

Matador Tribune

VOL. 57, NO. 3 MATADOR, MOTLEY COUNTY, TEXAS, THURSDAY, APRIL 5, 1951 PRICE FIVE CENTS

TRAIL DUST

By DOUGLAS MEADOR



A wind with its teeth bared lapped at the pink peach blossoms and whipped hapless petals under cold ropes of sand. The sky was like a storm-tossed sea of grey bewildered clouds; the air was like the thunder of impetuous breakers on a distant coast. A window rattled in the empty house and the melancholy wraith swayed on the green door.

Prefumed and exceedingly pretty the shy bride waits in a motte valley, fawning the warm winds and veils of moonlight. Gowned in delicate white blooms the wild plum thickets ways in a mative ecstasy as dawn opens the grey and purple portals for the groom to pass. Her eyes and blushing the spring looks upon the valley.

With quailing consternation I ways try to assume an absorbent and innocent attitude when a patrol car passes me on the highway. There is, however, always present the horripilation that I have been followed further than the distance of which I am aware. In considering my reaction in event of being halted, I have questioned the prudence of leaving my car and making a break on foot.

A custard is a pie which never carried a crust to keep it from being anywhere it pleases, even the loss of considerable dignity.

Mankind has cut a long and winding path through the dismal miasma of understanding, infested with crawling fears, poisonous superstitions and paralyzing ignorance. The science of x-ray therapy has reached a clearing of the unknown and established contact with an ailing world. Modern miracles transpire daily in the lead-lined rooms from which is administered the mysterious. Great scientific machines are balanced to respond to a nurse's touch and massive spectacles reach like hands into the cosmos for precious secrets of the ages. Somewhere beyond the walls there is a soft buzzing sound and the patient is alone in the altar room of progress.

Whipping the road ahead the rain fell in convulsive torrents and violent winds swayed tall trees caught in the moving car lights. The darkness was like a net except when torn apart by white blades of lightning. My friend displayed little concern in the storm or the additional driving hazard which it produced. He sat in silence much of the journey and looked into the light. A dim light burned in the little print shop when we arrived and the lean, grimy-hand printer bent over his work. The two men shook hands with a strange, radiant understanding. Water dripped on an inkly form from unsound roof and the printer apologized. Our small mission was soon completed and we took our leave. The two men did not meet again on this impulsive but I have since been gratified that they are acquainted in eternity.

ATTENDS CONFERENCE

Casey Jones of Jones Drug Store returned today from Fort Worth where he attended the Annual Dealers' conference sponsored by Globe Laboratories manufacturers of veterinary biological and pharmaceutical products. Mr. Jones was presented a certificate by Dr. Frank R. Jones, president of Globe Laboratories, stating that his knowledge of the poultry and animal health field has been broadened and improved by his participation in the Globe Conference. Casey Jones features Globe's health products for livestock, poultry, and dogs.

Trustee Election Warms Up

The county-wide school trustee election scheduled for Saturday is "warming-up" in several districts according to reports reaching the Tribune.

Matador Independent school district election which will name two trustees, appears to be receiving considerable attention. The four candidates whose names will appear on this ballot are: R. E. Campbell, Sr., Henry Pipkin, Bill McCaghen and Nelson McMahan.

Interest in the election is indicated by the absentee votes. County and District Clerk Pat Sheridan said last night that six absentee votes had been polled and that he did not remember any previous trustee elections in which voters had cast absentee ballots. Three of the absentee votes were polled for the Matador Independent school district and the others in Flomot and Northfield elections.

School leaders feel that the interest in the election is a healthy sign, showing that citizens are concerned with schools.

EIGHT CHURCHES TO CONDUCT REVIVALS

Eight Motley county churches will conduct revivals beginning Sunday in the county-wide spontaneous revival movement. The revivals will continue for a week or through April 15 in most instances, however one or more of the participating churches will continue for an additional week. The revival at the First Baptist church of Roaring Springs started yesterday but will participate in the united movement.

Rev. Marvin Brotherton of the Matador Methodist church announced yesterday morning that the announced hour of the morning service (10:00 a. m.) will be subject to change according to prevailing circumstances.

FLOYDADA RADIO READY TO OPEN

Floydada radio station KFLOD will go on the air Friday, April 13th according to an announcement received this week by the Tribune. First broadcast will be at 6:45 a. m. on 900 kilocycles. The station is owned by Marshall Formby, Ed Holmes and Byron Robertson and will be under the management of Jess Stanton.

Lions Watch As Speaker Paints

Principal speaker at the regular Lions program held Tuesday afternoon at 12:30 in Methodist church basement, had his back to the members most of the time, but the club and visitors were well entertained.

The speaker was J. C. Koen of Afton, part-time teacher for Matador and Roaring Springs under the Gilmer-Aiken plan, and pastor of the Afton Baptist church. He made his address while painting an inspiring picture with colored chalk. Title of his address was "Home on the Range" and he painted a picture of a small home in the mountains at sunset. He said the locale of the picture was in the Davis mountains. At his request the Lions sang "Home on the Range" as he completed the picture.

