

# Matador Tribune

VOL. 21, NO. 29

MATADOR, MOTLEY COUNTY, TEXAS, THURSDAY, OCTOBER 9, 1947

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## TRAIL DUST

By DOUGLAS MEADOR



Night was growing impatient with the sun. Shadows hung from the gold-bordered gray clouds in the west, and the wind, running ahead of winter, held the odor of frost. Surrendering in advance, yellow and brown trees held their leaves like parents playing with toys left in the solitude of a nursery floor. Huddled by the side of the road the white, blue-eyed pup rested his chin over the black pup's warm back. They shuddered from the chill and hunger and fear; unwanted children of a heartless destiny. Cowed at the first touch of my hands they waited, their small bodies shaking, for an expected blow. When they felt the magic current of kindness, four little eyes fastened with dried mud tears, turned as if the two small heads belonged to one miserable body. Still trembling, they leaped up to touch my hand with cold noses and rolled in the sharp stable of mowed weeds and tried to speak their gratitude; two mute, unwanted puppies, I carried them farther from the sooty black asphalt where wheels strummed their songs of death and gave each his piece of soft bread. Hunger seized the white pup as he sank little teeth into the food, while the smaller black pup too soon from his mother's milk, hesitated for an instant I watched for what was perhaps the last happy moment they are to know, then hurried away without looking back. The night is colder now and the darkness is thick and unfriendly. They are huddled together, waiting. Two, cold, hungry little animals; afraid, like man, of death.

Tall, sweat-stained and burned the color of rusty iron, the cowboy rolled a cigarette and moistened it like an automatic machine. Holding it between his lips he thumbed the wheel of a silver lighter and dropped it back in his pocket with a frown of despair. Presently he struck the match against the rest of his Levis and made a small cup of his massive hands. Being a slave to habit may often be fraught with no more disdain than being the slave of a beautiful, kind and faithful queen.

Being a frugal family, my home as a child was one in which nothing was considered worthless until it was beyond repair with baling wire.

Licking the vaulted dome of cloud-laced sky, the oil field flare is a mighty candle on the prairie. Gentle cattle graze among the mesquite eighty feet above its restless flame. At the base is sterile soil from which the bleached roots of dead sage protrude like diseased teeth. Heat thrown down from the flare through the years has destroyed all life. During a summer night countless millions of beetles and smaller insects fly to near the flame and drop in hapless array on the coarse sand and rocks. At dawn the wise birds fly in from trackless sky paths to eat their fills of food collected and prepared. When winter blizzards leave blankets of snow the wind freezes little icicles on the noses of shelterless cattle, they crowd about the big iron pipe blazing above. There they lie down on warm earth beneath warmth sent down from the flare.

A man should not brag of his gifts to God since God never claims credit for His gifts to an individual. Receiving a loaf of bread from a friend we would not brag about returning him enough for a sandwich.

Peace on the face of a sleeping baby is a fulfillment of heaven's promise of reward for a life without sin.

Our dreams are like little star-lamps that vanish when the day is in its glory but return to their little shelves in the sky where elsewhere there is only darkness.

## Lions Hear Address By Gold Star Mother

"LIBERTY is the only thing you can not possess without giving it to others," Mrs. Luther Turner of Flomot declared in address before the Matador Lions Club regular meeting held Tuesday in the Methodist church basement. The Gold Star Mother who sent four sons and a son-in-law to World War II and watched her sweetheart soldier leave for the battlefields of Europe during World War I, was introduced by program sponsor Tail Twister Ralph Stapleton. Lion Stapleton, in his introduction of the guest speaker, declared he had known Mrs. Turner all his life and believed the Turner family to be a true symbol of American patriotism. Mr. and Mrs. Turner were married after the veteran's return at the end of World War I. Two of Mrs. Turner's sons have returned from service, one was killed in combat and the fourth is still in uniform. Lion Stapleton, former chairman of the Motley County Draft

## LEGION SCHEDULES HOUSEWARMING AND BOX SUPPER

An evening of merriment, music, food and good fellowship awaits members of the Fleming Post American Legion, their wives and members of the Legion Auxiliary, according to Commander Jake Edwards. Following recent improvements (clean-up and painting) at the Legion hut, the organization has scheduled Tuesday evening, October 14 (7:30) as the date for a housewarming party and box supper. Ladies will be admitted when bearing a box of food, and the male members will be admitted wearing a Legionnaire cap (they will be for sale at the door to those forgetting the one at home.) Present membership of the Legion is 146 Commander Edwards declared. The evening will be one of food, fun music and nonsense, with an interesting informal program, Edwards explained, adding that all members should make plans immediately to attend and also remind another Legionnaire of the evening of fun awaiting them.

## Dallas Physicians To Examine Polio Cases At Plainview

Dr. Sim Driver and Dr. Eugene P. Legg, Orthopaedic physicians from Dallas, will be at the Plainview Sanitarium and Clinic on Saturday, October 11, for the purpose of examining Polio patients, according to an announcement received this week by Mrs. U. L. Willie, chairman of the Motley County National Infantile Paralysis Fund. "Dr. Driver and Dr. Legg will be glad to examine all of our former Polio patients, as well as other Orthopaedic or Posture problems, on this date," the communication to Mrs. Willie declared. The clinic hours will be from 9:00 a. m. to 5:00 p. m. and it was suggested that prospective patients notify the clinic of the hour they wish to call.

## ENJOYABLE PROGRAM GIVEN AT PTA MEET

With a subject of "A goal toward bettering human relationship" an enjoyable program was presented before members of the Parent-Teacher Association at regular monthly meeting Wednesday afternoon. The meeting was opened by Mrs. R. E. Donovan, president, and those taking part on the program included Mrs. Varner McWilliams, Mrs. Elbert Reeves, Jake Edwards, Mrs. Tom Tilson, Rev. Oscar Bruce and members of Mrs. Chas. Keith's fourth grade.

## Disabled Serviceman Opens Electric Shop

D. A. Sencilar, disabled ex-serviceman of World War II, formerly of Lubbock, has opened an electrical repair shop here in the small building between Matador Hardware & Furniture Co. building and Matador Hotel building. Mr. Sencilar, wounded in combat with 50% disability, has moved his family here to make Matador his future home.

## POTTER COUNTY SUPERINTENDENT TO SPEAK HERE

H. Grady Wilson, superintendent of Potter county schools will speak here Thursday evening, October 16, before a meeting of the Matador Parent-Teacher Association at the Matador high school auditorium, according to an announcement made this week.

Mr. Wilson is well-known for his speaking ability and his leadership in youth work. All members of the Parent-Teacher association and others interested in welfare of youth are urged to hear the address. Admission is free. The meeting will open at 7:30 p. m. Mr. Wilson will be accompanied by co-workers in recreation, who will also provide parts on the program.

