



Buy Everything In Your Home Town

# Matador Tribune



Buy Everything In Your Home Town

Vol. 13, No. 38.

Matador, Motley County, Texas, Thursday, December 14, 1939.

Price 5c

## City's Heart Opens To Needy

### HEADING FOR TEXAS



SHANNON DAVIDSON

Shannon Davidson, above, is expected home for the holidays, his mother declared last night. However, the winner of the Pony Express ride from Nocona to Oakland, who is now employed in the movies in Hollywood, has not said definitely that he would be

here. He visited in Tucumcari, New Mexico this week and it was believed that he would probably come on here, in event he is allowed enough time from picture engagements, to visit relatives and friends over the holiday.

### Pony Express Rider Expected On Visit

Enjoys Visit In Tucumcari; Name Has Been Changed

Shannon Davidson is believed to be on his way back to Texas to spend the Christmas holidays. The Motley county youth who rode horseback from Nocona to Oakland, California and fame in the Pony Express race early this year, has been in Hollywood engaged in motion picture production for about eight months.

A newspaper article appearing in the Amarillo Daily News, Tuesday, declared the cowboy actor had been visiting in Quay county, New Mexico, near Tucumcari, for several days. Last night his mother declared she expected him home for the holidays but did not know definitely when to expect his arrival.

**Name Now Changed**  
The newspaper article declared that Shannon Davidson has now become Dave Shannon because of the advantage the change in name will give motion picture publicity.

Excerpts from the News are as follows:  
"He has been visiting Colonel Curry, 15 miles southwest of Tucumcari, for a few days during several weeks strenuous work in Arizona on "Virginia City", a Warner Brothers production intended to portray the settlement of Nevada. The leading characters in "Virginia City" are Errol Flynn and Marjorie Hopkins.

He doesn't like the movies a whole lot but gets very enthusiastic about them."  
(See DAVIDSON Back Page)

**Lions Urged To Attend Next Meet**  
All members of the Matador Lions Club are requested by Boss Lion Henry Pipkin to attend the club's next meeting, Tuesday, December 19. The Tuesday meeting will be the last one held by the club this year and every effort will be made to secure 100% attendance.

### Farmers Are Offered CCC Cotton Loans

County Rate Based On 8.7; Staple Is Limited At 3/4 In.

West Texas cotton farmers who still have some of their 1939 crop to market will be given an opportunity to place it under loan with the Commodity Credit Corporation, according to J. Rufus Emmons, Motley county agricultural agent.

The loan rates on the 1939-40 crop will be based on location differentials, as well as grade and staple differentials, he declared. This was explained as the procedure by which more value is placed on the cotton, the nearer concentration ports it is stored. County Rate Is Set

The loan rate for Motley county is based on 8.70 cents per pound for middling 3/8 white cotton, with increases in value for better than middling grade and better than 3/4 inch staple.

There are corresponding decreases in value for white cotton below middling grade, but not lower than low middling, and for staple below 3/4 but not lower than 3/8 inch.

Cotton to be eligible for loan must be low middling or better for white cotton, middling or better in grade for spotted, strict middling or better for gray cotton. Staple of 3/4 inch is the shortest that can be offered for loan. Current crop loans on a commodity are mandatory with the Secretary of Agriculture, unless the price of cotton drops below 52% of parity or the current crop exceeds 12,000,000 bales. Neither of the above conditions existed this crop year and the Secretary was hesitant about placing a loan value on the crop.

### Texas Ranchers Hold First Show Palomino Horses

INITIAL SHOW IS HELD AT ABILENE; DRAWS ENTRY OF 240 ANIMALS

AUSTIN—Texas ranchers have established a new horse class and have held their first "show" of palominos.

The palomino is defined by the Texas Palomino Association as a golden coated horse with a mane and tail of white, ivory or silver, dark eyes and skin.

No definition is given as to the blood line. In fact the palomino owner says palomino is a color rather than a breed. Ordinarily the breeding of a palomino to a palomino causes a fading of the color and results in a lighter skin and light eyes.

The first show, conducted at Abilene, resulted in entry of 240 palominos. There were classes for heavy and light stallions, mares, geldings, colts, fillies, saddle horses and stock horses.

Judging was based 50 per cent on color, 40 per cent on conformation and 10 per cent on performance, except in the saddle horse and stock horse classes in which the ratings were 50 per cent for performance, 30 per cent for color and 20 per cent for conformation.

President Howard B. Cox of San Angelo predicts a bigger show next year.

### COTTON REPORT

Census report shows that 6,100 bales of cotton were ginned in Motley County, Texas, from the crop of 1939, prior to December 1, as compared with 12,857 bales for the crop of 1938.

H. J. Marler, special agent.

Messrs. L. C. Harp and John Irvin made a trip to Amarillo Sunday.

### PRICES OF LINT JUMP

The price of cotton yesterday was about 11c per pound, the highest mark it has reached in several years. Much excitement from the rise in price was being shown in this section, as it is believed the advance will place many thousands of dollars to the accounts of growers and buyers.

The price of wheat, altho of little effect on this section, is bringing encouragement to the wheat-growing territories. Wheat was selling for over \$1 per bushel in Chicago yesterday.

The higher price in farm commodities was being attributed to the conditions in Europe. However, the advance in cotton prices was believed aided by the federal loans now available.

### County Again Favors Cotton Market Quotas

Minority Object To Continuation In Vote Saturday

Motley county farmers again approved cotton marketing quotas for 1940 when 335 qualified voters went to the polls Saturday and voted 307 in favor and 28 against the issue.

Returns indicated a reflection of the vote over the south and about 10% more than the state average, it was announced by Lowell Sharbutt, AAA Administrative assistant, Tuesday. A tabulation of the returns showed the county favoring the cotton marketing quotas by 92% of the votes polled. The state average was about 82%. Non-cooperators of the conservation program are compelled to pay a tax on cotton marketed above the allotment.

**Much Interest Is Shown**  
Much interest was shown in the election Saturday as indicated by the returns which showed Matador had polled 105 for and 3 against; Whitehat 53 for and 3 against; Flomot 64 for and 4 against; Roaring Springs 50 for and 8 against; Northfield 25 for and 4 against.

The election was held thruout the cotton belt and was required to carry by a two-thirds majority if the cotton marketing plan is to be in effect next year, however, it will apply to all counties, including any which defeated it in county votes.

### Book By Matador Writer Out Soon

Word was received by Douglas Meador, publisher of the Matador Tribune, that the book of his column, "Trail Dust", will be released early in January. The book is being published by the Naylor Company of San Antonio, and all type-setting has been completed and proofed.

Plans had been made to release the book this month but it was the opinion of the publisher that it would probably find wider appeal after the rush of holiday books had passed.

The introduction was written by John L. McCarty, editor of the Amarillo Globe-News and friend of the author.

### TO TULIA

Mr. and Mrs. Arvil Craven left Wednesday morning for Tulia, where Mr. Craven has accepted a position with the Heard and Jones Drug Company.

### RETURN TO FLOMOT

W. B. Barton, Wade Martin and Mrs. Zuri Hawkins returned the first of the week to their homes at Flomot, from Mineral Wells. They had been patients at Millings Sanitarium for several days.

### Red Cross Seeks Relief For Finland

Much Suffering In Tiny Nation At War With Russia

The Motley county chapter of the American Red Cross has made an appeal, through its chairman, Homer Sheats, for additional funds to aid the tiny nation of Finland, which is so courageously holding back the mighty armies of Russia. The appeal is as follows:  
"In addition to war relief needs already met by the American Red Cross, the invasion of Finland has created additional widespread suffering among thousands of helpless men, women and children which will become increasingly tragic as winter advances. There are emergency needs for medical, hospital and other supplies and assistance. The American Red Cross has already made initial shipments of medicine, but needs funds for future increasing needs. Publicity Sought

"Please give effective publicity throughout your community to the effect that the American Red Cross will receive and administer contributions designated for Finnish relief and that all funds so designated will be applied wholly to that purpose.

"I urge that you take the necessary steps to secure a generous response for Finnish relief. Please also inform the public that the American Red Cross continues to welcome contributions designated for relief for war sufferers of all nations already in conflict.

### City Blazes With Lights Of Christmas

Color Rampant In Streets As Gay Season Approaches

Colorful lights of Christmas blaze from Matador streets, buildings and homes as the season of gladness approaches. From the lofty tower of light on Bob's Oil Well, which has been changed into a mighty Christmas tree to the long lines of colored lights decking the business section, Matador presents a beautiful spectacle after darkness.

Store windows and homes are brilliant with color of the approaching holiday. Many homes in the residential section have living cedar trees in the yards adorned with colored lights. A living cedar in front of the Tra-week Hospital is made into a glowing Christmas tree, while a long line of colored lights is strung above the Magnolia Service Station and Magnolia Cafe.

The West Texas Utilities office front is well decorated and colored lights have replaced building front lights at the Mission Gas and Oil Company station. Awning lights along the streets have been replaced with bulbs of colored hues.

**Stores Are Decorated**  
Practically every store in the city is decorated and great quantities of Christmas merchandise is on display. Some of the most attractive store windows to be found anywhere have been arranged here within the past week or ten days. Despite the whims of the weatherman, Matador is prepared for Christmas.

### OLD TIMER VISITS FRIENDS

Q. A. (Quin) Klutts of Fort Worth, a pioneer resident of Motley county, is visiting friends in Matador and surrounding territory during the week.

### UNITED GROUP MAKES PLANS FOR FAMILIES

The sympathetic heart of the people of Matador opened Tuesday to make plans to bring all the happiness possible to needy families during Christmas, at a meeting held in the Matador high school where practically every religious, civic and fraternal organization was represented.

The meeting held under the auspices of the Matador Child Welfare Association, organized a community Christmas welfare and laid plans to see that every home which is not able to provide for Christmas, will be presented with a basket. Officials declared the basket would probably contain fruits, candies, various foods and toys for the children.

**Committees Are Named**  
R. E. Campbell was named as general chairman, C. A. Pitts, finance, Mrs. Leonard Luckett, chairman of the purchasing committee; Miss Ruth Kingery, county welfare worker, to supply list of needy cases; J. R. Whitworth, secretary; Mrs. Fred Simpson in charge of packing; U. L. Wille and Vernon Doss, aided by Boy Scouts to make deliveries.

C. A. Pitts, in charge of finances declared yesterday that funds were being received rapidly, representing the Matador churches, the Matador Lions Club, the Fleming Post American Legion, the Masonic lodge, the Matador Child Welfare Association, with other organizations making pledges.

Donations will be gladly received by Mr. Pitts at the West Texas Utilities Company office or may be left at the First State Bank. Support is solicited from firms, organizations and individuals. It is estimated that approximately 75 baskets will be needed to supply families in this vicinity.

### Scout Leaders At Banquet

Scout leaders from Matador who attended a banquet in Spur Tuesday night, were H. F. Pipkin, C. A. Pitts, Vernon Doss, Wilmer Greene, J. R. Whitworth and John A. Hamilton.

About 200 leaders from the Eastern District of South Plains Boy Scout Council were in attendance. Main speaker for the event was Charles E. Praxton, of Sweetwater, a regional West Texas Scout leader. The banquet was held at Spur Inn.

New officers elected at the meeting were, Geo. Link, of Spur as District Chairman, and H. F. Pipkin of Matador, vice-chairman.

### LOCAL MASONS VISIT FLOYDADA

Several members of the Matador Masonic lodge attended a meeting of the Floydada lodge Monday evening, when five Master degrees were conferred.

The local men reported a fine time. They were, Harry H. Campbell, W. I. Rushing, R. F. Thornton, Frank Pohl and Melvin Meason.

### Many Sports Fans At Lubbock Game

The Electra-Lubbock inter-district football game which was played at Lubbock Friday afternoon, drew a number of enthusiastic sports fans from this area.

