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Matador Tribune



Matador, Motley County, Texas, Thursday, December 4, 1941.

Price 5c

MAIL DUST

By GLAS MEADOR



... is a proved method
... the travel-dust out
... the moccasins, unless he
... to keep pace with his
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... is so rare in this
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... more sensitive to rebuke
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... lantern hung from the
... pole and sullen gusts of
... swept back the white ashes
... red coals in the fire pit.
... ruled in their beds, lay
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... wagon. Somewhere beyond
... island of light, a horse
... and a man cursed softly,
... approached with spurs
... and stiff chaps scraping
... walked. Standing before the
... black-box lid, he looked at
... faced alarm clock, shook
... and held it to his ear
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... fingers across shallow val-
... and blinded approaching
... on the crest of hills. The
... pedaled bobbed loosely above
... dashboard when tires cried
... from burned oil mixed
... the smoke of a glowing
... Pistons beat against the
... of their iron prisons, like
... slaves being whipped in
... of a burning ship. Down-
... to a rattling throttle stop,
... helmets flashed, past the
... machine like lighted
... on the siding for a limited.
... pavilion lay ahead and
... right where lights of other
... vanished and the
... his foot from accel-
... to brake and turned the
... key. After a few convul-
... the engine died amid the
... of water boiling. The
... pressed a reluctant button
... yellow dome light. He
... at his watch and listened
... satisfaction; the dancing
... started.

Cotton Compress To Employ Three Crews

Motley county's first cotton compress will be in operation by December 15, it was disclosed last week by John W. Crouch, President of the Producers Warehouse Company, in charge of constructing the plant at Roaring Springs. Mr. Crouch said that his company will spend in the neighborhood of \$10,000 in constructing the compress, which is entirely new, with the latest type press capable of compressing 30 or more bales per hour.

"We'll operate 24 hours daily, if necessary," Mr. Crouch declared, "and employ 12 men on each of the three 8-hour shifts. We will be in operation by December 15 and hope to be able to compress the major part of Motley and neighboring counties' cotton crop."

The Producers Warehouse Company now operates three compresses in Texas and two in the Republic of Mexico. Mr. Crouch said the press would bring the cotton to standard density of 22-22½ pounds and that regular inspections would be made by a federal inspector.

Original plans for power called for an electric motor, but because of the unusual size needed and inability to secure transformers, rapid changes were necessary. A new 120 H. P. butane or fuel oil engine will drive the powerful press.

Mr. Crouch does not anticipate any difficulty in delivery of materials since much of the equipment is already in transit and also because of the recognized necessity of compressing to aid national defense plans.

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College Grid Star



TRUETT RATTAN
H-SU Tackle

Standout left tackle on the Hardin-Simmons University, Abilene, eleven, is Truett Rattan, above, son of Mr. and Mrs. V. A. Rattan of Matador. Rattan was one of the eight Cowboy seniors to whom the homecoming game played at Abilene Saturday afternoon with the Howard Payne Yellow Jackets, was dedicated.

Members of the Matador Lions Club will bring toys to the next regular meeting of the club to be held at the Methodist church basement on Tuesday, December 16. After being allowed to play with the toys during the meeting they will donate them to the Matador Child Welfare Christmas committee, to be given to the city's underprivileged children.

Announcement of continuation of the annual plan was made at the regular meeting held in the Methodist church basement, Tuesday at 12.30. A limit of 30c was placed as the price to be paid for each toy. Lions arriving at the December 16 meet without a toy, will be fined at least 50c, it was announced by Tail Twister Henry Ford.

An interesting and inspiring address was given by C. E. Edgar, Zone Chairman, Group 7, of District 2-T, of Turkey. Lion Edgar selected as his subject, "I Am Glad I Am An American." "I had no choice in the place of my birth," Lion Edgar declared, "but I selected the right parents—the United States has a cosmopolitan population, called the melting pot of the world, still all eyes of the world are turned toward our shores... the dream of every liberty-loving person on earth... organizations as this one, for the betterment of the state and communities, have never been considered dangerous to this nation."

The address was closed with prayer by Rev. R. W. Johnson of Turkey.

White Cane Presented
Shortly after the group had sung "Home On The Range" and dedicated the number to the honor guest, Jim Cooper, he was presented with a white cane, following an impressive presentation address by Rev. W. B. Vaughn.

Visitors introduced, included Jim Cooper, Matador, and Lee Vardy, C. E. Edgar, R. W. Johnson and J. W. Hardeste all of the Turkey Lions Club, R. L. Ballinger, Wichita Falls, and four Matador honor students, Bennie Wayne Marshall, Norman Merle Pitts, Don Paul Keith and Mary Ann Cook.

Letters To Santa
Following its annual practice, the Tribune will publish all letters written to Santa, that are received in time for the last edition before Christmas.

Letters may be left at any store in Matador, Roaring Springs, Flomot, Whiteflat or Northfield, or mailed direct to the Tribune.

All children are urged to write Santa, being assured that they will be sent on to the North Pole after publication. Please write on one side of the paper only and write as soon as possible for old Santa is going to be busy this Christmas.

Child Welfare To Hold Meet Dec. 10
Matador Child Welfare will meet December 10th in the Gram-mong school recreation room at 3:30 o'clock. An interesting program will be given by Mr. Ezzella's Civics class. Special Christmas music will be given by Miss Reeves' first grade pupils. A social hour in the lunch room will close the meeting.

Student On Honor Roll
Helen Hill, student in Abilene Christian college, was among those listed on the honor roll compiled recently from mid-semester reports. Recognition on this roll indicates outstanding scholastic work.

Helen is the daughter of Mr. and Mrs. W. M. Hill of Matador.

Farmers Receive \$21,510 In Checks

Motley county A.A.A. office has received 118 Agricultural Conservation checks on 76 work sheets, according to M. J. Stacy, Administrative Officer. Amount of the checks is \$21,510.20. They cover farms on which the total soil-building allowance has been earned.

It will be necessary for remaining farms to be checked for sodan and cane left on the land for a cover crop, before these applications can be submitted to the state office for audit. Mr. Stacy said that the crops will be checked as soon as an experienced person can be employed for the work.

Annual Red Cross Drive Totals \$733

With contributions amounting to \$733.00, representing an enrollment of 563, and complete results yet to be tabulated, membership enlisted during the Red Cross annual roll call is expected to exceed last year's total by more than 200 persons, according to M. S. Patton, Roll Call Chairman of the Motley County chapter.

Mr. Patton, in expressing the thanks of the local organization and of the volunteer membership workers to all those who joined the Red Cross during the drive which ended November 30, said, "It is this cooperation of all of you who joined the Red Cross that will make possible the greatest needed expansion of services in its history."

"It is this pledge of your faith in human values that will insure continuation and growth of its program of social welfare in military and naval stations; its work in disaster relief, its program in first aid, water safety and accident prevention, and its many other services that are necessary to meet the official obligations entrusted to it by Congressional charter and by the Office of Civilian Defense."

Mr. Patton also urged those who became members of the Red Cross during Roll Call to participate in chapter activities throughout the year, pointing out that all members had a voice in chapter affairs and were entitled to vote for chapter officers.

Receives Commendation
Mr. Patton received a letter of commendation from the Women's Voluntary Services for Civil Defense in London England in which thanks was expressed for the work done by the American Red Cross. It read in part:

"When you live thru days such as we live thru, words seem a poor way of framing appreciation and thanks, and, therefore, I can only say to you that we will show by actions how much we value what you have done and continue to face in the future what has been our lot in the past, realizing that you are strengthening us in every way you can."

Trapper Catches Half-Breed Dogs

Federal trapper H. W. Fite displayed unusual animals in Matador Saturday after making the rounds of his traps. In the Matador ranch pasture near Russellville, he found two half-breed dogs and coyotes in traps and brought the animals to town. He said that the catch was the third of the half-breed wolf and dogs that he had trapped in this territory.

M. Fite said that the cross-breed animals were very fierce and destructive to poultry and livestock. The half-breed animals resembled German Police dogs.

APPENDECTOMY
Mrs. Preston Spray of Whiteflat underwent an appendectomy at Traweeek hospital, Tuesday afternoon.

TONSILECTOMY
The small daughter of Mr. and Mrs. Earl Whitaker of Flomot, underwent a tonsilectomy Sunday.

Local Stores Displaying Stocks Of Holiday Goods

The Christmas season has arrived in Matador and Roaring Springs. Stores are displaying colorful stocks of Christmas merchandise while they continue to serve customers in largest business rushes experienced in more than ten years.

Manager of one large Matador store disclosed Monday that his business Saturday surpassed any single day's sales made in 1929. Every store in town was crowded to capacity until late Saturday night, while cash registers continued their endless but welcome music.

Large Volume of Sales
Best index to unusual business transactions in the county was bank clearings of the First State Bank here Monday, declared to be in the neighborhood of \$200,000 for the day.

Merchants look forward to greater volume of business as the Christmas shopping season gets underway within the next week or ten days. Many customers are buying gifts in advance of the rush and to avoid the almost certainty of depleted stocks.

Cottonpickers In The Money
The once humble cotton-picker has found a haven in Motley County's abundant crop where he may earn from \$5 to \$7.50 daily. One aged negro man is declared to be pulling 1,000 pounds of cotton daily for which he receives 75c per hundred. Cotton producers are pocketing substantial amounts from each bale ginned.

Eight cotton gins in the county are reported "snowed under" pattering day and night. Observers believe that possibly 60% to 75% of the crop may be gathered. It is estimated that between 9,000 and 10,000 bales have been ginned from the 1941 crop.

Decorations Going Up
First Christmas street decorations were observed on the West Texas Utilities Company office front last night, but many sets of home and tree lights have been reported sold and it is believed that Matador may display more holiday lights this season than ever before.

Place Open In Welfare Office Here

Announcement is made of a vacancy in the County Welfare Office at Matador by Mrs. Johnnie W. Weaver, of Spur, Area Supervisor of the State Department of Public Welfare. Competitive examinations will be held for a county caseworker in and for Motley county.

The job involves determining eligibility for WPA employment, selection of boys for the CCC and certification of persons eligible for federal surplus commodities. The applications will be available at the local office of the department of public welfare and county judge's office in Matador, Texas. The closing date for the acceptance of these applications will be Tuesday, December 9, 1941, at five p. m.

