

MATADOR TRIBUNE
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 ONE YEAR, IN ADVANCE... \$2.50
 SIX MONTHS, ONE YEAR... \$2.50
 ANY SERIOUS REFLECTION UPON THE CHARACTER OF ANY PERSON OR FIRM APPEARING IN THESE COLUMNS WILL BE BLAUNTLY AND COMPLETELY CORRECTED UPON RECEIPT TO THE ATTENTION OF THE MANAGEMENT.

CANDIDATE



Clarence L. Darter, (above), Childress county merchant and county commissioner this week enters the race for State Representative of the 110th District. Mr. Darter, previous to entering business has been a Childress county farmer for 23 years.

Tribune, Matador, Matley County, Texas, Thursday, January 15, 1948

HEALTH AUDIT IS URGED BY DR. COX

If you have not had an audit made recently of your physical assets and liabilities, go to your doctor now and have it done, is the advice of Dr. Geo. W. Cox, State Health Officer, to all grown-ups in Texas. "It is quite important," Dr. Cox said, "to check up on your physical resources as it is to look into the state of your financial possessions. By regular care under your physician's direction, you can conserve your physical assets and avoid the accumulation of destructive liabilities."

"Each of us starts with a certain amount of physical capital. Merely as a business proposition it is to the best of our ability. In infancy and childhood our physical resources, as a rule, are safeguarded for us. As we grow older, the responsibility for doing so rests upon the individual. The critical period may come in middle life with the physical realization that the physical capital is yielding diminishing returns in the way of physical well-being."

LEGAL NOTICE
 AN ORDINANCE DEFINING PEDDLERS, AND FIXING A LICENSE TAX FOR THE PURSUING OF THE BUSINESS OF PEDDLING WITHIN THE CITY OF MATADOR, PRESCRIBING A PENALTY FOR ITS VIOLATION AND DECLARING AN EMERGENCY.
 BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MATADOR:
 Section 1. That each and every person who shall go from house to house, or in any manner, sell or offer for sale, within the corporate limits of the City of Matador, any goods, wares, meat, fruit, vegetables, country produce, or other merchandise of any character whatsoever, on any street, alley or other public place or thoroughfare within said limits, where such was not produced, or raised by such person, or persons, or by their families from any vehicle, wagon or other conveyance, are here defined to be peddlers, and as such shall pay to the city of Matador, a license tax as follows: One Hundred dollars (\$100.00) for an annual license, or, in lieu of said annual license, Ten dollars (\$10.00) for a one day license, said \$100.00 license shall be an annual tax and the alternate \$10.00 tax shall be a daily license tax, and shall be payable in advance before any such person or persons, shall engage in the sale, or offering for sale, of any such goods, wares, meats, fruits, vegetables, country produce or other merchandise, as specified herein.

Section 2. That each and every person who may desire to engage in such business as a peddler, as provided for herein, and under preceding section hereof, shall pay said tax to the city secretary of the city of Matador, whereupon said city secretary shall issue to such person a receipt therefor, which receipt shall be a license tax receipt and shall authorize such person, or persons, to pursue such business within said city for the period of time specified in such receipt in accordance with the provisions of the preceding section, which said tax is here levied, and assessed as aforesaid.

Section 3. Each and every person who shall comply with the preceding sections of this ordinance, and shall sell, or offer for sale, any of the articles of merchandise as specified shall at all times keep the same in a clean and sanitary condition, and shall also keep their said wagons, vehicles or other conveyance in a clean and sanitary condition, and they shall not sell, or offer for sale any unsound or unwholesome articles of merchandise, nor shall they give, or make, any false weights or measures of any of the various articles of merchandise as specified, and covered, under section 1 of this ordinance.

Section 4. That any person who shall engage in the sale of any of the articles of merchandise as specified in this ordinance without having first paid such tax and procured such license tax, as herein provided, or who shall fail to keep his wagon, vehicle or other conveyance, in a clean and sanitary condition, or who shall sell or offer for sale any unsound or unwholesome articles of merchandise, or who shall give, or make, any false weights or measures, of the various articles of merchandise as contemplated, and provided for, under the provisions of this ordinance, shall upon conviction be deemed guilty of misdemeanor, and fined in the sum of not less than ten (\$10.00) dollars nor more than twenty-five (\$25.00) dollars, provided, that the city shall have the right to collect any license tax as herein fixed and imposed, whenever the same may become due as herein provided, by suit in any court having jurisdiction over such amount.

Section 5. Each and every day's engaging in the business of peddling, as defined under this

ordinance, without the payment of the tax due thereon, and procuring a receipt, or license, therefor, and each and every day's failure to comply with any of the other provisions of this ordinance, shall constitute a separate offense, and the person so guilty of such violation, or failing to comply with the provisions hereof, shall upon conviction be punished therefor as hereinbefore provided: Provided that the court trying said cause shall have the right and power upon conviction of any person for violation of any of the provisions of this ordinance to decree, and to make the same a part of the judgment in such cause, a forfeiture of such license as such person may have procured hereunder, however, in the event of such forfeiture of license no part of such license tax as may have been so paid shall be refunded to such person, and no further license shall be issued to such person for a period of one year from the date of the judgment and forfeiture.

Section 6. The fact that the selling of goods, wares and merchandise upon the streets, alleys and other public places and thoroughfares within the corporate limits of the City of Matador should be under strict control creates an emergency so that the reading of this ordinance at three separate meetings of the City Council shall be dispensed with, and it is so done, and this ordinance shall be in force from and after its passage.

Attest:
 H. B. Edmondson,
 City Secretary
 G. T. Edwards, Mayor,
 City of Matador, Texas

POLITICAL Announcements

The Tribune is authorized to announce the following names public office, subject to action of the Democratic primary, 24, 1948.

State Representative, District 1: J. Rogers
 Clarence L. Darter
 County Judge and Executive County Superintendent: W. Glensack
 District and County Clerk: at Sheridan (re-election)
 County Treasurer: Mrs. Veina Fulfer
 District Tax Assessor: Cliff, Tax Assessor
 Collector: John Stotts (re-election)
 County Commissioner, District 1: Dan Keltz
 County Commissioner, District 2: E. Monk
 County Commissioner, District 3: Marvin Leary (re-election)
 County Commissioner, District 4: N. Fletcher (re-election)

Mrs. Tudor Attends Daughter's Wedding
 (Delayed)

Mrs. Annie Tudor returned home Saturday from Fort Worth where she attended the wedding of her daughter, Tommie, who was married to George Masterton of Louisville, Kentucky.