Among those from Matador who attended were the following: Messrs R. E. Campbell Sr., Homer T. Jinkins, Jack Edwards, Howard Edmondson, B. C. Cox, George Edwards, Don T. Martin, Howard Traveek, C. M. Glenn, L. C. Harp, Earl Laughlin, Roy Smith, Noble Dirickson, and R. E. Campbell Jr., who was accompanied by Richard Stovall of Floydada.

Mr. and Mrs. Farris Fish, Mr. and Mrs. Elmer Stearns, Mr. and Mrs. Roy Burleson accompanied by Mr. and Mrs. Clark Forbis of Afton.

**AL DUST**  
By WILLAS MEADOR

delicious tide rises over  
of bankrupt yesterdays  
age clings to the drift-  
sailed spar that once  
of hope. Lost for-  
the unspoken words  
ould have brought joy to  
mother's flameless lamp.  
with the jewels of halcyon  
the once propitious  
ended to enrich a friend's

had fallen during the  
rested like a delicate  
torn and added  
with torn pieces sus-  
scattering dry leaves  
the cottonwoods. Lead-  
the dug-out door toward  
were the large tracks  
my father's wrapped  
overhisoes. The aroma of  
my mother was bak-  
Christmas filled the dirt-  
room.

the barn and corrals we  
the hogs squealing in  
of the swill which my  
preparing and the  
whispering impatiently  
maize heads. My mother  
back from the door  
an ample apron about my  
pointed to the churn.  
ly she began to laugh  
to relate a dream of the  
had passed; a quaint  
of her old home in Mis-  
she never com-  
I think she might have  
with a daughter in  
Florida.

ly the stove smoked in  
living room and added  
to the dingy paper  
loosely from the walls  
or there would be no  
all as the boarders waited  
living room door to open.  
an ordeal to the motley  
which gathered there at  
with the exception of  
a gray man who always  
chair nearest the door.  
a celluloid collar that  
out on his collar bones  
some blue serge suit through  
seasons. Idle gossip de-  
had once been jilted  
beautiful girl and that he  
bachelorhood to any  
never there was a cer-  
in the manner his mus-  
trained, which might  
dared as a nest-egg to ro-

as the hour for steak  
arrived, the chair by  
was vacant. When the  
progressed to hopefully  
the bread-pudding, in-  
and candid conversa-  
the arrival of a new  
town. During the rhap-  
sodiment an informer de-  
to be a massive woman  
gold teeth and five  
a woman who had prob-  
beautiful in her youth.  
I have fact that a man's  
of an old sweetheart  
moved with greater ten-  
of destiny makes no at-  
refresh them. And

a man goes to his friend  
he usually seeks con-  
instead, to justify the  
of his will. Despite the  
waste in distribution,  
which is tendered without  
more frequently finds  
for its roots.

are a divine mystery  
erbit of their strange  
tends into space that is  
for comfortable obser-  
Atmos which influence  
light and clouds above their  
controlled within the  
of confusing emotions.  
satin rugs which  
spread in the cattle barns  
build on plots intended  
of castles.

their songs they cloak the  
of misunderstanding; into  
cess of their purses  
the symbols of more  
thoughts.

ragments remain of  
friend loved; the red  
wild plum bushes be-  
water wind swept them  
the high wild clouds  
and like racing horses,  
from of hills. The winding  
the mesquite has been  
tender and the tall pon-  
dred by the windmill  
dred. The gray, golden-  
that he petted has never  
from an adventure dur-  
light in which the coyotes  
if, passage might be  
eternity. I know  
ould find beauty and ad-  
in the stubblefield



OR FELLOW DRIVERS

By O'Daniel



Travelers Safety Service

Is it permissible to drive with three on one seat?

A Christmas Message to Youth

By ARTHUR H. COMPTON

Nobel Prize Winner for Physics

(Reprinted from the December Good Housekeeping)

CHRISTMAS comes again, with its age-old story of shepherds watching their flocks by night, of herald angels singing, and of Wise Men following a star to the birthplace of a King.

As these words are written, there seems little hope of peace on earth for many months to come. Yet, despite the rumble of guns abroad, I have a Christmas message to offer to my own countrymen. And I wish to offer it primarily to the twenty-five million young Americans between fifteen and twenty-five years of age.

To you young people what Christmas symbolizes is of the greatest importance. You are on the threshold of opportunity. By your own leadership and by the ideals you instill in your children, you will determine what our country, and, indeed, the world, will be half a century from now.

Six million of you are in high school; more than one million in college; twelve million are employed; six million are jobless. Whether you are in the fortunate group still pursuing your education, or have found your place in industry, commerce, or a profession, or are unfortunate in not yet having found your place, Christmas still makes you the most favored youth group in all the world.

Thank God this Christmas for the freedom that is yours and that the spirit of Christmas gives you—the freedom to think as you please, to do as you will; to get an education, to plan a career; to marry and build a family; to share in government, to criticize public servants, to run for any office; to seek your fortune in high or low places; to have a home that is your castle; to worship or not as you desire; to rise or fall by your own efforts; to speak unhesitatingly what you think, without fear of reprisal; to have complete liberty of conscience, to be the ruler of your own destiny, the sovereign of your own personality.

These are some of the liberties in our land, the oldest of the world's great democracies—paradoxically, and significantly, located in the "new world." We have taken our liberties for granted, like the air we breathe, the telephone we use, the radio to which we listen. They seem automatic, as matter-of-fact as if they had always been ours. Yet these very liberties have been acquired, and can be taken away.

Because Christianity has emphasized the importance of the human spirit, it is the basis of the modern democratic idea of the rights of man, out of which in turn has come the best in modern science and social advancement. Conversely, with the departure of religious faith go democracy, science, freedom of thought, and the sacredness of human personality. We have seen it happen wherever totalitarianism preaches the absolutism of the state over man's mind and soul.

Christmas is the symbol of human progress, the keenest desire for which is manifest in youth. It stresses charity to the poor, care of the underprivileged, a chance for all. The Yule season is electric with the spirit of good will. It sometimes conquers even the hate of war. There are instances on record in the Civil War and in the First World War of enemy soldiers fraternizing on Christmas Eve.

It is this spirit of good will, of charity, of sacrifice, of service, of search for truth, born of Christianity, that has given to the world the chain of hospitals and universities, the old people's homes, the orphanages, and the vast program of education and social welfare. In no field has science done more for the benefit of man than in the battle against ignorance, superstition, disease, poverty, and underprivilege. It is in these practical human effects that modern science is most clearly distinguished from the earlier eras of science.

There is no room for cynicism, for defeatism, for frustration in the message of Christmas to youth. It stimulates visions of a better world. It gives to life a purpose and to every personality a destiny. Its relentless urge is that everyone should go forward. In spite of the turbulence in the world today, a tremendous program of advancement is under way, born primarily of missionary endeavor. To produce such an effect there must be an adequate cause. This is an elementary rule of science. Since Christianity produces such results, it is itself of vast intrinsic worth. Put it in the test tube, and it proves its value.

I can wish for youth today nothing better than a vital Christian attitude. I stress no doctrine, for that is for the individual to determine for himself. But I do urge the scientific-mindedness of the Christian faith. Let fellowship with God be intimate; let the beauty of the teachings, of the example, of the sacrifice of Christ grow upon you; let the relentless search for truth guide you; let the spirit of good will possess you.

I would like to stress the fact that there is no real conflict between science and religion. Many people have the mistaken idea that science is purely abstract investigation, utterly removed from the affairs of everyday life. Yet science in its laboratories, in its study of the stars, in its theories and laws, has but one objective: an understanding of the world that will add value to life.

How To Prepare A Grapefruit



IT'S easy to peel a grapefruit if you do it the correct way. With a sharp knife, cut off rind in a circular sawing motion, cutting deep enough to remove white membrane with the peel.



Perfect sections can be removed from the peeled grapefruit by cutting along the side of each dividing membrane to the core. Sections then can easily be lifted out.



Careful arrangement enhances the appeal of grapefruit in salad. Color contrast is also important and can be supplied by green or red pepper strips; cooked or fresh cranberries; miento cheese balls or raw carrot.

on the altar of commercialism. But as these cargoes of loveliness left us they were quickly replaced by others, not so lovely. Here comes a boat filled with eatables swimming in hot, smoky greases; beverages of all kinds, in bottles and jugs. While the soul was being fed, the inner man must not be overlooked. After the soiled dishes were handed back to the 'senorita' (aged sixty or more) I was astonished when I discovered her mode of cleansing them. She had reduced a very irksome culinary task to its lowest denominator. For those who hate to wash dishes, her method might be a tip. So I shall pass it on, flattering myself that I may have some readers among the fair sex.

She took up a soiled plate and holding it overboard trailed it in the slimy, pollen-laden waters. She gave it a couple of casual 'swishes' all the while contemplating the funny looking tourists in her immediate proximity. This, in itself, added to the joy of living in spite of her task. After the vendors of flowers and eatables came the musicians. A xylophone was placed in the body of one of the boats and two men hammered the sonorous pieces of wood wringing out of them "sweet music."

And then came along the photographers. The camera was fastened on a tripod which, in turn, was fastened securely to the bottom of the boat. There were two men on board. I saw them sliding up to a family group who had just finished their Sunday dinner. The

WEST TEXAS Gin Company

RELIABLE GINNERS

We have a surprising price on cotton in the loan and out. With the farmer's assistance, before it is too late, we may be able to get your 1937 cotton in loan turned back to the farmers.

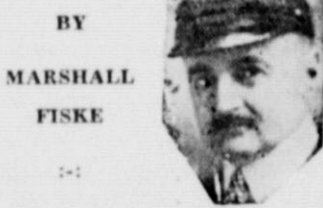
I am quite sure all of you will need, after this drought, all the money you can get to carry on until another crop is made.

Whether you gin with my gin or not, I want to help you and don't mind coming to see me for any help or service I can be to you.

The more help I have, the better chance we will have to get your 1937 cotton back, so let's work fast before it is too late.

West Texas Gin Company  
By Joe M. Gaines, Mgr.

ANCHORS AWEIGH



"MEXICAN GONDOLAS"  
In reality these Mexican Gondolas are flat-bottomed barges. Over an arched iron framework is stretched white cloth. At the bow is a floral arch composed of ar-

tificial flowers, mostly pink and orange, that are fastened to a cresent foundation of straw. These flowers spell out the name of Mexican Senoritas. Mine rejoiced under the sobriquet of "Lucha". In the main body of these "gondolas" are placed tables to accommodate whole families, or else, as in my case, there are only a few chairs in evidence; no tables. There were no other passengers aboard "Lucha" so I sat down in solitary grandeur, picking out the least wobbly of the chairs I could find. After being ensconced, my 'gondolier' took up his position at the prow maneuvering with a long oar or paddle.

I marveled at his dexterity in extricating "Lucha" out of the "traffic jam." He did so after releasing some "Billingsgate" (the Mexican variety) and casting evil looks at some of his conferees. Finally we arrived in the more or less 'great open spaces'. We were on what I call "The Grand Canal" as it was the broadest and the principal one.

A Sylvan Loveliness  
On both sides one saw islands covered with flowers or vegetables and always impressive looking trees that reminded me of poplars at home and the cypress that dot the Italian landscape are such a characteristic feature of it. Some of these islands were filled with glowing patches of red the color of roses, the pink of carnations, the purple of violets, the white and gold of daisies. Then in this floral paradise the lovely cabbage raised its head incongruously. Not "Cabbages and Kings" but cabbage and flowers. The stream itself upon whose bosom "Lucha" was propelled had large patches of green pollen-laden slime upon it. And all about us a myriad of "gondolas" going to and fro all filled with their quota of humans out for a holiday, all eating, drinking, laughing, talking, many to the accompaniment of music, vocal and instrumental, a cavalcade of humans in jolly mood. And all about, the silent beauty of nature.

The Vendors  
But all thru this sylvan loveliness, commercialism reared its head. Vendors, by the score, swooped down on us offering their wares. Nor was it all prosaic, ugly and utilitarian. Beauty approached in the shape of canoes filled with colorful mounds of flowers, huge piles of purple violets, or piles of red roses, of pink carnations. Beauty was offered up

Holiday Popularity Is Yours For The Asking!