"Any home in American is a Home on the Range", Mr. Koen declared, "and we should give thanks to God that we live in a free country instead of behind the iron curtain..."

In the absence of regular Tail-twister Raby Webb, the post was filled by Lion Ralph Stapleton who formerly held the office. Having functioned in pre-inflation days, Lion Stapleton had difficulty in bringing his fines up to point of bankruptcy as maintained by Tail-twister Webb.

Boss Lion Forrest Campbell announced that at the directors

CAR REGISTRATION ABOUT SAME AS '50

Despite the last minute rush for plates Saturday, automobile registration for 1951 was about the same as 1950, according to Miss Raechel Patton, deputy clerk in the office of Sheriff and Tax Collector John Stotts. On April 3rd, 1950, a total of 924 passenger cars had been registered. On the same date (Tuesday) a total of 916 had been registered for 1951.

The registration office experienced a rush Saturday when absent-minded car owners remembered they had waited until the last day. The office was reopened three times Saturday night to issue plates. Highway patrol car here Monday was busy checking plates and applying penalties to a few scattering motor car owners who had failed to procure new plates.

The total 1950 passenger car registration in Motley county was 1,262, and it was necessary to reorder plates three times, Miss Patton declared. At present the county is out of farm vehicle plates because of the strong demand (last year it was necessary to reorder three times). The present farm and commercial registration for 1951 is 418 as compared with 398 on the same date in 1950. The total commercial and farm vehicle registration for 1950 was 762.

Three Aldermen Are Re-Elected

Three aldermen, John Briscoe, Loyd Latimer and Joe Campbell were returned to office for two-year terms in the Matador city election held at the city hall Tuesday.

Only 40 votes were cast. Briscoe received 37, Latimer 37 and Campbell 38. Two write-ins, T. B. Edmondson and George Birchfield each received 2, and four write-ins, Emmett Jenkins, Manley Thompson, J. R. Berryman and Bob Stanley each received one.

Altho the vote was light in the unopposed race here, it was larger in comparison than Amarillo, which had a contested mayor's race and only polled 951 votes.

"Matador Arch" Factor In Seeking Oil Reefs

Somewhere far below the surface of several West Texas counties is the "Matador Arch", a symbol to geologist seeking profitable oil sands.

Last year when Motley county had two wildcat tests, the Matador Arch was frequently in the conversation of oil men. It appeared in print in the Sunday Lubbock Avalanche, as reprinted below:

"Exploring for Pennsylvanian Reef Reservoirs in West Texas" is the title of an illustrated article by Dr. Sidon Harris of Ft. Worth president of Southern Geophysical Company, in the March issue of World Petroleum Magazine.

Dr. Harris lived in Lubbock in 1937-38 when he was with the Stanolind Oil & Gas Company. Dr. Harris outlines six rules which might be followed in exploring for the Pennsylvanian reefs in West Texas. In conclusion he observes, "Some recognized geologists at the present time have the opinion that possibly a continuation of the Pennsylvanian reef formations extends across the Matador Arch which runs along the northern lines of Dickens, Crosby, Lubbock, Hockley and Cochran counties. At the present time a considerable amount of seismic exploration is in progress in what may be termed the Plainview Basin which includes in general terms most of Floyd, Hale, Bailey, Castro, Swisher, Briscoe, Armstrong, Randa, Deaf Smith, Oldham, Potter and Carson counties."

Miss Chloey Fulfer of Lubbock visited her mother, Mrs. Velma Fulfer, Sunday.

Mr. and Mrs. A. N. Casey spent Sunday in Lubbock where they visited Mrs. Casey's parents, Mr. and Mrs. G. W. Brunson.

Mr. and Mrs. Elwyn Fulfer and son, Mike, of Lubbock, visited Monday and Tuesday with his mother, Mrs. R. H. Bearden.

Fire Insurance Is Cut In New Rating

RAINFALL FOLLOWS WIND, DUST STORM

Rain started falling about 11 p. m. last night after a brief but severe wind and dust storm blowing out of the west. The storm was accompanied by some lightning.

The rainfall, which was measured at .85-inches by the city wells U. S. government rain gauge, will be of great benefit to growing wheat and young grass as well as to thirsty farm lands.

Weather forecasters had declared earlier in the evening that little if any rain would fall in this section from the overcast skies. They said, however, that some rainfall was probable in certain sections of the Panhandle.

City Earns Credit After Nine Years Of Penalty Rates

WELCOME ARRIVAL in a period of advancing costs, is reduction in Matador fire insurance rates, amounting to a saving of 20% to property owners. The new rate, announced by the Board of Insurance Commissioners, fire insurance division, of Austin, went into effect March 1.

Bill Pipkin, local insurance agent said premiums are currently assessed on a 10% credit basis, while previous to March 1, the premiums were based on a 10% penalty. As example, he said, a \$100 premium before March 1 cost the property-owner \$110 and since March 1, only \$90. He said Matador had been operating continuously under penalties of from 5% to 15% since March 1, 1942. We had a 15% penalty for five years of the time, he declared.

