provide a healthy, comfortable, pleasant atmosphere for family living... recreation and entertainment for fuller enjoyment of family life.

Research engineering and dependable electric service provide means of eliminating the time-consuming drudgery of housework. Electric service and electric servants together have created a new way of living—a new freedom.

a new Freedom

ELECTRIC SERVICE—TODAY'S BIGGEST BARGAIN
The average cost of a kilowatt-hour of electric service in West Texas homes is even 21% less than it was 10 years ago.

West Texas Utilities Company

Rufus H. Tanner ...

Survivors are his wife, Mrs. R. H. Tanner of Matador; four daughters: Mrs. J. E. Monk and Mrs. Bernice Gates of Flomot; Mrs. W. K. Beasley of Hull, Texas; and Mrs. Leo Jackson of Cameron, Texas; two sons: C. D. "Buster" Tanner of Olton, and A. M. Tanner, Flomot; 17 grandchildren, 2 great grandchildren; three brothers: Ben A. Tanner, Matador; Austin Tanner of Flomot; and John Tanner of Des Damonia, Texas; and one sister, Mrs. Rosie Fonsville of Des Damonia.

Rufus Herbert Tanner was born in Orange County Texas, February 21, 1884, and died June 29, 1953, age 69 years, 4 months, 8 days. He was married at Thurber, Texas, January 12, 1908 to Miss Rosie Meyers, who passed away January 7, 1939. They moved to Flomot from Thurber, in 1915. On June 1, 1947, Mr. Tanner and Miss Ida Mae Young were united in marriage at Crowell, Texas, and they made Flomot their home until a few months ago when they moved to Matador.

CITY WITH ...

(continued from page one) the rainfall. Only 5.6 inches of precipitation has been registered here in the past ten months (Sept. 1 to July 1). During the first half year of 1953 a total of only 3.56 inches has been recorded. January 28, February 48, March 62, April 1.18, May 73, and June 27.

Abe Martin Rites Held At Flomot

Funeral services were held Sunday, June 28 at Flomot, for Abe Martin, who had lived most of his life in Motley County. Mr. Martin died Saturday in Lubbock Memorial Hospital, Lubbock, where he had been a patient for several weeks.

Two Servicemen Here From Overseas Duty

M/Sgt. W. D. Martin of the U. S. Army, and Billy Ray Webb of the Navy's U. S. S. Mississippi have returned home for leave visits with relatives, after duty in Korea.

T. T. Bouldin Dies At Mineral Wells

T. T. Bouldin, 78, Mineral Wells jurist since 1919 and former Motley County judge, died in a hospital in Mineral Wells, Monday afternoon.

At the time of his death, Judge Bouldin was the senior member of the law firm of Bouldin and Bouldin. His son, Loyd, is the junior member. He was a member of the First Baptist church where he had been a deacon for 25 years. For 12 years he had been president of the Mineral Wells Board of Education.

Roaring Springs Faculty Is Named

The teaching staff of Roaring Springs High School was completed recently, according to an announcement released by Supt. Paul Sweatt. New principal and coach is R. L. Snyder, former principal at North Side School, Vernon. Mr. Snyder has a wife and a 4-year-old daughter, Paula.

TO BROWNWOOD

Misses Cora Ann, Rachel, Francine and Patti Craven visited in Brownwood this week with their grandparents, Mr. and Mrs. G. S. Craven, former Matador residents.

Finishes Mortuary School

Kenneth Dunning has returned home from Dallas, where he recently graduated from the School of Mortuary Science there, and has resumed his former position as associate in the Eudy Seale Funeral Home here, managed by Bill Seale.

NORTHFIELD NEWS

Mrs. Charley Lane, Cor.
Mr. and Mrs. Frank Jameson and family of Matador visited in Northfield Sunday with friends and relatives.

Scholastic Transfer Deadline Announced
Parents who desire to make application for the transfer of children from one school district to another, may do so during the month of July. The deadline is August 1, County Judge and Ex-Officio County Superintendent Vance Gilbreath announced this week.

RECENT VISITORS

Recent visitors here for Father's Day holiday were children of J. C. "Kid" Kennedy, and their families, who were guests of Mr. Kennedy's daughter and husband, Mr. and Mrs. Frank Stafford, and other daughter, Mrs. Gertrude Bloodworth. Over forty relatives were present.

CARD OF THANKS

For every word of condolence and act of kindness extended us at our bereavement in the death of our loved one, and for the beautiful floral offerings, we wish to take this means of expressing our profound appreciation. Words cannot convey the full measure of our gratitude for the thoughtfulness of friends and we pray God's richest blessings on each of you.

COME TO CHURCH SUNDAY

Mr. and Mrs. Ralph Percival of Fort Worth, accompanied by her mother, Mrs. Fay Tipton of Nocona, visited their grand parents, and father-in-law, Mr. and Mrs. J. A. Tipton, Sunday.

Local Items

Visitors in the home of Mr. and Mrs. Colquet Warren, Sunday were their children, Mr. and Mrs. John Warren and daughter Janet of Dickens, and Mr. and Mrs. Euman Lyles and sons, Charles and Larry Paul, of Turkey.

