

Quality Foods Cooked In Wholesome Style

Bob's Cook Shack

— WE NEVER CLOSE —

EXPERT ... Auto Repair

24 - -HOUR SERVICE

Have Your Car Repaired
While You Sleep

COMPETENT MECHANICS
The most modern precision
Shop Equipment

Every Job Guaranteed

BOB'S OIL WELL GARAGE

For Road Service Call 222

Conoco Credits Newspaper Ads

Giving due credit for the best year in its history to the heavy use of newspaper advertising, the Continental Oil Company today announces that its 1938 advertising appropriations for newspaper space will be increased by 17 per cent over the 1937 expenditures.

Continental during the coming year will allot to the daily and weekly press about 66 percent of all that is to be spent on consumer media and will place advertising in approximately 1250 newspapers. The new advertising will continue to deal with Conoco Bronze Gasoline and Conoco Germ Processed Motor Oil and the action of this lubricant, due to the presence of a product of the research laboratories, in forming an abnormally tough film that stays on metal surfaces even while the motor is idle, instead of draining off.

The new campaign, which has been carefully checked for reader response in selected test areas at Colorado Springs, Colo., and in Richmond, Va., will also stress the position of local Conoco dealers as "mileage merchants" who are independent of the company and must deal with the customer on the basis of their own ability and standing in the community they serve.

ELEPHANT HUNT IS PLANNED IN ARCTIC SOON

MOSCOW, Jan. 20—With the care usually reserved for the opening of an ancient Egyptian king's tomb, Soviet scientists are considering the task of salvaging the carcass of a mammoth, or prehistoric elephant, dead in the Arctic for untold centuries.

So well preserved by the ice when it was discovered by natives on Wrangel Island in October, the hulk is believed by Soviet authorities to be the most complete remains of a mammoth ever found.

Until spring permits a ship with scientists aboard to reach the island, the carcass will remain in a bed of sea pebbles in the eternally frozen ground of a moss-covered tundra. It rises about two feet above the ground, 20 feet from the shore of the Chukotsk Sea.

The carcass itself forms a hump in the ground more than 19 feet

long. Its trunk is 10 feet long and the body is covered with hair three inches long. The legs, both fore and hind, are half bent.

A radio message from the authorities on Wrangle Island to the Northern Sea Route, which administers the Soviet Arctic, said animals had eaten away parts of the head, one leg and part of the trunk. The tusks are missing, but the scientists hope to find them under the body. Many other mammoth tusks have been found thereabouts the message said, indicating a whole herd of the beasts perished there.

Preparations for the salvage will include measurements of the coastal zone and the drawing of a map of the sea depths to determine if a ship with a special expedition of the Soviet Academy of Sciences will be able to approach the shore and take the find aboard.

R. M. Smith of Vermillion, Kan., owns a razor hone made by his great-great-grandfather in Heidelberg, Germany, in 1620.

When Frank Jones of Chicago tried to flirt with a girl on the street, she knocked him down, had

him arrested, and he was fined \$50.

James Frazer, 87, of Whitesburg, Ky., declared he "just could not do without a woman," and remarried Ulsey Banks, 76, whom he had divorced a month before.

Work on a new American standard version of the Bible has been begun by a committee of scholars, who expect to complete the task in five years. The revision is intended for use by about 40 Protestant sects. A new Catholic revision of the Douay-Rheims version of the Bible is also under way for the first time since 1749.

J. C. Kellam, State Youth Director, said that during December, 4,947 youths, who were selected by local college officials, worked on part-time NYA Student Aid jobs at 85 Texas Colleges and Universities. These youths earned an average wage of \$12.38.

AVAILABLE AT ONCE—Rawleigh Route. Good opportunity for man over 25 with car to continue service. Trade well established. Route experience helpful but not necessary. Write at once. Rawleigh's, Dept. TXA-495-102, Memphis Tenn. 1-27-38

Thomas Gore, musician of Fort Wayne, Ind., has started a baby nursery as a means of earning additional money. He feeds and "changes" the babies, and plays the saxophone to quiet them.

These Are Your Mileage Merchants



Four Corners Store
Dobbs City Merc. Co.