Matador insurance rates have been placed on the credit side (10%) instead of the debit side (10%) despite the large claim (\$6,758) paid last year to County Judge C. W. Giesecke, Jr., in the loss of his home. Mr. Pipkin said. He hesitated to estimate the saving to property-owners in Matador since he does not write all the insurance in the community, "it may be in the neighborhood of \$3,000 per year or more," he declared.

Windstorm Insurance

In discussing the insurance situation Mr. Pipkin explained the \$100 deductible clause written in windstorm protection, effective since September, 1946. The clause means that the first \$100 in loss must be borne by the property-owner in any claim unless a possible total loss, in which the company would probably pay the entire claim on the basis that property is not insured to the full extent of its value. This type of insurance has been reduced from 37¢ to 30¢ per \$100 worth of annual protection.

An optional provision has recently been made available to property-owners on this type of windstorm insurance whereby the insurance company will pay the entire amount of the policy without deducting the first \$100 but it is much more expensive. There is an additional rate charge of 15¢ per \$100 (making a total of 45¢) and a waiving fee of 15¢ per policy.

Farm property has a \$50 deductible clause which can also be waived the same as town property by paying a \$7.50 down policy waiving charge, plus an additional charge of 13¢ per \$100 in protection per year.

Mr. Pipkin said he had not been informed regarding further fire insurance credits when the city receives its new \$10,000 fire truck, but that credits as high as 25% are possible. City officials had previously been informed that the new truck when delivered might earn an addition 5% credit on the fire insurance rate.

Matador Lions Visit Roaring Springs Club

Four Matador Lions, Sheriff John Stotts, Judge C. W. Giesecke, Jr., Henry Pipkin and J. Rufus Emmons, Wednesday attended the Roaring Springs Lions club meeting.

Two grade school students, Charles Long and Bobby Stafford provided the main feature of the program with examples in elocution.

FORMER BANKER HERE

Mr. and Mrs. E. M. Rice of Austin were in Matador a short time Wednesday afternoon enroute to Plainview, Canyon and Borger.

Mr. Rice, who was a former banker here until 1934, is now with Adjutant General's Office of the National Guard and is making the tour on military business.

Dood Barton returned Sunday from Corpus Christi, where she attended the All Girls Rodeo. She was second place winner in the Calf Roping contest.

Mr. and Mrs. John L. Green and daughter, Sharon, of Dickens, and Mr. and Mrs. A. B. Nichols, Roaring Springs, were Sunday visitors in the Algie Groves home.

Show Calves will Go to Amarillo

Calves to be shown in the 9th annual Motley County Junior Livestock show will be sold in Amarillo, according to County Agent Rufus Emmons. After the show here April 21 the calves will be trucked to Amarillo on April 24 and sold on the livestock market.

Mr. Emmons said 20 calves and over 30 pigs are booked for showing in the exhibition. Some time next week T. G. Garnett will start on his rounds of clipping the calves for boys and girls planning to enter exhibits. He has rendered this service without charge for several years.

Mr. Emmons said a new rule requires each boy or girl to show their animal or animals and that no showing by proxy will be permitted.

The rabbit show will be conducted by Rev. Marvin Brotherton of the Matador Methodist church and Rev. Luther Baker, pastor of the Whiteflat Methodist church.

P-T. A. EXECUTIVE MEETING CALLED

An executive meeting of the Matador Parent-Teacher Association has been called for Friday morning, April 6, at 9 o'clock, in the high school building, by Mrs. Harold Campbell, president.

The purpose of the meeting is to decide whether the regular meeting of April 11th shall be postponed. This meeting conflicts with the Simultaneous Revival meetings which will be in progress next week; so, for the convenience of those who will want to attend church and would also like to attend the P.T.A. meeting, the latter may be postponed to a later date.

Of interest to many will be the question of sponsoring the Girls' Club which will be discussed during this meeting. All executive officers of the association and others interested in either of these questions are urged to be present.

RETURN TO GRAND FALLS

Mrs. Jack Crider, Sunday, accompanied her husband and their two small daughters back to their home in Grand Falls. Mrs. Crider had been in Matador and Lubbock for the past three weeks visiting her sister, Mrs. Douglas Meador, who recently underwent surgery in a Lubbock hospital and who is remaining in the Plains city for x-ray therapy treatments.

Mrs. Meador visited here over the week-end and was accompanied back to Lubbock by her mother, Mrs. A. A. Tipton.

RETURN HOME

Mr. and Mrs. J. E. Russell returned home Friday from Lubbock, where they spent two weeks with their daughter, Mrs. Dub Drape, while Mr. Russell received treatment at West Texas Hospital.

Elden Reedy attended a Curtiss Sales Meeting last Friday night in the Holt Hotel, Wichita Falls.

Mr. and Mrs. W. D. Lipscomb visited Sunday in Albany with his father and family.

Spur Man Killed By Live Wire

Johnny William Haney, 24, of Spur, was found dead Tuesday at the base of an REA line pole where he had been working. The body was found by L. A. Sharp, about two miles west of Dickens, near the place where Sharp operates a roadside cafe.