Let us curl your hair into a coiffure which will bring extra happiness during the holidays—You will discover new interest and popularity through the fascination of your hair after one of our permanent waves or finger waves.



HOLIDAY Beauty SPECIALS

\$5.00 Helen Curtiss Machineless PERMANENT for \$4.00

\$3.50 OIL WAVE (Machine) for \$2.50

Modern Beauty Salon

Phone 21-J For Appointment

table glittered with dirty dishes, bottles, and the like. The soiled tablecloth with huge blotches of spilled food and drink, was 'crumpled up'. But as they spied the approaching photographer, an impulse suddenly flared in their collective breasts to become immortalized for posterity. With that they all left the table and came forward and grouped themselves in the bow of the boat. Then the consciousness of being photographed seized them and with it all gayety and naturalness left them.

And thus it went on and on. My attention divided between the beauty of the environment and the people. Finally I terminated this exhilarating experience at twilight. The laughter and raucous din had quieted down by this time; the spell of the night had set in and enslaved us with its mys-

terious charm, as slowly, silently we were borne along to our destination.

Would that life might terminate like that; the end of our earthly sojourn, when we, too might glide silently, peacefully on the surface of the River Lethe until we reached our destination on the farther shore.

(To be Continued)

GO TO CHURCH SUNDAY

DR. E. B. JONES

Dentist

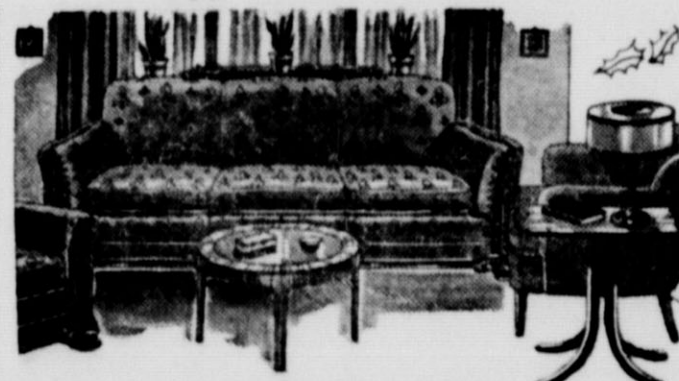
COMPLETE X-RAY SERVICE  
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Matador, Texas



Why Not Be An Indian Giver?

Whatever You Give  
YOUR HOME  
IS GIVEN BACK  
TO YOU!

Give FURNITURE For Christmas Joy



Living Room Suites, Dining Room Suites  
Bed Room Suites

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CHAIRS  
Smokers  
Rugs  
Cedar Chests  
Dishes  
Silverware  
TABLES

HERE IN ONE STORE YOU CAN FIND THE ANSWERS TO ALL YOUR CHRISTMAS GIFT PROBLEMS. OUR STOCK CONTAINS GIFTS FOR EVERY MEMBER OF THE FAMILY—EVERYTHING FROM MARBLES TO FARMALL TRACTORS—PRACTICAL GIFTS THAT KEEP ON GIVING.

MAKE YOUR SELECTIONS NOW WHILE OUR STOCK IS COMPLETE. LET US HOLD YOUR PURCHASES AND MAKE DELIVERY CHRISTMAS, IF YOU PREFER.



A LARGE STOCK OF TOYS

Matador Hardware  
And Furniture Company  
"MATADOR'S HARDWARE DEPARTMENT STORE"

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.

LODGE No. 824 A. F. & A. M. Matador, Texas  
Meeting Saturday on or before full moon of each month.  
W. N. Pipkin, Sec.  
W. I. Rushing, W. M.



CLUBS  
CHURCHES  
SOCIALS  
SOCIETY

PHONE 123

# THE WOMAN'S PAGE

EDITED BY  
MRS. DOUGLAS MEADOR

## Baptist To Have All-Church Night

An All-Church service will be held Friday evening, December 15, at the Baptist Church for its members, according to an announcement made Sunday by Rev. W. M. Joslin, pastor.

The meeting will begin informally, with a covered-dish dinner in the church basement, Rev. Joslin stated, after which the crowd will assemble in the church auditorium for a program. Speaker for the evening will be Rev. C. C. Griffith, pastor of the Baptist Church at Olton. Special music is being prepared by the orchestra and choir, for the occasion.

All members of the church are especially urged to attend this meeting, and all others interested are extended a cordial invitation to be present.

## MRS. LON SMITH IS GUEST SPEAKER

Mrs. Lon V. Smith of Floydada was guest speaker at a meeting of the Sorosis Club Friday afternoon of last week when the organization met at the Motley Hotel with members of El Progresso Club as guests for the occasion.

Mrs. Newman was leader of the program on the subject "Religious Lecture", with this quotation, "Study to shew thyself approved unto God a workman that needeth not to be ashamed, rightly dividing the word of truth", II Tim. 2:15.

Mrs. Smith spoke on "Religion of Pioneer Women", and her lecture was declared by all who heard her, to be the most impressive and enjoyable ever to be delivered here on that subject. Mrs. Smith gave her talk in costume, being attired in her mother's wedding dress which was over fifty years old. At the conclusion of her talk, others present joined in offering interesting incidents relative to pioneer days, and especially early-day Christmas customs.

Mrs. Smith is always a popular visitor here, having endeared herself to the women of this and adjoining communities in previous appearances.

## CHILD WELFARE MET YESTERDAY

A good attendance of patrons was reported at the meeting of the Matador Child Welfare Association yesterday afternoon in the high school auditorium.

A very enjoyable program was given which included Christmas carols sung by the second grade pupils of Miss Verlin Reeves, and a reading, "The Other Wise Man" by Mrs. J. B. Whitworth.

Mrs. Frank Jameson, president of the organization, conducted a business session and a report was made on the results of advance ticket sales to the "Stuttering Sam" entertainment which the welfare is sponsoring tonight.

## Mrs. Laughlin Is Club Hostess Thur.

Mrs. Earl Laughlin was hostess to her bridge club Thursday afternoon with two tables of bridge. At the conclusion of five games, club high score was held by Mrs. Annie Tudor, second high by Mrs. L. R. Bishop and guest high by Mrs. W. W. Clements.

Others present were Mesdames Jack Edwards, L. J. Barkley, T. J. Daffern, J. W. Drace and Robert Collier.

Salad plate refreshments were served.

## SENIOR B. T. U. ENJOYS PARTY TUESDAY NITE

The senior B. T. U. of young people, with their sponsor, Mrs. Earl Laughlin, enjoyed a pre-Christmas social in the basement of the Baptist Church Tuesday night.

A number of games were played and inexpensive gifts, mostly toys, were drawn in exchanges. Refreshments of salad, cake and hot chocolate, were served the following:

Johnnie Bell Willis, James Fish, Justine Rattan, Marjoria Ballard, Helen Stanfield, Loyd Latimer, Marie Hunsucker, Wanda Nelson, Billie Tunnell, Merritt Faulkner, Jack Martin, Donald Groves, Frances Carpenter, Leroy Nelson, W. T. Marshall, A. J. Perkins, Dora Mae Bottoms, Glenn Woodruff, Lowell Barkley Jr., W. E. Ballard, Norman Harp, Rufe Hobbs, Ruth Kingery, Mabry McMahan, Burrell Tipton, Frances Stearns, Rudolph Carpenter, Mary Ola Tipton and Mrs. Laughlin.

GO TO CHURCH SUNDAY

## RECENT BRIDE GIVEN SHOWER LAST FRIDAY

A lovely bridal shower was tendered Mrs. Jimmy Worsham, the former Geneva Cooper, Friday afternoon in the home of Mrs. W. B. Wason. Assisting hostesses were Mrs. Frank Stafford, Mrs. W. W. Worsham and Miss Dora Ratcliff.

Chrysanthemum decorated the rooms in which the guests were received, and also formed the center piece for the dining table. Spiced tea and cookies were served the guests who registered in the bride's book at which Miss Ratcliff presided.

Gifts were received from the following list of friends: Mesdames A. J. Daffern, John Briscoe, David Guest, Gene Mize, Jeff Daffern, L. B. Robertson, H. H. Courtney, R. P. Moore, Hart Harris, U. L. Willie, Hazel Dirickson, Robert Collier, Pearl Moorman, Homer Sheats, F. G. Simpson, W. M. Joslin, B. C. Cox, R. A. Seay, L. J. Barkley, M. C. Green, Lizzie Sanders, J. A. Groves, Eddie Russell, J. T. Spears, George Springer, Ray Patton, E. F. Springer, Noble Groves, and J. W. Worsham.

Mesdames Marvin Patton, L. A. Carlisle, Doug Meador, T. E.

Cammack, Tom King, Curtis King, Steve Daffern, Katie James, and Mrs. Don T. Martin.

Misses Dora Ratcliff, Minnie Mae Meador, Mildred Meador, Maggie Bryan, Dorothy Wason, Aileen Russell, Helen Simpson, Julia Davis, Vivian Estes, Nora Cooper, Ruth Groves, Ruby Spears, Laetitia Estes, and Virginia Edmondson, and Mesdames Worsham, Stafford and Wason.

## Methodists Attend Harvest-Day Meet

Members of the Methodist Church who drove to Plainview Thursday of last week to attend annual Harvest-Day observance were:

Rev. and Mrs. W. M. Vaughn, Mr. and Mrs. T. T. Jameson, G. E. Hamilton, Henry Pipkin, and Mesdames R. P. Moore, Fred Simpson, A. J. Daffern, Ethel Payne and F. M. Jinkins.

The gentlemen attended a meeting of pastors and stewards, while the ladies attended services conducted in the interest of Missionary work.

## SUNDAY SCHOOL DEPARTMENT TO OFFER PROGRAM

The Young People's department of the Methodist Church will have charge of the Devotional of the adult department in Church School services Sunday morning, at which time the following program will be given:

Prelude, "Joy To The World", Kieth Patton and Elmer Gene Jameson; song leader, Zona Ruth Scaff; Leader, Kenneth Simpson; song; Scripture Reading, Mary Frances Hallford; song; Scripture reading, Elmer Gene Jameson; song; Reading, Eugenia Tilson; talk, "If He Had Not Come", Keith Patton; Duet, "O Little Town Of Bethlehem", Aileen Russell and Zona Ruth Scaff; closing prayer by leader.

## Christmas Program

Plans are being made for Christmas programs to be given by several departments of the Methodist church in services Sunday, December 24, it has been announced.

Mr. and Mrs. Frank Pohl accompanied his sister, Mrs. Tillie Collar, to her home at Lubbock, Saturday evening, remaining over-night. They returned home Sunday.

## Will Hold Bazaar And Bake Sale Sat.

Christmas cakes and Christmas gifts will be featured at the Baptist W. M. U. Saturday, December 16, in the Graham building next door to the theatre, it is announced.

In connection with the combination sale, reminder is made of the request for box tops from Oxydol and wrappers from Ivory soap, which the W. M. U. will appreciate receiving.

In the bazaar department handmade linens and gifts will predominate, and in addition to the cakes, other foods will be on sale. "We cordially invite the public to come by and see our display," said Mrs. L. A. Carlisle, general W. M. U. Chairman, who is in charge of the affair.

## CHORAL CLUB HAS MEETING

In regular meeting of the Matador Choral Club, last Thursday night, it was voted to omit the next regular meeting date, which would be Thursday, December 21, and reassemble following the Christmas holidays.

At the first meeting of the club in January, attention will be turned to the selection of special music for Easter services.

## TOO MUCH LIGHT IS AS BAD AS NONE

(84 highway deaths in 71 accidents were caused in Texas last year by blinding headlights or glare at all.)

Courteous drivers dim headlights when meeting approaching cars.



Misses Helen Simpson and Mrs. Joe Winters of Brown was visiting friends in Matador Friday. She was accompanied by Mr. and Mrs. Arvil Kingery of Lubbock visitors Tuesday.