Bob's Oil Well

York's Service Station

Highway Service Sta.—Flomot

Fairview Service Station

L. B. Robertson

Commission Agent Matador, Texas

YOUR MILEAGE MERCHANT ADVISES



There is one best way TO CHOKE IN WINTER

Through no fault of your own, during past winters, you may have formed a bad habit of "too much choke." Perhaps your gasoline absolutely demanded overtime choking—harmful and wasteful. No need to continue that way with Special Winter Blend Conoco

Bronze. You could scarcely keep it from starting quickly, even if you wanted to. But you'll take pride in your skill, you'll save gasoline, and you'll make sure of topnotch starting speed, by using your choke—and Conoco Bronze—in this approved way:

(You may want to tear this out and keep it in the car for the next few days)

Leave ignition OFF.*

Keep clutch pedal clear down.

Open hand-throttle about one-third.

Pull choke out full, if not automatic.

And then—but not before—operate your starter.

Wait for two or three engine revolutions.

Now switch on the ignition.

Be ready to let up on starter.

And you'll know you can promptly begin to push in the choke, as you hear the steady powerful firing of your Special Winter Blend Conoco Bronze.

*If your starter is of the type that does not spin with ignition off, consult Your Mileage Merchant.

FREE! Simple, helpful Complete Winter Care Card. Ask Your Mileage Merchant.



SPECIAL
WINTER
BLEND

CONOCO BRONZE

Gasoline

Personalized Service

WHETHER YOU NEED FREE AIR OR A NEW TIRE LET THE PERSONALIZED SERVICE OF OUR TIRE SPECIALISTS SAVE YOU MONEY. YOUR NEIGHBOR, *The Independent "U.S." Tire Dealer*

Our gratis tire check-up service is open to all local car owners—regardless of the brand of tires they now use. Come in yourself and start benefitting by this friendly money-saving service. It assures you of all the mileage built into your tires and reduces trouble to absolute minimum. Stop in today!

And Here's THE BEST BUY IN TOWN

SAFE MILEAGE U.S. ROYALS



- AT NO EXTRA COST
- SAFER FROM BLOWOUTS ... every ply is a safety ply.
- SAFER FROM SKIDS ... sure-gripping Cogwheel Tread.
- SAFER FOR MORE MILES ... patented TEMPERED RUBBER

See Us for Prices

BOB'S OIL WELL

MATADOR

MAKE IT A REGULAR HABIT TO STOP FOR OUR PERSONALIZED SERVICE

WE DO OIL PLATING!

CONOCO BRONZE GASOLINE

BOB'S OIL WELL

Intersection Highways 18 & 28

Open Day and Night
TELEPHONE 111 FOR SERVICE



CITATION

THE STATE OF TEXAS: COUNTY OF MOTLEY: TO THE SHERIFF OR ANY CONSTABLE OF MOTLEY COUNTY, TEXAS, GREETING:

You are hereby commanded to summons A. W. Jones, whose residence is unknown, to appear at the next regular term of the District Court of Motley County, Texas, to be held at the court house thereof, in the County of Motley on the fourth Monday in February, 1938, being the 28th day of February, 1938, then and there to answer a petition filed in the

said Court on the 19th day of January, 1938, the file number of which is No. 993, in which suit, Mrs. Mary Jones, is plaintiff and A. W. Jones is defendant, the cause of action being as follows:

SUIT FOR DIVORCE
In which defendant is alleged to have abandoned plaintiff for a period of more than two years, for the care and custody of Amos Jones, a boy, aged 15, and for Bobby Jones, a boy aged 14.

You are commanded to summons such defendant and to serve this citation by making publication of this citation once in each week for four consecutive weeks

previous to the return day thereof, in some newspaper published in your county;

Herein fail not, but have you before said court, on the first day of next term thereof this writ with your return thereon showing how you have executed the same.

Witness, Jack Robinson, Clerk of the District Court of Motley County, Texas.

Given under my hand and seal of said court, in the town of Matador, this the 19th day of January, 1938.

Jack Robinson
Clerk of the District Court of Motley County, Texas.

Issued this the 19th day of January, A. D. 1938.

Jack Robinson
Clerk of the District Court of Motley County, Texas.