Applications must be filed with the area supervisor at the state department of public welfare office in Spur, Texas. Not later than the above time and date. All persons applying and meeting the minimum qualifications will be required to report at County Welfare office, Matador, at 2 p. m., Tuesday, December 16, 1941, for the written examination. Those persons not meeting the minimum qualifications for this position will not be permitted to take the examination.

The minimum qualifications for this position are as follows: successful completion of 2 years of study in an accredited college or university; or a combination of education and experience determined to be equivalent, substituting 1 year of successful, full-time, paid employment in a social work capacity in a public or private social work agency determined by investigation to have maintained high standards of work and supervision during the period of the applicant's employment therein, for each year of the required college education.

Send applications to: Mrs. Johnnie W. Weaver, Area Supervisor State Department of Public Welfare, Box 1084, Spur, Texas.

Mr. and Mrs. R. P. Moore visited in Lawton, Oklahoma, last week with their son W. R. Moore and family.

FLASH! Governor Coke Stevenson will be interviewed Sunday at 12:45 p. m. by the "I Give You Texas" man over KGKO, Fort Worth-Dallas, and KGNC, Amarillo. Tune in and get better acquainted with your Governor!

President Roosevelt establishes the price per ounce for silver in the United States.

BOARING SPRINGS

NEWS

Whitell, Correspondent

Mrs. John Green and Kelly Ann and Gaines visited friends here

Mrs. Robert Meacham visited in the home of Mrs. M. S. Thacker

Ms. G. L. Godfrey and were business visitors Monday. They were accompanied by Elwanda Godfrey

Carrie Lou Bishop and Mrs. W. L. Brian and friends near Lamesa

Mrs. Fern Brian and Pampa spent the week in the home of Mr. and Mrs. Mitchell

Love, son of Mr. and Mrs. Love of Cisco, spent the week in the home of Mrs. J. D. Green

Mrs. T. J. Taylor and left Monday for Los California, where Mr. will be a student in a ship school

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men Engineers 0,000 women on Soviet woman work of a Russian

Home For Holiday who spent the Thanksgivings at home and who returned to their work were Godfrey, Rosalind Evelyn Taylor, Millard Morris and Charles Lubbock

Wanda Garrison, student at Wichita Falls, spent her holidays with her mother Mrs. Bertha Garrison

Mrs. Guy Kimbell, Sr. visited relatives in Sunday

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CHRISTMAS SEAL DRIVE ENDORSED BY PRESIDENT

President Roosevelt has endorsed the 35th annual Christmas Seal Campaign of the National Tuberculosis Association as a vital part of national health.

The campaign was termed by President Roosevelt "a valuable and far-reaching tradition" in the anti-tuberculosis fight.

"With the approach of the Christmas Season, my mind turns to one of our most valuable and far-reaching traditions, the Christmas Seal which supports the fight against tuberculosis.

"For 35 years the appearance of the small tuberculosis Seal on the flood of holiday mail has proved that we Americans are sincerely trying to protect our own against an insidious, communicable disease.

"We have full confidence in the Christmas Seal, a confidence deeply rooted in the victories which have been won over the disease. But the fight against tuberculosis is not yet won. We must continue to give our full support to the National Tuberculosis Association and its 1,700 affiliated organizations throughout the country. We must help overcome a disease that still kills more persons between the ages of 15 and 45 than any other cause of death.

"The anti-tuberculosis campaign has long been a vital part of the foundation of the structure of our country because health is the first requisite of a nation as well as of an individual. This year, above all years, we must, and I am sure we will, faithfully observe one of our oldest, most worthy American customs—giving health to ourselves and to others through Christmas Seals."

Governor Proclaims Safety Campaign During December

An intensified campaign against traffic accidents was urged last week in a proclamation issued by Governor Coke R. Stevenson.

"At the present rate," the Governor said, "the total number of deaths from automobile accidents this year will exceed 2,000. Some 60,000 persons will have suffered non-fatal injuries."

"These unusual times require unusual safety efforts," the Governor said.

The proclamation urged "a concerted and intensified campaign against traffic accidents during the month of December" and the Governor said he called upon "the Texas Safety Association to coordinate civic effort with the official safety work" of the regular policing agencies, and urged that "every citizen . . . enlist in this campaign and do his part to make our streets and highways safe."

Australia now has more than 123,000,000 sheep. That country no longer is so wild—but it's plenty woolly.

Mr. and Mrs. F. M. Casey and daughters, Dorothy Jean and Mary Frances attended a singing convention at Turkey Sunday.

Roy McCary of Oklahoma is visiting relatives here.

Administrative Economies

Any substantial retrenchment in federal non-defense expenditure must be effected in the fields of farm aid, work relief and public works where the outlays are large. No reduction is possible in the largest item of the federal budget, the \$1,225,000,000 per year for servicing the national debt, and no curtailment of veteran's pensions and benefits allotted \$564,000,000 in the budget, is likely.

There is still another field for economy, which has been neglected by the advocates of reduction of non-defense expenditures. It is known as general government or administrative service, which costs \$374,000,000 annually. In the depression years, innumerable federal bureaus and agencies sprung up and the Government payroll expanded to well over a million workers. Now because of the enormous cost of rearmament, there arises the question as to

whether all this supervision and regulation is not a luxury which the people can not afford. The answer of the Administration would be that the domestic gains

must not be surrendered during the present emergency, but even if that contention is correct, there still is an opportunity for drastic economies among the myriad of

federal agencies and bureaus. In brief, when the policies of "strikes as usual" and "business as usual" are being assailed, the same criticism extends to the

plan of costly "government as usual." Can the people afford all this non-defense service by Government in the defense emergency? —Star-Telegram.

Huge Ford Bomber Plant in Michigan Takes Form



THIS AERIAL PHOTO shows the huge \$47,000,000 bomber plant the Ford Motor Company is building at Willow Run, near Ypsilanti, Mich. In the foreground is the nearly completed manufacturing section, which forms the lower part of the "L" shaped plant. Only

half of the actual length of the assembly building is shown in the photo. Ford will produce giant four-engine Consolidated B-24 bombers in the Willow Run plant. Construction work has advanced so rapidly a tool room already is in production in the new structure.



HEADQUARTERS

Practical Suggestions

- Give her a beautiful Purrey Blanket \$5.95
- Silk House Coats \$2.95 up
- Leather Hand Bags \$1.95
- Ladies' Overnight Bags . . . 3.95 & 4.95
- Men's Neckties 55c ea.

A complete line of Christmas cards
10c to 75c box



Men's Shirts
Always the ideal gift for the men on your list
1.25, 1.49, 1.95

Perfumes
A complete line of lovely sets
Wrisleys 59c to \$2.25
Evening In Paris 50c-\$2.95
Other Sets 25c-\$1.95



Santa Says
Sheer Stockings
89c, 1.00, 1.25 pr.

Lovely chiffon hose unbelievably sheer but so durable. A gift in step with the times. Full fashioned with reinforced heels, toes. 8 1/2-11.

Men's Shaving Sets
A large selection of his favorite brands.
25c to \$2.95

Many other attractive novelty gifts for men



Buy TOYS Now

Let us urge you to buy Christmas toys early before the supply is exhausted . . . Don't disappoint the little ones . . . You will find our stock complete in most lines.



You'll want to send your boy something he'll appreciate, something that he can use. That's why we suggest your selecting his gift from our store.

- SHAVING KIT complete from styptic pencil to clippers 1.00-1.95
- PAJAMAS— Many new patterns 1.50-6.95
- TOILET KIT of finest quality in pigskin case 50c-1.95
- GIVE HIM a good billfold 75c-2.50
- MILITARY brushes in zippered case, Pair 1.00-2.95



CHRISTMAS TREES
Buy Your Tree Early and Avoid Disappointment
Prices 49c to \$1.00 ea.



Why delay your shopping?
We have gifts for every name on your list

Matador Variety

A NEW HOME FOR CHRISTMAS . . . THE PERFECT GIFT

A home—the one thing every family needs—a place where there is room to live. In planning a gift for your family, why not consider building a home? Plan yourself a future of security by building today. It will pay you to investigate.

GIBBINBOTHAM-BARTLETT CO.
Lumber, Building Supplies and Hardware

CLUBS
CHURCHES
SOCIALS
SOCIETY

PHONE 123

THE WOMAN'S PAGE

MRS. DOUGLAS MEADOR, Editor

Club Meets With Mrs. Stearns Tues.

The Tuesday Club members were guests this week of Mrs. Elmer Stearns, for a morning coffee preceding the games which were in progress at two tables.

High score was won by Mrs. D. I. W. Birnie, with Mrs. R. E. Donovan receiving second high.

Other club members present were Mesdames D. E. Pitts, U. L. Willie and E. F. Springer, with two guests, Mrs. Leonora Luckett and Mrs. W. W. Clements, present.

Mrs. Birnie Is Hostess

Mrs. Birnie was hostess to the club last Tuesday with the following present: Mesdames Donovan, Willie, Pitts, L. C. Harp, Stearns, Luckett, and Mrs. Rowe Sams of Waco, Texas.

Mrs. Stearns won high score and Mrs. Sams second high.

RECITAL TO BE AT WHITEFLAT THURSDAY, Dec. 11

A music recital and concert will be presented at the Whiteflat school, Thursday evening, December 11, by pupils of Mrs. Homer Kingery, assisted by speech and primary pupils of Mrs. C. G. Rankin.

The following selections will be given:

"Clover Club Waltz", June Spray; "Under the Double Eagle", Ernestine McWilliams; reading, Lorella Took; "Looby Loo", piano solo, Mary Francis Casey; "Black Hawk Waltz", Walter Wayne Spray; musical reading, June Spray; two Rhythm Band numbers by the primary room; "General Grant's March."

Recent Bride Is Shower Honoree

Mrs. Coy Moorehead of Amarillo, the former Eloise Martin of Whiteflat, was complimented with a miscellaneous shower Saturday afternoon, November 22, in the home of Mrs. Bob Martin. Co-hostesses were Mrs. Ben Keltz and Mrs. Kim Wilkinson, both of Whiteflat.

During the afternoon Miss Katalyn Humphries entertained with piano selections.

Tea, coffee and cookies were served to the guests, who called from 2 to 6 o'clock.

Present were: Mesdames E. P. Humphries, W. L. McWilliams, Ernestine McWilliams, Maud Dean, Malcolm Morris Jr., L. A. Carlisle, Grady Acker and F. Z. Martin.