.... Of Practical Value ....

**GIVE A NELLY DON DRESS**

"Thanks for remembering the gift I wanted most of all—a new dress by Nelly Don!"

"You've heard me rave about Nelly Don dresses—how well they fit and how Nelly Don always manages to have my favorite colors and my favorite styles."

**NEW SHIPMENT NELLY DON SILK DRESSES**

**\$3.95 to \$10.95**

**SELECT FROM THESE SUGGESTIONS TODAY**

Part Wool Blankets	\$2.95
Ladies' Hankies	25c
Men's Hankies, set	25c & 50c
Bill Folds	\$1.00 to \$2.95
Children's House Shoes	89c
Leather Jackets	\$5.95 to \$12.95
Wool Sweaters	\$2.95
Ladies' Purses	\$1.00
Ladies' Hose	\$1.00
Bed Spreads	\$2.95
Men's Dress Sox	25c & 35c

**GIVE A MAN The Gift Of The West A GOOD HAT**

Stetsons—Mallory—Beaver

**\$1.98 to \$12.00**

**SHIRTS ARE A GOOD GIFT!**

Easy to give—easy to get—our fine gift shirts are ideal for the man who likes real style. You have your choice of all new pre-shrunk fabrics in every pattern.

**\$1.65 and \$2.00**



**LINGERIE**

Here are the lovely, intimate things that will please any woman.

Step-Ins	25c & 50c
Slips	\$1.00 & \$1.95



**TIES ARE A GOOD GIFT!**

Traditional gift—ties this year are more welcome than ever. For our new ties are beautifully mixed in many soft colors. All silk-wool, poplins, in all patterns.

**50c and \$1.00**



**ROBES ARE A GOOD GIFT!**

The man who receives one of these fine new satin brocade robes is indeed a lucky fellow! Smart unlined models, gros-grain and plain satin.

**\$5.95**



**GLOVES**

We have a wide selection of fine gloves to make the ideal Christmas present.

Solid leather and leather palms with knit backs.

**\$1.00 and \$1.95**

**Matador Dry Goods Co.**



**Dear Santa:**  
Matador, Texas  
December 9, 1939.

Santa Claus:  
Will you please bring me these things for Christmas: A pair of white slippers, size 12; a pair of house slippers, size 12; a combination Doctor's and Nurse's Outfit; 22-piece layette set with large traveling case 13 and a baby Sunshine doll; a new coat, a bible with Wanda's name written on it. And I guess all dear Santa Claus.  
Merry Christmas and a very New Year to you.  
Lovingly,  
Wanda Lou Marshall.  
Matador, Texas,  
December 25, 1939.

Santa Claus:  
I want a doll for Christmas; a desk, a desk, fruit and candy, and don't forget Barbara.  
With lots of love,  
Geraldine Waybourn.  
Matador, Texas  
Dear Santa Claus:

Please get me a "Nurse Set" if you can. And get me a doll, and a sack of candy. Please get me a set of dishes, and I want two red ribbons.  
My sister, Lelia Ann, wants a doll and a Nurse Set and a sack of candy if you can.  
And my brother, Billie Lane, wants a tool set and a sack of candy and a Doctor Set.  
Your Little Friend,  
Winona Cartwright.  
Matador, Texas  
December 4, 1939.

Dear Santa:  
Please bring me a machine gun, a car large enough for me to ride in—tractor set and some fruit, candy and nuts.  
Santa, please remember all of the other little boys and girls.  
Dean Patton.  
November 21, 1939  
Dear Santa Claus:  
We are just learning to write, but I guess you can read it. I want a doll with pigtail and a

**WINS BIGGEST STEER AWARD**



Mayfield Kothmann (center), 18-year-old Texan from Mason County, Texas, whose Hereford steer, Lucky Boy II, won the blue ribbon awarded for the grand champion beef animal at the International Livestock Exposition in Chicago, is shown with President S. G. McAllister of the International Harvester Company (left), and Miss Gertrude L. Warren (right), field agent in 4-H Club work, United States Department of Agriculture, Washington, D.C. Young Kothmann, the first Texas boy to win this premier national livestock award, was congratulated while in Chicago by Mr. McAllister and Miss Warren for his skill in feeding and developing the outstanding beef animal in the United States during 1939.

log cabin set and gun and seaboard.  
From  
Margaret Sanders.  
Matador, Texas  
December 8, 1939.  
Dear Santa Claus:  
Please bring me a Doctor Set and a Dimple doll and a little trunk and lots of story books. Some mixed candy, nuts, oranges, apples, bananas, gum and don't forget Pattie and Neal and Joanne.  
Lots of love,  
Shirley Estes.  
Matador, Texas  
December 8, 1939.  
Dear Santa Claus:  
I am a little girl 3 years old. Please bring me a doll and a doll buggy and candy and nuts. Please Santa Claus, I will be good.  
Gwynella Bennett.

**Roaring Springs NEWS**

Mr. and Mrs. Herman Havis and family, accompanied by Mr. and Mrs. Merle Freeman and family, visited in Vernon Sunday.  
Mr. and Mrs. Dick Mercer of Altus, Oklahoma, visited Mr. and Mrs. J. C. Brownlow Sunday and Monday.  
Mrs. Tom Majors of Quanah, and Miss Opal Cruze of Pampa, are visiting their parents, Mr. and Mrs. Charlie Cruze this week.  
Mrs. J. C. Brownlow, Mrs. J. N. Fletcher, Mrs. Hubert Gunter, Mrs. K. Jones and Mrs. Dick Mercer visited in Dougherty Monday afternoon.  
Mr. and Mrs. John Green and daughter Kelly Anne, visited her parents, Mr. and Mrs. H. D. Marshall, Sunday.  
Rev. W. B. Bennett of Spur visited friends here last week.  
W. C. King visited in Paducah and Chalk Sunday.  
Dave C. Waldon of Estelline visited friends here Sunday.  
Mr. and Mrs. Jim Quinton of

**Roy Burleson INSURANCE**  
BANK BUILDING  
MATADOR, TEXAS

**we're playing Santa Claus ahead of time with a bagfull of BARGAINS in USED CARS!**

**- the car you want at the price you want to pay!**

- |   |   |
|---|---|
| 1937 FORD coupe<br>A-1 Shape—New Paint and Tires<br>Priced at \$335 | 1936 CHEVY Pickup<br>Mechanically Reconditioned Throughout<br>Priced at \$275   |
| 1936 FORD Tudor<br>New Paint—Motor Reconditioned.<br>Priced To Move | 1937 DODGE<br>Fordor Sedan. This is a Clean Car and Priced<br>At A Real Bargain |

**Matador Auto Co.**  
Matador, Texas

FOR BETTER USED CARS OF EVERY MAKE SEE YOUR LOCAL DEALER

Brownfield, visited friends here over the week-end.  
Mr. and Mrs. Tom Swim made a business trip to Dallas Tuesday.  
Mr. Owen Williams was a Lubbock visitor Tuesday.

**WHITEFLAT NEWS**

Miss Louise McDonald visited her home in Woodson, Texas, over the week-end.  
Mr. and Mrs. C. G. Rankin, accompanied by Troy Perkins, attended a banquet Monday evening at Childress, for superinten-

dents and principals of independent schools. Mr. L. A. Woods, State Superintendent of Schools, was a speaker.

**Gives Party**

Miss Estelle Morriss entertained the younger set with a party Saturday night. Many Games were played, and refreshments of hot cocoa and cookies were served the following guests:

Misses Billee Turner, Melba Jameson, Aurene Jameson, Oleana Wells, Nona Belle Wells, Flora Jerdon, Laverna Murphy, Avis

Kimbell, Mary Janice Wilkinson, Zella Mae Pool, Mildred Vinson, Johnnie Belle Willis, June Barton, Onieta Whitaker, Dorothy Jean Henderson and Virginia Vinson;

Messrs. Eugene Fisher, L. M. Cox, Guy Kimbell Jr., H. L. Morriss, C. D. Garrison, Marshall Vinson, Horace Roy Jameson, Phil Green, Frank Vinson, Oliver Wells, Donald Ray Norton, Gene and Albert Morriss, Luther Green and Paul Vinson, and the hostess and her parents, Mr. and Mrs. M. D. Morriss.



**WHAT ABOUT A GIFT OF FUTURE SECURITY?**

There is great pleasure in watching the children enjoy the happiness that comes with Christmas. It is one of the heritages of life. Yet, it is possible to provide them with a greater gift—the security of their future.

A small amount saved regularly from earnings and placed in a bank account will soon surprise you and make it possible for you and your family to enjoy more of the blessings of life.

Start a bank account today and provide for happiness in the future.

**BUY A FORTUNE ON EASY PAYMENTS**  
Save A Part Of Your Earnings

**First State Bank**  
MATADOR, TEXAS

DEPOSITS INSURED BY  
**The Federal Deposit Insurance Corporation**  
WASHINGTON, D. C.  
\$5000 MAXIMUM INSURANCE FOR EACH DEPOSITOR \$5000

**COME TO MINERAL WELLS TEXAS FOR REST AND RELAXATION**



**The BAKER HOTEL**

WORLD FAMOUS HEALTH RESORT  
MINERAL WATERS & THERAPEUTIC BATHS

Providing the ultimate in facilities for recreation and rejuvenation. The finest therapeutic baths with complete massage. Eight-mile long sun veranda, luxurious accommodations. Beautiful grounds. "Where America Drinks It's Way to HEALTH!" Outdoor activities at their best.

Bakerwell Health Plan including room, meals, baths, massages, from \$35.00 a week.  
European Plan, \$42.00

Louis Gambrell, Manager

**GIFTS FOR EVERYONE**



**SHIRTS**



You can always depend on a man's being pleased when Santa brings him a shirt. We stock the famous No-Fade and other brands.

\$1.00 to \$1.95  
A large stock of ties at 50c—\$1.00

**House Coats**



You will probably buy one of these house coats for yourself, too. They are beautiful, well-made garments and sure to please any woman.  
\$2.95 to \$5.50

**BELTS**



A fine leather belt makes an ideal gift for a man or boy. Gift boxes. We have a nice line of TEXAS RANGER BELTS.  
\$1.00

*We Want Hosiery*



When you give Claussner Hosiery you have the satisfaction of knowing you have given the best. We have the newest shades.

79c—\$1.25 pair

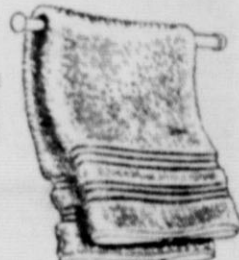
**LINGERIE**

We have a large stock of GOWNS, SLIPS and STEPI-INS. Very attractive gifts at moderate prices!

**TOWEL SETS**

Our stock of towels and towel sets makes it easy to select an appreciated gift. Very attractively wrapped.

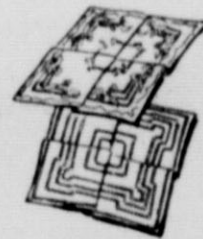
Towel sets priced at 85c



**Fancy Hankies**

Fine, hand-embroidered linen handkerchiefs of exceptional quality. Many patterns. Individuals and boxes of three.

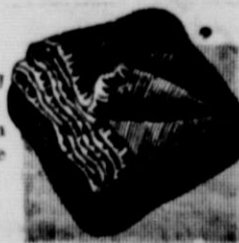
25c and 50c each



**Gift Blankets**

Blankets are always appreciated and they are very practical gifts. Many attractive patterns from which to choose. Prices range from—

\$1.39 to \$3.95



**Luncheon Sets**

You will find it easy to select from our fine, hand-embroidered luncheon sets.  
\$1.00 up

**Pillow Cases**

Hand-embroidered pillow cases that any woman will cherish.  
\$1.00—\$1.95



**Western Dry Goods Co.**

MATADOR, TEXAS





See by the papers that the derick of the Santa Rita well, which marked the discovery of the great West Texas oil field with millions of dollars for the University of Texas, may be dismantled and re-erected on the University campus a pleasing, sentimental gesture. But more worthwhile would be for the University to use a very small trickle of that golden stream to make possible the writing of

the story of oil. Within a brief span, oil has revolutionized the life of our nation; it has made the magic carpet of the fairy tale a reality and not simply for a prince but for every workingman. How much simpler and more intelligent it would be to write the story now while so many of the principal actors in the grand drama of petroleum are still living to give first-hand accounts instead of waiting a century and trying to piece the story together from fragments.