## Mavericks Lose Game To Floydada

Matador grade school Mavericks football squad lost under the lights Monday night to the Floydada Breezers on the plains city grid, with the score after 80 minutes of playing at 13-7.

Unusual play for grade school teams was exhibited by both clubs. Mavericks' quarterback Gary Laughlin showed exceptional skill in passing and was able to place three passes directly into the hands of left end Cecil Shelton, who ran one of them over for Matador's score. Outstanding Mavericks lineman was Billy Jack Spray (6th grader), at left guard, who was in on an estimated one out of five tackles. The Breezers were impressed by his playing to the extent of withdrawing their line attacks from the center.

Scoring for Floydada was done by Haygood who ran about 80 yards for the first tally and drove about ten yards for the second taste of pay dirt. Other outstanding Mavericks included fullback Wayne Fletcher, left halfback Billy Ray Webb (who did all the punting) and hard-tackling right end Don Whitehead.

The Breezers will meet the Mavericks again here under the lights on Burleson Field, Tuesday night, October 21.

## AMARILLO SPEAKER TO BE FEATURE AT PTA PARENT NIGHT

Parent Night has been set for October 16, by the Parent-Teacher Association, with Grady Wilson, of Amarillo, County Superintendent of Schools of Potter County scheduled as guest speaker, it was announced this week by officers of the local organization.

Mr. Wilson will speak on "Recreation," and is bringing with him a group of high school students and coach, who will give demonstrations of folk games. Mr. Wilson has had a great deal of experience in youth recreation and is a dynamic speaker, according to those who have heard him.

An invitation is extended to all parents in the county to attend. An entertaining and informative evening is planned and will include besides the program, games of dominoes and refreshments.

## Bank To Observe Holiday Monday

First State Bank will be closed Monday, October 13, in observance of Columbus Day (Oct. 12) which falls on Sunday, it was announced by officials this week.

Customers are reminded to transact all urgent business prior to Monday in order to avoid any inconvenience which might result from the holiday.

## Accepts Amarillo Position

Miss Barbara Springer has accepted a position as assistant dietitian in Northwest Texas Hospital, Amarillo, where she assumed her duties several weeks ago. Miss Springer has completed three years at T. S. C. W. Denton, and has interrupted her duties in order to obtain experience in her chosen profession, for which two more years of college work is required.

## Matadors To Play First Conference

After some rough sledding during the past two games Coach Amone's Matador Matadors will go into conference play Friday night when they meet the Spur Bulldogs at Spur. No prediction of the score when the eventual 60 minutes has elapsed was offered, however, the support of all grid fans is anticipated. It is believed the Matadors will have the largest delegation of supporters at Spur Friday night since the season opened.

The Matadors lost to the Amarillo Yannigans here Friday night under the lights on Burleson field to the tune of 13-7. Jerry Reese tallied both Yannigan scores. R. L. Giesecke passed to Willard Marshall for the Matador touchdown in the last quarter. Giesecke also booted the conversion.

Athletic officials were well-pleased with the attendance at the Matadors-Yannigan game which had at total gate of \$266.15. Expense, including \$45 to officials, \$43.53 tax and \$88.33 to Amarillo team left a net amount of approximately \$70 to the local fund. Matadors will play the Yannigans at Amarillo next year. They have choice of \$50 guarantee or half of the net gate.

## Farm Bureau Team Captains To Meet

Community Team Captains of the Motley County Farm Bureau will meet at the Court House in Matador at 7:30 p. m. Thursday night, October 16, to work out final plans for Farm Bureau Organization Week in Motley County, according to L. A. Carlisle, county membership chairman.

October 23-30 has been set aside as Farm Bureau Organization Week in Texas. 7500 workers will be soliciting Farm Bureau memberships from their neighbors in 150 Texas counties during Organization Week. Motley county is participating and expects to have 75 workers making house to house canvass in the county that week.

Motley county team captains who are responsible for the drive in their respective communities will be announced at a later date.

## NEW ARRIVALS

Recent new arrivals at Stanley Clinic include the following: Born to Mr. and Mrs. U. D. Patton on September 25, a son, Willie Guyman, who weighed 8 pounds, 12 ounces. To Mr. and Mrs. Robert Moore of Whiteflat, a daughter, Caroline born September 28, weight 6 pounds, 10 ounces.

A daughter, Sadie Jane, born to Mr. and Mrs. Homer Ishmael of Glenn, on September 29. To Mr. and Mrs. E. R. Cruse of Turkey, a son, Donnie Ray, weight 8 pounds, 2 ounces, born October 3.

A son, Byron Ray, weight 8 pounds, 7 ounces, born to Rev. and Mrs. Clifford Potts on September 30. Born to Mr. and Mrs. Alfred Barton, Jr., of Flomot, on Oct. 2, a daughter, Patricia Joan, weight 6 pounds, 11 ounces.

## STANLEY CLINIC

Mrs. J. W. Woods underwent major surgery at the clinic on October 3.

Patsy Mobley, daughter of Mr. and Mrs. J. W. Mobley of Dickens, underwent tonsilectomy on October 8.

Tonsilectomy was performed for Carrol June Berry, daughter of Mr. and Mrs. E. E. Berry of Quitaque, on October 3.

Milk cows are creatures of habit. Proper handling of cows on a regular schedule is the essence of good dairy management.

An artificial dairy breeding association must be well financed at the start if it is to be successful. Much time and energy is required of the association leaders to maintain interest and support, especially for the first year of operation. A migratory labor force of 80,000 cotton pickers comes thru Texas every year.

## City 'Powerless' In Sewerage Protest

### New Scout Service Plan For Area Is Being Considered

A new plan to provide more adequate service to the Boy Scout units in the 20-county South Plains Council is underway according to Assistant Executive Pat H. Lewis, meeting with the Matador Lions Tuesday as the guest of local Scoutmaster Forrest Campbell.

Lewis said under the new plan, Motley, Floyd, Dickens and Crosby counties would be serviced by one representative who would make his home at Floydada. He said at present three men are employed to service 2,200 Scouts, 1,100 Cubs and 700 Scouters volunteers in the 20 counties and that five men are needed. He said the four county units of which Motley county is a member has 20 units and an immediate need for 10 more. Motley county has four troops (12 years of age up) and about an equal number of Cub packs 9 to 12 years of age. Cost to each community is based on population, he declared. Cost to Matador for Scout service by the Floydada resident representative would be \$360 as compared with present cost of \$90 per year.

### FFA BOYS SEE LUBBOCK EXHIBIT

Leaving at 7:30 Saturday morning, fourteen boys of the Matador chapter of the Future Farmers of America went by bus to Lubbock where they saw animals, etc., exhibited at the Panhandle South Plains Fair. Accompanying them was Mr. Moss, vocational agriculture teacher, who guided the chapter thru the exhibits.