A verdict of death by electrocution was returned by Judge A. B. Winkler following an inquest late Tuesday. Haney had been employed by the Spur REA office for 16 months. He was reported dead when fellow workers reached him in response to Mr. Sharp's call for assistance.

W. M. Hilley, head of the Spur office, said apparently Haney had come in contact with an open line carrying 7,200 volts while working atop the pole. He said two crews had been dispatched to the Dickens area to do "routine maintenance work" on the lines which served the Dickens area. Crew members said Haney was checking connections on a power line pole when the accident occurred. He was working by himself at the time.

Haney, a native of Afton, was a veteran of World War II. He was married and had a small son. His body was taken to the Campbell Funeral home in Spur from which funeral services were held at 2 p. m. Wednesday in the Afton Baptist church, with Rev. A. P. Stokes officiating.

Besides his wife and son, he is survived by his parents, Mr. and Mrs. Lee Haney of Afton, four sisters, Mrs. Ruby Lee Allen, Hereford; Mrs. Lucille Joplin, Bovina; Mrs. G. Baird, Hereford; and Lena Pearl Haney of Afton and five brothers, J. T., Alfred, Leslie, Jack and Charles Wayne, all of Afton and one half-brother Rufus George of Idalou. Interment was in Afton cemetery.

HOME FROM AUSTIN

County Judge C. W. Giesecke, yesterday returned from Austin where he had been in the interest of county affairs. He was accompanied on the trip by Mrs. Giesecke and their daughter Ann.

Billy Ray Neighbors of Lubbock spent the week-end here visiting his parents, Mr. and Mrs. J. P. Neighbors.

Mr. and Mrs. Marvin Patton visited their son, Keith Patton, in Big Spring, over the week-end.

Mrs. Hunter Watson spent several days last week with her sister, Mrs. M. P. Fulkerson in Lockney.

The Matador Brand

EDITOR-IN-CHIEF ROY TAYLOR
 ASSISTANT EDITOR JERRY WARREN
 CHIEF REPORTER LOIS BLEVINS
 GRADE SCHOOL REPORTER NELDA SPRAY
 SPONSOR BETH JOHNSON

Seventeen Receive Jacket Awards

Seventeen players for the 1950 High School football team received jacket awards for lettering during the past season. The jackets were awarded in study hall by Coach Hopkins, Monday, March 26.

The Senior jackets were awarded to Jody Graham, Watson Townsend, R. L. Holt, Dean Stotts, Roy Taylor, and manager Cecil Carman. Juniors receiving jackets were Jerry Edwards, Jenneth Dunning, Gary Laughlin, Sam Hines, Cecil Shelton, Jack Spray, Dewayne Martin, Ray Carman, Warren Tilson, Jimmy Graham, and manager Ronald Hobbs.

Miniature 10K gold footballs were awarded earlier this year

to Neal Pipkin, Richard Baker, Charles Keith, Gary Sandlin, Lonnie Lynn and Jerry Swearingen.

A letter jacket was also awarded to Kenneth Jeffers for outstanding cooperation and assistance to the team and school during the past season.

Science In M. H. S.

(By Beth Johnson)
 Without the science of chemistry, life would be remarkably different. Modern science has made it possible for us to have material comforts and luxuries unknown even to kings of a century ago. From the laboratories of chemists, has come an endless procession of new discoveries to satisfy our needs and desires.

Science in Matador High school is taught in two divisions; Gen-

eral Science and Chemistry. Vance Gilbreath, high school principal, is the instructor for both subjects.

The chemistry class is composed of eleven seniors and one sophomore. Chemistry is not a required subject and is principally a senior subject. High school chemistry takes up the general study of chemistry, and contains discussions of many modern chemical developments. The course includes the study of some organic chemistry because of its relations to man's need for food, clothing, and shelter.

Chemistry also includes a brief study of the ninety-six elements and their properties, the structure of matter, theory of solutions, the periodic law and chemical families, and metals and non-metals.

General Science is the introduction to the study of all major sciences: physics, chemistry, biology, botany, and zoology. It deals mainly with man's ability to change his environment to suit his needs, the principal philosophy being his methods of overcoming obstacles detrimental to his welfare. A short bibliography of major scientists in the different fields is studied.

The science department is equipped with a comparatively modern laboratory where experiments are carried out to prove laws and equations. The principal laws governing our scientific knowledge are observed there.

My Ideal Girl

(By James Ketchersid)

Hair—Betty Ruth
 Eyes—Frances
 Complexion—Frances
 Nose—Bette Fran
 Teeth—Betty Jean
 Smile—Marlene
 Mouth—Margie
 Hands—Minnie Lou
 Ears—Betty Ruth
 Walk—Lois
 Laugh—Frances
 Feet—Margie
 Figure—Minnie Lou
 Wit—Marlene
 Intelligence—Bette Fran
 Character—Marlene
 Manners—Minnie Lou
 Personality—Marlene
 Gen. Appearance—Frances

Kimble Optometric Clinic

DR. J. W. KIMBLE
 DR. O. R. MCINTOSH
 Optometrists
 Floydada, Texas

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My Ideal Boy

(By Patsy Dewbre)

Hair—Grady
 Eyes—Jerry W
 Complexion—James K.
 Nose—Dean
 Teeth—Charles
 Smile—Kenneth T.
 Mouth—Dewayne
 Hands—Bobby
 Ears—Jody
 Walk—Watson
 Laugh—Grady
 Feet—Jerry E.
 Physique—Grady
 Wit—Watson
 Intelligence—Bobby
 Character—Jimmy G.
 Manners—Kenneth T.
 Personality—Dewayne
 Gen. Appearance—Dean

Question of the Week

"What does your letter jacket mean to you?"