CITATION

THE STATE OF TEXAS, TO THE SHERIFF OR ANY CONSTABLE OF MOTLEY COUNTY, GREETING:

You are hereby commanded to summon R. L. Prather by making publication of this Citation once in each week for four consecutive weeks previous to the return day hereof, in some newspaper published in your County, to appear at the next regular term of the District Court of Motley County, to be held at the Court House thereof, in Matador, on the 4th Monday in February A. D. 1938, the same being the 28th day of February A. D. 1938, then and there to answer a petition filed in said Court on the 26th day of

January A. D. 1938, in a suit, numbered on the docket of said Court as No. 995, wherein Mae Prather is Plaintiff, and R. L. Prather is Defendant, and said petition alleging that plaintiff is a bona fide inhabitant and citizen of the State of Texas and has been for more than one year next before the filing of this petition, and has resided in Motley County for more than six months before filing this petition. That plaintiff and defendant were lawfully married in Childress County, Texas, on or about the 5th day of August, 1915, and continued to live together un-

til on or about the 1st day of July, 1932, when the defendant, without cause or justification and without fault on the part of plaintiff, willfully abandoned and ceased and refused to live with the plaintiff, since which time she has not lived or cohabited with the defendant as his wife. Plaintiff also prays for the care and custody of her three minor children, Leonida Prather, a girl 14 years of age, and Dell and Nell Prather, girls 11 years of age, and for divorce from the defendant.

Herein fail not, and have before said Court, at its aforesaid next regular term, this writ with your return thereon, showing how you have executed the same.

Given under my hand and the seal of said Court, at office in Matador, Texas this the 26th day of January A. D. 1938.

Jack Robinson, Clerk District Court, Motley County.

MISSIONARY CIRCLES MEET MONDAY

All circles of the Baptist W. M. U. met at the church Monday afternoon with 16 members present.

The program was given by the Henrietta Shuck circle, on the topic, "Sheaves—With Rejoicing." Refreshments were served at the close of the meeting by the Blanche Simpson circle.

Those present were Mesdames Vernon Latimer, Clyde Bartlett, M. P. Fulkerson, D. P. Keith, Scott Bolton, Vernon Doss, Pearl Moorman, Jack Edwards, Elbert Reeves, W. E. Reeves, T. E. Cammack, Jim Peeler, Earl Laughlin, Bill McCaghren, Scaggs, and Miss Evelyn Fulkerson.

MUSIC CLUB REPORT

"The life and works of W. A. Mozart" was the theme of the program of the B. Natural music club which met Monday afternoon in the grade school room.

Kara Hunsucker discussed the subject of the program following two piano solos, the first, "Sonata in C" played by Lela Carpenter and "Minuet from Don Juan" played by Kara Hunsucker. Ala Jean Pritchett also gave a talk on the works of Mozart.

Present at the meeting were



MATADOR LODGE
No. 824,
A. F. & A. M.
Matador, Texas

Meeting Saturday on or before full moon of each month.
T. B. Harris, W. M.
W. N. Pipkin, Sec.



MATADOR LIONS CLUB

Meets 1st and 3rd Tuesdays each month: Methodist and Baptist churches.



FLEMING POST
NO. 337
AMERICAN LEGION

Meets 1st Monday night each month at IOOF hall. All ex-service men invited to attend.
D. P. Keith, Post Commander
Vernon Doss, Adjutant

EYES TESTED

And

GLASSES CORRECTLY FITTED

By

DR. C. HOWARD,

Optometrist

Paducah, Texas

New or Repair Work

Office At

Matador Hotel

February 1st to 15th

and his church, Rev. H. T. Harris; Music, Wayland College; Business; Inspirational address, Rev. L. E. Kent.

Rev. Charles Odum, pastor of the Sterley church, extends cordial invitation to the entire association to attend the meeting.

SPECIALS

For Saturday Only

SPUDS	10 lbs. No. 1	15c
ONIONS	per pound	03c
CABBAGE	per pound	2 1/2c
ORANGES	2 doz. for	25c
BANANAS	2 doz. for	25c
BEANS	Colorado Pintos, lb.	07c
YAMS	Kiln dried, pound	03c
VEGETABLES	per bunch	05c
SUGAR	10 pounds for	58c

Cured Meats And Other Groceries

Priced To Sell

—GIVE US A TRIAL—

GENE'S FRUIT MARKET

Located on Highway; 1 block west of Ford Agency



Only the Very Best

OF MATERIALS, SKILL AND EQUIPMENT ARE USED IN THE PRODUCTION OF

Eddy's Bread

Ask For It At Whiteflat, Matador, Roaring Springs, and Dickens.

EDDY'S BAKERY

Matador, Texas

AUTO LOANS
Leftwich Finance Company

1313 Avenue H Lubbock

Delbert Groves
LOCAL AGENT

LUMBER PRICES ARE LOWER

Write me for low prices delivered to your door.
2x4 and all number one big mill dimensions \$3.50
Shingles, No. 1, \$3.50 3/8 in. Sheetrock \$3.50

Other Prices in Proportion

I. R. GRUNDY
Wholesale and Retail

Floydada

Texas



Look What Happened to Our Costs When We Bought Our John Deere Tractor!