After they were through at the fair grounds, most of the boys saw shows in Lubbock as there were no tickets available for the afternoon grid battle between Texas Tech and West Texas State although some were lucky enough to have student contacts who got them tickets.

Those attending were: R. L. Giesecke, Gailand Moore, Lewis Blevins, Don Whitaker, Don Bradley, Glyn Rattan, oe Pitts, Roy Taylor, Speedy Neighbors, Melvin Spray, Dean Stotts, Watson Townsend, Jerry Warren, and Bodie Kleth.

### Old Settlers Close Pavilion For 1947

Motley-Dickens Counties Old Settlers' Pioneer park pavilion at Roaring Springs has been closed for 1947, according to a statement received this week from President C. C. Haile of Afton.

President Haile expressed his appreciation to those who have made contributions to the park improvement campaign and asked others who have promised to aid with funds, to make their donations as soon as possible in order to get the work under way. Checks are to be made payable to the association.

Mr. Haile said the box supper held recently was successful. He said some boxes sold for as much as \$25 and none less than \$5.

### News Briefs

Mrs. A. L. Fryar of Plainview, formerly of Matador, visited here Sunday night in the home of Mr. and Mrs. Henry Ford.

Mrs. Lula Davis of Handley, arrived Wednesday for an indefinite visit in the home of her sister, Mrs. C. C. Renfro.

Visiting Mr. and Mrs. R. A. Day and Mr. and Mrs. George Birchfield Tuesday, were Mr. and Mrs. Arthur Ray of Tulsa, Oklahoma.

Mr. and Mrs. James Ed Russell attended the fair at Lubbock last week end.

Dr. and Mrs. J. S. Stanley and daughters, Ruth and Kay, visited the State Fair in Dallas over the week end. Mr. and Mrs. Bill McCaghren visited Sunday in the home of Mr. and Mrs. Jack Edwards in Amarillo.

The secret to getting migrant labor to pick your cotton is to furnish them not only with fair pay, but with suitable living quarters and good treatment.

### THREAT OF SUITS VOICED AT STORMY COUNCIL MEETING

EXCEPT the advice to file suits for damage, nothing was accomplished by the irate group of west Matador property-owners who met Tuesday night with the city council in regular session at the fire hall.

Protesting the open sewers in Matador as the breeding places of mosquitos, almost unbearable stench and disease, the representatives asked for aid of the council and were told that the city government is powerless. They were also told that the state health department was reluctant to assume any action. The homeowners pleading for protection for their children against possible outbreak of disease, and stenchless air to breath in their homes; for destruction of the mosquito breeding places at their doors, were told to file suits for damages.

Part of the offending condition, is the result of the Southwestern Sewer Company's refusal to extend any lines in Matador, it was declared. Some of the open sewers are accessible to sewer connection. Dr. A. C. Traweck, Jr., city health officer attending the meeting, declared, "if we had a rainy year Matador would need five additional doctors to take care of the sickness." He said serious danger of typhoid hangs over the town. Dr. Traweck also cited the filth in the streets and alleys which augments the sewer condition.

Since the Southwestern Sewer Company refuses to extend more lines to serve the expanding city, possibility of a municipal sewer system here was considered. It was pointed out that the present sewer company's franchise does not prohibit the installation of another system, and that after a period of years the plant would belong to the city. Records show the present system has been profitable. It was declared that bonds could easily be sold.

City Without Funds City of Matador is without funds to clean up the street and alleys, Mayor G. T. Edwards declared. He said the city receives from taxes approximately \$8,000 per year (52% of which must be used to retire bonded indebtedness), and after administration and normal expense is deducted, leave about \$400 for street maintenance. The city's 345 water meters bring in about \$12,000 per year but much of this amount must go out for expense.

September was the largest gross water receipt month in the city's history. A total of \$1,758.59 was received. However, electric power was approximately \$220 labor \$400 (City Secretary Howard Edmondson \$150 and City Water Engineer Herman Stanfield \$150 with about \$100 for ditch-digging and other labor), operation of pick-up about \$25 and the following average items of expense approved at the Tuesday night meeting: lumber and cement \$2.40, welding \$11.45, pipe and fittings \$76.10, and meters \$376.25 (total \$1,111.20). Altho the water account received \$1,758 from September, the average for a year is in the neighborhood of \$1,000 per month, the council declared.

The general account pays out \$125 per month for nightwatch service (maintains two clocks for nightwatchman as required by law), pays \$52 per month for street lighting (flat rate) and \$1.55 per month for operation of flash signal at intersection of Highways 70 & 28. Other items approved from the general fund included a battery for the pick-up \$17.31 and some repair work on one of the nightwatchman's clocks, salary of \$50 per month to Mayor Edwards, \$35 for clean-up work to E. B. Chambliss and \$10 each to five aldermen (E. B. Jinkins, H. H. Schweitzer, M. S. Patton, Bill Pipkin and Dick Berryman). Total about \$350. It was explained that water meters must be replaced and maintained at the city's expense (some accounts have worn out four or five meters). The cost is more than the \$12 deposit required. The city has recently paid \$600 for meters and \$600 for culverts (which cannot be installed until

See THREAT Back Page



**Northfield News**

business in Matador Wednesday. Mr. and Mrs. W. T. Wade of Sunset and Guy Dreenwood and son visited Mr. and Mrs. Fay Tipton and family last week. A 4-H Club for Northfield school girls was organized last week and the following officers elected: President, Barbara Ann Tate; secretary, Lequeta Hoover. Recreation leader, Raydell Thomas. Sponsors elected were Mrs. Walter Timmons, Mrs. Homer McCoy and Mrs. Pete

**New Appointee**



Allen Harp, who has been the official shorthand reporter for the 100th Judicial District during the past six years accepted the appointment as County Attorney for Childress County, effective October 1st. His resignation as court reporter was effective September 30. Harp is former Representative for the 121st district comprised of Childress, Hall, Cottle and Motley counties, having served in 1939-40. He served in both Army and Navy during the recent war, and attained the naval rank of Lieutenant senior grade. In February of this year Harp passed the State Bar examination and he, in conjunction with C. C. Dodson, established The Childress Reporter, a weekly publication, in June.

**John Moore Named Director National Paint Association**

Appointment of John C. Moore, former Matador resident as Director of the Scientific Section of the National Paint, Varnish and Lacquer Association was announced recently by President Ernest T. Trigg, in a release from Washington, D. C. Mr. Moore assumed his new duties on October 1. Previously he was superintendent of the paint plant of the Sinclair Refining Company at Marcus Hook, Pa., since 1934, and is well known and highly regarded among the technical men of the industry. He is a member and past president of the Philadelphia Paint and Varnish Production Club and is now concluding a year's term of office as president of the Federation of Paint and Varnish Production Clubs, of which he was treasurer in 1945 and vice-president in 1946. He is also a member of the American Chemical Society and the American Society for Testing Materials, also Fellow of the American Institute of Chemists. During the war, Mr. Moore was a member of the Technical Advisory Committee of the Protective Coatings Section, War Production Board, and chairman from 1940 to 1945, of the Federation's Technical Advisory Committee which cooperated with various branches of the armed services. Mr. Moore is the son of Mr. and Mrs. R. P. Moore of Matador.