The wedding was held Christmas day in the home of the bride's brother, Dell Tudor, and the couple left immediately after a reception, for a wedding trip to Chicago, after which they will make their home in Louisville.

Mrs. Masterton has been employed the past three years at Fort Sam Houston, San Antonio. She is well-known in this community, having been reared here.

At Brother's Bedside

Mrs. John Faulkner and daughter of Post and Mrs. Cliff Cast of Medford, Oregon visited here this week with L. A. Stearns, who is a patient in Stanley Clinic. Mrs. Faulkner is Mr. Stearns' sister and Mrs. Cast is a sister-in-law.

WANTED!
Junk Iron
 WE PAY \$15 PER TON
 75¢ PER 100 POUNDS
 DELIVERED TO
H. C. Duncan
 AT FARMERS COOP GIN

Take time to save time

Have you ever mapped—with pins and thread, or with pencil on paper—the daily "chore route" of your farm or ranch? Have you figured how much back-tracking you do, how many unnecessary extra steps you walk in a day? Have you taken time to save time, and steps, and labor?

A number of agricultural colleges and experiment stations have made practical work studies on farms and ranches, with some astounding results. For example, one dairy farmer (who thought himself pretty efficient) adopted improved machine milking techniques, rearranged his barn to save steps and time in feeding and watering. He saved himself two miles of walking per day, cut his daily chore time by two hours and five minutes. That's 730 miles of walking and 760 hours of work in a year. In making the changes, he spent less than \$50.

Industrious farmers who, by planning their work, are raising more with less labor. There's a report of men making hay in 90 man-minutes per ton, while others using similar equipment—but older, harder ways of working—spend twice that time. There are scores of other examples.

Perhaps you cannot make such great savings in your operations. Maybe you can make more. It's certainly worth looking into, for even little savings are important. Five steps saved a day makes a mile in a year. Five minutes a day gives you three extra days a year.

There's no master plan to fit every farm and ranch, because no two are exactly the same. You have to work out your own plan of improvement. But the time it takes may well be the most profitable time you've ever spent.

A four-step scheme is suggested. First, consider each job or chore separately. Break it down into its parts. Check each part with a watch or tape measure and see if steps or time can be saved. Second, compare your work methods with those of your neighbors. Third, examine and check the details of your work methods. Fourth, develop and apply the new method. In a nutshell, "Plan your work and work your plan."

Time studies and job analysis have helped Swift & Company increase efficiency and make important savings. That's why we so confidently suggest similar studies in your operations. One excellent bulletin on the subject is Number 307, published by Purdue University, Lafayette, Indiana. It's interesting reading and well worth writing for. Your county agent or state agricultural college can tell of other bulletins on the same subject.

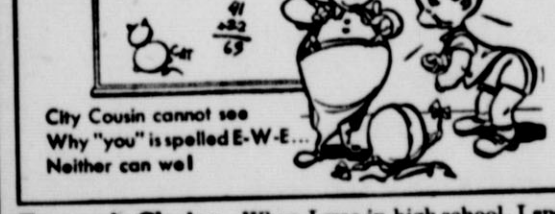


Soda Bill Sez: . . . the man with a dull hoe is wasting nobody's time but his own.

Martha Logan's Recipe for HAM LOAF

- 1/2 pound ground ham
- 1 1/2 pound ground fresh pork
- 2 eggs
- 1 cup dry bread crumbs
- 1 teaspoon salt
- 1/4 teaspoon pepper
- 1 cup milk
- 1/2 cup brown sugar
- 1 tablespoon dry mustard
- 2 tablespoons vinegar

Beat eggs. Combine meat, eggs, crumbs, salt, pepper, and milk. Mix thoroughly. Form into loaf in 8 1/4 x 4 1/4 x 2 1/4 inch loaf pan. Combine sugar, mustard, and vinegar. Spread over meat. Bake in a moderate oven (350° F.) 1 hour, or until meat has reached an internal temperature of 185° F. (Yield: One 8 1/4 x 4 1/4 x 2 1/4 inch loaf)



OUR CITY COUSIN
 City Cousin cannot see Why "you" is spelled E-W-E... Neither can we!

Farmer's Choice—When I was in high school, I spent a summer vacation on my grandfather's farm in Indiana. From my city-bred standpoint, it seemed a particularly dull and unrewarding life. Rising before dawn and working till after dusk, with little or no opportunity for urban pleasures, he was an object of pity to my adolescent eye. Why didn't he sell his farm and move to town? How did he ever get into this rut in the first place? "Grandpa," I asked one evening at milking time, "Why did you become a farmer, anyway?"

He paused a moment, leaned back on his stool and looked slowly around the barn—at the livestock, at the huge haymow in the east corner, at the farm tools, at the broad beams that supported the roof. What he saw seemed to reassure him, and I shan't forget his answer: "Just lucky, I guess."

—Contributed by George H. Channing
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Controlling Roundworm in Sheep
 by Walter Armer
 University of Arizona

The control of roundworm on sheep ranches has been successfully tested by Dr. W. J. Piator, University of Arizona Animal Pathologist. It consists of feeding a mixture of 1 part phenothiazine with 9 parts of ordinary granular salt. Roundworm, a serious plague, especially to sheep grazed on irrigated pastures, can be checked by phenothiazine and salt. Of course, it is not a cure-all. Badly infected sheep may still have to be drenched. But feeding the mixture throughout the pasture period will prevent the worm population from reaching the dangerous level in the majority of cases.

Phenothiazine, alone, is but one of a number of drugs known to aid in controlling roundworm in livestock. But during World War II, animal husbandmen discovered its effectiveness was greatly heightened when used with salt and fed throughout the pasture season. Experiments in Arizona proved the remarkable value of the new mixture in 1943 with sheep grazing on irrigated pastures in better condition. Today a high percentage of sheep on Arizona farm lands receive the 1-9 phenothiazine and salt mixture.

This new treatment is economical as well as effective. It practically eliminates the necessity of drenching each animal individually to control roundworms—a costly and possibly dangerous practice.

Track Down the Facts

A great family "man" is *Fiber Zibethicus*, better known to American farmers as the muskrat. He raises his many offspring in marshes, and about streams, lakes and ponds. Muskrat tracks are easily recognized by the drag of his knife-like tail, which shows up well in soft mud.

The muskrat-trapper works hard to make a living out of muskrat skins, and generally his efforts are rewarded. But there is one fact about his business that he tracked down long ago. He knows the price he can get for muskrat skins depends on the popular demand for finished pelts.