FARMING COSTS

1927 1928 1929 1930 1931 1932 1933 1934 1935 1936

YCOR costs, too, will take a "nose-dive" when you start handling your farming jobs with low-cost John Deere tractor power. And lower costs mean more money kept in your own pocket each year.

Why not come in now and learn all about John Deere tractors . . . get all of the facts about the simple John Deere two-cylinder engine that burns the low-cost fuel successfully . . . that has heavier, more durable

parts, yet less total weight . . . that gives more years of service . . . is more economical . . . more dependable.

Remember—there's a John Deere tractor in a size and style to meet the requirements of every size of farm—every type of crop raised. You owe it to yourself, to your pocketbook, to your farming success, to get all the facts. Come in—look over the many exclusive features that make John Deere the outstanding "buy" in the tractor field today.

GET THE FEEL OF THE WHEEL—ASK FOR A DEMONSTRATION

LEA IMPLEMENT CO.



JOHN DEERE QUALITY IMPLEMENTS AND SERVICE

FORD OFFERS TWO NEW CARS and keeps their PRICES LOW



Right—the Standard Tudor Sedan 60 or 85 horsepower
Below—the De Luxe Fordor Sedan 85 horsepower

THERE are two new Ford cars for 1938—the De Luxe and the Standard—differing in appearance, appointments and price—but built on the same dependable Ford chassis.

Both bring you the basic advantages of a V-type 8-cylinder power-plant—smooth performance and compact design. The De Luxe Ford has the 85-horsepower engine. The Standard Ford provides a choice of 85 or 60 horsepower.

Both new cars are economical to operate. The Standard, with thrifty "60"

engine, costs less to run than any other Ford car ever built.

And both new cars are priced low. Low price, like economy, is a Ford tradition. Ford founded the low-price field 30 years ago and keeps Ford prices low.

The De Luxe Ford costs slightly more than the Standard Ford, but provides more style with extra room in the closed sedans. Both cars, in proportion to price, represent unusual values. Both are built to the same high standard of mechanical excellence. There's a dealer near you.

Mr. and Mrs. W. E. Neatherlin, former Matador residents, with their baby daughter visited friends here a short while Sunday as they were enroute from Mt. Pleasant, to Quitaque, where they plan to make their home.

Jim Cates and son, Aubrey Cates of Ropesville, visited here Sunday in the home of Mr. and Mrs. J. A. Groves, the elder Mr. Cates being a cousin to Mr. Groves.

Mr. and Mrs. Bob Waddell of Heavener, Oklahoma, spent the week-end here as guests in the home of Mr. and Mrs. Jack Robinson.

Mr. and Mrs. Robert Darsey of White Star community, visited here Tuesday enroute to their home after a business trip to Dallas and Fort Worth, where they also visited with relatives.

Claude Wilson of Sweetwater, visited friends here Monday and Tuesday, on his regular route as representative of Sweetwater Sash and Door Company.

FOR SALE—Seven room house and nine lots, located in North Matador. To sell at bargain and will accept some trade. Mrs. C. D. Bird. 1-27-38

Mesdames B. F. Tunnell and U. L. Willie, with the latter's daughter Clotelle, visited in Lubbock Tuesday evening.

FOR RENT: Two furnished rooms. See Jim Canon.

Mr. and Mrs. Jack Robinson had as their guest last week, Miss Leah Glover of Pittsburg, Tennessee.

Mr. and Mrs. C. T. Howell of Plaska, spent the week-end here with her parents, Mr. and Mrs. J. A. Groves.

FOR SALE: Trees and shrubbery. Place your order now for spring plants. Sale sponsored by Matador Lions Club. For particulars see Henry Pipkin, L. R. Smith, Earl Laughlin or Jack Bradshaw.

Miss Doris Mullins accompanied by Mr. Charles Cowden, both of Lubbock, were business visitors in Matador Tuesday evening.

Clarence Grove of Espanola, New Mexico, arrived here Friday to be at the bedside of his father, J. A. Groves, critically ill the past two months.

DONT SCRATCH! Our Paracide Ointment is guaranteed to promptly relieve any form of Itch, Eczema, or other itching skin irritation or purchase price will be refunded. Large Jar only 60c at City Drug Store. 5-4-38

Mr. and Mrs. Clovis Casey of Paducah visited with friends and relatives here Sunday.