Tribune, Matador, Matley County, Texas, Thursday, October 9 1947

He was born here, and graduated from Texas A & M College with a B. S. in Chemical Engineering. For twelve years he held technical, operating and executive positions in the oil industry before taking charge of the Sinclair Paint Plant. He has been active in the Boy Scouts of America since 1926 and is a member of the National Council of that organization at the present time. His wife is the former Lila Bird of Matador, and they have two sons, Charles and Bill, both in college.

winners. Jack Ratjen and Louis Bowe scored the other TD's with Ratjen adding an extra point. David Cavitt and Dotle Calvert tallied for Flomot.

Mrs. A. A. Tipton is visiting in Grandfalls with her daughter Mrs. Jack Crider and family. She was accompanied there over the week end by her son-in-law, Douglas Meador, and he was accompanied home by Mrs. Meador, who has been visiting in the Crider home.

**Flomot Thrashed By Happy, 26-12**

HAPPY—Happy opened the district 2-B season here Friday with a convincing 26-12 conquest of Flomot. Wayne Pierson scored two of the Happy touchdowns and kicked one conversion to pace the

**CHILDREN'S SHOP**  
Infant's and Children's  
**READY-TO-WEAR**  
Paducah, Texas  
First door north of  
First National Bank  
Mr. and Mrs. A. M. Parker

**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

**IF YOU ARE LOOKING FOR QUALITY AND SERVICE WE HAVE THE ANSWER!**

**NEW EQUIPMENT!**  
If you are looking for Quality and Service you will find the answer when you bring your cleaning to us. Years of practical experience assure you of the ability to provide the best of treatment for all garments. We have recently augmented our modern plant with a battery of four Excelsior puff irons, a new cleaning fluid filter and pump and the installation of the most modern all-metal Ajax clothing press.

**MODERN CLEANERS**  
L. L. REECER  
Member NATIONAL ASSOCIATION OF DYERS AND CLEANERS

Timons. Mr. and Mrs. Earl Allison of Childress visited in the home of Mr. and Mrs. Charlie Lane Tuesday.

At a meeting of the P. T. A. held Thursday night, it was voted to secure moving picture equipment.

Mrs. C. H. Foster visited in the home of Mr. and Mrs. A. J. Howell last week.

Mr. and Mrs. Fay Tipton visited Mrs. M. F. Slover at Matador Wednesday.

Eddie Jay Leary of Lubbock visited her parents at Northfield over the week end.

Mr. and Mrs. Guy Ashford of Turkey and Mr. and Mrs. Odell Dobbins and Mrs. Cortez Dobbins all of Amarillo visited Mr. and Mrs. Jim Dobbins Sunday.

Mrs. Ruby Thomas of Matador visited Mr. and Mrs. Nolan Thomas and Mr. and Mrs. Allen Thomas Sunday.

Miss Raydell Thomas was the guest of Miss Gaynell Tipton Sunday.

GO TO CHURCH SUNDAY

**Wall FOOD SPECIALS**  
ALL BRANDS \$1.67  
Cigarettes, ctn.

PINEAPPLE No. 2 Can 33c	Heart's Delight 47 Oz. Can 29c
SMOKED 57c SIZE 23c	HART'S WAS 25c 15c

HEART'S DELIGHT 47 Oz. NO. 2 1/2 Can In Syrup, Was 35c  
PINEAPPLE JUICE . . . 45c SWEET POTATOES . . . 19c

ADMIRATION . . . Lb. Tin . . . 54c  
FREE: With Each Purchase 30c Size June Blossom Tea . . .

MRS. TUCKER'S 3 Lbs. Shortening 99c	TURNER'S (Was 89c) 1/2 Gal. White Syrup 59c
NEW CROP PINTO BEANS Pound 20c	NO. 1 SPUDS 10 POUNDS 39c

Flour \$2.05  
25 lb. Print Bags

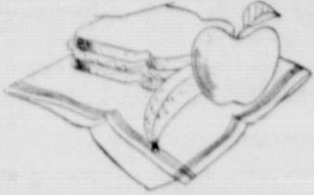
**Campbell's Food Market**  
R. E. Campbell, Jr. Charlie Meador N. J. Smalley

This Is Your Invitation TO A Wonderful Evening!  
**HOUSEWARMING--BOX SUPPER**  
at the **LEGION HUT**  
TUESDAY NIGHT, OCTOBER 14th  
FUN - FOOD - MUSIC - NONSENSE - CLASS  
OPEN TO LEGIONNAIRES  
THEIR WIVES AND MEMBERS OF AMERICAN LEGION AUXILIARY  
ADMISSION: LADIES BY BOX OF FOOD  
GENTS: BY WEARING LEGIONNAIRE CAP  
STARTS AT 7:30 P. M.  
**Fleming Post American Legion**



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MATADOR TRIBUNE

**SCHOOL  
MEANS  
MORE ENERGY**



**MORE ENERGY  
MEANS MORE  
BREAD**

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**HOLSUM!**

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GROCE  
CAKES -- ROLLS  
PASTERIES



**CITY  
BAKERY**

MATADOR

## Lubbock Fair Has Record Attendance

LUBBOCK, TEX.—Oct. 4.—Attendance at the 30th Annual Panhandle South Plains Fair which ended a six day stand in Lubbock, October 4, zoomed to over 100,000 between 15,000 and 20,000 more than last year. Outstanding attraction of the week was the giant baloon and rodeo parade.

Broadway reverberated with laughter and giggles as children and grownups alike expressed their approval of the biggest parade ever to be seen in this area. Led by Mayor C. A. Bestwick, the parade included bands from Texas Technological Col-

lege and Whiteface, Levelland, Littlefield, Plainview and Lubbock high schools. Following each band were some of the 50 giant balloons which appeared in the parade. Mounted rodeo contestants, floats, midget autos and bicycles made up the rest of the procession.

Good crowds viewed the rabbit show held in the new livestock and judging building, and the Tech livestock exhibit. The cattle and swine entries also drew many people.

Most of the time during the Fair, the midway swarmed with people.

The Steiner rodeo was enjoyed by thousands. Rodeo fans said Steiner had the best stock they had ever seen in the arena, and that the cowboy entrants put on an excellent show.

Thursday afternoon, two scholarships of \$100 each were awarded to Eloise Woodruff of Shallowater and E. P. Wicker, Jr., of Southland for outstanding 4-H work. Scholarships are to be used at Texas Tech and were awarded by the Lubbock Jaycees.