Misses Elwanda Martin, Estelle Morris, Willena and Camella Wilkinson, and Katalyn Humphries. Out-of-town guests were Mrs. Guy Arterburn of Amarillo and Mrs. Laurie Carlisle of Floydada.

Those who sent gifts were: Mesdames Ralph Stapleton, Malcolm Morris Sr., Robert Mayfield, H. M. Murphy, C. M. Barton, L. R. Browning, Malcolm Jameson, W. J. Knoy, Fred Bourland and Jack Morriss; Misses Georgia Bourland, and Wilma Ruth Mayfield.

STRAIGHT FROM NEW YORK



PEPLUMS ARE POPULAR

The new "interrupted silhouette" this year is achieved with peplums, tiers and tunics. This New York creation features a perky, pleated peplum that fastens on like a little apron over this featherweight wool dress of rasal red. Slanted pockets are hidden beneath the peplum to complement the high pockets on the bodice. The look is soft and feminine, typical of this season's fashion trend.

Nell Crowell.

Mesdames H. H. Schweitzer and A. J. Daffern contributed to the program and the lesson was completed with the singing of the hymns.

Mrs. Chas. Keith gave a very interesting review of the book, "The Seed and the Soil" by Richard Baker, which is a supplementary study to be used with the "Christian Imperative."

Other ladies present were: Mesdames W. B. Vaughn, G. E. Hamilton, L. R. Bishop, C. D. Pipkin, F. M. Jenkins, David Guest, R. P. Moore, Annie Tudor, Homer Sheats and Frank Pohl, and Miss Zona Ruth Scaff.

Harvest Day Program

There will be a Harvest Day meeting of the W. S. C. S. at Plainview next Wednesday, December 10. All members are urged to attend.

The last meeting of the year will be the Christmas program to be held in the home of Mrs. G. E. Hamilton on December 16, at 7:30 p. m.

Christmas Slips



Pied 'Pinions' BY MRS. J. M.

For Christmas Eve

The shelter of no other tree Can quite so deeply solace me, Nor any beacon burn so bright As this one star, one tree, this night!

—Virginia Scott Miner, in American Mercury.

One of the cooler days last week when I was shivering around in a light-weight jacket, I happened to be in a local dry goods store when a family composed of parents and several small children entered. Chancing to glance downward as I passed them, I noticed that one small girl around seven years of age was barefoot, and I hoped that their mission there was to remedy the condition.

I thought, without pride, of the discarded footwear in my own closet; and of the warmth and comforts awaiting me at home, and wondered if the lot of that unfortunate family might not be a feeble campfire by the side of a decrepit car or truck by the roadside.

A night sound that is soothing is the steady hum of the cotton gins... not so comforting however is the midnight chorus of coyotes, or the roar of the lions out at Bob's, especially if one is all alone and trying hard to be brave, and all at once something scratches on the window screen, which one wants desperately to believe is only the wind stirring the dead vines....

An entertaining radio program comes on a Denver station p. m. for night-owls. The announcer calls himself the "Dane", and plays phonograph records at the request of those who call or write in. The fills in with inconsequential observations and chatter such as "Well folks, here is the Dane again playing waltz platters..."

Cotton slips will be in Christmas gifts this year, according to the National Cotton Council and Textile Institute report. Especially designed for college girls, the well fitting cotton percale slip well designed bra can be used for the laundry along with nightgowns and other cottons, closing and elastic in the sure good fit, and Val lace at the top and bottom add the fine touch.

Bread Is Your Best Food
Eat More Of It!

Always Ask For **EDDIE'S BREAD**

EDDIE'S NEW VITAMIN B-1 BREAD IS DELICIOUS, WHOLESOME AND CONVENIENT. SERVE IT AT EVERY MEAL AND TO THE CHILDREN BETWEEN MEALS.

Ask for Eddie's Bread at your Grocers'

IT'S Vitamin B₁ BREAD

Baked Fresh Every Sunrise
Eddie's Bakery
Matador, Texas

Mrs. Harp Is Club Hostess Friday

Mrs. L. C. Harp was hostess Friday afternoon to the 1925 Bridge Club. Following luncheon at the Motley Hotel, several games were in progress during the afternoon in the Harp home, with Mrs. R. E. Donovan receiving high score and Mrs. W. W. Clements guest high.

Others present were: Mesdames D. E. Pitts, U. L. Willie, D. I. W. Birnie, Elmer Stearns and Leonora Luckett.

Baptists To Have Association Meet At Floydada Tues.

An all-day meeting of Baptists of this district will be held in Floydada, Tuesday, December 9, in observance of Associational Sunday School Emphasis Week. Several outstanding religious leaders of the state will appear on the program.

Among members of the local Baptist church who will appear on the program will be Mrs. J. L. Woodruff who will lead the adult department conference; R. E. Campbell who will discuss "Associational Goals and Plans for 1942"; and Rev. W. M. Joslin, who will speak from the text, Matthew 28:19-20 "Our Program."

All members of the local church are urged by the pastor to attend the meeting, which promises to be one of the most inspirational of this nature to be held in this district.

Society Completes Study Of Missions

Monday afternoon marked the last session of the mission study, "A Christian Imperative" by Roswell P. Barnes, which has been taught by Mrs. Fred Simpson, the Secretary of Missionary education and service in the local Women's Society of Christian Service, of the Methodist church.

The subject of the chapter was, "The Christian Way," and the leader opened the lesson with the scripture, "If any man would come after me, let him deny himself, take up his cross and follow me."

The group sang, "Follow The Gleam," and Mrs. J. R. Whitworth read, "The Glory Way" by Grace

Women Engineers

Almost 200,000 women maintained jobs on Soviet territory since the first woman worked the throttle of a Russian turbine in 1938.

A French inventor perfected a pistol that knocks out a wire with a strong blast of compressed air.

Christmas Photographs

A Cherished "Personal" Gift For Someone You Love

Does your family live in another city? Have you a sweetheart in the army service? Would your friends in other parts of the country like to see you more often? Then you have from one to three good reasons for having photographs made for Christmas.

Parker Studio
Paducah, Texas
Open Evenings

CHEVROLET TRUCKS

"THRIFT-CARRIERS FOR THE NATION"
For Farms . . . For Business . . . For Total Defense Effort

Campbell Chevrolet Company
MATADOR, TEXAS

Matador Tribune
Combined with Motley
News By Purchase
Date 14, 1934.

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Editor and Publisher

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Any erroneous reflection upon
the character of any person or
the contents of these columns
will be gladly and promptly
deleted upon being brought to
the attention of the management.

NATIONAL EDITORIAL
ASSOCIATION
Member

MEMBER
PANHANDE PRESS
ASSOCIATION

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

...ing in the home of Mr.
Mrs. Ward Rattan last week
Mrs. Rattan's sister, Mrs. Leo
Rattan. Mr. and Mrs. Rattan
attended her to Vernon Fri-
day. Campbell left Saturday for
home in Portland, Oregon
for a four weeks visit in Texas.

Terrace Machinery Again Available To Motley Farmers

Tractor-grader unit for build-
ing terraces will be available
again this year for Motley County
farmers. The cost will be \$3.00
per hour instead of \$2.50 as last
year. A larger and more power-
ful tractor will be used this year
which will do more work per
hour and will be cheaper to the
farmer doing the terracing.

Under the A. A. A. Program
a farmer may earn 75c per 100
feet up to his soil building allow-
ance. If he desires he may give
the county an assignment for the
cost of his terracing to be taken
out of his Soil Conservation
Check.

Over 30 miles of terracing were
built in Motley County last year
and probably twice that many
will be built this next year.
Those desiring to use the
county machinery should make
their requests at the county
agent's office in the next two
weeks in order that as many
farmers as possible may have a
chance to use this machinery.

ARRIVALS ANNOUNCED

Mr. and Mrs. Tokie Doty of
Sudan are announcing the birth
of a daughter weighing 5 pounds
3 ounces. Monday afternoon,
December 1, in West Texas hos-
pitals, Lubbock.

Mrs. Doty is the daughter of
Mr. and Mrs. Jerry Birchfield of
Teepee Flat. Mrs. Birchfield is
with her daughter and family.

Mr. and Mrs. Kenneth Jeffers
of Floydada, formerly of Mata-
dor, are parents of a baby son
born November 30.

Housekeeping the Modern Way Brings New Joys to Mother, 83

By MARION CONGER

Times have changed for the house-
wife, according to Mother Johanna
Enright, 83 years young, agile, alert
and philosophic, who has reared a
family of four sons and is now
watching her grandchildren grow
up.

"Why, I used to work from sun-
up to sun-down," reminisced Mother
Enright. "I put up bushels of toma-
toes and strawberries and pickles.
I baked my own bread, and
ground the coffee. And when the
evening dishes were done, I was
still working—mending or making
clothes while the boys studied their
lessons."

"I still keep house, and of course
my daughters-in-law keep house,
too. But housekeeping's just a half-
time job these days with pickles
and tomatoes and jams to be
bought already glassed at the cor-
ner grocery—just as good and ac-
tually cheaper than I could make
them. I buy my bread not only
baked, but sliced. And I get my
coffee in glass jars that can be
re-sealed and kept in the refriger-
ator. It's just as fresh as that I
used to grind each day myself. I
even buy my salad dressings in
cans so that there's no more to
mixing a meal than just the last-
minute cooking preparations."

Electricity Does It Now
Even cooking has been simpli-
fied, says Mother Enright, who now
whips up meals for all her brood
on an electric range that almost
does the cooking for her. She gets
things ready, sets the automatic
dialing device, and then goes out
to play with her grandchildren
while the range cooks the food
more accurately than she could
ever do when she had to hang over
the boiling pot.

She has an electric refrigerator
too that saves operational costs
and enables her to market less fre-
quently and in quantity. She gets
her meats and vegetables and dairy
products to last for several days
and sets the refrigerator below fifty
degrees, so that she knows the
food can't spoil in the keeping.
Bakes Cakes Now and Then
Mother Enright doesn't sigh for
the good old days. She still likes
to bake her own cakes and to spice
some pears now and then. But she

Glassed for Her!



There's a reason for the way Mother
Enright smiles after she takes
a jar of glassed fruit down from
the kitchen shelf. She used to
spend days putting up fruit her-
self. Now she buys it already glassed
at the corner grocery.

likes it because she doesn't have
to do it. She just does it now and
then and makes a lark out of it.
The rest of the time she prefers
to let the packers do her glassing
for her and her modern kitchen
save her time and energy for out-
side pleasures.