Warren Tilson: It means a lot to me because I am from Matador and I'm proud of it.

Billy Jack Spray: It means a lot because I think I have worked hard for it.

Ray Carman: I am very proud to represent Matador by wearing a letter jacket.

Dewayne Martin: It means a lot to me because I like football.

Jimmy Graham: It means that I represent Matados in football.

Watson Townsend: It means that I won't get cold.

R. L. Holt: I don't know.

Roy Taylor: To me it stands for real sportsmanship achieved through many hours of hard work.

Jerry Edwards: It means an awful lot and I sure do like it.

Ronald Hobbs: It means a lot of hard work.

Gary Laughlin: It means that I have something to be proud of and I'll work to keep it.

Statement by Coach Hopkins: "Athletes earn letter jackets through a combination of hard work, school spirit, and sportsmanship and they should feel obligated to uphold the tradi-

tions of the school, while representing the school, and in future years."

Campus Clatter

There sure was a lot of crooning and swooning over the week end and even some "Fuedin', Fussin' and Fightin'."

Let's go on an "Abadaba Honey-moon" and look at the usual daters, Marlene and Peck, Frances and Watson, Jerry and Patricia, and, of course, Jody and Barbara.

"Sentimental Me"—My! my! Did you see Dan Cupid shooting his darts at Bette Fran's party? He sure seemed to be hittin' the spot.

Pat sure was "Moanin' The Blues" Friday night. Where was La Royce, Pat?

"Mama, what will I do?" Dewayne was cruising around in that pretty car again Saturday all by his lonesome. Girls, get to work! I'll tell you a secret, it wasn't because they weren't trying.

Martha Hall sure seemed to be enjoying the "Moonlight and Roses" Saturday night. Say, that was a pretty moon, wasn't it?

Let's move upon "Mockingbird Hill" and review the party at Ruth's house. Those guys from Spur, were not bad, not bad!

Wayne Wyatt from Girard seems to have "Stars In His Eyes" about a cute little red-haired freshman. How nice!

Authorized Dealer
FRANKLIN



Vaccines and Supplies for Cattle, Sheep, Hogs and Poultry
 STANLEY PHARMACY

My goodness! "Rumors are Flying". Minnie Lou, who were you riding with in that beautiful blue Pontiac last Tuesday night? Nice car, huh?

Have you seen the "Parade of The Red and Black" this week at the M. H. S. campus? Gosh, everybody is seein' red! Those new letter jackets are really nice!

Say, kids! Have you been watching the calendar? Just think, only eight more weeks till "School Days" are over for another year. Now, won't that be swell?

Till next week, adios, amigos.

DEFINITIONS USED BY COMEDIANS

Russel Crouse—Trousseau: What the bride wears for some

years after marriage.

Bob Hope—Income Tax: A stab in the back.

Charles Brackett—Genealogy: A man who can trace your family back as far as your money will go.

Hal Peary—Newspaper: A portable screen behind which to hide from women who are standing in the bus.

Fred Allen—Dime: A dollar with all the taxes taken out.

Oscar Wilde—Fashion: A form of ugliness so intolerable that we have to alter it every six months.

Abe Burrows—Reporter: The snappy answer you think of on the way home.

COME TO CHURCH SUNDAY

Everything in

LUMBER



NEW BUILDINGS - REPAIRING RE-MODELING!

We have everything in Lumber and Building Materials. We can fill your entire material list!

— Bring Your Problems To Us —

Everything For The Home, Farm and Ranch

HIGGINBOTHAM-BARTLETT COMPANY

LUMBER, BUILDING SUPPLIES AND HARDWARE

It's fully automatic!
NEW Hotpoint Pushbutton Electric Range



World's Easiest Way to Cook!

Simply push a button—its own colored light shows you instantly which cooking speed you are using! No other way of cooking is so clean, so cool, so fast, and so easy! Features include 3 storage drawers, world's fastest charcoal-like broiler, new no-glare Foca-Lite for range top, deep-well Thrift Cooker with raisable unit, automatic oven control, and many others. Come in soon and let us give you a demonstration!

Instant Heat Colored Unit Super-speed for auto-fast cooking—brews 6 cups of coffee in 6 minutes. Another great Hotpoint feature!

Some day you'll COOK Electrically—

Why not now?

West Texas Utilities Company



HAVE you ever wondered how it would feel to go the limit on power and comfort and quality in an automobile?

Or how it would feel to be lord and master of a car that can take its place with the finest in the "fine-car field"?

Then, sir, this is a call to action.