Such an undertaking would be as worthy of a truly great university as building a telescope to study the stars or a machine to smash the atom. After all, they have stars and atoms everywhere but oil is peculiarly the story of Texas for this State produces 40 percent of the oil of the United States. Since the Lucas gusher roared in at Spindletop in 1901, the value of the petroleum pro-

duced in Texas is far greater than the non-existent wealth of the cities of Cibola; it would make all the lost mines and buried treasurers of the Southwest look like pocket change. The present flow of oil in Texas, if maintained for 50 years, would amount to more than all the gold produced in the world since Columbus sighted America—and the oil has meant infinitely more in service to the human race than the gold.

This columnist has been advised that a poem of mine has won first prize in a contest conducted by the Fort Worth Poetry Society—my first prize since winning an essay contest in the eighth grade. That long-ago prize was a \$2.50 gold piece which became the down payment on a rifle.

Maybe you'd like to read the poem? No? Well, since you insist here is "All Has Been Said": All has been said; The songs have all been sung; The tales have all been told. Why then (you ask) do I repeat—and faintly—

What long ago was wrought in words of magic? Well, did not bright blossoms blow in Pharaoh's time, Yet tulips, crimson-cupped, sway in the breeze today.

And once a nightingale had Helen the azure-eyed for listener, But yonder mockingbird sings on. And still do generals plan and armies march

As though Alexander, and the Ten Thousand, had never been. And babies laugh, and actors strut and men die,

As if laughing, strutting, dying were a silver story, freshly minted. And because Homer came first to Beauty's shore, Shall all who come, forever after, stand in silence?

Stop then the waves, the moon, And life itself, with all its royal pageantry.

\*\*\*

Raise additional money for old age pensions by a tax of 10 cents on each 1,000 cubic feet of gas leaving the State, an increase of 1 cent a barrel on oil, 25 cents on each telephone box and a 5 per cent pipe line tax—so suggests Jerry Sadler. Supporters of the plan say it would be paid mainly by people living in other states whereas a general sales tax, they contend, would be paid entirely by Texans and would bear heaviest on the poorest.

\*\*\*

Speaking of the old joke contest, there's one about the man who ordered fish for lunch. After waiting a good while, he asked the waiter, "What kind of bait are they using?" The twin to this one deals with the man who ordered half a fried chicken. He, too, waited a long time and the waiter explained, "We're waiting about killing the chicken till somebody comes in and orders the other half."

\*\*\*

And the defendant who, when asked whether he was guilty or not guilty, said, "Judge, ain't that what we got the jury here to decide?" And that other defendant whose lawyer made such an eloquent speech that he was turned loose and a friend said afterward, "Confidently, John, did you steal that horse?" And John replied, "Well, I thought I did till I heard my lawyer's speech; now, I have my doubts."

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**CRAFTSMANSHIP GONE**  
We live in a wonderful age. Super-human machines do most of our work for us. Things are moving rapidly. We get more done in less time.

We were talking the other night about the old-time Morse men—the telegraph operators. They have long since been displaced by the more rapid and efficient Iron Mikes, or teletypes. But no machine that works by electrical impulses carried on a wire can be called a craftsman. The old-time telegraphers were a clannish lot. They even wrote the same sort of hand, a beautiful, flowing script that defied imitation by lesser mortals. They were proud of the speed they attained with a tight key, and the craft had its legendary figures just as did more spectacular callings. There are a few of them left, but the old telegrapher of news room, railroad office and telegraph company has virtually disappeared from the scene.

Then there were the old-time Steve O'Grady, who never held war correspondents like Richard Harding Davis. They didn't need a by-line in those days. Readers could tell the author by his style, and it was a brave style in those days when only the best survived in the competition of the craft. But today, the war correspondent usually carries a telephone and the facts and an anonymous rewrite man in the New York office writes the story. The wire services demand a certain adherence to stereotyped style, and individuality is smothered. We can remember 20 years ago watching the great a job more than three months at a time but was known in every newspaper shop from Florida to Washington, pounding out a heart-warming masterpiece while being held in his chair by two fellow reporters. He was drunk. He was always drunk. But how the man could write! And in those days there was no "Hold it to a paraphrase, boys; it's a tight paper today." They made room for talent.

Yes, it's a great world we live in, a world run by machines. There's little work that is not done by machinery today, and machines already are encroaching upon the world of thought. Lots of our thinking is done mechanically.

—Amarillo Daily News.

**Former Residents Are Visitors Here**

Mrs. Frank A. Buckley and small son Bruce, of Temple, visited friends in Matador Sunday and Monday, while Mr. Buckley, who accompanied them, continued to Amarillo to attend to business matters. Mr. and Mrs. Buckley are former Matador residents, Mr. Buckley having been county agent here.

They were joined here by Mrs. Buckley's brother, Bob Gilmer, who has been employed at Perryton, and who accompanied them on their return home. He will spend the holidays with his mother at Lockhart.

**MR. BOURLAND BREAKS RIBS**

Injuries to the extent of at least two right ribs being broken, were sustained by Mr. A. M. Bourland when he lost balance and fell from a wagon which he was driving Monday morning at his place east of Matador.

Mr. Bourland became over-balanced when he attempted to avoid an over-hanging mesquite limb. The team which was pulling the wagon came to an immediate stop which averted more serious possible injuries which might have been encountered had the wagon been drawn over Mr. Bourland as he fell in the path of the vehicle, it was declared.

**EARLY OR LATE—DO YOUR SHOPPING SAFELY**

Hurrying crowds engaged in Christmas shopping, with congested streets and sidewalks unusually hazardous because of winter weather, make timely the suggestions to pedestrians by Harold F. Hammond, director of the traffic division of the National Conservation Bureau, accident prevention division of the Association of Casualty and Surety Executives.

Mr. Hammond says: 1. Be sure of your footing when crossing streets in shopping centers, as motorists may not always see the traffic lights or be able to stop in time.

2. The same factors of large throngs, hurry, slippery pavement, noises that confuse pedestrians in shopping districts, also confuse the motorist. Therefore, don't expect him to do more for your safety than you can for yourself.

3. Avoid carrying large packages, as they may tend to reduce your range of vision and also render you likely to lose your balance and fall.

4. Be doubly careful when crossing the streets with children, and avoid large groups where they may get crushed.

5. On crowded sidewalks be careful not to stand too close to the curb, as an unintentional push from behind may throw you onto the roadway.

6. Because jay-walking is one of the greatest causes of pedestrian accidents remember to cross the street at the intersections.

7. Night shoppers should use double precaution for two-thirds of pedestrian accidents occur then.

**LOCALS**

Week-end visitors in the home of Mr. and Mrs. Pat Sheridan were his mother, Mrs. J. H. Sheridan, sister, Miss Buelah Sheridan, and Felix Phillips, all of Amarillo.

Mrs. Charlotte Hunsucker visited relatives in Lubbock during the week. She accompanied Mr. and Mrs. J. R. Emmons there Saturday.

Mesdames L. J. Barkley and Alvin Stearns, accompanied by their niece, Cora Ann Craven, visited in Plainview Wednesday of last week.

Mrs. Mildred Kennedy and daughter Kay, of Quanah, visited here Sunday in the home of her aunt, Mrs. Bert Estes, and other relatives.

Mr. and Mrs. A. M. Bourland returned home Saturday from Mineral Wells, where they have been visiting the past few weeks.

Mr. and Mrs. Doc Burleson of Wichita Falls, visited here this week with his mother, Mrs. A. D. Burleson and other relatives.

Mr. and Mrs. Frank Elring and daughter Frances, of Plainview, were week-end guests of Mr. and Mrs. D. I. W. Birnie and Mr. and Mrs. Bob Echols.

Dr. and Mrs. Pascal Fish and small daughter of Electra, visited relatives here Friday enroute to Lubbock to attend the Electra-Lubbock football game.

Rev. and Mrs. W. M. Joslin drove to Lubbock Monday, where they attended a District Board meeting.

Miss Ruby Hillis of Plainview, was a week-end visitor in the home of her aunt, Mrs. V. A. Rattan and family.

Mr. and Mrs. J. L. Woodruff had as their guest during the week-end, Mr. Woodruff's brother George T. Woodruff of Austin, who is with the State Health Department.

Mr. and Mrs. Bert Edmondson of Tipton, Oklahoma, former Matador residents, visited friends and relatives here this week.

Mrs. J. A. Groves and son Donald, accompanied by her daughter, Mrs. Elbert Seigler, were Paducah visitors Saturday.

Mrs. Thelma Hodges visited in Hamlin during the week-end with her brother and family. Mr. and Mrs. Jimmy Dunlap. She accompanied Dr. E. B. Jones, who made a trip to San Angelo to accompany Mrs. Jones home, after a visit there. They returned to Matador Sunday.

Mr. and Mrs. Clyde Pipkin and children of Dalhart, visited here Tuesday night as they were enroute to Marlin to leave their son

Charles, for treatment. Their daughter Shirley, remained with relatives.

Mrs. Ethel McEwin of Paducah is visiting here in the home of her sister and family, Mr. and Mrs. W. H. Burden.

**HAMMERMILL BOND and Our Good PRINTING Will Save You Money**

**Matador Tribune**  
Phone 123

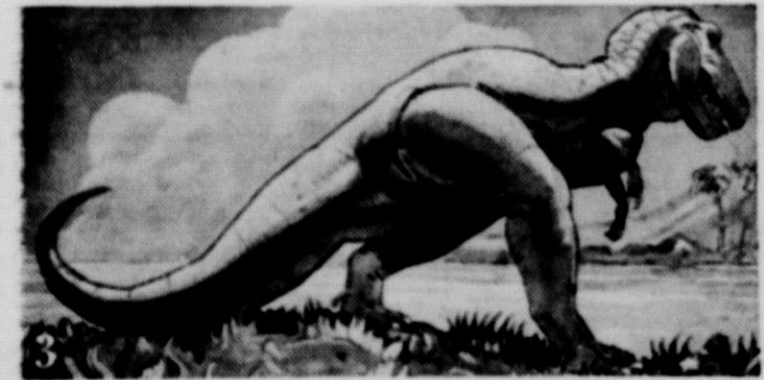
**CHIROPRACTIC**  
FOR BETTER HEALTH  
X-RAY And FLUORESCOPICAL EQUIPMENT  
MODERN And COMPLETE  
As Your SPINE, So Is Your HEALTH!  
**L. B. MILLSAP, D. C., Ph. C.**  
**CHIROPRACTOR**  
MATADOR, TEXAS



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NEW TRAIN SCHEDULE  
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The health and happiness of growing children often depends on the proper food. Down through the ages bread has been the basis of mankind's food; both young and old look to it every day as the staff of life.  
EDDIE'S BREAD is made of the finest ingredients, by experienced bakers, in a clean and modern bakery. It is a wholesome and superior food. Ask for it at your grocery.  
**Eddie's Bakery**



# KEEPING IN HOT WATER

By Katharine Fisher

Director, Good Housekeeping Institute

"You never miss the sunshine until the sun has set," is the refrain of the man who pops into my mind when I think of hot water. You don't miss it, either, until the tap begins to run cold when you're bathing, washing dishes or clothes, or doing anything else that calls for hot water.

You can't really do a good job of getting clothes clean without plenty of hot water for both washing and rinsing. Thorough rinsing in clear hot water is the best way to remove the dirt loosened by the soap in washing; and more than one hot-water rinse is necessary to get the clothes as clean as they should be.