Motley County Farm Bureau will participate in the annual state-wide membership Round-Up Week, October 23-30, it has been announced by L. A. Carlisle, Chairman, Membership, who attended the sub-district meeting at Plainview on Friday, October 3, with a group of Motley farmers. Approximately 75 workers will be soliciting Farm Bureau memberships in this county during Round-Up week, Carlisle said.

Round-Up Week will be launched on the evening of Oct. 23 when J. Walter Hammond, president of the Texas Farm Bureau Federation, addresses Texas farmers over the Texas Quality Network from 8:30 to 9:00 p. m. Other agricultural leaders of national prominence to be heard on the same program will be Edward A. O'Neal, president of the American Farm Bureau; Chas. B. Shuman, president of the Illinois Farm Bureau and H. L. Wingate, president of the Georgia Farm Bureau.

A farm-to-market road program for Texas and the future national farm program were topics which came under discussion at the district meeting.

Those attending the meeting from Motley County were: J. R. Nall, W. V. McWilliams, R. H. Tanner, L. E. Kingery, L. A. Carlisle and J. R. Emmons.

The entire length of the Susquehanna river and its branches is about 400 miles.

## AMPLE SUPPLIES OF QUININE ARE AVAILABLE NOW

End of Controls Brings 3,500,000 Ounces To Americans

Surveys just completed show that ample supplies of quinine, used for malaria and in many commercial products, and quinine, heart medicine, are available now and should with the end of American Government controls.

The Trade Commissioner for the Netherlands Indies, in New York, reports that the situation in quinine stocks has improved to the extent that quantities which can be made available to the U. S. have been increased by approximately 50 percent.

This means that quinine available to Americans can be increased to about 3,500,000 ounces by next April. Prominent importers of quinine products, including quinine, such as R. W. Groff and Co., New York, confirm the Netherlands Indies government statement.

The American price of quinine is and will remain at about the same price as before Pearl Harbor, according to the survey. Long used as a specific in the treatment of malaria, quinine is also used in about 36 percent of all remedies for colds and chills. It is also widely used in hair tonics, sun tan lotions, and some soft drinks.

Nearly the entire world supply of quinine, quinidine and other cinchona alkaloids important to medicine, science and industry comes from the Netherlands Indies.

Next to the Yukon, the Columbia river, with a length of about 1400 miles, is the largest river on the west side of North America.

Coney Island, famous New York City amusement resort, is located on a small island about five miles long and one mile wide, and is separated from the mainland by Gravesend and Sheepshead bay.

An American, Eli Whitney, invented the cotton gin in 1793. Before this invention, it took a worker ten hours to pull the seeds from two pounds of cotton.

Tribune, Matador, Motley County, Texas, Thursday, October 9 1947

## Ten Farmers Daily Perish From Fires

COLLEGE STATION, Oct. 7. The thoughtless housewife ranks second on the list, by continuing to stack papers, magazines, old clothing, broken toys and discarded furniture away in the attic, closets, basement, the barn and other buildings.

The Texas A. & M. College Extension Service is cooperating with the National Fire Protection Association and the U. S. Department of Agriculture, in an attempt to cut down this loss of life on farms in Texas, and is urging farm people to guard themselves and their farmsteads against fire.

What are the most dangerous causes of fires? The careless smoker still is Public Enemy No. 1, on the strength of his smoking in bed and in the barn and discarding lighted cigarettes and matches.

## LIVESTOCK OWNERS NOTICE

FREE REMOVAL OF DEAD HORSES, CATTLE, HOGS, SHEEP

CALL

Phillips '66' Station

O. V. LATIMER, Mgr. Phone 66J Matador, Tex.

FOR Keelon Packing Co. Lubbock, Texas

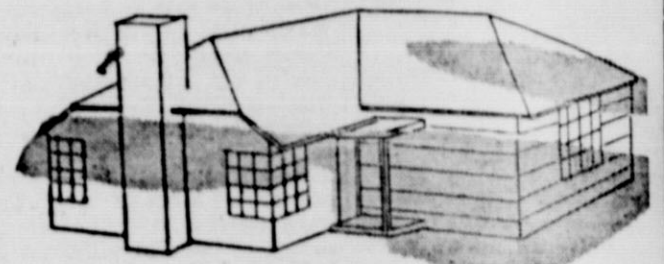
flammable cleaning fluids take a high toll of life and property. Children playing with matches cause 26,000 fires annually.

Dirty and improperly operating lanterns are a big threat, as well as the dust and cobwebs around motors, appliances and frayed electric cords.

The Extension Service is asking farm people to remember this: that every tenth fire that breaks out on a farm results in a death.

The Colorado river, on which is located the great Boulder dam flows through the states of Utah, Arizona, Nevada and California and empties into the Gulf of Mexico.

## ARE YOU PLANNING A NEW HOME?



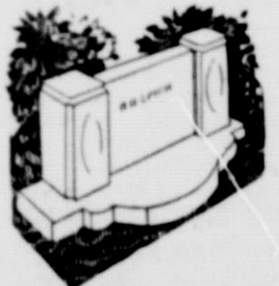
Many problems still confront the prospective home-builder but many materials are becoming available that have previously been scarce or impossible to obtain.

If you are planning a new home, let us help you. Talk over your plans with us and perhaps you can start sooner than you had planned.

We have plenty of materials for remodeling and repairing.

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

We have just received a large shipment of beautiful MONUMENTS and MARKERS and will appreciate a visit from each of you who have unmarked graves in the cemetery.



SOUTH PLAINS MONUMENT COMPANY  
401 West 5th St. Plainview



Value? Only a parent can tell you. Cost? Uncle Sam allows a \$500 income tax exemption to cover a year's board and keep—a parent has ideas on that too!

4 small things of great value

Value? What else gives you so much for so little as electricity? It lights, heats, cools, cleans and entertains; saves you time, work, money. Cost? A few cents a day!



Value? Ask any doctor the value of radium—or a patient whose life it has saved. Cost? A single ounce would cost you around \$700,000—if you could buy that much all at once!

Value? You can measure a diamond's value only in a woman's eyes. Its cost? About \$900 for a good-quality, one-carat stone... and it takes more than 140 carats to make one ounce!



West Texas Utilities Company



## NOW—make a date to OIL-PLATE!

Great to win, tough to lose! With baseball, we're like anybody! With cars, we change losers into winners, quick! By changing played-out summer oil for fresh, clean, free-flowing winter-grade Conoco N#!

Conoco N# Motor Oil (patented) includes an added ingredient which fastens extra lubricant so closely to metal that cylinders are OIL-PLATED.

This extra OIL-PLATING resists gravity... stays up, won't all drain down even overnight! So, you're extra-protected from metal-eating, combustion acids... from "dry-friction" starts... from carbon and sludge caused by wear!