The first action is yours—the simple action of getting in touch with a Buick dealer and planting yourself behind the wheel of a ROADMASTER.

Then let this great-powered and dazzling performer take over.

There's action in every one of the 152 horsepower in its Fireball engine—more action than most proud owners of this eager beauty will ever use.

There's counter-action in its gentle and sure-gripping brakes, the finest that Buick has ever engineered.

But there's also luxury—the luxury of double-depth Foamtex cushions and custom upholstery—and of ample roadweight

magnificently poised on coil springs which individually cushion every wheel.

There's a spacious feeling of room, above and around you—room that is unsurpassed anywhere in the fine-car field.

And to make every mile effortless and relaxed, there's the very exclusive advantage of Dynaflo Drive—not as an "extra," but as a standard ROADMASTER feature.

So why not drop in and satisfy yourself, as our guest, that here indeed is a fine car that goes the limit—in everything but price!

Check for yourself what others ask—and what others offer—and you'll discover ROADMASTER prices a call to action that a wise man can't ignore.

Equipment, accessories, trim and models are subject to change without notice.

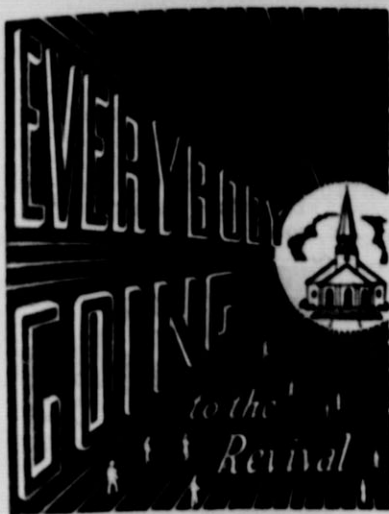
See us HENRY A. TAYLOR, ABC Network, every Monday evening.



When better automobiles are built Buick will build them

C. H. ELLIOTT SALES CO.

913 Ninth Street Paducah, Texas



... for spiritual inspiration

Turn to religion. The teachings of Christ light the way in a world of darkness. Attend the church of your choice during this revival and know the peace and strength of God's word to help you face every-day problems.



... for a renewal of faith

"Blessed assurance, surely is thine ... oh what a foretaste of glory divine ... This is God's gift to you. Go to the church of your choice during this revival for reverent worship of the Son of God. You are cordially invited to attend.

"Ye Shall Know The Truth and The Truth Shall Make You Free"



REV. G. C. TINER



REV. G. R. UNDERWOOD



REV. M. G. BROTHERTON



REV. CLIFFORD POTTS



ATTEND THE COUNTY-WIDE SIMULTANEOUS REVIVAL

APRIL 8th THROUGH 15th

Sponsored By The Following Churches:

ASSEMBLY OF GOD CHURCH
OF MATADOR
7:30 P. M. DAILY

FIRST BAPTIST CHURCH
OF MATADOR
7:30 A. M. and 7:30 P. M. DAILY

FIRST METHODIST CHURCH
OF MATADOR
10 A. M. and 7:30 P. M. DAILY

CHURCH OF CHRIST
OF MATADOR
7:30 P. M. DAILY

FIRST BAPTIST CHURCH
OF ROARING SPRINGS
10 A. M. and 7:30 P. M. DAILY

FIRST BAPTIST CHURCH
OF FLOMOT
11:00 A. M. and 7:30 P. M. DAILY

FIRST METHODIST CHURCH
OF ROARING SPRINGS
8:00 P. M. DAILY

ASSEMBLY OF GOD CHURCH
OF ROARING SPRINGS
7:45 P. M. DAILY



Growing Spiritual Interest in Simultaneous Revival is Indicated

SIX EVANGELISTS COMING TO LOCAL CHURCH OF CHRIST

What may become the greatest spiritual awakening in Motley county's history is indicated during the simultaneous revival which will start in eight county churches Sunday, April 8th and continue through April 15th.

It is declared the greatest solid front of county religious organizations to arouse the people to spiritual needs, the satisfaction and peace of resting their burdens at the portals of salvation, and the shining hope of renewed faith.

While united in the movement to win souls the various churches in no way surrender their individual teachings. Each church is conducting its own revival without any restraint or regulations.

The Matador Church of Christ will hear the preaching of six different evangelists during the week according to announcement made this week by Minister Floyd Davis. On April 9th A. F. Waller of Floydada will

use as his subject, "What must I do to Keep Saved?". On the 10th M. Norvel Young of Lubbock will use as his subject, "Seek Ye First The Kingdom of God." C. B. Homes of Lubbock will preach on April 11th, with the announced subject, "What Constitutes Acceptable Worship?" On the 12th Stephen Eckstein, also of Lubbock, will use as his subject, "The Light of a Christian." Vaughn D. Shofner of Lubbock will preach on the 13th and his subject will be, "Voluntary Service." G. S. Westbrook of Lubbock will preach on the 14th and his subject will be, "The Necessity of Attending Bible School."

Rev. Donald Martin, evangelist of Arlington, Texas, will conduct the revival at the Roaring Springs Assembly of God Church. One service will be held daily at 7:45 p. m.