In the business of processing livestock into meat for people's use, at Swift & Company have to keep track of the demand for meat everywhere in the nation. We must know, too, the weights and grades of cuts preferred by housewives. Experience has taught us that the price the producers receive for their livestock is governed by what the meat packers can get for the meat and by-products.

FOR GOODNESS SAKE . . .
 ASK FOR

 At Your Grocery
 SUPPLIED BY
City Bakery

FROM PLANNING TO LIVING

We can help you with plans for that new home from "planning to living." Whenever more materials are available we will have them. We carry a complete stock of all building items.

If you are planning to repair or remodel your home or any structure; if you need paints, varnishes or wall paper, it is always a pleasure to provide estimates.

BURTON-LINGO COMPANY
 LUMBER AND BUILDING MATERIAL

The American Way

In the livestock-meat industry, as in all American business, profit provides the basic incentive for work, enterprise and action. Profit makes the mare go for livestock producers, meat packers and retailers. Too little profit by one section creates an imbalance in the industry. If one part of the livestock-meat industry suffers continued loss, all of us are hurt in the long run.

However, a margin of profit fair to one section of the livestock-meat industry might be quite unfair to another. For instance, we at Swift & Company know perfectly well that both livestock producers and retailers require a higher margin of profit, because of their relatively small volume. On the other hand, nationwide volume packers must build up a tremendous volume of sales to make up for a very small margin of profit per unit—a margin that has been consistently lower than that earned by any other manufacturing industry in America.

Over a period of years, Swift & Company has earned, on the average, less than two cents on each dollar of sales (a fraction of a cent per pound of product handled). Over the same period, the average amount returned to producers for agricultural raw materials, including livestock, wool and hides, has been 75 cents out of each dollar we received. This is not a profit. Out of this 75 cents producers must pay the cost of production.

Whether livestock prices are high or low or whether meat is high-priced or inexpensive—Swift & Company can earn a reasonable profit only by adding together many tiny savings on a large volume of business.

Ed Stewart
 Vice-President, Swift & Company

SWIFT & COMPANY
 UNION STOCK YARDS
 CHICAGO & ILLINOIS

NUTRITION IS OUR BUSINESS—AND YOURS
 Right eating adds life to your years—and years to your life

Roaring Springs NEWS

By LULA M. SWIM
(Delayed)

Mrs. M. D. Freeman, Glen Ray and Earl Gene visited in Vernon over the week-end. Glen Ray left for Gunnison, Colo., and Earl Gene left for Dallas. They had been visiting in the home of their parents, Mr. and Mrs. M. D. Freeman during the Christmas holidays.

College students returning to school this past week were: Hoyle Moss, Beryl Nichols and John W. Smith of Texas Tech, Fred G. Simpson of Texas University and John Ray and Sam Hunter of Hardin College at Wichita Falls.

Mr. and Mrs. Wes Burt visited in Dickens Sunday. Mrs. T. D. Jones of San Angelo visited in the home of Mr. and Mrs. J. D. Mitchell and Mr. and Mrs. Louis Jones over the

Matador IOOF Lodge

Meets every Thursday night Noble Grand L. Rattan Secretary, E. S. Jones

All visitors and brothers welcome.

M. L. SOLOMON

JEWELER

Fine Watch and Jewelry Repairing

5 to 10 days service on your watch repairing by 2 expert watchmakers.

Floydada, Texas

First National Bank

Of Lockney, Texas

In Association with THE PRUDENTIAL INSURANCE COMPANY OF AMERICA

We Now Offer

LONG TERM LOW RATE

FARM LOANS

PROMPT CLOSING NO FEES

Worst Meat Shortage In Years Expected!

U. S. Bureau of Agriculture Expects High Prices, Short Supplies to Continue for Next Two Years

What are you going to do about it? If you don't know, here's the answer— We have available for immediate delivery the famous DEEPFREEZE home and farm freezers. There's a model to fit the needs of every family . . . every purse! Prices range from \$199.95 Delivered and installed. Now is the time to protect your family . . . to insure their having the good meat they need to remain strong and healthy

Housewives Urged to Make the Most of Present Large Supplies!

Do as many families did during the past war—freeze and store a good supply of meat while it is still obtainable. Illustrated below is popular Model C-5. Holds more than 170 lbs. of assorted perishable foods. Has finger lift counter-balanced lid, lid lock, interior light, food storage baskets and dividers, adjustable temperature control, silent-running sealed-in oil-operating mechanism. Carries five-year warranty and one-year food protection plan. Dimensions: Width 38", Height 36", Depth 29 1/4". This is the famous DEEPFREEZE home freezer made only by DEEPFREEZE Division, Motor Products Corporation, pioneer of the home freezer industry.

Stop in today! Select yours. Save time, food, and money, too! Ask us to show you how. We're the people who can prove it to you!

Model C5

\$269.95

Delivered and installed in your home. Available For Immediate Delivery!

Freeman Thacker Butane Company

Several Local Fans Attend Dallas Game

Several local football fans drove to Dallas to attend the New Year's day cotton bowl game between Southern Methodist University and Penn State University.

Making the trip were Claude Harp, Kenneth Jeffers, R. E. Campbell Sr., Forrest Campbell, R. E. Campbell Jr., and Robert Darsey and Rev. Oscar Bruce accompanied by his brother-in-law, E. A. McAdoo of Amarillo.

week-end. Mrs. M. F. Cavitt and Mrs. Elizabeth Burt are visiting in the home of Mrs. Burt's daughter and family of Quitaque this week.

News Briefs

(Delayed)

Mrs. J. L. Woodruff returned home Tuesday from Waco, where she spent the holidays with her daughter, Dorothy, student at Baylor University. Mr. Woodruff, who was also there during the holidays, returned home last week.

Guests last week in the home of Rev. and Mrs. Oscar Bruce were her sister and family, Mr. and Mrs. E. A. McAdoo and daughters, Marian and Martha Carol, of Amarillo.

Mrs. Ben A. Terrell and son, Gordon, of Clayton N. M., were visitors here Monday of last week in the home of Mrs. Terrell's brother and family, Mr. and Mrs. Harry Willett.

Mr. and Mrs. Wesley Hall, former residents, returned to Matador Friday, from Wenatchee, Washington, and plan to again make their home here.

Mrs. Calvin Tension of Albany, Georgia is visiting her parents, Mr. and Mrs. A. B. Aldrich.

Tribune, Matador, Motley County, Texas, Thursday, January 15, 1948

Former resident, Vernon Daniels of Lockney was a Matador visitor last week.

Hugh Gray, principal of South San Antonio school, was a visitor in Matador Thursday enroute from Cee Vee where he had been visiting his mother. Mr. Gray is a former teacher in the Matador high school.