For extra start-up, pick-up and power... for extra smooth, silent miles... make a date to OIL-PLATE today!



Your Conoco Mileage Merchant

Copyright 1947, Continental Oil Co.

W. F. "Bill" McCaghren, Wholesale Agent

COMPLETE LINE OF CONOCO PRODUCTS  
NOW LOCATED AT JAMESON MACHINERY

DAY PHONE 196

NIGHT PHONE 78-J



WARNING



# EL MATADOR

NORMAN SPRAY EDITOR  
PATTIE PIPKIN ASST. EDITOR

## DATE OF FLOYDADA GAME IS CHANGED

## NEWS WILL BE ON SCHOOL WEEK BASIS

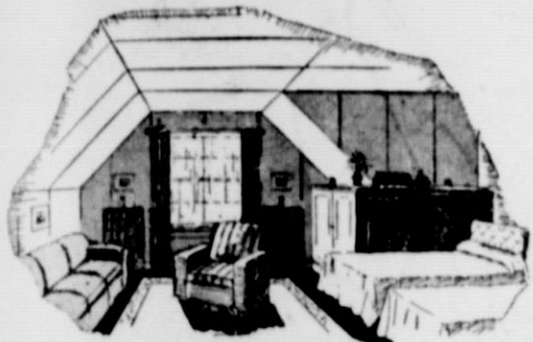
Instead of being played Oct. 10 as originally scheduled, the game with Floydada has been changed to Thursday night, October 30, so as to not interfere with carnivals which both schools wish to sponsor Halloween night. The change was made two weeks ago by school officials.

Because of difficulties arising in typesetting and last minute rushes, the El Matador staff has decided not to try to present news happening from Thursday to Thursday—Thursday being the date the Matador Tribune is printed—but will endeavor to keep all news occurring between one Monday and the next in the paper.

This change will probably be to the advantage of the Matador as Floydada plays a game Friday night preceding the Mat-Floydada clash, while Matador has an open date.

In other words the news will be about four days old when it reaches the public but the staff has resolved to keep it as timely as possible under the more convenient arrangements.

## DO YOU NEED AN EXTRA ROOM?



It is not expensive to prepare an extra room in your present home. We will be glad to help you figure any remodeling or repairing. If you plan a new home we will be glad to offer any service possible.

We are obtaining more materials regularly and invite you to visit us when in need of anything in the paint, hardware or building material line.

**BURTON-LINGO COMPANY**  
LUMBER AND BUILDING MATERIAL

## 1948 SENIOR PICTURES TAKEN

Representatives of the Allerton art studio of Clarendon were at the Matador high school Tuesday, September 30, taking individual photos of the senior class.

Proofs to be "O. K.ed" have not arrived yet but can be expected any day, according to Gwendolyn Wilkinson, class secretary.

To be given the class free of charge is a large "48" group picture which will be hung in the study hall.

## Magician Show On Assembly Program

Second of the series of six assembly programs scheduled to appear through this school year is a magician show which will be here Tuesday night, October 28, at 7:45 p. m.

The first of these shows, "Something new in Marionettes" was presented Tuesday, September 30, and was enjoyed by all.

The senior class, sponsors of the shows, reports that some \$53 was netted in door returns and that after taxes and the entertainer was paid, a profit of \$10 was added to the senior fund for the annual senior school gift which will be stage improvements this year.

## SIDE LINE GOSSIP

Though the Amarillo Yarnigans gave us a 13-7 walloping Friday night, we've managed to score on every team we've played so far, only to prove, perhaps, that our offense is still much better than our defense. If, however, excuses are in order, we might explain that Bonner Nelson, our twisting, turning, broken field runner, usually filling our left half slot, did not even suit out for the Yarnigan game because of a knee injury he received in the Dalhart game.

Bonner being out caused several changes but most noticeable was that James White, our right end, switched from his position to fill Bonners' and Heavy Thomas, usually a guard, took James' end.

James did some good hard running in the backfield, but nevertheless, Bonner will again be able to take it tomorrow (Friday, October 10) Coach says. Heavy did all right on end too, catching the first pass of the game which resulted in about a ten yard gain for us.

Wayne Spray, our long and tall left end also caught a pass

for about a 25 yard gain in the last quarter. It was also in this period that "our old married man," Albert Marshall, who happens to be our right half, snagged a 20 yard pass from Sappo, to cross the goal line. Sappo's kick for the extra point was good.

Next week we start our conference season when we meet Spur at Spur. All games we will play following the Spur tussle are conference tilts and are as follows.

- October 10 Spur There
- October 17 Ralls There
- October 24 Open
- October 30 Floydada Here
- November 7 Crosbyton There
- November 14 Lockney There
- November 21 Open
- November 27 Paducah Here

One conference game has already been played in this district, between Lockney and Ralls. Lockney was victor. We're going on Spur's field tomorrow night to give them all we have and we know we'll have fans there backing us.

## Kampus Klatter

Dear Friends: Are you all feelin' fine this week? Hope so! Good heavens, have you heard about last week's? Those couples really turned out to see "Bells of St. Marys," last Thursday nite. Bobby T. and Pauline B. were there; Frances and Colonel again; Fud and Bernice Dees; Gopher and Melba Jane; and Gene M. and Carol R. Some show!!!

It seems that Joy, Ollie Sue, Billy T. and Pauline B. just couldn't find a place to sit on the girl's bus and had to ride with the boys going to Lubbock Saturday. Some fun, eh? What about the rest of the girls??

Colonel and Frances seemed to enjoy themselves Friday nite—a cute couple, don't you think? Gopher and Melba Jane have been seen quite a bit around!! They were seen with Norman Seigler and Wanda G. in town Saturday nite. Cute kids!!

The students are beginning to understand why Coach Amoneit has to go to Lubbock every week end for relaxation as he says. Those who didn't see her, (Miss Relaxation no doubt), at Bob's Friday nite after the game, missed something.

It is reported, by the way, that Sappo and Joy had a super time coming back from Lubbock Saturday nite. Gene and Carol were also a Saturday nite couple

## Well, that's about all for now. Love, Miss El Matador

## Paducah Dragons Dump Estelline

PADUCAH —Paducah's powerful Dragons tallied once in the first quarter and twice more in the second here Friday night to overpower Estelline, 21-0.

Gorlyn Lee and Travis Beck shared starring roles for the Dragons as they ran roughshod over their visitors until the reserves were inserted at the beginning of the second half.

Lee ran to the Estelline 29 yard line from where Beck scored in the first quarter and Lee plunged through the middle of the line for the extra point to open the scoring.

Beck raced 35 yards for the second Dragon score in the second period with Lee again plunging for the extra point. Troy Haston blocked an Estelline punt only 32 yards from paydirt to set up the final Paducah score. Lee scampered to the TD with Beck ramming his way to the extra point.