Rev. W. Joshua Knoy, pastor of the Roaring Springs Methodist church has announced that he will do his own preaching during the revival.

Rev. Berry Watson, pastor of the Landmark Baptist church here has announced the necessity of withdrawing from the revival plans because he is unable to obtain the services of a

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State President Will Deliver Address At Parents-Teachers District Congress

The Fourteenth District Congress of Parents and Teachers will convene at Lockney, April 12 for its Annual conference.

Local residents Mrs. C. M. Barton, Jr., Mrs. John Hamilton, District Recording secretary, and Mrs. R. E. Donovan, vice-president of Motley, Cottle, and King counties will serve on committees and workshops to be conducted. Mrs. Barton will serve on the resolutions committee, Mrs. Hamilton will serve the conference as recording secretary, and in addition to presiding with Mrs. Butler, District President, Thursday morning, Mrs. Donovan will have charge of workshop legislation, safety, and summer round-up.

The first session will begin at 9 o'clock on Thursday morning, and continue until 9 o'clock Thursday evening. Included in the day's activities will be a Life Membership luncheon at noon, and a courtesy tea at 5:00 in the afternoon. Mrs. H. G. Stinnett, State President, will deliver the theme of the conference Thursday morning, "Safeguarding our Freedom Through Responsible Citizenship."

In the afternoon Mr. Gordon Bennett, Executive vice-president of McMurry College, will give the principal address. His subject will be "Who is a Responsible Citizen?"

At 2:30 Thursday workshops will be conducted in the following fields: Local Unit Presidents, Councils; Publicity; Radio; Audio-Visual; Publications; Yearbooks; Membership; Founders Day; High School Rural Service, and Procedure; Character, Spiritual Education, World Citizenship, Home and Family life, and Music; Legislation, Safety, and Summer Round-ups.

In the evening Mrs. E. T. Pittard of Anson will speak on "Christianity-Basis for World Citizenship." In addition to this address, the Lockney schools will give a musical program.

Friday morning at 9 o'clock, Mrs. R. M. Carter, who is to be State Representative to the conference, will conduct a Question Box discussion. Mrs. E. M. Pitt-

man, Anson, State vice-president will bring a report on the Mid-Century White House conference. Mrs. M. C. Butler of Lubbock, Fourteenth District President, will preside at all sessions.

miss a copy. So many things happened we would have known about without the paper. Mr. and Mrs. Harry Campbell.

CARD OF THANKS
We want to express our sincere appreciation for every kind word and act tendered us by our friends in the passing of our loved one. May God bless you.

CARD OF THANKS
Mrs. L. C. Harris and Family
John Harris and Family
Mrs. W. Y. Higgins.

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SELECTED FOR YOUR INDIVIDUAL REQUIREMENTS BY EXPERIENCED CONSULTANT
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KNOW YOUR INSURANCE MAN
HE KNOWS YOUR NEEDS!

Yippee!

It's a genuine cowboy hat! Soft enough to crease into any shape but rugged enough to stand up to the hard wear a ridin', ropin' cowpuncher would put it to. Get it for that boy of yours today.



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FARMS

186 acres, 154 acres in cultivation, 1/2 minerals, carries a good loan.

1,523 acres, 3 sets of improvements, 1/2 minerals non-participating, at \$50 per acre.

160 acres priced to sell.

320 acres. Good stock farm, running water, 1/2 minerals, 220 acres in cultivation.

THREE 160-acre farms in Castro county. Good irrigation wells. Priced to sell, 1-4 minerals.

320 acres in Briscoe county, 74 acres in cultivation. Good improvements, 1/2 minerals. Only \$50 per acre.

City Properties

5-rooms and bath, close in, on paving.

7-rooms and bath, 15 lots, priced to sell.

4-room house to be moved.

5-room house, may be moved.

5-rooms and bath, double garage, big lots, on paving, close to school, a good buy for the money.

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Your Business Appreciated
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IT'S Spring!

And Your Car Needs A Spring Check-up!



CARS NEEDS A SPRING TONIC! Let our expert repairmen give your car a complete check-up and motor tune-up. You will be surprised at the difference in the way it responds to your touch... and a check-up now may save costly repair bills later.

REMEMBER we are equipped to give you the finest service that money can buy and that **WE, TOO, HAVE AN INVESTMENT IN YOUR FORD.** Our investment is the reputation of Motley county's oldest automobile agency... to keep your car giving maximum service.

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MOTORIST'S ABCS - ALWAYS BE CAREFUL!

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WEEKEND SPECIALS

36-INCH WIDE BLEACHED DOMESTIC

VALUE 49¢ YARD

3 Yards For . . .



MEN'S BIG BUCK CHAMBRAY WORK SHIRTS

REGULAR \$1.98 VALUE
\$1.69

Regular \$1.19 Value

Butcher's Linen

98¢ yard

59¢ VALUE
20x40 CANNON

TOWELS

44¢

Regular 19c Values
Wash! Cloths
SPECIAL
14c ea.