"Why, I can even go to the mov-
ies in the afternoon now," she
exclaimed. "I save enough time and
money by keeping house the mod-
ern way to do all sorts of things
I used to think foolish and extrava-
gant. Believe me, there weren't
any good old days for the house-
wife. There were just seven work-
days a week. Today, every day's
a holiday by comparison and the
house is cleaner, the meals are
better, and the budget more bal-
anced than ever it could have been
in the past."

Postmaster Urges Early Mailing For Holiday Packages

Warning to patrons of the
Matador postoffice to mail their
Christmas packages earlier than
ever before was issued this week
by postmaster E. F. Springer.

Regarding the problem of the
postal department this year, Mr.
Springer offered the following
advice:

"The Christmas rush will be
even more demanding this year
than ever before because of the
boys in camps away from home,
therefore, it will be up to the in-
dividual to wrap his package so
that they will stand the great
volume of weight."

Mailing Photographs
In preparing photographs
which is one of our major prob-
lems, that have glass fronts lay
between pieces of double corruga-
ted board, covered on both sides
with a cushioning material, and
enclosed in box.

Bottles containing liquid sub-
stance should be wrapped with
enough cotton or other absorb-
ent material to take care of the
fluid in case the bottle should be
broken.

Radios must be packed with a
two inch layer of cushion on six
sides and in a strong cardboard
or wooden box.

Check Addresses
One of the most important
things to remember this year is
the addressing of any package or
cards. Millions will be sent to
military camps with inadequate
addresses. The warning to be
heeded is this: every package and
every card should be addressed in
full as to company and division
numbers and in ink, one side only.

Another warning in connection
with addresses is that on the re-
turn one must give his name and
address, not just his name. On the
outside wrapper, there should be
no written greetings other than
"Do Not Open Until Xmas."

Be careful to indicate with a
sticker for that purpose on any
package upon which you have
used any form of sealing tape on
the outside wrapper that it is to
be sent as fourth class mail. Of-
ficials often tape down loose
edges and by the time the parcel
has reached its destination, it is
first class and there is postage
due.

International parcel post must

be mailed as soon as possible in
order that it may reach its desti-
nation by the appointed date.

Mail Early
There is a special rate on books
of one and one half cent per
pound if there is no enclosure.
Any item, a note, money, or a
handkerchief will avoid this rate.

Letters may not be sent in
packages, but may be attached to
the outside of the package if the
sender wishes both articles to
reach the receiver at the same
time.

Insure Packages
Insured packages are encourag-
ed, because of the receipt received
and the assurance of the delivery.
The rate is small; five cents will
insure your package for \$5; 10
cents from \$5 to \$25; 15 cents
from \$25 to \$50; and 25 cents from
\$50 to \$100 dollars.

Christmas cards always present
a problem. If the card is unsealed
and has no written matter other
than the name it may be mailed
for one and one half cents. If you
are not sure of the address of a
friend to whom you are sending a
card, it is better to seal it, use a
three cent stamp, and give your
name and return address.

New Arrivals

Births in the county during the
past month include the follow-
ing:

To Mr. and Mrs. Curtis Mur-
phy of Matador, on the 9th of
November, a 6 pound girl, named
Judy Joanne.

Mr. and Mrs. I. W. Fish are
parents of a 7 pound son born
November 18, and given the name
Andy.

A 7½ pound daughter was born
to Mr. and Mrs. Floyd Bynum
of Flomot on November 24, and
named Lou Nell.

Marita Ann was the name given
the 7 pound daughter born No-
vember 26, to Mr. and Mrs. M.
L. Mitchell.

Mr. and Mrs. A. W. Tarrant of
Roaring Springs are parents of a
9½ pound boy, Jerry Clark, who
arrived November 30.

Mr. and Mrs. H. H. Hines of
Matador are announcing the ar-
rival of a boy born November 27,
at Trawack Hospital. He weighed
5 pounds 10 ounces, and has been
named Harold Dean.



GIVE A REAL PRESENT

<p>Gloves</p> <p>Chilly weather or when the "blue norther" blows, men appreciate fine leather gloves. Buy them early while our stock is complete.</p> <p>\$1.50—\$1.95—\$2.95</p>	<p>Robes</p> <p>Give one of our robes to that particular "him" on your list who likes comfort and style. variety of shades and sizes.</p> <p>\$4.95 & \$5.95</p>	<p>House Shoes</p> <p>We offer an unusual selection of men's house shoes in kid and fleece-lined styles. We have "his" size. At</p> <p>\$1.95 and \$2.25</p>
<p>Shirts</p> <p>No man ever has too many good shirts. They are the one "certain-never-fail" Christmas present. Broadcloths and gaberdines from</p> <p>\$1.50 to \$7.95</p>	<p>Neckties</p> <p>We guarantee you can select a necktie that will please him from our stock. Buy them early and secure the choice patterns at</p> <p>50c—75c and \$1.00</p>	<p>Pajamas</p> <p>Colorful and mighty comfort-able pajamas will be received with genuine appreciation. Broadcloths and Rayon at</p> <p>\$2.25 to \$3.95</p>

Gifts for "Her"!

Little gifts to make her eyes sparkle! Choose from a bright collection of inexpensive but delightful gifts that spell CHRISTMAS!

House Shoes
Bright and cheerful, practical and comfortable house shoes that are sure to be appreciated. Prices
79c to \$1.98

Hand Bags
Buy her a new hand bag that will return pleasure to the giver and receiver. Newest designs and materials at
\$1.00 to \$1.95

Pajamas
Delicate shades and a variety of materials including jersey and satin pajamas are to provide a gift that will be received with enthusiasm at
\$2.25 and \$2.95

Sheer Hosiery
Sheer, exquisite hosiery makes an ideal gift. Fine hosiery is becoming more difficult to purchase. Let us suggest that you buy early. \$1.50

Gowns and Slips
Glamorous satin and printed silk gowns and slips selected especially for Christmas gifts. Prices range from \$1.00 to \$5.95

Harry Willett &

FORT WORTH STAR-TELEGRAM BARGAIN DAYS ARE HERE



Order Your 1942
Mail Subscription
NOW and SAVE

1941 has been a "big year" for
news! But 1942 will be even bigger.
With U. S. entry into World War II
becoming a possibility and National
Defense activity touching the lives
of every man, woman and child in
the United States, it is becoming
more vital that every citizen have
accurate, up-to-the-minute news.

In 1942 you will need a good
newspaper more than ever before.
And for folks in Texas there is no
better newspaper than The Star-
Telegram—the complete State daily.
Every member of the family will find
news, educational features, fun and
information of vital interest.

Take advantage of our special
once-a-year bargain subscription
rates and order The Star-Telegram
sent by mail to your home every
day during 1942. ACT TODAY!

DAILY WITH SUNDAY
Regular Price \$10.00
YOU SAVE \$2.55
\$7.45
BARGAIN PRICE
7 DAYS A WEEK

DAILY EXCEPT SUNDAY
Regular Price \$8.70
YOU SAVE \$1.55
\$6.45
BARGAIN PRICE
6 DAYS A WEEK

Good Until Dec. 31, 1941
For a short time only the mail
subscription price is reduced.
SAVE BY BRINGING YOUR
ORDER TO THIS OFFICE.

Both the Ft. Worth Star-Telegram and
the Matador Tribune for only \$8.45

Matador Tribune

Phone 123

Basketball Schedule For 3-A Announced

The District 3-A conference
basketball schedule has been an-
nounced by B. F. Tunnell, super-
intendent of schools here and
chairman of the district executive
committee.

District 3-A, consisting of Ma-
tador, Ralls, Lockney, Paducah,
Crosbyton, Floydada and Spur,
corresponds to District 4-A in the
football setup.

The schedule will open on Dec.
12 and run through Feb. 6, with
play on a double round robin
basis. Games are scheduled for
Tuesdays and Fridays, with one
Wednesday date listed.

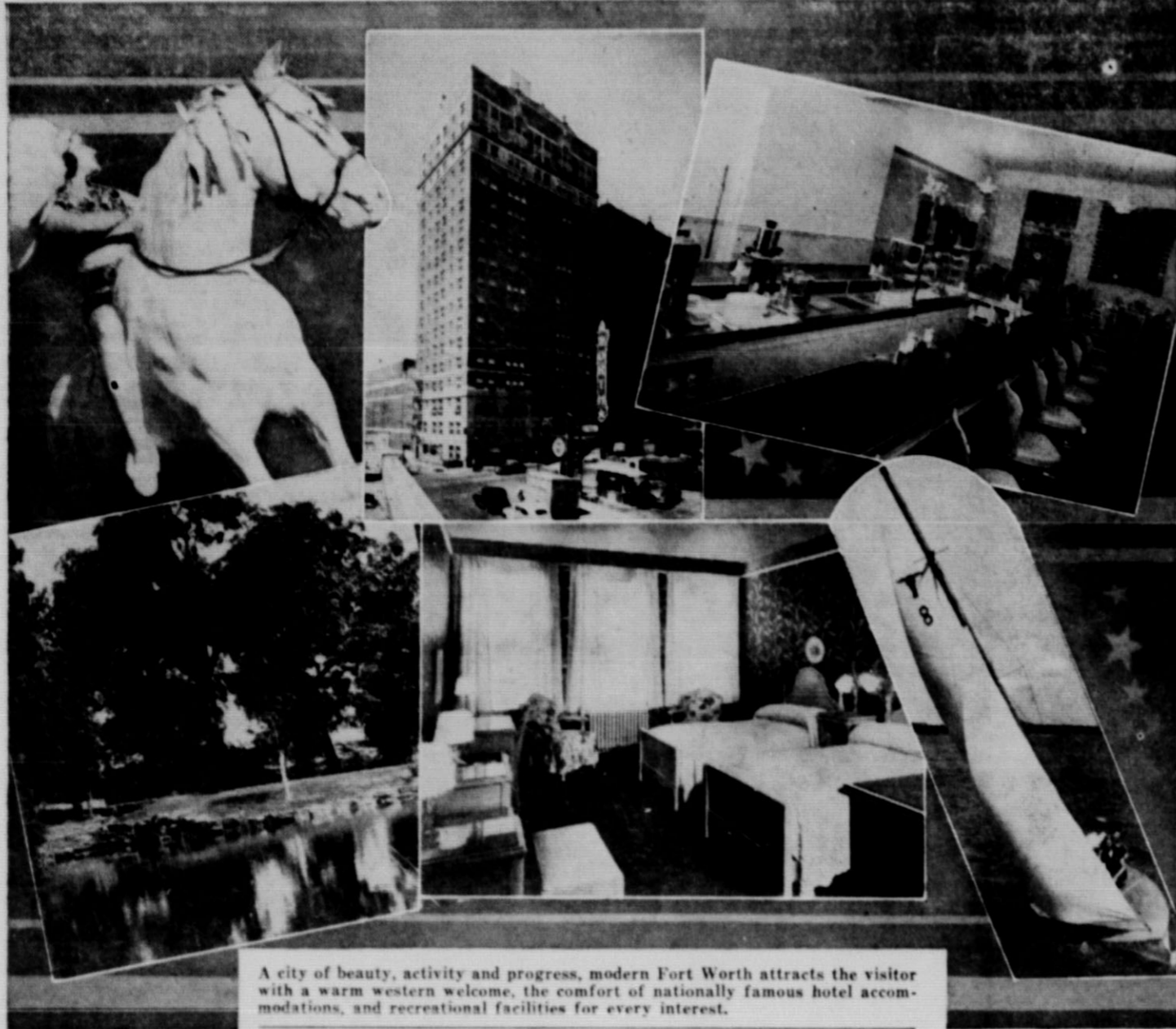
The schedule:

- Dec. 12, Crosbyton at Floydada, Ralls at Lockney, Paducah at Spur.
- Dec. 16, Floydada at Paducah, Lockney at Matador, Spur at Ralls.
- Jan. 2, Paducah at Crosbyton, Ralls at Floydada, Matador at Spur.
- Jan. 6, Crosbyton at Ralls, Matador at Floydada, Spur at Lockney.
- Jan. 9, Matador at Crosbyton, Lockney at Floydada, Ralls at Paducah.
- Jan. 13, Crosbyton at Lockney, Floydada at Spur, Paducah at Matador.
- Jan. 16, Spur at Crosbyton, Paducah at Lockney, Matador at Ralls.
- Jan. 20, Floydada at Crosbyton, Lockney at Ralls, Spur at Paducah.
- Jan. 21, Paducah at Floydada, Matador at Lockney, Ralls at Spur.
- Jan. 23, Crosbyton at Paducah, Floydada at Ralls, Lockney at Matador.
- Jan. 27, Ralls at Crosbyton, Matador at Floydada, Lockney at Spur.
- Jan. 30, Crosbyton at Matador, Floydada at Lockney, Paducah at Ralls.
- Feb. 3, Crosbyton at Lockney.

STOP THAT COUGHING— AND STOP IT NOW

Pour yourself a teaspoon of
Buckley's CANADIOL Mixture—
let it lie on your tongue a mo-
ment then swallow slowly. Feel its
quick powerful effective action
spread through throat, head and
bronchial tubes. Acts like a flash.
Right away it starts to loosen
thick, choking phlegm and open
up clogged bronchial tubes. Over
10 million bottles sold in cold
wintry Canada. A single sip will
tell you why. Spend 45 cents to-
day at City Drug or any drug
store for a bottle of Buckley's
CANADIOL Mixture.

Traditions of Old West Preserved in Modern Fort Worth



A city of beauty, activity and progress, modern Fort Worth attracts the visitor with a warm western welcome, the comfort of nationally famous hotel accommodations, and recreational facilities for every interest.

GLAMOUR OF FRONTIER DAYS COLORS ATMOSPHERE OF BUSTLING METROPOLIS

If you were to nominate Fort Worth as the typical city of America's modern West, a wealth of convincing evidence would support your choice. For Fort Worth is progressive in attitude and action, dynamic in spirit, and young in outlook.

Fort Worth faces forward. It is not a city steeped too much in departed glory, where the visitor only reminisces, and, closing his eyes, listens for the distant tread of historic feet. It is rather a city where you look beyond the inspiring skyline of the present to the greater vision of the future.

But the West Texas metropolis, named after General William Jenkins Worth, does have a living link with the past. It is in the qualities of the old West, which still live in the city's customs and traditions. Modern as Fort Worth is, this modernity is not a cold, mechanized thing, devoid of friendliness and gaiety. The city is far removed

from any concept of a machine-like metropolis which destroys the essential humanity of its population.

The traditional hospitality of the West is expressed nowhere more delightfully and abundantly than in the atmosphere of the Worth Hotel. Cities, like people, have distinct personalities. The Worth reflects the personality of Fort Worth more completely than any other focal center of the city's life.

Reduced to simplest terms, this rugged western hospitality consists of a sincere interest in the other fellow's comfort and welfare. It had its beginnings in the frontier life of the old West, when great distances and sparse settlement put a premium on human companionship and social relations. In those days a glad, unassuming "howdy" conveyed a warm welcome and a genuine solicitude for the visitor, whether stranger or old acquaintance.

The Worth Hotel is convincing

proof that this spirit still lives in Fort Worth, and that this brand of hospitality makes and keeps and multiplies friends. The West begins at the Worth for thousands of travelers who stop in Fort Worth on missions of business or pleasure.

In this beautiful hotel, towering 18 stories above the downtown center of Fort Worth, homespun hospitality is coupled with modern comforts and conveniences which anticipate every need and want of the guest.

"Western hospitality, as big and real as the range," aptly describes the atmosphere of personal friendliness into which the visitor steps when he enters the front door of the Worth Hotel. That atmosphere pervades every moment of his stay at the Worth, and brings him back again and again.

Manager Jack Farrell is foreman of a family of "hands" each of whom has some of Jack's far-famed genius for making hotel patrons feel happy, contented and at ease. That desire to please people extends through the entire personnel. It beams in the smile of the porter who takes your bags at the curb; it animates the expression of the bell-boy who shows you to your room; it rings in the cheer: "good morn-

ing" of the waitress who brings you your breakfast. It inspires the effort of an entire hotel organization to make your stay at the Worth an event to be remembered and repeated.

Every provision is made for your solid comfort at the Worth. Beautifully appointed and comfortably furnished rooms are designed in every particular to create a pleasant, relaxing atmosphere. Each room has both tub and shower bath, circulating ice water, and numerous little conveniences that add up to the sum total of delightful hotel accommodations. Snowy white linens and finest mattresses induce you to sleep like a baby.

The hotel is air-conditioned the year around. Each room has individual temperature control. You choose your weather at the Worth.

Two restaurants serve food eagerly looked forward to by seasoned travellers, and famed throughout the nation.

The Worth is strategically situated at the very heart of Fort Worth's business and pleasure activities, convenient to everything. Even in size, the hotel strikes an ideal. As Jack Farrell sums it up: "Big enough to serve you, but small enough to know you."

Area's Ginnings Showing Pick-Up

A total of 169,343 bales had been ginned by 17 South Plains counties through the first two weeks in November, as compared with a total of 315,309 bales last year, according to a census bureau report for Nov. 14.

Ginnings on the first of the month were 59,065 bales, compared with 245,534 the previous season. This season's total ginning for the first half of the month exceeded the corresponding period in 1940 by more than 40,000 bales.

Totals For The State
State ginnings were 1,852,541 this year compared with 2,727,051 a year ago.

Dawson county this season leads the area, with 26,382 bales and Lynn is second with 25,105 bales. These counties this year rank 19th and 21st respectively in the state. Last year Lynn was fourth and Dawson fifth in the area.

Scurry is third this season, Lubbock, fourth; Dickens, fifth; Terry, sixth and Crosby, seventh; the only counties to gin over 10,000 bales.

Last year Hockley led the area at this time, Lamb second, Lubbock, third; Lynn, fourth; Dawson, fifth; Terry, sixth, and Bailey, seventh.

Twenty-one counties this year have ginned over 25,000 bales. Nueces leads the state with 37,618 bales; Jones, 55,307; Ellis, 46,309; Runnels, 42,958; Haskell, 40,714. Other counties rank, Collin, San Patricio, El Paso, Howard, Hill, Hunt, Williamson, Knox, Fisher, Fannin, Navarro, McLennan, Grayson, Dawson, Mitchell, Lynn and Scurry.

Last year rankings were Ellis, Collin, Fort Bend, Hunt, Fannin, Williamson, Grayson, Hill, Kaufman, Jones, Hockley, Hidalgo, Lamb, San Patricio, McLennan, Lubbock.

Reports For Plains
Ginnings up to Nov. 14 for the South Plains area, with comparative figures for the corresponding date in 1940 were:

County	1941	1940
Bailey	2,518	20,032
Briscoe	2,046	3,596
Cochran	3,369	11,996
Crosby	11,370	16,419
Dawson	26,382	26,959
Dickens	13,065	9,280
Floyd	589	8,577
Gaines	2,781	1,821
Garza	5,859	3,619
Hale	2,336	14,220
Hockley	8,042	43,393
Lamb	6,038	41,174
Lubbock	18,441	39,036
Lynn	25,105	27,662
MOTLEY	4,146	8,290
Scurry	24,598	17,406
Terry	12,658	21,833
TOTAL	169,343	315,309

—Lubbock Avalanche

ATTEND FUNERAL

Mr. and Mrs. Ed Cammack and Miss Maggie Bryan drove to Goodnight, Sunday where they attended funeral services for W. W. McDowell's mother, Mrs. W. W. McDowell is Mr. and Mrs. Cammack's daughter.

Jan Vallin Gets Full Pardon

LOS ANGELES—Richard Krebs German-born author who, under the penname of the Vallin, wrote the best seller, "Out of the Night," was unconditionally pardoned by Governor Culbert L. Olson Sunday from a prison sentence for assault during the holdup of a Jewish drygoods merchant.

Arrested by the Gestapo in Germany and convicted of high treason against the Hitler regime, Vallin, as he is popularly known, fled to this country and wrote his book, which purports to expose Communist and Nazi activities.

Records show that he pleaded guilty to a charge of assault with a deadly weapon upon Maurice L. Goodstein, 67-year-old merchant and was sentenced to 10 years in San Quentin prison; that he was paroled after serving approximately three years and one

month and was deported many Dec. 9, 1929.

He was alleged to have been in the country illegally by "ship" at Norfolk, Va., in 1938.

Department of justice said the author has admitted the Communist party but contended he quit it.

Vallin, now on a lecture tour of the United States, is scheduled to speak at Plainview Friday.