Misses Lucretia Estes and Mary Ola Tipton accompanied Mr. and Mrs. Ben Meador to Amarillo Saturday, returning home Sunday evening.

SORE-THROAT; — TONSILITIS: For prompt relief—mop your throat or tonsils with Anesthesia-Mop, our guaranteed sore throat remedy. If not entirely relieved within 24 hours your money will be cheerfully refunded. Simason Drug Store.

Mrs. R. N. McMahan and son, J. C., accompanied by Mrs. A. A. Tipton, made a trip to Paducah, Wednesday afternoon.

Mrs. D. E. Pitts, accompanied by Mrs. Claud Harp and daughter Elizabeth Ann, Mrs. U. L. Willie and daughter Clotelle and Mrs. L. J. Barkley, made a trip to Plainview Friday.

Mrs. Alfie Collins and Mrs. Roy Johnston, both of near Greenville, are visiting relatives here and are at the bedside of their mother, Mrs. J. D. Lawrence, who has been critically ill at her home east of Matador.

Dinner Will Honor Local Boy Scouts

The father and son banquet to honor members of the local Boy Scout troop will be held in the basement of the Methodist Church on Monday evening, February 14, according to definite plans made last night. Paul Eubanks, Scout

Master, declared that the banquet will be held similar to a covered dish affair and that each man interested in a boy is asked to select a Scout and bring sufficient food for two.

The banquet is being held in connection with Boys Week, honoring the anniversary of Boy Scouts.

The Boy Scout troop here is being sponsored by the Matador Lions Club, but it was suggested by officials that any man interested in boys and their work, would be welcomed to the banquet. The committee of the Lions club in

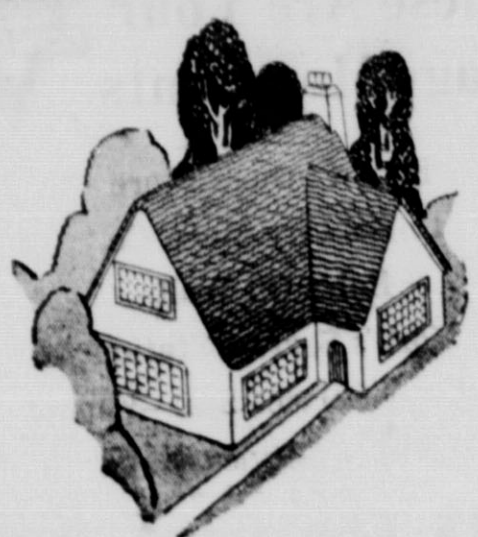
charge of the banquet is C. A. Pitts, Bert Ezzell, Henry Pipkin and U. L. Willie.

Boss Lion W. F. Jacobs, yesterday urged every member of the club to take a greater interest in the members of the local Boy Scout troop and expressed hope that every member would make an effort to be present at the banquet and bring with him a scout as guest.

A Kansas statute forbids hotels or rooming houses to use any bed or mattress made of "moss, seagrass, or excelsior."

BIRTH ANNOUNCED
Mr. and Mrs. Leslie Pipkin, Paducah, former Matador residents, announce the arrival of their home on January 15, of a son, Terry Dixon.

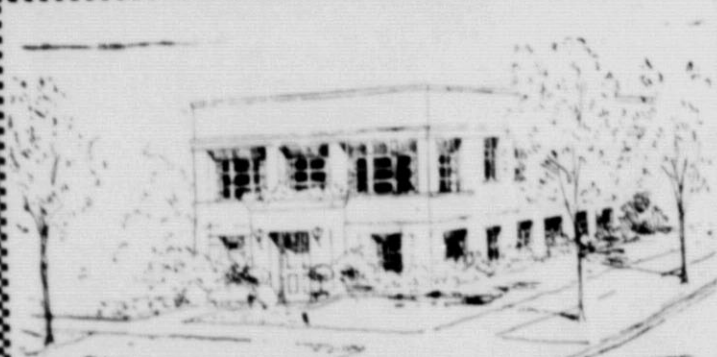
ROY BURLESON
General Insurance
First State Bank Building
Matador, Texas



Building Needs For Every Purpose

To render the utmost in fast, dependable service for builders requires real knowledge of your needs. That's why we are proud of our ability to supply the highest grades of building materials — with greater speed and economy. For anything within the entire range of building or remodeling needs we offer you a service that warrants complete satisfaction.