Miss Bernice Pitts of Amarillo was a visitor in the home of her grandmother, Mrs. Neta Pitts and also in the home of Mr. and Mrs. Bob Martin.

Visiting in the home of her father, Earl Laughlin and brother last week was Miss Earlene Laughlin of Lubbock.

Mrs. Elbert Seigler of Kirkland visited here Friday, having accompanied her mother, Mrs. J. A. Groves home.

Visitors in the home of Mr. and Mrs. Ed Williams during the holidays were their son and family, Mr. and Mrs. Lewis Williams and son Charles of Hobbs, New Mexico, also Mrs. Williams' brother and wife, Mr. and Mrs. O. T. Warlick of Vernon.

Holiday visitors in the home of Mr. and Mrs. J. C. Lisenby were their children and families, Mr. and Mrs. Clarence Ross and daughter, Edwina of Crowell, Mr. and Mrs. Jack Lacy and children, Barbara and Delores, and Mr. and Mrs. Herbert Stephens and children all of Turkey, and the Frank Montgomery and John Irwin families of Matador.

Mayor and Mrs. G. T. Edwards had for holiday guests, their sons and families, being Mr. and Mrs. Bill Edwards of Silvertown, Mr. and Mrs. Jack Edwards and daughter, Rosemary of Amarillo, Mr. and Mrs. Tommie Edwards and family and Mr. and Mrs. Ben Edwards and daughter of Whiteflat and local residents, Mr. and Mrs. Jake Edwards and son, Thomas.

Mr. and Mrs. Cy F. Roane of El Paso, spent Christmas here visiting her mother, Mrs. Ellen New and other relatives.

Mr. and Mrs. Howard Strain of El Paso were holiday visitors here with her parents, Mr. and Mrs. C. T. Jinkins and other relatives.

Mr. and Mrs. W. R. Moore and daughter, Billy Beth of Fort Worth, spent Christmas holidays here visiting his parents, Mr. and Mrs. R. P. Moore and other relatives.

Mrs. T. G. Harris of San Marcos, was a holiday visitor here in the home of her daughter and family, Mr. and Mrs. Harry Willett.

Earl Hugginbotham and his brother, Willis Hugginbotham, also Miss Ann Graham, all of Lubbock were holiday visitors in the home of Mr. and Mrs. Joe Bloodworth, as guests of their daughter, Miss Jolene Bloodworth.

Miss June Coleman, Matador High School teacher spent the Christmas holidays with relatives at Big Spring.

Mr. and Mrs. Claude Groves and children of Wellington, and Mr. and Mrs. Alfred Barton Jr., and family of Barton Community, spent Christmas here with their parents, Mr. and Mrs. Alfred Barton, Sr.

Holiday guests of Mr. and Mrs. Ben Keltz were their son-in-law and daughter, Mr. and Mrs. James Holladay, with their daughter and family, Mr. and Mrs. G. C. Moreland and baby daughter, Beryl of Vernon.

Dr. and Mrs. Ernest Shearer and son David, of Houston, visited her parents, Mr. and Mrs.

H. H. Campbell over the holidays.

Miss Lillian Chapman of Lubbock spent Christmas here as guests in the home of her uncle and family, Mr. and Mrs. W. W. Clements.

Mrs. Minnie K. Berryman of Plainview, was a Christmas visitor here in the home of her sister and family, Mr. and Mrs. Bill Danning. Their mother, Mrs. Cordia Stephens of Whiteflat was also a visitor in the Dunning home.

Miss Sarah Frances Springer spent the week-end visiting in Lubbock with her cousin, Miss Margaret Sanders, who accompanied her home and has been visiting here this week.

Recent visitors in the home of Mr. and Mrs. George Birchfield were Mr. and Mrs. Tede Blackshear of Turkey, Mrs. Beryl Blackshear and children, Billy Beryl and Jennifer, of Grants, New Mexico, and Mr. and Mrs. O. D. Calvert of Flomot.

Visiting Mr. and Mrs. Ed Cammack over the holidays were their son and family, Mr. and Mrs. Bryan Cammack and children of Munday, and a daughter and son-in-law, Mr. and Mrs. W. W. McDowell of Goodnight.

Pat Sheridan and son, Pat Jr. spent Christmas day visiting the former's mother, Mrs. J. H. Sheridan and other relatives in Amarillo.

Miss Marybelle Richards of Lubbock was the guest from Thursday until Sunday of Pat Sheridan Jr., in the home of his parents, Mr. and Mrs. Pat Sheridan.

James Edmondson of Borger visited his parents, Mr. and Mrs. Jim Edmondson Christmas.

LIVESTOCK OWNERS NOTICE

FREE REMOVAL OF DEAD HORSES, CATTLE, HOGS, SHEEP

CALL

Phillips '66' Station

O. V. LATIMER, Mgr.

Phone 661 Matador, Texas

FOR Keelon Packing Co.