—Amarillo Globe

CLARA NEWMAN RECEIVES HONORARY SCHOLARSHIP

Miss Clara Newman, of Lewis Clark Newman of Matador, has been entered into Alpha Phi Omega national honorary scholarship society. To be eligible for a ship, one has to be an tenth of the school with an best grades, and of good character.

Miss Newman, a junior at Murry College, Abilene, elementary and high school Methodist home, Waco.



This Year Give...

The gift that brings joy and protection.

First State Bank

MATADOR, TEXAS
DEPOSITS INSURED BY THE FEDERAL DEPOSIT INSURANCE CORPORATION WASHINGTON, D. C.
\$5000 MAXIMUM INSURANCE FOR EACH DEPOSITOR \$5000

WALLPAPER

The new patterns and shades for the living room, kitchen, dining room and bedroom.

Come in and see the latest in wallpapers! All the new colors and textures! And prices that will enable you to paper the entire house very reasonably.

Paint For Protection

A coat of paint applied to door and window frames and exposed surfaces will save your exteriors from winter wear and tear. Let us give you our estimate for touching up or overall paint job.

WE ARE DISTRIBUTORS FOR LOWE BROTHERS' PAINT

Burton-Lingo Co

CHARLIE KEITH, Manager

PAY YOUR SCHOOL TAXES NOW!

DEDUCT PAYMENT FROM YOUR 1941 INCOME TAX REPORT

YOUR 1941 Matador Independent School District taxes and any delinquent school taxes should be paid during the month of December.

Crop conditions and prices are better than at any time during the past ten years and your school tax obligations deserve first consideration. Unpaid taxes remain as a shadow on the title of your property and it can be dispelled only through payment. Why not come in today and pay up your school taxes, thereby helping your school and yourself?

No delinquent tax suits will be filed until after January at which time legal methods will be employed to collect past-due accounts owed the Matador Independent School District. We hope your cooperation will make this action unnecessary.

Matador Independent School District

Frank J. Pohl, Collector

The Future of Cotton

The cotton crop will not be less than 10,000,000 bales. There was a record crop of 10,000,000 bales of cotton picked in the last week of the crop now in the last week of the crop. Enter the paradox. Cotton is practically 50 per cent higher this year than it has been for several seasons.

The great crop of the South seemed doomed to mediocrity as late as last year. The loss of world markets and the spread of new cotton producing areas, the latter joined with a favorable native labor feature, seemed to read the funeral notice of King Cotton. The rapid development of synthesis failed to reflect on the cotton situation until the silk industry went overboard with the strained relations in the Far East. The result contains one reason for present cotton market levels. Cotton is a drug on the market. We are just beginning to discover the potentialities of cotton as a reagent of all things synthetic between highway foundations and coat buttons. As wearing apparel it is a higher grade of silk than it has ever been in its own individuality.

The consensus of knowledge on the subject of cotton is as sketchy as the items mentioned seem to set out. After all, the price is the thing, and 16-cent cotton is an entirety all its own.

—Star-Telegram.

VISITORS HERE

Mr. and Mrs. Carance Kifer had as guests this week, his brother, Louis Kifer and Ed Lofton of St. Joseph, Louisiana, who were accompanied here Sunday by Mrs. Kifer's mother, Mrs. I. E. Boshears, who will remain during the winter.

Mr. Kifer's father, M. F. Kifer, who has been visiting here the past several months, will return to Louisiana with the visitors, the latter part of the week.

West Texas Gin

"Reliable Ginners"

To the farming trade, we wish to express our sincere appreciation for your confidence shown in our men, our plant and our service. We are always glad to see you at our gin and throughout every day and the long nights we strive to see that you receive everything you have so richly earned from your labor of the past summer.

We labor day and night to attempt to keep your trailers and trucks moving homeward for another bale.

Don't forget that you can trade your cottonseed for the meal and cake you will need. Cotton prices are right and feed prices are right. Come in and see us regularly for we enjoy being remembered as your friend.

"Turn Out Joe"

WEST TEXAS GIN

Joe M. Gaines, Mgr.

Matador, M...
Matador...
Combined...
News...
14, 1934...
1938...
TRIBUNE...
COMP...
Editor and...
MOTLEY, F...
SUBSCRIB...
Dickens...
year, 1934...
where, Un...
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Mrs. Ward...
Mrs. Rattan...
Mabel, Mr...
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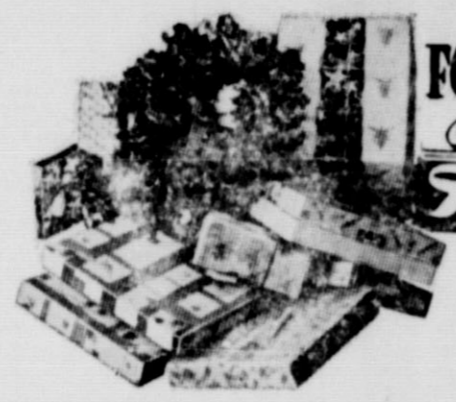
Here's Your CHRISTMAS



SHOPPING GUIDE

FOR Mother

You will make mother happy with a gift selected from our almost limitless suggestions, including new dishes, Pyrex percolators, silverware, glassware, platform rockers, bed lamps and carving sets.



FOR THE Home

Gifts for the home keep on giving long after Christmas has passed and they contribute to the happiness of the entire family. Suggestions include living room, dining room and bed room suites, congolem and aximinister rugs, mirrors, odd chairs, end tables, bridge chairs and tables, electric waffle irons, toasters and percolators, Fiesta pottery, Cory coffee-makers and pressure cookers. We have a large stock of Christmas tree lights and other decorations.

FOR Yourself

Colorful scatter rugs, smoking sets, desk pen sets, mirrors, comb and brush sets, reading lamps, golf balls, thermo bottles, table waffle sets, fruit bowls and fruit juice sets.

FOR Father

Dad will appreciate an ottoman rocker set, a new shot gun, a pocket knife, electric razor or smoking stand. If he plays dominos, why not give him one of our fine sets of ivory dominos?

FOR Auntie

Auntie will appreciate a new vase, hassock, a new rocker, one of our sewing kits or a pair of pink-ing shears. Perhaps a pair of wall plaques, one of our new hanging ivy baskets or an electric clock would make her happier. We also suggest magazine racks and electric heating pads.

FOR Uncle

Uncle will appreciate a new gun, a tie rack, a military comb and brush set, a new pocket knife, a set of dominos or a new smoking stand.

FOR Baby

High-chairs, rocking chairs, kiddie-cars, tricycles, rubber dolls, rattlers, bassinets, wooly dogs, games, rubber toys, building blocks and toys of all kinds.

FOR Sister

Sister will be thrilled with a set of book-ends, luggage, bedroom pictures, boudoir lamp or one of our new boudoir electric clocks.

FOR Everybody

Let us suggest this Christmas be made happier and more comfortable with a new Butane plant and appliances, including Hearth-Glo space heaters, Ward floor furnaces, Rex hot water heaters, Roper kitchen ranges, Servel Electrolux refrigerators. Everyone will enjoy a new Zenith radio, coffee table, a Mix-Master, range set or Pyrex set.

FOR Her

For that important "Her" on your list why not select a cedar chest, artistic bridge table covers, clever sewing box, or what-not figures. We have nationally known Samson bridge tables, exquisite double picture frames, portable radios and many other wonderful gifts.

FOR Brother

Brother could wish for no more than one of our fine tool sets, a pocket knife, wrist watch, new rifle or air gun, a pair of roller skates. He will appreciate one of our "Lone ranger" comb and brush sets or a wheel toy or tricycle.

FOR Him

Let us suggesst that you give him a fine smoking set, an electric razor, an electric clock or a fine desk pen set. Other items he would appreciate include clothes brushes, traveler's shaving kits and many other heart-winning gifts.

WE HAVE A COMPLETE STOCK OF CHRISTMAS BOXES AND WRAPPINGS

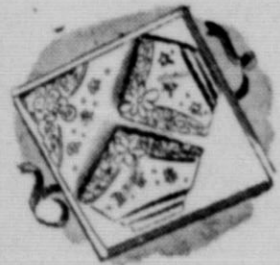
MATADOR HARDWARE And Furniture Company

'Where Quality Is A Tradition'



Save time—save money—lay away a gift a day! Here is a wide variety of little personal gifts for the ladies, on your gift list.

KERCHIEFS



Select from a large assortment of fine imported and domestic handkerchiefs... boxed or from regular stock... a dependable gift.

GIFT BAGS



A new purse is certain to be appreciated. We have one in the price you want to pay... newest styles and sizes.

FINE GLOVES



Gloves are essential to every woman and we offer a large selection from which to choose... fine black kid... other colors and materials.

HOUSE SHOES



When you buy house shoes there is no doubt about your gift being appreciated... make your selections early while our stock is complete... wide range of sizes.

WESTERN
Dry Goods Company
MATADOR



I GIVE YOU TEXAS
by **BOYCE HOUSE**

Josh Billings was the favorite humorist-philosopher of your grandpa's time. Here are a few of his choice thoughts, spelling and all:
We lay all our bad luk tew sum boddly else but our successess we giv ourself kredit for.
The devil owes most ov his success tew the fact that he iz alwuz on hand.
A learned phool iz one who has read everything and simply remembered it.
Confidence iz a big thing; it makes a hornet respectable.
There iz no good substitute for wisdom but silence iz the best that haz been discovered yet.
If we couldn't neither laff nor cry, what miserable critters we should be.

One advantage of going to Mexico by automobile is that it brings you closer to the people. For instance, when you stop in Llaneros for gasoline (as your columnist did) you may get acquainted with Senor B. Gonzalez, a brisk, little man, with a ready smile, who will tell you all about his plans for enlarging his service station.

Or, after arriving in Tasco, that most marvelous of all villages, with its atmosphere of unworldliness and timelessness, after you park your car on the plaza in the heavy shade of ancient trees and set out afoot over the otherwise impossible cobblestone streets, you may have the good fortune to meet Senor Eduardo Estrada, a fine-looking old gentleman in black suit and white linen, a retired professor, who speaks flawless English. He will courteously tell you about Alarcón, one of the greatest dramatists of the Spanish language, who was born in Tasco, and he will point out the Humboldt house where the famous scientist once lived. He may even take you (as he did this observer) into a silver shop, call for a lump of pure silver that belongs to him, and allow you to hold it.