COME TO CHURCH SUNDAY

**ABSTRACTS**  
Prompt Service  
**Warren Abstract Co**  
Notary Public  
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**M. L. SOLOMON**  
JEWELER  
Fine Watch and Jewelry  
Repairing  
5 to 10 days service on your watch repairing by 2 expert watchmakers.  
Floydada, Texas

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

**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

From where I sit... by Joe Marsh

**How to Tell You're Getting Old**

Doc Walters gave me this formula: It's a sure-fire sign you're getting old when you resent other people having a good time.

And the Doc means it hasn't much to do with age. There are old folks in our town who get a big kick out of seeing other people enjoy themselves—seems to keep them young in spirit, with a twinkle in their eyes!

And there are some others who resent the young folks going fishing; who feel that community games and dances are just a waste of time; or who criticize temperate people for enjoying a mellow glass of beer with friends.

They're often well-intentioned folks, too. But from where I sit, the minute we criticize our neighbors for enjoying wholesome pleasures—like a game of horseshoes, a glass of beer, or an afternoon's fishing—it's a sure sign we're growing old (in spirit anyway) no matter what our age is.

Joe Marsh

Copyright, 1947, United States Brewers Foundation

## In Dirt Track Racing or Gasoline IT'S Control THAT COUNTS!

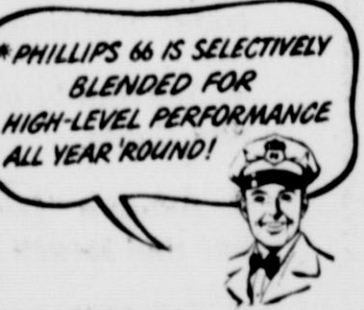


PHILLIPS 66 IS CONTROLLED\* TO GIVE YOU SMOOTH, EFFICIENT POWER-DELIVERY!

The racing driver can't relax the hand that controls the wheel for an instant. It takes constant control to build fine gasoline, too. Yes, control is the answer to Phillips 66 fine all-weather performance!

It's Phillips system of selectively blending its high-quality gasoline components that does it. You get gasoline delivering quality performance—all year 'round.

If you haven't driven with a "controlled" gasoline yet—try it. Stop at your nearest Phillips 66 Dealer today and fill up!



"VOLATILITY CONTROLLED" to give you POWER, PICK-UP, and PEP!

**PHILLIPS 66 GASOLINE**

**Phillips '66'**  
ROY ROBERTS, WHOLESALE AGENT  
PHONES 68 AND 66-J  
Matador, Texas

Pat Burgett  
Nationally Famous Model  
from Fort Worth, Texas

## Texas takes to Quality!

That's why Texas takes to Pepsi—the good, good drink that's tops for quality, tops for flavor, tops for size. There's extra enjoyment in the finer flavor of Pepsi-Cola... extra enjoyment in the 12 full ounces in every big, big bottle.

Pepsi's a treat to your taste—a break for your bankroll—gives you the most of the best... for the least. Take home quality—take home Pepsi! Buy one—buy six—buy plenty.

Get it now!  
Ice it up!  
Drink it down!

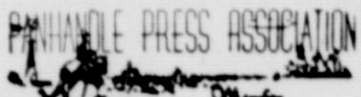
**PEPSI-COLA COMPANY OF TEXAS**  
FRANCHISE BOTTLER:  
Pepsi-Cola Bottling Company of Lubbock



### MATADOR TRIBUNE

ISSUED THURSDAYS AT MASONIC BUILDING, MATADOR, TEXAS, BY TRIBUNE PUBLISHING COMPANY COMBINED WITH MOTLEY COUNTY NEWS BY PURCHASE MARCH 14, 1934. Douglas Meador, Publisher

ENTERED AT THE POST OFFICE AT MATADOR, TEXAS, AS SECOND CLASS MAIL MATTER, ACCORDING TO AN ACT OF CONGRESS, MARCH 3, 1879. SUBSCRIPTION RATES IN MOTLEY, FLOYD, DOTTLE, HALL AND DICKENS COUNTIES: ONE YEAR, IN ADVANCE, \$2.00 ELSEWHERE, ONE YEAR, \$2.50 ANY ERRONEOUS REFLECTION UPON THE CHARACTER OF ANY PERSON OR FIRM APPEARING IN THESE COLUMNS WILL BE BLADLY AND PROMPTLY CORRECTED UPON BEING BROUGHT TO THE ATTENTION OF THE MANAGEMENT.



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

### Roaring Springs NEWS

By LULA M. SWIM

Guests in the home of Mr. and Mrs. F. F. Henry of the Duncan Flat community were Mr. and Mrs. J. R. Meacham of Quanah, Mrs. Jim Reeves of Levelland, Lt. and Mrs. Loyd Brunson of San Antonio, C. L. Henry of Ralls and Mr. and Mrs. A. C. Gentry of Elton.

Mr. and Mrs. F. F. Henry visited in Amarillo and Lamesa Monday and Tuesday of last week.

Mrs. R. L. Williams visited this past week in Floydada with her daughter and family, Mr. and Mrs. L. E. Harper.

Mrs. W. A. Campbell of Floydada visited in the home of her daughter and family Mr. and Mrs. Turner Hunter this past week.

Visiting in the home of Mrs. A. C. Cross over the week end were her two sisters and their families, being Mr. and Mrs. J. B. Yeats of Van, and Mr. and Mrs. Ed Lewallen of Grand Saline.

Billy Charles Cross returned home Saturday after visiting in Arkansas and Memphis, Tenn.

Mr. and Mrs. Lewis Jones of San Angelo visited in the home of Mr. and Mrs. J. D. Mitchell over the week end.

Mrs. Lottie Lee and Rufus Lee of Baileyboro and Mrs. Mary Rape of Lockney visited in the home of Mr. and Mrs. Herman Havis last Monday.

Authorized Dealer  
**FRANKLIN**  
  
Vaccines and Supplies for Cattle, Sheep, Hogs and Poultry  
MATADOR DRUG

**BERLOU**  
5 Year Guaranteed  
**MOTHPROOF**  
Matador Hardware & Furniture Co.

**NOW OPEN!**  
DON'T MISS IT!

MARY MARTIN IN ANNE GET YOUR GUN HOME SHOW!  
AGRICULTURAL EXHIBITS! SPECTACULAR FIREWORKS!  
A MILE OF MIDWAY!  
THE ARISTOCRACY OF AMERICAN LIVESTOCK!  
NEW \$100,000 ROLLER COASTER!  
MUSEUM SHOWS! ICE CYCLES OF 1947! FOOTBALL!  
FAMOUS WHITE HORSE REVUE FOOD SHOW!  
AND HIPPODROME SHOW! AND HIPPODROME SHOW!  
THE WONDERS OF THE WORLD OF TOMORROW! POULTRY SHOW!  
THRILLS!  
FUN!  
FREE ENTERTAINMENT!