Lubbock, Texas

for CHILDREN

as well as GROWN-UPS



GET RED ARROW Aqueous NOSE DROPS

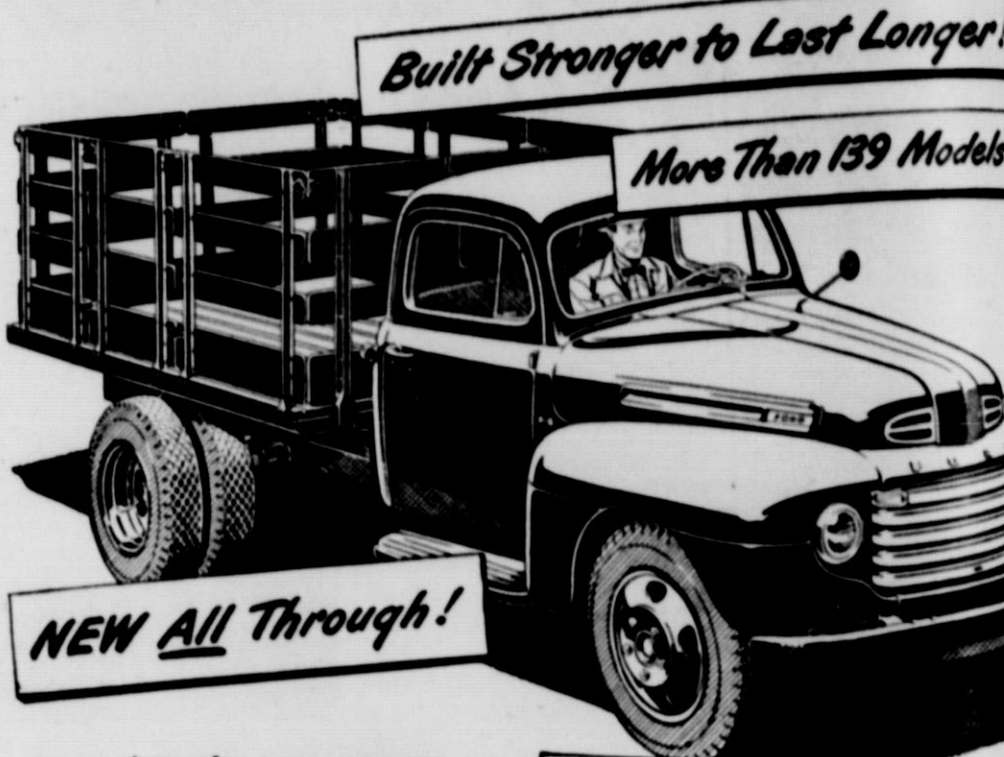
ASK YOUR DRUGGIST

Brand NEW for '48

FORD Bonus Built TRUCKS

Built Stronger to Last Longer!

More Than 139 Models!



NEW All Through!

Bonus* Built — THE AMAZING RESULT OF AN ENGINEERING PRINCIPLE THAT ASSURES WIDER USE, LONGER LIFE . . . and ONLY Ford Trucks Have It!

EVERY single one of the great new Ford Trucks for '48 is **Bonus Built** . . . designed and built with **extra strength** in every vital part! But that's only part of this vital truck engineering principle . . .

This **extra strength** provides **WORK RESERVES** that pay off for truck operators in two important ways:

FIRST, these **WORK RESERVES** give Ford Trucks a **greater range of use** by permitting them to handle loads beyond the normal call of duty. Ford Trucks are not limited to doing one single, specific job!

SECOND, these same **WORK RESERVES** permit Ford Trucks to relax on the job . . . to do their jobs easier, with less strain and less wear. Thus, Ford Trucks last longer because they work easier!

Yes, Ford Trucks for '48 are **Bonus Built** . . . built stronger to last longer! That's why they give their owners wider use and longer life! That's why life insurance experts can certify proof that Ford Trucks last up to 19.6%

longer. That's why the record shows they are more Ford Trucks in use today than any other make. Let us show you the revolutionary new Ford **Bonus Built** Trucks today!



BUILT STRONGER TO LAST LONGER

Matador Auto Company

MOTLEY COUNTY FORD DEALERS FOR 30 YEARS

OPEN HOUSE

Friday, January 16, 1948

WE INVITE YOU TO BE OUR GUEST

WE extend a cordial invitation to everyone to visit our show rooms Friday, January 16, and see the brand NEW **BONUS BUILT FORD TRUCKS**.

Open house will be held throughout the day. Come any time — take your time — examine these great, new trucks. We will be expecting you.

Matador Auto Company

TRUETT RATTAN SIGNS 3-YEAR CONTRACT



(Courtesy Hockley County Herald)
 Truett S. Rattan has signed a three-year contract as head football and basketball coach of the Levelland schools, according to Supt. O. W. Marcom, of that school.
 Coach Rattan, who tutored his team to a district, bi-district and regional championship in his first year as coach of the Levelland schools, is shown above as he was presented with a surprise award of a new automobile, at the close of the football season.
 Rattan is the son of Mr. and Mrs. V. A. Rattan. He was born and reared here and is a graduate of Matador High School and Hardin-Simmons University, Abilene, starring in both football and basketball throughout his school years. He was assistant coach at Cleburne for two years before going to Levelland.

Rev. Oscar Bruce, who is reported as having done an exceptionally fine job.
 "We know Brother Potts will do an equally fine job," school officials said, "and we wish to offer him all our facilities."

MATADORS WIN CAGE CONTEST

(Delayed)
 The Matador Matadors had little trouble in downing a stubborn Lockney quintet Tuesday night on the home court, 38-24, in a District 3 A conference basketball game.

The Matador five shot into an early lead and went off the hardwood at halftime with a score doubled on the visitors at 32-16. The Lockney team showed signs of returning life in the last stanza, but their slight rally was too late.

Billy Dan Thomas paced the Matador club with 14 points and Junior Golden topped the visitor scoring line with 12 tallies.

The Matador B team dropped a one-point, 12-11 game to the Lockney B team, with Harold Hall scoring five of the visitor's points.

The Matador girls had no trouble subduing the Lockney girls, 15-3, and built up a tremendous 9.1 margin at the half.

EXAMS COMPLETED; SEMESTER BEGINS

Half-way through the school year of 1947-48, students started their second semester Monday morning after completing all mid-term exams last Thursday and Friday, January 8 and 9 respectively.

Those failing this semester will have a chance to bring it up next semester, according to school officials, but there will be no make-up tests.

Visiting Mrs. I. F. Fish during the holidays were her son and

family. Mr. and Mrs. Homer Fish and sons, Enis and Ed Thomas of Electra, and a daughter, Mrs. Allie Nelson and her son, Irvin Harris of Amarillo. The latter were accompanied by Amarillo Sunday by Mr. and Mrs. Farris Fish, and Mrs. I. F. Fish, who visited a brother in Canyon, enroute.
 Mr. and Mrs. Ed Bishop and sons of Dalhart, visited here Saturday with Mrs. Bishop's mother, Mrs. H. Williams, and in the home of her sister, Mrs. E. F. Springer and family.

EL MATADOR

NORMAN SPRAY EDITOR
 PATTIE PIPELIN ASST.-EDITOR

Matador's Chance of Distributive Education Meager

Back in M. H. S. Monday afternoon a meeting of school superintendents at Austin last week-end Bert Ezzell, superintendent of Matador public schools declared that Matador is a "slim" chance for distributive education.
 According to Ezzell there were any interesting reports on Texas education at the meeting which some 1200 educational leaders attended.

"It seems," said Ezzell Monday morning, "that within the next two years, high school education in Texas will see many changes. Especially is much attention being given to so-called distributive education, which is being put into effect in forty schools this year and is proving very efficient. It is hoped that a hundred and forty schools will be using it next year."

"Distributive education," he explained, "is a very pleasing combination of work and school credit for both. The plan being used most successfully is a half day regular school work and a half day of work in town, the work being determined by the student's interests and needs he is studying. The teacher checks every day with the employer to grade on mistakes and merits the student makes during his half day regular work, yet the student is paid an agreed salary by the employer."

