


Let's Quit Kidding Ourselves and Make MATADOR GO AND GROW
$\qquad$ kovernment employes, busine
all others who live in Matador.
This is my mese
we can buy in Matador, thinking we are saving money, then we certain'; ate kid ding ourselies. We do not have a reason but an excuse. If spending
cials in some other town could save cias in some other town could save you $\$ 10$ (which is impossible) you would still
be the loser. Count your time, your car expense, meals and incidenta.s and you will lose more than $\$ 10$.
$\qquad$ $w$ hich to live. projects move) American Lemion clubs (especially the ladies because they make we would see Matador Go and Grow.

## Our Merchants

## Matador is blessed with some really fine merchants and ber wher then

 know better than anyone when their way of doing business and prices are inline. If they are not, then they will soon be replaced by merchants who will follow accepted merchandising trends.
Matador is at its low point. Lets start from here for a new high. Let's be united in the life of our community. Ithink we will all agree that in sickness or death natador as united in life and watch it grow. Right Now.
Moter

MANPOWER AND WOMANPOWER MAKE A TOWN GROW:
A short distance from Matador is a smailer town, the people of which are
loyal on account of a few men the number can be counted on the finger
hand). I make this remark as a tribute to these men. This town is tandiug
Without these men there would scarcely be a town in a short time.
A TRBUTE TO C. W. FURR (Founder of Furr Super Markets: About 40
years ago, I lived in a small town where C. W. Furr was a merchant. Litul bid
leaving, it was known as "the biggest litte town in Texas." Why? C. W. Fury
knew and he presented to the citizens and other businesmen that they must knew and he presented to the eiturens and other businessmen that they must
give their support to stay there. Consequenuly, most everyone fell, and 1 cer tainly did, that they would rather steal a hat, a pair of shoes, or what have you than to buy in som
of no town at all.

IMPOSSIBLE!
It is impossible for Matador to zet maller it the 100 buiness and protescionsal
It is imposible for Matador to get smaller if the 100 business and prithen men, empioyees, clubs and eitizens will start right now to pat their fellow co
workers on the back, instead of wanting our backs patted. If we all spend our dollars in Matador, live and breathe and talk Matador, our dividends in betife and
chools, churches, businesses and a better place in which to live, will be a bariall in comparison to what we think we might save elsewhere.

Lets grow fion ure
L. C. HARP四


## eriors Present

hristmas Program
Hatanur ẽ © rilume
*WHITELAT NEWS*

##  <br>  <br> Fresh and Delicious Cakes, Pies, Rolls, Do-nuts and Cookies! CITY BAKERY




Bacon Wright's, 2 lb. pkg. \$1.29


| Tinth Hoscs White Abcococe, 33 C |
| :---: | Enchilada Dinners $\begin{gathered}\text { Parot fraze } \\ \text { bad } \\ \text { EA }\end{gathered} 39 \mathrm{c}$

Inst. Coffee $=\$ 1.39$

Big Dip foremost $1 /$ gallon 49c
Catsup Helnz, 14ar bertic 21c


Apples | Extro Foncy Winsops, |
| :---: |
| pound |
| 1 |$\quad 17$ BLACKEYE PEAS

Turnip Greens shurtine, ${ }^{303} \mathrm{Con} 10 \mathrm{c}$

|  |
| :---: |
|  |  |

Paper Towels Dize. 150 Shet, Roll 22 C
 39

## 


$\frac{1}{2}$ Price
Compare and Save!

| $\begin{gathered} \text { Luiternic } \\ 98 \mathrm{c} \\ \hline \end{gathered}$ |  |
| :---: | :---: |
| (RIN |  |
| 51.29 | 59 c |
| Tootitpaste | ${ }_{\text {cout }}$ |
| 95c | 59 c |
|  | naxat |
| $95 \mathrm{c}$ | 59c |
|  | Aspipl |
| 896 | 490 |
| Rob Stanley Pharmacy |  |
|  |  |



## DR. O. R. McINTOSH

$\qquad$ Stroet

##  <br> Prices are for Friday \& Saturday Coffee - moman

FLOUR $59^{\circ}$ Pears Halves 49
Shortening 75" SPINACH 49
Tomato Carsup 33' lce Cream 69
Sweet Potatoes 49` Tissue ..... 39

| Hog Jowl |
| :---: |
| der P |



Closed Monday Jan. 2, for Inventory BILLY'S GROCERY