HIGGINBOTHAM-BARTLETT CO.
Lumber, Building Supplies and Hardware



Completely Equipped For
OBSTETRICS, PEDIATRICS
And General Medicine
Newest Type X-Ray Equipment
Phone 59 Day and Night Service
TRAWEEK HOSPITAL
A. C. Traweek, M. D. Albert Traweek, Jr., M. D.

In Response To . . .

PUBLIC DEMAND
YOU CAN NOW SECURE
Light Crust Bread
IN MATADOR AT:
Gene's Fruit Market, Thompson's Cafe,
Jess' Cafe and Wilson's Cafe
BAKED DAILY BY
SPUR BAKERY

ATTENTION POULTRY RAISERS

Put your poultry and Hogs on the dividend side of your ledger by the use of
EGGPRODUCER

Guaranteed to save you money in feed bills and because of its conditioning drugs, an increase in egg production is guaranteed. It must make and save you money or your money is refunded. Sold exclusively by

MATADOR POULTRY AND EGG CO.
Across Street From Leon Ice Company

POLITICAL ANNOUNCEMENTS

We are authorized to announce the following names for public office, subject to the Democratic Primary, July 23, 1938

For State Representative, 121st District
R. A. Harp
Bob Alexander, re-election

For District Judge 110 Judicial District:
Kenneth Bain

For District Attorney, 110 Judicial District:
Winfred F. Newsome

For County Judge and Ex-Officio County Superintendent:
W. R. Cammack, re-election

For Sheriff, Tax Assessor and Collector:
L. A. Carlisle, re-election

For County Clerk:
Jack Robinson, re-election

For County Treasurer
Metta E. Sanders, re-election

For Commissioner Precinct 1
J. S. Lambert, re-election

For Commissioner Precinct 2
A. K. (Kim) Wilkinson re-election

For Commissioner Precinct 3
A. B. Simpson, re-election

MEN...

if You Promised a Penthouse, stay out of the Doghouse by giving her *Electric Cookery*

Men, if your wife had illusions of grandeur when she married you . . . worshipped you as a super-man . . . then remember this: *A disillusioned feminine heart is more to be feared than a woman scorned!*

If she expected a penthouse, you're apt to land in the doghouse . . . unless . . .

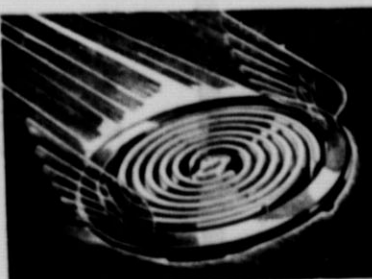
All-electric homes no longer are illusions. And they're grand! Penthouses, of course, are rare in West Texas. Instead, we have *electrified* homes. They're better. And, fortunately, any home has all the grandeur of a penthouse if equipped with the right kind of servants . . . Electric Servants. Electric cookery, refrigeration, dishwashing, water heating, sweeping, entertainment, food mixing, coffee making, sun tanning and clothes washing—all make every home equal to the luxurious penthouse . . . a feminine dream born of fiction and suppressed desires. So, men, don't disillusion your wife by condemning her to another year, midst hated kitchen drudgery.

WOMEN...

Why Wait Until 1960 to Cook Without a Fire?

It was recently predicted that "cold" or "magnetic" heat would be practical for general cooking purposes about 1960. It was demonstrated how an egg can be fried without fire by using high frequency current magnetically transferred to the skillet from an electric coil. That is "cold" or "magnetic" heat.

And that, ladies, is merely another form of *Electric Cookery*, which today is practical and available in every home already having the many other advantages of Electric Service!



CALROD is the name of Hotpoint's patented metal-sealed Flat-top cooking coil that has revolutionized electric cookery. It has brought new speed, new cleanliness, new economy and longer life to electric ranges.

In the Picture: With an electric range, a bacon-egg-toast-coffee breakfast can be prepared in less than 10 minutes. Fix bacon and toast in oven while eggs fry and coffee percolates. Electric fuel for this type of breakfast costs less than three cigarettes.

- You have five cooking speeds in 1938 models. Use *super speed* to heat skillet. 2. Turn switch to *half speed* for frying . . . or for fast boiling. 3. A second egg may be fried with switch turned to *quarter speed* . . . an ideal heat for steaming fresh vegetables. 4. A delicious breakfast without smoke or fumes in kitchen or dining room! For other meals, you have two other *low speeds* for economical cooking of foods.

West Texas Utilities Company

ELECTRIC cooking is better cooking



(Above photographs posed by Miss Virginia Blair of the WTU Home Service Bureau)