If your hot-water supply is one which demands careful rationing, why put up with it? There's nothing easier to have these days than an adequate supply, automatically produced and controlled. It doesn't matter which kind of fuel you prefer to use; there are satisfactory heaters on the market using all kinds of fuel, coal, fuel oil, gas, kerosene or electricity. We have tested in our laboratories a great many of these water heaters and those we've approved will heat water efficiently and give economical service.

The first question that must be answered when buying a hot-water heater is the question of size. On it depends whether or not you are going to have an adequate supply of hot water. If it is too small, you will have to save and save to eke out your supply of hot water; you'll lose much in comfort and convenience. It may actually mean living at a lower standard of cleanliness. On the other hand, if the size is too large, you will be paying for hot water you do not need.

It would be nice and simple if there were some easy rule to go by. As a 30-gallon tank for three persons in a family, a 40-gallon tank for four persons, and so on. Unfortunately, it does not work out quite that way. Many other factors must be taken into consideration before the right tank for the needs of your particular household can be determined.

An important factor affecting the correct size of water heater is the kind of fuel you want to use. Usually this will depend on the initial cost of heaters using different kinds of fuel, the comparative cost of fuels or electricity in your locality, or your personal preference.

When you have decided this question of fuel, go to the local dealer (reputable utility) who sells heaters of the type you prefer, and ask him to make a careful estimate of your needs. Be prepared to give him the information he must have in order to figure the correct size of the burner or heating element, and the capacity of the storage tank which will give you adequate hot-water supply with economical operating costs. Tell him how many people there are in your family, how many hot-water taps in your home, where they are located, how often you wash clothes, how many you do on one day, if you have a maid, how often you have parties, entertain week-end guests, and any other pertinent information which will give him a good picture of the way you use hot water, or would like to use it. To be sure of getting what you need, you must have the diagnosis of a specialist. Don't try to be your own doctor.

The reason for this is apparent when you know something of the general side of the design and operation of hot-water heaters. The rate of efficiency with which fuel or electricity is consumed in a hot-water heater determines what is called its "recovery rate"; that is, the rate at which it replaces the hot water that is withdrawn from the storage tank. This, in turn, has a bearing on the size of the storage tank. If replacement is fast, a smaller tank usually can be used than if the replacement is slow. Most electric hot-water heaters are purposely designed to have a slow recovery rate, in order to take advantage of the favorable electricity rates that many power companies offer for kind of service. On the other hand, gas hot-water heaters and those that use fuel oil usually have a higher recovery rate. Therefore electric heaters usually need a larger storage tank in gallons than heaters using fuel oil, provided other conditions are equal.

# New Lights Now Aid Kitchen Work



In this re-lighted kitchen, a new "adaptor" unit provides generous cheerful illumination, while above the kitchen sink, a tubular luminescent bulb supplies extra light where it is most needed.

By Jean Prentice

LIKE A GLOOMY DAY, a shadowy kitchen can depress one's spirits and make work go slower.

Young brides and experienced homemakers alike, however, are sometimes puzzled by the question of what to do about a poorly lighted kitchen. I have several "bright ideas" to suggest, with the accompanying photograph as a guide.

Before this kitchen was inexpensively re-lighted, a bare bulb was used at the ceiling. It was a glaring spot of light up above, and yet the young woman had to work in her own shadow when she stood at the cupboard with her back to the light.

In place of the bare bulb, a new inexpensive ceiling "adaptor" fixture was substituted. Many manufacturers make these fixtures. They can be installed in any single ceiling

outlet, with a simple twist of the wrist.

No rays of light come through the silvered end. Instead, nearly all of the light is sent up to the ceiling, and reflected into the room.

Shadowless light reaches every corner of the room. The common kitchen complaint of working in one's own shadow is thus eliminated.

Another new idea that helps to make this kitchen cheerful is the side lights. Above the kitchen sink is a luminescent bulb in a bracket. This was attached beneath the shelf, and connected to a nearby outlet.

For the range, breakfast table or sink, I'd like to suggest as another alternative one of those clever little lamps which may be pinned to the wall. With one of them you can tell exactly how much salt you are adding to cooking food.

# Christmas Program Enjoyed By Club

Members of the sub-junior El Progresso Club enjoyed a Christmas program at the home of Mrs. Mae W. McKenzie, club sponsor, Wednesday afternoon, December 6.

Parts on the program were given as follows: "Spirit of Christmas," Jewell McCoy, who was leader; "Origin of Santa Clause," Frances Carpenter; "Christmas As Observed in Different Lands," Frances Stearns.

Refreshments of sandwiches, pickles, hot chocolate and cookies were served the following: Misses Myrnavae Barkley, Wandell Berryman, Frances Carpenter, Lela Carpenter, Marie Hunsucker,

Jewell McCoy, Ruth Rushing, Aileen Russell, Zona Ruth Scaff, Marion Clements, Mary Ola Tipton, Tom Nell Darsey and Dorothy Wason, Mrs. W. W. Clements and Mrs. McKenzie, club sponsors.

# Bishops Are Hosts To Club Friday

Mr. and Mrs. L. R. Bishop entertained Friday evening with a quail dinner for members of their couple club, and guests, which was followed by bridge at four tables.

At the conclusion of the games, Mr. and Mrs. Jack Edwards held high score, Mrs. Robert Collier, second high, and Mr. and Mrs. L. J. Barkley, guest high.

Those attending were: Mr. and Mrs. T. J. Daffern, Mr. and Mrs.

Edwards, Mr. and Mrs. Barkley, Dr. and Mrs. Albert Traweck, Mr. and Mrs. Earl Laughlin, Mrs. Annie Tudor, Mrs. Robert Collier, Mr. and Mrs. R. W. Cudd of Paducah, and Mr. and Mrs. Bishop.

# ATTEND B. T. U. MEET

A Floyd County Associational B. T. U. meeting held at Floydada Sunday afternoon, was attended by the following delegation from Matador Baptist church: Rev. W. M. Joslin, Dee Cates, Burrell Tipton, Miss Ruie Hobbs, Dorothy Woodruff and Mrs. Earl Laughlin.

Mr. and Mrs. H. S. Watson returned home Thursday from Fort Worth, where Mrs. Watson visited last week while Mr. Watson made a business trip to points in Georgia.

# NOTICE

## SHERIFF'S SALE

### REAL ESTATE

By virtue of an Order of Sale of the Honorable 101st District Court of Texas and for Dallas County, on the 14th day of December, 1939, in the case of THE DALLAS JOINT STOCK LAND BANK OF DALLAS, Texas, et al., vs. Ella Freeman, et al., H-790-E, and to me, as sheriff directed and delivered, I have upon this 5th day of December A. D. 1939, and will on the 14th day of December, 1939, at 4 o'clock P. M., on the 14th day of January A. D. 1940, at the Court House door of Motley County, in the City of Matador, Texas, proceed to a public auction to the highest bidder, for cash in hand, all right, title and interest which

Ella Freeman, A. Freeman, Foy Bourn and the unknown heirs of Foy Bourn, H. T. Zuzak and the unknown heirs of H. T. Zuzak, County of Motley, State of Texas, and Fred C. Bourland, had on the 1st day of January A. D. 1927, or at any time thereafter, of, in and to the following described property, to-wit: Situated in MOTLEY County, Texas, and BEING 538 acres out of Survey No. 45, in Block T, Cert. No. 1154, of the Beaty, Seale & Forwood Surveys, and being all of said survey except 100 acres out of the SE part thereof, owned by T. M. Dixon and 2 acres out of the NE corner of the same sold to Methodist Church; and

Being part of the same land conveyed to Ella Freeman by J. W. Hamilton et ux by deed dated June 20, 1907, of record in Book 6, page 96, Deed Records of Motley County, and by partition deed from Ola Winn et al dated May

5, 1926, recorded in Book 18, page 212, Deed Records of Motley County, and by Ola Winn and husband by deed dated May 5, 1926, as shown by record in Book 18, page 494, Deed Records of Motley County, Texas; and

Being the same land described in deed of trust dated January 1, 1927, executed by Ella Freeman and husband, A. Freeman, to H. W. Ferguson, Trustee, recorded in Vol. 7, pages 15-19, Deed of Trust Records of Motley County, Texas;

Said property being levied on as the property of said above named persons and will be sold to satisfy a judgement amounting to \$11,695.37 against Ella Freeman and A. Freeman, jointly and severally, together with 8% interest thereon from November 1, 1939, in favor of THE DALLAS JOINT STOCK LAND BANK OF DALLAS, and costs of court and the further costs of executing this writ.

GIVEN UNDER MY HAND

THIS 5th day of December, A. D. 1939, L. A. Carlisle, Sheriff, Motley County, Texas, By H. H. Courtney, Deputy.

# Around The Circles...

## GENERAL MEETING OF METHODIST SOCIETY

The Womens Society of Christian Missionary Service of the Methodist church met Tuesday evening in the home of Mrs. John Hamilton for a missionary program, with all three circles together.

The Business and Professional Women's circle had charge of the program, with Mrs. Henry Solomon as leader. Miss Mable Jameson led the devotional. Mrs. Alfred Edwards gave an interesting talk on "Christmas Giving," and Mrs. Harry Burden sang "Away In A Manger." Rev. W. B. Vaughn led in a prayer and conducted an installation service for the new officers.

A business session was conducted by the general president, Mrs. Harry Willett. The society voted for each member to bring a toy to the next meeting to be given to a needy child in the Community Christmas boxes.

Mrs. R. P. Moore was presented a life membership for outstanding service throughout the years.

Delicious refreshments were served to the following members: Mesdames J. L. Moore, Thelma Dirickson, Homer Sheats, J. D. Morris, R. P. Moore, A. J. Daffern, Henry Solomon, W. Y. Higgins, Alfred Edwards, W. B. Vaughn, Wayne Parsley, Annie Tudor, H. H. Schweitzer, Clarence Sparks, Harry Willett, Ethel Payne, Harry Burden and F. G. Simpson and Misses Ona, Mabel, and Dora Jameson, and the pastor. Visitors were Mrs. Pollard, Mrs. Ethel McEwin of Pampa and Miss Lorene Oliphant of the West Texas Utilities Co., also Mrs. T. G. Tilson of Whiteflat.

BAPTIST W. M. U. All circles of the Baptist W. M. U. met at the church Friday, for an all-day Week of Prayer service. A very interesting program was given with Mrs. R. E. Campbell leader of the morning program, and Mrs. J. A. Groves leader of the afternoon session.

A covered dish luncheon was served at the noon hour.

Those present for the services included Mesdames L. A. Carlisle, R. E. Campbell, J. A. Groves, Ed Cammack, Joe Campbell, A. D. Burleson, Lula Carpenter, L. Rattan, Donnell, W. W. Carpenter, A. A. Tipton, Vernon Doss, M. P. Fulkerson, Elbert Seigler and Rev. and Mrs. W. M. Joslin.

BRIGHT AND COLORFUL WHEEL TOYS DIRECT FROM SANTA'S BUSY FACTORY—ALL THE NEW MODELS AND GEARED FOR SPEED AND FUN!

COASTER WAGONS Priced this week at 89c—\$1.29—\$3.49 and \$3.79	TRICYCLES & SCOOTERS Priced this week at \$1.29—\$1.98—\$2.98 \$3.49 and \$4.29
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79c to \$1.98

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**NOW! Liberal trade-in allowance EASY TERMS**

**Cold-Wave FRIGIDAIRE**

**FREE** A beautiful sterling silver gift medal—non engraved with any message you desire will be affixed to your Christmas Frigidaire, free of charge, if requested.