"This type of schooling would make acquiring an education interesting for anyone," he said, "not to speak of the invaluable practical experience he would get in his chosen occupation and the training in 'how to meet the bill'."

Mr. Ezzell applied for the distributive education plan and officials have promised to look to school and town over this spring, but Mr. Ezzell says he is strongly against the plan because of a lack of a sufficient number of students next year.

"There were also many other particularly interesting discussions, one of which was on the arms of smoking," he said, "and I will tell you more about them later on."

TWO STUDENTS WERE MID-TERM GRADUATES

When school resumed for the second semester, Monday, January 12, two seats in Matador High School were notably empty. These desks have been occupied by Wayne Spray and Colonel Garth, who graduated at the completion of the mid-term.

Both boys were members of the 1947 football team and both had been out for football for five seasons. Garth was fullback on the '47 team, while Spray played left end.

Garth also was a member of the basketball squad and usually played a guard position. All our best wishes go with these two seniors in wishing them success as they leave MHS to set sail on the actual sea of life. At the present neither has definite plans as to what he will do.

MHS TO LOSE TWO POPULAR STUDENTS

A farewell party was given in the home of Gwendolyn Wilkinson Saturday night, January 10, in honor of Bobby Jay and Royella Browning, who will be moving to Lovington, New Mexico. Both juniors and seniors were invited.

Bobby Jay is a senior who has come out for football three years and basketball four, counting this season. He has done commendable school work and the senior class regrets that he must leave them, although, according to him, he is coming back for a week or two before graduation to graduate here.

Royella is a junior who has come out for girls' basketball for three years, and is very well liked. Both are very popular here, and it is with regret that we bid them farewell.

FRANKLIN



Vaccines and Supplies for Cattle, Sheep, Hogs and Poultry
MATADOR DRUG

Change Is Made In Bible Instructors

As agreed at the beginning of the year, Rev. Clifford Potts, Baptist pastor, took over the

task of instructing the course in Bible study which is being taught for the first time at MHS this year.

The first half of the course was taught by Methodist pastor,

HERE'S NEWS FOR THRIFTY HOUSEWIVES

FLOUR 50 Pounds AUNT JEMIMA \$4.29
 25 Pounds PURE-AS-SNOW \$1.98

Pure Cane **SUGAR**
 10 Pounds 98c

CHUCK ROAST
 Pound 45c

10 Pounds **ORANGES**
 Sack 35c

2 Pounds **CHEESE**
 \$1.05

4 Pound Carton Crustene **SHORTENING** \$1.49

46 oz. Red And White **Tomato Juice** 29c

Oxydol Large Box 39c

Carrots, BUNCH . . . 10c

No. 2 Red And White **CUT GREEN BEANS** 22c

FRUIT COCKTAIL, No. 2 1/2 can 39c

Loin Steak lb. 60c

Dreft Large Box 35c

IDAHO SPUDS
 10 lb. Sack 59c

Fresh Pascal **CELERY**
 Bunch 25c

Fresh -- Sweet **BACON**
 Lb. 85c

Pork **SAUSAGE**
 Pound 50c

Spot Cash Grocery AND LOCKER PLANT

VERNON DOSS, Manager

WINTERIZE YOUR HOME!

WINTER will pass over your home if you protect it against cold by making all needed repairs. Let us explain the advantages of insulation as protection against both cold and heat.

If you are planning a new home or any kind of repairs, we can be of service to you. Our stock is the largest and most complete available material sources will permit. We are always glad to offer estimates or any other possible service.

Everything For The Home, Farm and Ranch
Higginbotham-Bartlett Co.
 LUMBER, BUILDING SUPPLIES AND HARDWARE

Clean Clothes LAST LONGER!
 New Equipment, Skilled Cleaners

CITY CLEANERS
 Bank Building Roaring Springs

AT CATTLEMAN'S MEETING
J. E. Russell and his son-in-law J. W. Drace of Lubbock, attended a director's meeting of Texas and Southwestern Cattle Raisers Association held in Fort Worth over the weekend. Mrs. Drace remained here with her mother.

SUFFERS STROKE
Mrs. Frank Cox of Turtle Hole Camp is a patient in Traweek Hospital, where she was brought Saturday after suffering a stroke. Her condition is reported as improved.



From where I sit... by Joe Marsh

Who Are We, Anyway?

Subject came up at Bill Webster's, the other day, as we were chatting over beer and pretzels. Just who are the folks who make up our town? Where'd they come from? Well, Doc Hollister's Scotch-English ancestry; Will Dudley's folks were mining stock from Pennsylvania; Skip Powell's family were brewers back in Holland. Guess our bloodstream's got a bit of every country of the globe—and every section of America. We've still got differences in taste and background—whether they apply to music, history, or beer. Only those

differences don't matter—because we're self-respecting people, in a free, united land. And from where I sit, that's what makes our towns and cities—our America—so strong, progressive, tolerant. Our championship of individual liberties has brought us people from all faiths, all lands—to prove that respect for one another's rights is the greatest bond humanity can know!

Joe Marsh

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Tribune, Matador, Morley County, Texas, Thursday, January 15, 1948

Speakers Selected For Third Annual Willson Lectures

ABILENE, Dec. 29—Two outstanding Methodist leaders have been selected as speakers for the Third Annual Willson lectures, to be held Jan. 27-30 at McMurry college. Dr. G. Cooke, president of the school, announced this week. Miss Dorothy McConnell, co-editor of World Outlook, the Methodist general missionary magazine, and Dr. Hazen G. Warner, of the department of practical theology, Brew university, are to be the speakers. The Willson lectures, endowed by Mr. and Mrs. J. M. Willson of Floydada, make it possible for McMurry college to bring an outstanding man and woman to the campus for a series of lectures in the general field of Christian life service. They are not sectarian, and are open to all persons interested. Pastors and lay church workers in the Methodist churches of North-west Texas and New Mexico are especially expected to at-

Mrs. Simpson Is Agent For Luzier

Mrs. A. B. Simpson has added the Luzier line of cosmetics to other lines of merchandise which she carries in her establishment, the Vogue Dress Shop and is taking a course of training at the Luzier school in Lubbock. Mrs. Simpson will receive a 30-day course of instructions, attending classes two days each week, Sunday and Monday, in Lubbock Hotel, until completing the course. Representatives from 17 towns in this area are taking the course, Mrs. Simpson said.

Visiting here from Medford, Oregon with his parents, Mr. and Mrs. M. L. Patton are Mr. and Mrs. John Patton. Miss Laverne Watkins of Pear Valley, and a Texas Tech student was a week-end visitor in the home of Miss Elwanda Martin.