When John Hart announced for sheriff of Eastland County a good many years ago, he lived in a farm house on the Cisco-Eastland highway just halfway between the rival towns. He would go into Cisco and say, "Us Cisco folks must pull together" and then he'd go over to Eastland and remark, "Us Eastland fellows ought to back up a home town man." He was elected.

Seven towns disputed about Homer and two claim me—Ranger and Eastland. Ranger claims I belong to Eastland and Eastland insists I belong to Ranger.

At that, I may run for office some time as I have a "double". E. D. Alexander, reporter for the Fort Worth Star-Telegram, looks so much like me that he can buy things at the drug store and get them charged to me—and that's better than I can do for myself.

The way I figure to use this resemblance to advantage is to have Alex help me in the campaign, so I can be billed for two speeches at once, at points 50 miles apart. While I'm speaking in Cleburne, Alex can be posing as me and be "pouring it on" in Denton. That way, we can shake twice as many hands, kiss twice as many babies, make twice as many promises, and get twice as many votes (I hope) as any other

You'll Get The Surprise of Your Life When You Try on a Pair of

Genuine WOLVERINE SHELL HORSEHIDES!



WOLVERINE
SHELL HORSEHIDE WORK SHOES
Western Dry Goods
COMPANY

News Oddities . . . by Jacobs



EVERYTHING, FROM PARASOL ANTS TO PUMP HANDLES, FLIES TODAY ON OUR AIR EXPRESS SYSTEM, WHICH LINKS OUR STATES, THE AMERICAS, AND MOST OF THE WORLD!

SAMPLES OF CANNED GOODS ARE FLOWN AS FAR EAST AS JAVA!
SEND THEM AIR EXPRESS! IT SAVES WEEKS!
"M-M! FRESH AS A DAISY!"

FLOWERS FROM CALIFORNIA PICKED EACH MORNING, ARE ON SALE IN N.Y. WITHIN 20 HOURS!
"THE PLANE'S HERE TO STAY AS FAR AS I'M CONCERNED!"
WASPS TAKE WING!

IT BEGAN IN 1910, WHEN A WRIGHT BIPLANE FLEW A 50 LB. BOLT OF SILK FROM DAYTON, OHIO, TO COLUMBUS, OHIO.
LAST YEAR, THE AIR EXPRESS DIVISION OF RAILWAY EXPRESS AGENCY HANDLED 1,078,189 AIR EXPRESS SHIPMENTS!

THEY INCLUDED APPLE PIES, SNOWBALLS, HYBRID SEED CORN, PORPOISE MILK, MUSICAL WEDDING CAKES, LIGHTNING BUGS QUEEN BEES, FRESH EGGS AND THOUSANDS OF OTHER ODD ITEMS IN ADDITION TO REGULAR CARGOES OF MACHINERY PARTS, WEARING APPAREL, ETC.

candidate. The only complication is that there would be only one salary.

It's an odd sight to see an Austin negro wearing what looks like an abbreviated gas mask but is really a strainer to keep out the dust while he sweeps the floors of an office building.

We'd always heard that perpetual motion was an impossibility but a Fort Worth jewelry store displays a "perpetual motion clock" and the price is reasonable, too—only \$175.

Seats in the newest theaters are not squarely behind each other but are so arranged that your eyes are directed between heads of two persons in the row ahead instead of having to duck and dodge to try to see around a fellow right in front of you.

And a theater in Hollywood has seats constructed somewhat on the principle of a porch swing so that you just swing the chair back and don't have to rise when somebody in the middle of the row wants to get out.

A few years ago, toothpicks were frowned upon; now, they're

on sale openly—and are perfumed. And there are cough-drops with liquid centers.

Market Available For Only Half Of Cotton On Hand

Markets for less than one bale out of every two bales on hand. That's the situation cotton farmers are facing as they vote in the cotton marketing quota referendum Saturday, December 13, when they go to the polls for the fifth consecutive year to decide whether they want to continue the marketing quota system. The total supply of American cotton in the world on August 1, was about 23,800,000 bales as compared with 24,900,000 a year earlier, Bert Tankersley, state AAA committee man and Kaufman county cotton farmer points out. Of that amount, 23,000,000 bales, including a 12,000,000-bale carry-over and an 11,000,000-bale

Land For Sale

Several tracts of Howard land Southwest and East of Flomot and South and Southwest of Turkey.

For prices and terms apply to **W. M. Massie & Bro., Agents** Floydada, Texas

Get More EYE-APPEAL

in his shirts



FIRST impressions are very important in business and a man's shirt makes up a large percentage of that impression. Keep your husband happy with shirts that are starched just right, ironed to perfection, spotlessly clean. Send his shirts here just once—and he'll want to pin a medal on you!

SPUR LAUNDRY

Deliveries in Matador Mondays, Wednesdays, Fridays

crop, were in the United States. Export markets will take about one bale in every 23 now in the United States, the farmer-committeeman said, while the domestic market will take about 10 bales in every 23. Thus combined export and domestic markets will use about 11,000,000 bales of the 23,000,000 bales available. "With supply more than double demand, American cotton farmers must consider carefully the importance of their vote in the referendum," Tankersley declared. "They must take into consideration the effect such a huge supply would have upon cotton prices if

the supporting loan were not available. Rejection of quotas in the referendum will mean no loan in 1942." Last year quotas were approved by 92.3 per cent of the growers voting in the referendum.

Still in Use

It has been estimated that more than one-third of the trucks and automobiles produced in the United States still are in use on the highways of the nation.

The oldest known manuscript of the Bible is in the Vatican at Rome.

First Play

First play written and produced professionally in the United States was "The Prince of Parthia" five-act tragedy in blank verse. It was written by Thomas Frey, Jr., and produced in Wilmington, N. C., in 1759.

The months are numbered instead of being named in Japan.

Pianist-Inventor

The famous pianist, Josef Mann, invented a steering device for automobiles and built the first steam-propelled car in Germany.



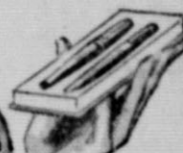
Be Proud Of The Gifts You Give This Christmas!

Let us show you one of the largest selections of distinctive gifts ever shown in Matador . . . Gifts that are easy to buy and easy to give . . . Quality merchandise purchased early and now on display.



DON'T FORGET THE BOYS IN SERVICE . . .

Give a fountain pen set Famous Shaeffer's line Priced \$1.50 to \$5.00



- Men's Shaving Set \$1.50 to \$3.50**
- Cocktail Shaker Sets . . . \$5.95 to \$9.95**
- Amity Bill Folds \$1.00 to \$5.00**
- Ladies' Maincure Sets \$3.50**
- Coty's Fine Perfume \$1.00 up**
- High grade cut glassware**
- Boxed Stationary \$1.50 up**
- GIVE BOX CHOCOLATES**
- We Have A Large Stock**
- KING AND PANGBURN'S CANDIES**

Tobaccos & Cigars
ALL POPULAR BRANDS
IN SPECIAL PACKAGES
Pipes from 5c-\$5.00



Wrist Watches

Nothing ever gives more pleasure than an attractive and serviceable wrist watch. We have styles for both men and women at \$3.95 to \$11.95.

Gifts of Beauty

FITTED CASES

DRESSER SETS

PERFUMES



Please some man with this kit containing all his toilet needs. Leather and simulated leather cases at \$4.50 up.

Here is a Christmas present that stands above others because of its beauty and the years of service it offers. We have a limited stock of the latest designs from \$5.50 to \$11.75.

Perfume has been the consistently popular gift through the ages. Our stock is complete and embraces most popular, nationally advertised brands at \$1.25 to \$5.00

Atomizers

Buy an attractive, handy atomizer for her dressing table. A practical Christmas gift from \$1.00 up.

Toilet Sets

We have a large selection of the newest styles in toilet sets that are certain to be appreciated. Advertised brands—various price ranges—make your selection today.



CITY DRUG STORE

MATADOR

Local Items

Mr. and Mrs. Doc Burleson of Wichita Falls, visited here from Sunday until Tuesday with his mother, Mrs. A. D. Burleson and other relatives.

Dr. and Mrs. J. S. Stanley and daughter Ruth Marie, spent Thanksgiving with relatives in Wichita Falls.

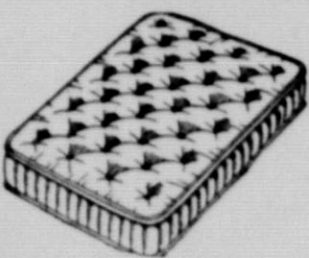
Mr. and Mrs. Mose Damron of Floydada, visited Mr. and Mrs. W. F. McCaghen during the week end.

FOR SALE—Good Hereford Bull, 4 years old. See Fay Tipton, Northfield, Texas. 2t.

Dr. and Mrs. Sam Dunn and son Bobby, of Lubbock, visited relatives here Wednesday.

Mr. and Mrs. L. R. Bishop visited in Pampa last week with her mother.

Miss Laurissa Britton of Brady, who is attending Texas Tech, visited here during Thanksgiving in the home of her aunt and family, Dr. and Mrs. A. C. Tra-week Jr., who accompanied her to Lubbock Sunday.



THE HOME OF GOOD MATTRESSES

MODERN RENOVATION And Inner Spring Mattresses

W. E. (Bill) Yandell Mattress Factory

Floydada, Texas

S. H. D. Permit 124 East Grover St.

Roy Burleson INSURANCE BANK BUILDING Matador, Texas

Mrs. J. A. Tipton of Northfield is receiving medical treatment at Traveek Hospital here this week. She is visiting her sister, Mrs. A. A. Tipton and family while here.

Mr. and Mrs. John Hamilton made a business trip to Levelland Tuesday.

Mrs. Curtis King has been absent from her duties at bookkeeper at Matador Hdwe. Co., the past week, due to illness.

Mrs. J. A. Groves has been confined to her bed this week, of a severe case of flu and sinus infection.

Mrs. Melvin Dirickson is recovering from a severe sprain which she received in her right instep, in a fall Sunday afternoon.

Mrs. Ware Fogerson of Silverton has been here the past week at the bedside of her mother, Mrs. R. A. Day, who has been seriously ill of pneumonia.

FOR SALE—54 1/2 acres of farm and pasture land. Located 3 miles north of Whiteflat. Price \$20 per acre. See or write Harold Campbell, Matador. 12-11-41

FOR SALE—656 acres of land. 210 in cultivation, balance in grass. See Gene Perkins, Matador. 1tpd.