# West Texas Utilities Company





Keith Patton, Editor

Assistant Editors: Wandell Berryman, Marie Hunsucker  
 Inquiring Reporter: Frances Stearns  
 Junior Reporter: Aurene Jameson  
 Sophomore Reporter: Wanda Nelson  
 Freshman Reporter: Oneita Whitaker  
 Poets: Ruth Rushing and Willena Wilkinson

Juanita Mize: Well, I'd take a million dollars, but I'll be satisfied with a pair of shop-made boots.  
 Harley Hill: I hadn't ever thought about it. I guess I want a new suit of clothes, for one thing, and an automatic rifle.  
 Johnnie Griffin: All I want is a wrist watch and a ring.  
 Wandean Garrison: I really don't know. I like just anything.  
 Harold Jameson: I don't know. Anything will do.  
 Marie Hunsucker: Oh, let me see. I want a wrist watch. I wouldn't mind having a car and an organ.  
 Byron Knight: I want a big dollie, a chu-chu-train, an allday sucker, and a teddy bear.  
 Mary Ruth Muse: I want a tennis racket, a five-year diary, and plenty to eat.  
 June Barton: I want a watch, a housecoat, and a little wubba dollie.  
 Dorothy Wason: Well, I want a wrist watch and—that's all.  
 Ruth McBride: I want a new dress and a new pair of slippers.

**HELP IMPROVE SCHOOL SAFETY**

We are all urged to co-operate with the boy patrolmen, who are starting their work this week. When we are told to do something by these boys, we should do our very best to do it. It is very important that we go.

One of the main things we are to do is park all cars facing east on the lot across the street from the school building.

If this rule is enforced, the number of accidents will be greatly reduced. It has been estimated that from one to two school children have been killed each day in Texas as they came out from between parked cars to cross a street. By parking the cars on the other side of the street motorists approaching the school building will have a clear vision of anyone coming from it.

People, especially the school children, are urged not to cross the highway in front of Schweitzer Saddle shop. Everyone should go down the sidewalk and turn in front of the Motley Hotel. By doing so there will be a sidewalk all the way to school.

**BASKETBALL SEASON IS NOW OPEN**

Three Matador basketball teams opened the season last Thursday in their home gymnasium with a night full of thrills and spills and prospects for victorious teams of 39-40.

The Senior Girls, captained by Mary Ellen Barton, made a fine showing when they defeated Flomot 38 to 14. They will attend a tournament at Idalou on December 14, 15, and 16.

Altho the Junior and Senior boys were defeated by Flomot 6 to 9 and 28 to 26 respectively, they played thrilling basketball. The Senior Boys will go to Turkey the 14, 15 and 16 of this month to partake in a tournament.

These teams need the support of the entire school. Let's attend the games and prove we are interested in them.

**Por la Escuela**

First Grade Honor List, Honor Roll: L. C. Allen, Nevada Cook,

Charles Cliett, Norman Neighbors, Charles Pollock, Garland Rattan, Velma Briggs, Dorothy Cudd, Shirley Estes, Wanda Graham, and Dorothy Traweck. Perfect Attendance: Nevada Cook, Charles Cliett, Junior Keeling, Charles Pollock, Garland Rattan, Allen Sain, Velma Briggs, Dorothy Cudd, Shirley Estes, Wanda Graham, Esta Ray Hawley, Joy Martin, June Neighbors, and Dorothy Traweck.

The student body enjoyed having Mr. Leon Payne and Mr. Travis Burgett, both boys are blind, with them last Monday morning. Mr. Payne and Mr. Burgett played and sang very well. One of the hits of the program was Mr. Payne's own composition, "Black Moonlight", which he played and sang.

**HIGH SCHOOL HONOR LIST**

Freshmen Class Distinguished List: Melva Faulkner; Honor Roll: Rachel Carpenter, Faustena Fulfer, Betty Greene, Tom Ed Jameson, Ruth Keith, Neda Lane, Norman Merle Pitts, William Rushing, John Russell, and Lawrence Spray.

Sophomore Class Distinguished List: J. W. Durbin, Bennie Wayne Marshall, Franklin Price, and Johnnie Belle Willis. Honor Roll: John Alsop, Johnnie Griffin, Junella Jackson, Marshall Lee Morton, Wanda Nelson, Douglas Pitts, Mavinee Russell, Bert Schweitzer, and Dorothy Wason.

Junior Class Distinguished List: Alla Mae Fulfer, Wiley Kennedy, and Frances Stearns. Honor Roll: James R. Fish, Helen Hill, Joyce Irby, Aurene Jameson, Stanley Dan Level, Ruth Rushing, and Nona Belle Wells.

Senior Class Distinguished List: Myrnavae Barkley, Wandell Berryman, Lela Carpenter, Marion Clements, Marie Hunsucker, Keith Patton, and Aileen Russell. Honor Roll: W. O. Cox, Tom Nell Darsey, Merritt Faulkner, Elmer Gene Jameson, Oneita Kimbell, W. T. Marshall, Zona Ruth Scaff, Willena Wilkinson, and Glenn Woodruff.

**GIRLS STUDY ABOUT KITCHENS**

The second year home economics class is now studying kitchens and kitchen equipment. Each girl drew a plan of the kitchen in her own home and then one of her ideal kitchen. Each one also made a list of all the small equipment needed in a kitchen.

Several of the girls have given talks discussing the advantages and disadvantages of frigidaires and iceboxes and gas and electric stoves. Miss Faulkner is planning to make a large scrapbook of pictures of attractive kitchens and kitchen equipment. The girls have been cutting most of the pictures from magazines and studying them.

**KEITH PATTON ENTERTAINS**

Keith Patton entertained a group of his friends in his home Friday night, December 8, 1939.

Those who attended were: Marie Hunsucker, Wandell Berryman, Lela Carpenter, Jewell McCoy, Tom Nell Darsey, Aileen Russell, Dora Mae Bottoms, Frances Stearns, Myrnavae Barkley, Zona Ruth Scaff.

Norman Harp, Kenneth Simpson, Rudolph Carpenter, James R. Fish, John Alsop, J. D. Payne, Elmer G. Jameson, Bennie Keltz, Lowell Barkley, Billie Tunnell, E. A. Day, Glenn Woodruff, and W. T. Marshall.

Delicious refreshments of punch cookies, and mints were served.

**Favorite Sayings**

Elmer Gene Jameson: Ain't it so?  
 Kenneth Simpson: I'll put th' slug on ya.  
 Myrnavae Barkley: Ah! My dream.  
 Rudolph Carpenter: Number 128, please.  
 Wandell Berryman: Gracious, Mercy!  
 Glenn Woodruff: Where's Paul Patton? Where's Paul Patton?  
 Zona Ruth Scaff: Has anyone seen Donald?  
 Norman Harp: Marie, my heart is aching!  
 Mary Gaines: Now, my brother, J. D.  
 J. D. Payne: You could'a fooled me.

**MOTHER'S ATTENTION**

Pity baby agonized by diaper rash, chafe. Be kind to baby. Get quickest relief. Depend on tender, soothing, cooling Zenzal. Fine for externally caused Eczema, rashes and pimples. Take nurse's advice. Get Zenzal today.

CITY DRUG STORE

**SHOWER GIVEN HONORING BRIDE**

The former Christine Stafford, now Mrs. John Briscoe, was honored with a kitchen shower on Thursday, December 7, in the home of Dorothy Wason.

Refreshments of cake and cocoa were served to the following: Gaye Wolfe, Aileen Russell, Junella Jackson, Bennie Marshall Mavinee Russell, Alla Mae Fulfer, Johnnie Griffin, Justine Rattan, Doris Whatley, and the hostess.

**The Poet's Corner**

The thought this week, (and please think about it!) is that hell is paved with good intentions. The poem is one chosen as best from all the poems the seniors have been writing for English. It was written by Kenneth Simpson.

**THE CASTAWAY**  
 Again he had been turned away. There was no job for him; He had to sleep upon the hay. While all the stars were dim.

He went from door to door, He went from house to house; Food he had no more, No sympathy could he arouse.

We did not think, I and you, We were unkindful of his plea. And all the others like us, too, Shut the door and turned the key.

**This And That!**

'Tis funny, 'Tis funny! Why should Jewell go to Mr. Gray for an excuse because of her absence from school? Personally, I have no comment to make. Ask Judy!

"There's Something About an Old Love." (We guess) Anyhow Rudolph and Willena must think so. Rumor has it that they went to a movie, but of course, that's covering a lot of territory. A bit of philosophy could be added, we reckon, but maybe it's best to let the situation coast (or ride, maybe).

Oh, these blushing maidens! In civics when marriage licenses were mentioned, Gaye Wolfe was as red as the proverbial beet. Why? I don't know. It could be from a guilty conscience, but suffer if such "goings on" continue.

Wonder why Leroy is mad at Mutt? Could be Mutt sorta beat his time last Saturday night. He took Sugar to the preview after Leroy and she had a swell-elegant time. What is this younger generation coming to?

James Fish and Johnnie Belle are the latest two-some (Aren't they cute?) We hope they prove that the same couple can be seen together twice! Is it possible. These old fashioned couples have G. W. T. W. we're afeard.

Incidentally a whirl-wind struck M. H. S. last Monday after a

"brief" absence. Pity Pat Willard arrived again for an uninterrupted—we hope—stay.

**IDEAL GIRL**

This is Bert Schweitzer's dream girl:  
 Complexion: Frances Stearns.  
 Eyes: Johnnie Belle Willis,  
 Hair: Dorothy Acker,  
 Personality: Lela Carpenter,  
 Teeth: Frances Carpenter,  
 Neatness: Oneita Whitaker,  
 Lips: Wanda Nelson,  
 Smile: Marie Hunsucker.

Tribune Ads Pay

Mr. and Mrs. Bryan Carmann were Plainview visitors Wednesday.

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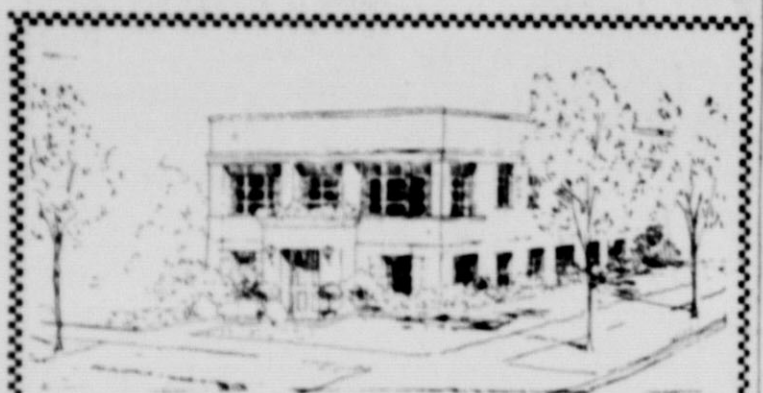
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**Institute Of Student Opinion**

This Is What We Want For Christmas—:

Question: What do you want for Christmas?  
 J. W. Durbin: I want something different.  
 Lucille Webb: I hadn't thought much about it, but I want a small cedar chest filled with stationery, a housecoat and slippers to match, and some boots.  
 Jimmie Joe Latimer: I want a gun and a bicycle.  
 Sonny Russell: I want to make the first string in basketball and a new pair of boots.  
 Bert Schweitzer: I want some film for my movie camera; and, I guess, I want a new pair of boots.



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**Why Wash at Home?**



**Sending Washing Out Saves Labor & Health...**

NO WOMAN WILL DENY THAT HOME WASHING IS A LONG, HARD JOB—THAT ENDLESS RUBBING, SCRUBBING, RINSING, AND STANDING OVER A STEAMING BOILER, TOILING UP AND DOWN STAIRS WITH A BASKET FULL OF CLOTHES. WELL, YOU CAN FORGET ALL THAT IF YOU SEND YOUR WASH TO THE SPUR LAUNDRY—THEN, TOO, YOU PROTECT YOUR HEALTH BY PREVENTING WASHDAY COLDS, SICKNESS AND TIREDNESS CAUSED BY WASHING SLAVERY.

HAVE MORE LEISURE FOR THE HOLIDAYS

**SPUR LAUNDRY**



Matador Tribune

Combined with Motley County News By Purchase March 14, 1934. Issued Thursdays at Masonic Building, Matador, Texas, by THE TRIBUNE PUBLISHING COMPANY

Entered at the post office at Matador, Texas, as second class mail matter, according to an act of Congress, March 3, 1879.