Returns To Guatemala

(Delayed)
Miss Joyce Dobkins left Monday of last week to return to Guatemala, C. A. after a month's visit in the states. Miss Dobkins visited her brother, Glenn Dobkins and family, and mother, Mrs. E. Dobkins at Glenn, and also with her sister, Mrs. Carmen Rhodes and family. She also made a trip to Phoenix, Arizona, where she received orders for large shipments of hand-woven fabrics which she and her partner, Miss Louise Ohlenbusch manufacture in Guatemala.

Visit Relatives Here

Mrs. Virginia Stewart, with her son-in-law, H. L. Murphy and his daughter, Mrs. L. S. Stewart, spent New Year's day and until Sunday, visiting in the home of Mrs. Stewart's sister, Mrs. Fred Bourland and with other relatives.

Move To Waco

Mr. and Mrs. T. W. Campbell, former Matador residents who have been residing at Yorkville, Tenn., have returned to Waco, Texas, their former home where they resided first after leaving Matador a number of years ago, according to information received this week. Mr. and Mrs. Campbell are remembered here by many friends who will be glad to learn of their return to Texas.

McDONALD LIFE INSURANCE CO. And McDONALD'S PLAINS BURIAL ASSN. McDONALD FUNERAL HOME Phone 88 Matador

V. F. W., Motley County Memorial Post No. 6286, meets 1st and 3rd Tuesdays, 8 p.m. at the court room, Matador, Texas. All eligible ex-service men are invited to attend.



CAMPBELL Chevrolet Company MATADOR, TEXAS

Fifteen Motley county farmers were elected to three member community committees in elections held throughout the county last December 9, 1947. Flomol—R. H. Tanner, Chairman; Calvin Franks, vice-chairman; Joe L. Speer, regular member; Melvin Fisher, first alternate; Earnest Fisher, second alternate; J. R. Nall, delegate; and Joe L. Speer, alternate delegate. Whiteflag Community—T. M. Dixon, Chairman; Charlie Harris, vice-chairman; Frank Edwards, regular member; Ed Whitaker, first alternate; T. G. Tilson, second alternate; A. K. Wilkinson, delegate; and W. V. McWilliams, alternate delegate. Northfield Community—W. T. Moore, chairman; A. L. Thomas, vice-chairman; J. D. Spray, regular member; N. U. Timmons, first alternate; J. N. Thomas, second alternate; B. F. Simpson, delegate; and T. B. Simpson, alternate delegate. Matador Community—D. P. Keith, chairman; regular member; first alternate; second alternate; delegate; and alternate delegate. Roaring Springs—Lloyd W. Stafford, S. Thacker, regular member; F. Morris, regular member; E. Brandon, first alternate; Bert Mitchell, second alternate; Charles Long, delegate; Herman Havin,

THE WAITING HAS ENDED! Now In Stock THE BEAUTIFUL NEW MAYTAG!

Come in and see its new features today!



NOW! GET THE WASHER YOUR HEART'S SET ON...

THACKER SUPPLY CO.

ROARING SPRINGS, TEXAS

On a heavy-duty job, give me new Advance-Design CHEVROLET TRUCK and here's a "load" of reasons why!



Only Advance-Design Trucks Have All These New and Finer Features:

- ★ Cab that "breathes"
- ★ Flexi-Mounted cab
- ★ Unweld, all-steel construction
- ★ Larger, more durable, fully adjustable seat
- ★ 22% greater visibility
- ★ New, rear-corner windows
- ★ Stronger, new frames
- ★ Full-floating hypoid rear axles
- ★ Specially designed hydraulic truck brakes
- ★ Valve-in-Head Thrift-Master or Load-Master engines
- ★ More efficient loading (stake and high-rack bodies)
- ★ New, thorough sealing insulation
- ★ Standard cab-to-axle-length dimensions permitting interchange of bodies



Brother, how these stronger, new frames stand-up! Wheel-bases are longer, too, for better load distribution. And the brakes are exclusively designed for greater brake-tongue contact!

There's nothing like "breathes" for cold weather—and the cab is cushioned for comfort. There's 22% greater visibility. The seat is fully adjustable. This is it!



Here's a special, heavy-duty job and an extra-special truck! Take your pick from 127 different models and eight wheel-bases. There's one made for your special kind of job.

In the world's most advanced size—Chevrolet's V-8—fresh air heating and rear corner windows.

Come in and see these trucks—today! There's a Chevrolet Advance-Design to meet your specific needs and offer you TRANSPORTATION.



Campbell Chevrolet Company MATADOR, TEXAS

West Texas Utilities Company

Ford TRACTOR **Dearborn FARM EQUIPMENT**

- GENUINE FORD LISTER POINTS
- Following Equipment For FORD Tractors: (Ready For Immediate Delivery)
 - Cultivators
 - Tandem Disc Harrows
 - Terracing Machines
 - 10-Foot Single Discs
 - Heavy Duty Cut-Out Disc
 - Feed Mills
 - Quick Detachable Mower
 - Broadcast Seeders
 - Two-Bottom Breaking Plows
 - Ford Bull-Dozer
 - Four-Wheel Trailers

ALL MAKES New And Used TRACTORS

Braselton Implement Co. ROARING SPRINGS, TEXAS

Back in M. I. sending a superintendent week-end schools declare is a "alm" tive education! According to any interest education high some aders attend "It seems", y morning, set two year tion in Te changes. Egnition being strributive is been put hools this y ry efficient and and using it n "Distributi plained, mbination d credit ing used r a half ork and a wn, the w l by the st urses he acher chee e employe kes and akes durin ar work, sid an ag nployer. "This type ake acqui resting for not to spea tical s it in his cl e training ble." Mr. Ezzel ibutive ed cials have ie school ring, but rongly fee ot be put ecause of umber of "There v particularly ons, one arms of and I will em later

WIN cold want heat. we most are serv

(Continued From Page 1)

"As a county commissioner I have gained a great experience in county government. I have made numerous trips to Austin of my county and have organized myself with necessary governmental functions. If I am elected as Representative of this district for our local interests, the state's interests, my time not spent in legislative sessions will be in the district where I am contacted, and where I am in close touch with problems as they develop."