Visitors in the home of Mr. and Mrs. J. R. Moore Sunday were their daughters and their families of Lubbock, being Dr. and Mrs. Sam Dunn and children and Mr. and Mrs. Chas. Guy and sons.

A. M. Parker, Paducah photographer, was attending to business here Tuesday.

Mrs. J. J. Kennedy and son Ronald, accompanied by her mother, Mrs. Lucretia Bates, of Quanah, visited here Thursday in the home of Mr. and Mrs. W. N. Pipkin.

G. W. Fulfer of Plainview spent the week end visiting his parents, Mr. and Mrs. W. M. Fulfer here.

Guests here Sunday in the home of Mr. and Mrs. R. E. Donovan were Mr. and Mrs. Bert Black and Mrs. George Parkhill of Crosbyton.

Rev. W. M. Joslin, Baptist pastor, who has been ill for the past two weeks, was able to resume his pastorate duties Sunday when he preached at both morning and evening services.

Graveyard Campers Face Death From Bandits on Burma Road



Scene on ancient Burma Road, China's "life-line" but world's deadliest highway for travelers. Right, Hassoldt Davis.

JAPANESE bombs are not the deadliest hazards nowadays on the Burma Road, China's life-line in her war with Nippon. Sudden landslides, malaria, and, above all, the notorious Dacoit bandits, are much more lethal, according to Hassoldt Davis, American explorer and author of "Land of the Eye," who has just returned from the forbidden country of Nepal.

The Dacoits are currently earning a new reputation, Davis says, as the world's most cold-blooded killers. This is partly due, he points out, to a trait almost unique among Asiatics: Dacoits are not only unafraid of live men; they also do not fear the dead.

Davis and his party, bound for Nepal, were held up by a landslide. So they took the usual precaution against superstitious bandits. They pitched their camp in a graveyard. For two nights they remained unmolested. But late the third night they were awakened out of sound sleep by yells and the sound of running feet.

"Dacoits had sneaked up on us," Davis said, "and were seeking a way to get in and begin the killing. But the tents were close together, and in the darkness the bandits did not know where to rush in and use their knives, their favorite weapon. On our part, although we sat up grabbing our revolvers, we did not dare shoot for fear of killing one of our own party."



"Then I seized my flashlight and got to the entrance of my tent. The beam fell on three Dacoits, almost naked, with their long knives in hand. Blinded by the light, they realized they presented a perfect target and might be shot at any moment. They ran. The beam of my flashlight, which was kept loaded with fresh batteries, followed the three bandits like a ray of sun as they raced out of the cemetery. We fired repeatedly at them, but their zig-zag course as they ran prevented a hit. We have no doubt that, without the light some of us—probably all—would have been murdered."

Davis says that news of the party's flashlight equipment must have preceded them to other Dacoit bands. Although they traveled continuously through bandit-infested country, they had no more trouble with night prowlers.

Mrs. Elizabeth Browne of Memphis, Tenn., is visiting here with her father, T. F. Payne.

Mrs. John Moore of Swarthmore, Pa., arrived Sunday night for a visit with her parents, Mrs.

and Mrs. C. D. Bird. Mr. and Mrs. Gus Bird drove to Wichita Falls to meet and accompany her here.

Mrs. Edna Patton and daughter Marguerite, accompanied J. E. Woolbright Jr., Texas University student, Austin, to his home at Quanah Thursday where they spent Thanksgiving as guests in the Woolbright home.

Mrs. H. A. Gray of Cee Vee accompanied her son and his wife, Mr. and Mrs. Hugh Gray, to Lubbock Sunday.

James Russell Neblett, who is attending Bryan Military Academy, Bryan, spent Thanksgiving holidays here with his parents, Mr. and Mrs. James Neblett.

Glenn Woodruff, student at John-Tarleton, Stephenville, visited here during Thanksgiving holidays with his parents, Mr. and Mrs. J. L. Woodruff.

L. W. Guthrie of Plainview was attending to business interests here this week.

Misses Bernice Ruth Patton and Blanche Hough spent the week end visiting in Quanah.

Mesdames J. R. Emmons, R. E. Donovan and Charlotte Hunsucker were Lubbock visitors Monday.

Mr. and Mrs. Raymond Peck of Dickens, accompanied by Miss Ervie Boggus of Lubbock, visited here Sunday with the latter's parents, Mr. and Mrs. J. L. Boggus.

DOWN IN TEXAS

By Edmunds Travis

It may be looking a long way ahead, but the next assembly of Texas lawmakers is likely to be more concerned with reducing taxes than with piling on new taxes.

Reasons will be the pinch of Federal taxes, increased yield of existing State taxes and pleas of Federal officials for cutting down non-defense expenditures.

Mr. Average Citizen is due to become extremely tax conscious early next year, when he begins figuring out what he must pay Uncle Sam. By that time, he will have heard from practically all leaders in the national defense effort that non-defense spending of all kinds must be cut down. Secretary Morgenthau's demand for a billion dollar cut in the Federal government's own non-defense spending is only a starter.

Meanwhile, expansion of defense industry and related activities in Texas, plus rising prices, will make all sorts of special taxes imposed by the State yield more than was anticipated a year ago.

For example, the Comptroller's

records show production taxes on oil are now bringing more than two million dollars a month. The total for September was \$1,983,609.74, and that for October, \$2,091,768.93. Since the outlook is for increased production, it is probable that the oil tax alone will produce \$27,000,000 or more next year, instead of the \$23,000,000 estimated, when the so-called omnibus tax bill was passed.

An important factor in decreasing State expenditures may be the taking over wholly by the Federal government of certain activities now carried on in cooperation with the States. Not only unemployment compensation, but old age assistance, may be fully federalized in the near future. Old-age assistance is now one of the very big items of State expenditures.

Washington reports show that many recipients of the Federal benefits provided for aged industrial workers are going back into active careers to aid in the defense program. If there has been any re-employment of persons eligible for old-age assistance—in which the State participates—the effect is not yet discernable on the Texas rolls. More than 153,000 persons are now drawing old-age assistance in Texas, the largest number on record.

No doubt the contrast is due to the fact that those drawing old-age benefits were employed as skilled workers at the time the Social Security Act was passed, while old-age assistance recipients are mostly from outside the industrial classes, or have not done industrial work for many years.

Disappearance of demands for a special session of the Legislature is regarded by Governor Coke Stevenson as a sign of a healthy condition in State governmental affairs. But it is also a sign of general recognition that public spending for purposes other

than defense must be decreased. The average special session is due largely, to the State departments and institutions for increased appropriations, or to the desire of groups of the citizenship for the creation of new governmental agencies. In the present state of international affairs, bigger appropriations for the ordinary activities of State government would be decidedly unpopular.

The governor noted in a press interview the other day, that proposed changes in Texas laws to meet defense emergencies have been rendered needless by solution of the problems involved without legislative action. It is only changes related to defense that would command much support in a special session of the present legislature.

Not only "legislative rest" but comparative "political peace," so far as the State is concerned, is predicted for the new year by many observers. It is believed that quite a number of candidates for higher State offices will be unopposed. Some observers include in the list of those likely to be continued in office without opposition: Governor Stevenson, Chief Justice Alexander, Attorney General Mann, State Comptroller Shepherd, Land Commissioner Giles and State Treasurer James. Others go so far as to add Senator O'Daniel to this list.

It is certain there will be competition for the offices of lieutenant-governor and railroad commissioner. If Attorney Gener-

al Mann runs for some other office, or retires, there will be lively fight for the job he holds.

Installment Wives
The government of the Republic of Liberia, in Africa, fixes the price of \$60 on the buying and selling of wives, with installments arranged if desired.

Southern Cross
The "Southern Cross" constellation of stars is visible in the United States only at the extreme points, but due to wobbling of the earth's axis will at a future date, be seen far north as Quebec, Canada.

Iron Ore District
The Lake Superior district produces more iron ore than any section of the world, and contains Minnesota, Michigan and Wisconsin.

PROTECT YOUR HOME

Our policy selection affords you protection against all losses due to destruction.

WE SELL ALL KINDS OF INSURANCE

Motley County Insurance Co.

J. B. Whitworth - Owner

Dr. J. G. Ketchersid DENTIST
X-Ray Diagnosis
Office Over City Drug Store
Telephone 140-J

Can You Afford to neglect your car?



Now, more than ever before, your automobile is a valuable piece of property which you may not be able to replace next year... or the next—

The Best Protection
The best protection you can possibly give your car is proper and frequent lubrication, and the use of high grade motor fuel.....

AT YOUR SERVICE
We are at your service day and night with Conoco Bronz-z-z Gasoline

CONOCO Nth MOTOR OIL

Good lubrication is not only less expensive than automobiles... it is always available at Bob's Oil Well... Don't neglect your car another mile... Let us keep fresh Conoco Nth Oil in your crankcase and plenty of Conoco Bronz-z-z gasoline in your fuel tank.



Bob's Oil Well

"Obediently Yours"

KEEP THE GOOD GAS MILEAGE

EVERY FORD is built to give

Have your Ford serviced by men who know Ford cars best!

Your car's fuel efficiency can be greatly lessened by inferior parts and service. That's why it pays NOW to take your Ford to your Ford Dealer. Expert Ford mechanics... genuine Ford parts... Factory approved tools and equipment. For best service—at low cost—take your Ford "back home."

GET RID OF RATTLES
Bring your car in for a complete tightening job by our trained Ford mechanics. You'll prevent unnecessary wear, and get rid of annoying squeaks and rattles.

QUICK STARTING SPECIAL
Now's the time to get your car in shape for the colder driving weather ahead. Our Quick Starting Special is a ten-point tune-up, including check-up and adjustment of parts important to easy starting, proper cold weather performance and top gasoline mileage. Ask for our special combination price on this complete ten-point check.

WHEEL ALIGNMENT is important if you want top tire mileage. If a wheel is not in alignment, the tire is "dragged" sideways, scraping off rubber with every turn. Have your wheels checked every six months for longer tire mileage.

Our **FORD PARTS EXCHANGE PLAN** saves money for you. When your distributor, carburetor, or other assemblies become worn from long service, you'll often pay less for a Ford Exchange Assembly than you'd pay for a complete overhaul of the part.



MATADOR AUTO CO.

BRING YOUR FORD BACK HOME FOR EXPERT SERVICE