DOUGLAS MEADOR Editor and Publisher

MEMBER PANHANDLE PRESS ASSOCIATION

MEMBER WEST TEXAS PRESS ASSOCIATION

SUBSCRIPTION RATES: In Motley, Floyd, Cottle, Hall and Dickens counties— One year, in advance \$1.50 Elsewhere, One year, \$2.00

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.

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

Davidson...

(Continued From Page 1) ... He was born in Quay county, in the West community, 13 miles southwest of Tucumcari. His parents came to the region from Texas and filed on a government claim about 30 years ago. His father was killed, and the mother moved to Paducah and Matador, the latter place being her residence at present. Shannon has relatives near Tucumcari, his mother declared, and expressed her belief that he would come on to Texas after his visit is completed there.

TAXIDERMY—With Wild game constantly growing more scarce, and with bag limit much reduced, take fewer trophies and let me preserve them for you. Mrs. C. Kifer. 12-7-pd.

WINTER DRIVING HAS MANY PERILS FOR MOTORISTS

December, with the highest accident rate of all, is the most dangerous month in the year for American motorists, according to Julien H. Harvey, managing director of the National Conservation Bureau, accident prevention division of the Association of Casualty and Surety Executives. "Driving at any time calls for reasonable care and skill," says Mr. Harvey, "but this is especially true in the winter months and most true of all in December. Safety progress has made winter driving more comfortable than in the past, but motorists must always be on the lookout for ice or snow on the roads, slippery curves, pedestrians wearing dark, cold-weather clothing, and other factors which present unusual hazards in December, January and February.

Icy Roads Always Hazard "Because there is less traffic on the roads in December, and wide open stretches invite 'speeding it up' a little, many drivers do not realize the hazards they can come upon most unexpectedly. A patch of ice, for instance, may not be seen until it is too late to stop the car. The statistics tell the story: From 1936 to 1938 the motor vehicle death rate for December averaged 19.5 deaths per 100,000-000 miles, while in June it averaged 12.3—an increase of better than 50 per cent during December.

"While January falls below December in the death rate average, it also is among the highest ranking months, being on a par with October and November, when sudden freezes and falling leaves conspire to catch motorists unaware before they fully realize the increased dangers of cold weather driving. On a mileage basis, the spring and summer months have the best records."

PERSONAL GIFTS BEST Frequently friends who should be remembered at Christmas time whom you want to remember a neglected family because of lack of money to buy little gifts that would adequately represent your regard. Why not use odd moments of spare time to make little gifts with your own hands? Book-marks, afghan-guest towels are all acceptable and welcome and can be made easily. Address Anna Orr, Good House-keeping, 57th at 8th Avenue, for suggestions and instructions and delight your friends with evidences of personal thought.

FASHION PREVIEW



Home for the holidays is Blossom. She allowed December Good Housekeeping to intrude on an informal record session long enough to photograph her in her polka-dot silk-taffeta dress with a tiny waist and a whirl-wind skirt. She wears suede, high heeled slippers but moire pumps are equally pretty with this frock.

Stuttering Sam To Be Here In Program Tonight

The public is reminded of the program which the Matador Child Welfare Association is sponsoring tonight in a personal appearance of "Stuttering Sam and his Comedians." This popular comedy group appears regularly over the air, from Amarillo, and is well-known in this section. The entertainment will be well worth the small admission price of 10 cents and 25 cents, and everyone is urged to attend. Such proceeds as the local organization receives for its sponsorship of the program will be used for assisting the underprivileged children of the community. The program will be held in the high school auditorium.

FARM GROUP TO HOLD ELECTION

A community committee election for Motley County has been called for Monday, December 18th at 2:30 P. M., according to J. Rufus Emmons, county agent. The place for the meeting is in the district courtroom of the court courthouse at Matador. Mr. Emmons stated that each person who is cooperating in any current program of the Agricultural or Range Conservation Program or who has an interest in a farm or ranch and states his intention to cooperate in the programs is eligible to take part in the election of the committeemen. The A. A. A. groups communities within counties on the basis of 500 work sheets for each community. As Motley County has 655 worksheets, it is therefore a one-man community county. Mr. Emmons declared that the election would consist of selecting the chairman, vice-chairman, regular member, first alternate member and second alternate member of the committee. Mesdames J. R. Whitworth, Henry Ford and J. W. Ford were Lubbock visitors Tuesday.

ANNOUNCING

We wish to announce the installation of complete, modern x-ray and fluoroscopic equipment, that we may offer a more scientific and effective service. L. B. MILLSAP, D. C., Ph. C. Chiropractor, Matador, Texas.

Christmas Decorations Give An Illusion of Loveliness

ONCE a year, even the most commonplace homes take on a slightly festive look that instantly removes them from the realm of commonplace to beauty. The beauty may not be actual but the illusion of Christmas decorations gives the illusion of loveliness as no other method of alteration can. The Christmas spirit may be brought into the home in the simplest, most inexpensive ways—so long as the spirit is really there. Helen Kooles in the December Good Housekeeping, tells of arrangements that need not will linger on in the memories of every one in the home. In ten cent stores or specialty shops, little figures to group around a creche for a Nativity scene may be purchased. Pine branches and pine needles are all that are needed to make lovely little settings illustrating the meaning of the day. The figures may be grouped in any way that pleases the family and the whole family can take part in the arrangement. Or, for your mantel piece, a "plum pudding" of greenery adds a pleasant touch. It can serve a double purpose, if necessary, for it also makes a decorative centerpiece for your Christmas dining table. The making of such a decoration is easy and of low cost. You will need 1 1/2 worth of sphagnum moss from your florist, some shiny evergreen, such as boxwood, holly or yew, 50¢; Mahonia, holly or evergreen barberry, 25¢; 1 yd. narrow red ribbon, 10¢; Make a 5" ball of moss by winding it over and over with string to make it firm. Then the ends of 6" sprigs of shiny evergreen and force them into the ball until it is completely covered except for the part that rests on the mantel. Then trim to spherical shape. Insert longer branches of contrasting greenery at sides to lie flat. On thin 5" sticks the little bows of ribbon and insert at each side. A few twigs of red berries or mistletoe at the top add interest.

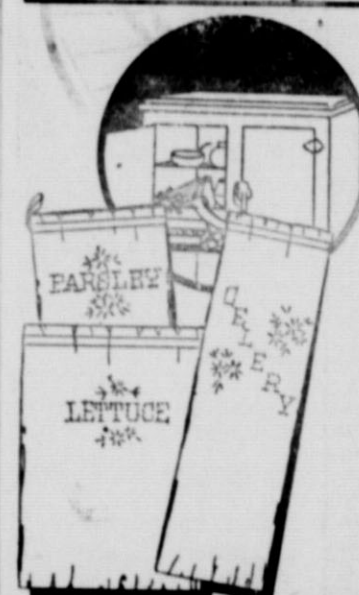
Measuring Wheat Land Is Started

The measuring of Motley County wheat farms for compliance with the 1940 Agricultural Conservation program was instituted December 1st. Ernest McWilliams, Whiteflat, is in charge of the performance crew which will measure the 42 wheat farms in this county. There is an estimated 2350 acres seeded to wheat, with approximately two thousand acres on non-wheat allotment farms which were seeded for winter pastures.

WEDDINGS ANNOUNCED

A double wedding ceremony performed at Ardmore Oklahoma, Sunday evening, December 10 at 9:30 o'clock, united in marriage Miss Pauline Watson of Matador and Mr. Pete Hensley of Guthrie, Texas, and Mrs. Pauline Routh of Sulphur, Oklahoma to Mr. Bud Hood of Guthrie, Texas. Mrs. Hensley is the daughter of Mrs. C. H. Watson of Matador, and her husband is the son of Mr. and Mrs. L. P. Hensley of Guthrie. Parents of the other couple are, Mrs. J. I. Pilgrim of Sulphur, Oklahoma, being Mrs. Hood's mother, and Mr. Will Hood of Rule, Texas, who is the groom's father.

SAVING MONEY With Cotton Bags



Keeping the refrigerator clean and orderly does not need to be a task. Save your small Cotton Sugar, Salt and Flour Bags and use them for storing fruits and vegetables in the refrigerator. These Cotton Bags are easy to keep clean and the fruits and vegetable kept in them stay fresh and crisp. A small hem at the top of the Bag is all the sewing required, unless you would like a motif to fit in with the color scheme of your kitchen. This stitching can be done in simple stitches. A drawing can be added, if desired.

TREE OF CHRISTMAS

Rise, tree of Christmas, in this room, And blossom with miraculous bloom. Let every tree in every wood Lift up as a Beatitude. For Christ, Whom ancient trees befriended, Must now be worshipped—and defended. Rise, tree of Christmas, for you are The gallant symbol of the star Whose glory bid the sages come To hail the First of Christendom, And you must still the symbol be Of Love's eventual victory.

NEW CASHIER ASSUMES DUTIES WITH W. T. U.

Miss Lorene Oliphant assumed duties here this week as cashier of the West Texas Utilities to replace Mrs. A. C. Edgewood who is resigning. Miss Oliphant was transferred here from the T. U. office at Quitaque. Mr. and Mrs. T. T. James and Miss Mable Jameson of Amarillo visited Wednesday. Mr. and Mrs. J. W. D. visited in Crosbyton in the afternoon of her sister and family, Mr. Mrs. Jack Bradshaw, Sunday.

Advertisement for Thacker Supply Co. featuring a 1940 Grand Gas Range. Text includes: 'DON'T STRUGGLE WITH YOUR OLD STOVE AGAIN THIS Holiday Season', 'YOU'LL LOVE THIS NEW 1940 GRAND GAS RANGE', 'MODEL 9D62—With the biggest holidays of the year almost here, it is so important to you and your family to have a good gas range in your kitchen. Why not replace your old stove now... with this new 1940 divided top Grand gas range? Enjoy the comforts of knowing your important holiday meals will turn out perfectly! This new Grand with Peek-a-Boo Oven, Robertshaw heat control and Sunshine Ovenlite assure perfect baking and roasting results. Other important features are large storage drawer and compartment, all-porcelain exterior, complete Rockwool insulation, white porcelain base and new streamlined top lamp!'

Advertisement for Eldora Beauty Shop. Text includes: 'A PICTURE OF Loveliness...', 'MAKE YOUR Holiday Appointment NOW!', 'TAKE ADVANTAGE OF THESE SPECIAL PRICES', 'Our regular \$5.00 machineless permanents NOW \$4.00!', 'Helen Curtis Duchess regular \$5.00 permanents, NOW \$4.00!', 'Our regular \$3.50 Machine Permanents, NOW \$2.50!', 'Colored lights and tinsel—frost on the window panes—the joyous spirit of Christmas! You will want your coiffure to be "tops"—a picture of loveliness—an Eldora permanent or finger wave for more pleasure this Christmas!', 'Phone 30-J For Appointment', 'ELDORA BEAUTY SHOP', 'Upstairs In First State Bank Building', 'Dora Jameson Owner', 'Mrs. Beuna Hodges Operator'.

Advertisement for Gulf Service Station. Text includes: 'OUR BUSINESS IS SERVICE', 'Check Your Battery... Guaranteed National Tires and Batteries—We Appreciate Your Business—Gulf Service Station', 'BENNIE COX, Mgr.'.

Advertisement for Champion Typewriter. Text includes: 'LOOKS LIKE ANOTHER UNDERWOOD Christmas', 'CHAMPION Typewriter PORTABLE... \$59.50 WITH CASE', 'See the new Underwood Portables today and select any one of four Underwood Portable models for your Christmas gift list this year. Priced from \$39.50 to \$67.50 including carrying case. There is an Underwood Portable for every writing need at a price for every purse... convenient budget terms can be arranged if desired.', 'BUDGET TERMS', 'Matador Tribune'.