COME TO CHURCH

in the Want A

FOR SALE OR TRADE: 100 hens of Lewis Newman's stock. Sell at \$1.25 each. M. A. L. B. Archer. 4tp

IMMEDIATE possession, 200 acres land, 6 1/2 miles south Flomot, 92 acres in cultivation sowed in wheat, goes with land. \$35 per acre. Windmill, plenty water, 2 room house, new roof. See James Taylor or Gene Perkins. 6tp

TRAILOR HOUSE for sale, Jake Smith. 2tp

RELIABLE MAN with car wanted to call on farmers in Motley county. Wonderful opportunity. \$15 to \$20 in a day. No experience or capital required. Permanent. Write today. McNESS COMPANY, Dept. A, Freeport, Ill. 2tp

For Sale: Electric motors for sewing machines. Also repairs for most makes of machines. See A. B. Fulkerson. ctfm

FOR SALE: No. 2 McCormick-Deering cream separator with electric motor \$100; also enameled Superflex heater \$35. Both same as new. Paul Enloe Roaring Springs. ctfm

FOR SALE: International model B. Farmall Tractor, complete with 2 row lister, planter and cultivator. This equipment has been used very little and is good as new. Leonard Crowell, Flomot, Texas. ctfm

HELP! HELP! WE HAVE A FINE OPENING IN THIS AREA. A real "honest-to-gosh" set-up for the right man over 25 years of age, who has a car, ambition and dikes to deal with farm families. Don't pass this up as just another ad—it isn't. For details, write The J. R. Watkins Company, Rural Department, Memphis, Tennessee. 3tc

FOR SALE or trade 5-room stucco on 2 corner lots. See or call H. S. Ward, 161 M, Matador. ctfm

FOR RENT: Furnished apartment to an elderly couple or lady. Mrs. Oscar Vinson. Phone 180.

WANTED: Ironing in home, Mrs. Riley Rigby. 3tp

FOR SALE: '39 Twin City tractor, with four-row equipment, in good condition. See C. M. Barton. 2tp

FOR SALE: Stalk Cutters—5-row Power-lift, \$130; 5-row Drag-type \$120; 4-row Power-lift \$105; 4-row Drag-type \$97.50. Go-Devils: 4-row Drag-type \$120; 4-row Drag-type \$110; 9-row Sand Fighters \$95. The above are All Steel and guaranteed. We built the first All steel Stalk Cutters and first All Steel Go-Devils that were built. Phares & Wilkins, 2209 Ave. H., Lubbock, Texas



So Handsome!

So Practical!

Our Cotton-Cord

Two-Piecer

\$12.95

Well tailored, our Joan Bratney jacket and skirt outfit will look well in the office or shopping in the super market. The fine cotton cord is entirely washable, is cool and comfortable. In brown, blue, aqua, or grey stripes. Sizes 12 to 18.

Western Dry Goods Company

Mr. and Mrs. Odie Crowell are announcing the arrival of a son, James Oran Crowell, who was born December 28, 1947 at Tor-

rance, California. The youngster weighed 6 pounds, 14 ounces. The Crowells have two other sons, Max and Steve.

Wild Game Is Served At School Cafeteria

Student patrons of the Roaring Springs school cafeteria Monday had a treat on the menu after Mr. and Mrs. Homer Kingery presented the school with sufficient fresh venison to serve through the noonday lunch.

The meat was prepared as a delicious barbecue by Mrs. Joe Bridges. Other items on the menu included buttered potatoes, pork and beans, onions, pickles, lettuce and carrot salad, jello, bread and milk. Superintendent Henry Teague expressed his appreciation to Mr. and Mrs. Kingery for the contribution and also to Mrs. G. W. Redding, who has been providing pork to cook with beans served in the cafeteria.



WE CAN NOT Insure THE ASHES!

IT is too late to buy insurance after the fire alarm has sounded, nor can we pay you for the ashes if you have neglected properly to insure your property.

Prepare for that dreaded possibility—FIRE. Let us help you with your insurance program to cover your home, auto, farm buildings and crops. There is only one time to insure—NOW!

MOTLEY COUNTY INSURANCE CO.
J. R. Whitworth W. N. Pipkin Elmer Stearns

Announcing Complete Plumbing Service CONSTRUCTION AND REPAIR

IN MATADOR EVERY WEDNESDAY

Call Matador Hardware

BOON PLUMBING SHOP

Phone 266

Paducah

Spring Theatre

ROARING SPRINGS, TEXAS
THURSDAY and FRIDAY
JANUARY 15 and 16

June Haver, Mark Stevens
"I Wonder Who's Kissing her Now"
(In Technicolor)

— SATURDAY ONLY —
JANUARY 17

"Lash" La Rue—in
Cheyenne Takes Over
Serial, Jesse James

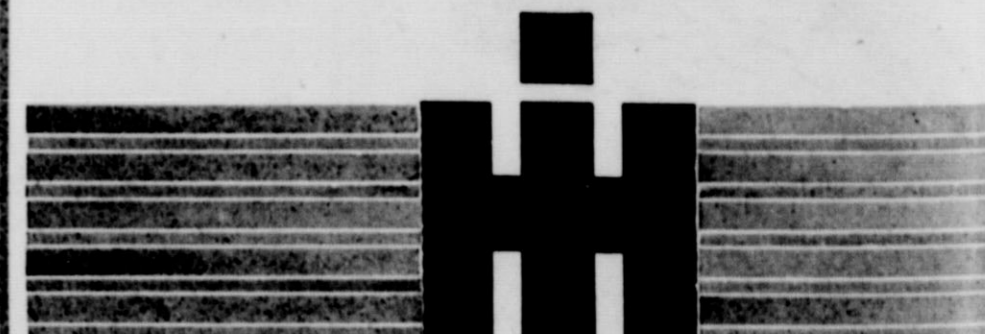
SUNDAY and MONDAY
JANUARY 18 and 19

Gregory Peck, Joan Bennett
The Macomber Affair

TUESDAY and WEDNESDAY
JANUARY 20 and 21

(Money Nite)
The Perils of Pauline
(In Technicolor)
Betty Hutton, John Lund

We Have Genuine IH Parts



Matador Implement Co

SPECIAL SUNDAY DINNER

FOR SUNDAY, JANUARY 18th.

Catfish Dinner .. \$1.50
(Whole Fish to Order)

Creamed Potatoes
Green Beans
Asparagus Tips—Apple Salad
Desert — Beverage

Sirloin Steak \$1.25
(Small)

Creamed Potatoes
Green Beans
Asparagus Tips—Apple Salad
Desert — Beverage

Cured Baked Ham \$1
(Natural Gravy)
OR

Roast Pork or Beef 75¢
Creamed Potatoes
Green Beans
Asparagus Tips—Apple Salad
Desert — Beverage

FOR FINE FOODS
"BEST IN THE WEST"

WAYBOURN'S

— We Bake Our Own Pastries —