**State Fair of Texas**  
OCT. 4-19 DALLAS

### Heads Evangelism



Dr. C. Wade Freeman of Sulphur Springs resigned the pastorate of the First Baptist Church Sunday morning, Oct. 5, to accept the superintendency of the Department of Evangelism of the Baptist General Convention of Texas. Dr. J. Howard Williams, executive secretary, announced in Dallas today.

Pastor in Sulphur Springs for more than five years and former pastor of the East Dallas Baptist Church, Doctor Freeman will assume his new position on November 1, to succeed Dr. C. E. Matthews, now superintendent of the department of evangelism of the Southern Baptist Convention Home Mission Board.

Pvt. C. E. Watson of the U. S. Army visited his wife and also his parents over the week end.

Mrs. Hughes Fish and two daughters of Amarillo are visiting in the home of Mr. and Mrs. J. M. Carpenter this week. Mrs. Carpenter was called to Amarillo last week to the bedside of a son-in-law, Lewis Judd, who was in a car wreck, and returned with her daughter, Mrs. Fish, Sunday.

College students from Texas Tech, Lubbock, who spent the week end at their homes here were: Miss Joan Green, J. C. Smiley, John W. Smith and Beryl Nichols. Also spending the week end at home were Melvin Holcomb and Howard Gwinn, who are attending Draughon's Business College at Lubbock.

Rev. and Mrs. W. B. Swim and daughter, Ruth, of Baird visited in the home of Mr. and Mrs. J. T. Swim over the week end.

Mrs. H. L. Smith, Mrs. J. N. Fletcher and Lula Mae Swim shopped in Paducah last Saturday.

Mrs. Lem Miller and Lula Mae Swim had dental work done in Paducah this past week.

Sam and John Ray Hunter of Wichita Falls visited in the home of Mr. and Mrs. S. D. Hunter over the week end.

Mrs. H. C. Smith of San Antonio is visiting her parents, Mr. and Mrs. M. S. Thacker this week.

Mrs. Loys Smith and Clyda of San Antonio are visiting in the home of Mr. and Mrs. Ed Smith this week.

Mr. and Mrs. F. L. Ferguson made a trip to Wichita Falls

last week end to bring his mother and Bess, home. Mrs. Marvin Faulkner of Vernon is visiting in the home of her parents, Mr. and Mrs. C. D. Wilson this week.

Mr. and Mrs. Paul Nichols and Mr. and Mrs. B. F. Nichols and sons of Amarillo visited in the home of Mr. and Mrs. W. H. Nichols and other relatives over the week end.

Mr. and Mrs. Lem Miller made a business trip to Lubbock Monday.

Mrs. Stacy Hall and Mrs. Julian Hall and Mrs. Julian Mitchler of Amarillo came and accompanied Mr. and Mrs. J. W. Hendricks to Amarillo where they visited this past week. They returned home Saturday.

Mr. and Mrs. S. Warren visited in Floydada last Friday and Saturday.

Mrs. A. J. Mize and small

daughter Sandra of Amarillo, visited in the home of Mr. and Mrs. J. M. Duren this past week.

Earl Gene Freeman of Dallas visited his parents, Mr. and Mrs. M. D. Freeman over the week end.

**Henrietta Shuck Circle In Meeting**

The Henrietta Shuck Circle of the Baptist W. M. S. met Monday night in the home of Mrs. R. E. Campbell, Jr.

Following a book review given by Mrs. Jake Edwards, refreshments of muffins and coffee were served to Mesdames Albert Rattan, Harold Campbell, Howe Hines, Forrest Campbell and Burrell Tipton.

Miss Jolene Bloodworth, who is attending Draughon's Business College, Lubbock, spent the week end at home visiting her parents, Mr. and Mrs. Joe Bloodworth.

Mr. and Mrs. Harold Allen returned Sunday from Tyler where they spent four days visiting friends and relatives. While there they attended the rose festival.

Gordon Russell, who is attending Hardin-Simmons spent the week end visiting his parents, Mrs. Eddie Russell.

**Dr. Wilson Kimble Optometric Clinic**  
Phone 254 FLOYDADA Write, Box 518  
Specializing in Eye Care and Visual Efficiency  
We maintain a modern optical laboratory for the prompt and accurate filling of ophthalmic prescriptions.  
Dr. Wilson Kimble Optometrists Dr. J. W. Kimble

**RESISTOL**  
"Self-Conforming"  
DESIGNED BY Harry Robinson  
  
Jack Carson  
starting in  
Wagon Sales, Production  
"TWO GUTS FROM TEXAS"  
Wagon & General, San Antonio  
"EASY-ridin' as a rockin-chair cayuse" is the way men tell us they like the comfort of their Resistol "Self-Conforming" Hats. This "San Antonio" model is ace-high with men who like a touch of breezy outdoors. Like every Resistol, it's "The Most Comfortable Hat Made."  
12.50 - 15.00 - 20.00  
Western Dry Goods Co.

**Save 25¢**  
On 25-pound (or larger) Sack of the **ALL-PURPOSE FLOUR** with this **AMAZING GUARANTEE**

**GUARANTEE**  
If you do not agree that Aunt Jemima Enriched Family Flour is as fine as any you have used, we will pay you (1) your full purchase price on return of unused portion, and (2) DOUBLE THE COST of all other ingredients used in making any baked item that is unsuccessful because of the flour.  
The Quaker Oats Co.

Have you ever seen generous a flour guarantee as this?  
Judge for yourself. It could risk offering Aunt Jemima Family Flour weren't the finest you could buy. It's milled in a special blend of choice wheats... made by makers of Quaker Mother's Oats, Aunt Jemima Ready-Mix Pancakes, and other famous foods.  
You'll both see and taste the difference flour will make in all your baking.

**TAKE THIS COUPON TO YOUR GROCER**

25¢ THIS COUPON IS WORTH 25¢ Toward Purchase of a 25-lb. or larger sack of **AUNT JEMIMA ENRICHED Family FLOUR**  
Just sign your name and address. Then hand this coupon to your grocer when you buy flour.

NAME.....  
ADDRESS.....  
This coupon will become void if not presented to your grocer on or before [date].  
TO GROCER: This coupon will be redeemed by us on the above basis. Just present this coupon to our salesman or to your jobber's salesman. It is void unless signed and filled out by the purchaser.

ANY AUNT JEMIMA GROCER WILL REDEEM THIS COUPON  
**H. O. WOOTEN GROCERY COMPANY, SPUR — DISTRICT**

**JOIN YOUR NEIGHBORS DURING TEXAS Farm Bureau Organization Week October 23rd--30th**

**---Join the FARM BUREAU---It Gets Things Done---**  
**Motley County Farm Bureau**

POPULATION AGRICULTURE 100% DEPENDENT LINEAR

WARNING