RETURN HOME
Mrs. Loyd Fulkerson and son, George, left Wednesday to return to their home at Odessa, after a two-weeks visit here with her parents-in-law, Mr. and Mrs. Arthur Fulkerson. A covered-dish supper Tuesday night in the home of Mrs. Algie Groves, was a courtesy for Mrs. Fulkerson, and attending were members of the Henrietta Shuck and Lottie Moon circles of the Baptist W. M. S. and other friends.

TO ILLINOIS

Mrs. W. F. McCaghren, Sr., left Friday for Belleville, Ill. where she is visiting her son and daughter-in-law, A. C. W. F. McCaghren and wife.

SPECIALS ON MOTOR NEEDS

- 12 Month Guarantee Car Battery \$9.95 Exchange ... Installed
- Filter Cartridges .. \$1. Fits Ford, Ford tractor, Mercury, Chevrolet and many others. Guaranteed
- Mufflers Chevrolet \$5.95 — Ford \$5.10 Plymouth \$8.50 Hollywood Mufflers
- Seat Covers \$29.95 Reg. \$40 Values. Installed Best Grade Plastic
- 4-Way Lug Wrench \$1
- Sealed-Beam Lights \$1. 4090 Lights, \$1. Installed
- Mechanical Service Complete brake job on most makes of cars or half-ton pick-ups. Genuine Raybestos lining, bonded or riveted. \$12.95
- Ford Tractor Overhaul Piston rings, pins, genuine Ford steel sleeves, rod inserts. Clean and set plugs, clean carbon, grind valves, overhaul distributor, and clean carburetor \$65.00.
- PEG'S GARAGE Highway 70 East of Main

Wading Pool To Be Open For Holiday

Lions club wading pool in Veteran's Park will be available for youngsters during the July 4th holiday. Water Superintendent Lee Burns will fill the pool early Saturday with treated water (to minimize contamination) and the pool will remain full throughout the day. It is available without charge to children age nine and younger.

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ROARING SPRINGS SCHOOL LUNCHROOM NOW REDECORATED

Extensive repairs and redecorating have been underway the past week in the school lunchroom at Roaring Springs, according to Superintendent Paul Sweatt.

Major Jack Robinson Is Matador Visitor
Major Jack Robinson, Jr., who recently returned to the States after nine months service in Korea, was visiting friends in Matador, Monday, accompanied by his small son, Paul, and his father, Jack Robinson, of Paducah.

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FOR RENT: Apartment Mrs. F. M. Jenkins.

NEED TIRES ... See us for the best tire trade in town. Most all sizes. Campbell Chev. Co. 4403
FREE RENTAL SERVICE If you have a house or farm to rent or wish to rent see F. C. Bourland Real Estate Company. Phone 56
FOR SALE: Purple plums, \$2 per bu. at orchard N. E. Davis Roaring Springs, Texas.
MAIZE FOR SALE: Robert Daisey. 14-30
USED CARS: 1946 2-door Ford, 1946 Chevrolet truck, S.W. 2 2-speed axle; 1942 Ford coupe, good and clean; 1949 Chevrolet truck, 2-ton, 2-speed axle; 1952 Jeep Pickup, 4 W.D. Braselton Implement Co., Roaring Springs. 59-8-40
USED FARM EQUIPMENT: 1940 Ford tractor, overhauled and painted; 1950 Ford completely overhauled; 1 No. 12 IHC Lister Planter. Lots of other used equipment at a bargain. BRASELTON IMPLEMENT CO., Roaring Springs. 59-8-40
CONCRETE BLOCKS: Light weight, supplied in all sizes for all types of building. Alan R. Ranciers concrete foot troughs. Phone 303 E. E. Markham, Matador, Texas. 49-2
NOTICE: If you want to sell, trade or buy—See H. D. Marshall for Real Estate, Matador.
CAR HEATING: Let us reverse flush radiator and block with "pressure Purger." Only \$7.50. Campbell Chevrolet Co. 59-11-20
SEE US FOR POLIO: Life, Fire and Hospital Insurance. We represent Reliable Stock companies. C. W. Giesecke Insurance Agency. 59-20
COTTONSEED: 500 bu. First year Hybrid Half and Half 150 bu. Macha Stormproof First year. 100 bu. Cluster first year. \$2 per bu. Braselton Implement Co., Roaring Springs. 59-20
FOR SALE: Cake, Meal, Maize feed; Cotton Seed, Poison and Fertilizer; Best you can buy West Texas Gin. Joe M. Gaines Mgr. 59-20
HAVE SOME FARMS & CITY PROPERTY FOR SALE? Interested contact Giesecke Insurance Agency. 59-20
NEW LIFE for your old model Chevrolet car. A brand new body assembly, including labor, gaskets, and oil for \$190. Budget terms available. Campbell Chevrolet Co. 59-11-20

Announcing!

Removal to our
New Location
Jackson Building, Corner Main and Dundee Streets

We Invite You TO VISIT US FOR ALL DRUG NEEDS AND TO SEE OUR NEW ARRANGEMENT

Cool!

REFRIGERATED AIR

STANLEY PHARMACY

PHONE 200
R. M. STANLEY, OWNER

WE SPECIALIZE IN

SPECIAL FACTORY

Recommended

LUBRICATION

FOR FORD CARS AND TRUCKS

Matador Auto Company