One Lot Ladies

BLOUSES
VALUES TO \$3.98
\$1.98

Gabriel's
DEPARTMENT STORE

L (delayed)
Mrs. Lilla Garrison and Bertha Garrison returned to Lubbock, Monday following a holiday visit here with relatives. The ladies, accompanied by Mr. and Mrs. R. A. Day and Mr. and Mrs. George Birchfield were visitors Sunday in the Ware Fogerson home in Silverton.

Mr. and Mrs. Kenneth Kell of Tulsa spent the week-end in the home of Mrs. Kell's parents, Mr. and Mrs. Virgil Rattan.

Mr. and Mrs. Don Martin and children of Hereford spent Sunday night and Monday with her parents, Mr. and Mrs. Fred Simpson.

Mr. and Mrs. G. B. Bostick and Cora, Mr. and Mrs. Elden Reedy and sons, Elden Lee and Olen, and Mr. and Mrs. Lewis Bostick and son, Larry of Turkey, spent the Easter holidays in Rotan as the guests of Mr. Bostick's brother and family, Mr. and Mrs. A. A. Bostick and daughters.

Mrs. Fred Simpson visited Saturday and Sunday with her daughter and family, Mr. and Mrs. Arthur Cooper and family, of Muleshoe.

Father Erpen of Jayton and Spur was a dinner guest in the Marvin Patton home Easter Sunday.

William Curtis Graham, accompanied by a friend, Albert Kinsey of Floydada attended Sunrise Easter services in Lawton, Oklahoma, Sunday.

Wayne Timmons of El Paso was a week-end guest here.

Mr. and Mrs. Marvin Leary, of Northfield, will accompany Mrs. Eddie J. Leary, Friday, to Fort Bliss at El Paso, where her husband is stationed.

Mrs. Frances Finney and Keith Patton of Big Spring were weekend guests of his parents, Mr. and Mrs. Marvin Patton.

Miss Lena Wilson and Mr. and Mrs. John C. Lees of Abilene, visited during the holidays with their brother-in-law, Elmer Stearns.

Mrs. A. L. Fryar of Plainview visited last week in Matador with friends and was the house guest of Mrs. Marvin Patton.

Mr. and Mrs. Charlie Fulker of Floydada and Mr. and Mrs. Don Finkner of Petersburg were Sunday visitors in the Floyd Henderson home.

FOLLEY H-D MEETING

The Folley Home Demonstration club met March 27 with Mrs. L. B. Isbell, Miss Rea, Home Demonstration agent, gave an interesting talk on living room pictures and their accessories.

Refreshments were served to Mesdames Harry Folley, Bill McGann, Lawrence Isbell, Ike Reed, Miss Rea, two visitors and the hostess. The next meeting will be in the home of Mrs. Bill McGann.

THE FOURTH ESTATE

The three estates of the realm in England were the Lords Spiritual, the Lords Temporal and the Commons. Carlyle credits Burke with saying that there were "three estates in Parliament; but in the Reporter's Gallery yonder, there sat a Fourth Estate, more important far than

they all." Today the expression refers universally to the men of the press.

in the Want-Ads

FOR SALE: Used Bendix washer. Good condition. Freddie Welling.

FOR SALE: One 5-ft. Rotary Scraper or Fresno, priced \$85. Leonard Crowell, Flomot.

FOR SALE: New and used pianos. Mrs. Homer Kingery, Roaring Springs, tnc.

FOR SALE: 5-room house with bath. Loyd Lallimer, ctn

WANTED: Sewing: Print dresses \$2. Satisfaction guaranteed. First house west of Rev. Bob Jameson on Lariat Street. Mrs. C. H. Sistrunk.

GOOD USED AUTOMOBILES:
1947 Plymouth 4-door
1948 Plymouth 4-door
1948 Chevrolet 4-door
1936 Ford
1940 Ford Coupe
1951 Ford Pickup
1946 Oldsmobile Club Sedan
BRASELTON IMPLEMENT CO.
Roaring Springs, Texas

FOR SALE: Fertilizers, Insecticides, Weed Killers, Fertilizer Distributors and Row Crop Sprayers. Morckel Farm Chemical Company, Highway 70 East, Floydada, Texas.

FOR RENT: 2-room apartment. Unfurnished. Mrs. C. D. Pipkin. 2tc

FOR SALE: Small custom built furniture. Picture framing done. T. R. Alsop, 1tp.

DEMONSTRATIONS on Necchi Sewing Machines in my home anytime. Mrs. W. T. Ross, Agent, Flomot. 4tp.

OUR FARM MACHINERY SERVICE

... CAN SAVE YOU TIME AND MONEY ...
Just what is service? Here's what we try to do:

Keep ever Ford Tractor and every piece of Dearborn Farm Equipment working at top efficiency... and be Johnny-on-the-spot when something goes wrong.

HEADQUARTERS for Ford Tractors, parts and accessories, Dearborn Farm Equipment and parts. Expert service. Forwarding information.

Braselton Implement Company
Roaring Springs, Texas

FOR SALE: Fertilizer, Cottonseed, Cake and Meal. West Texas Gin, Joe M. Gaines, Manager.

ALUMINUM GATES: Immediate delivery on strong, light aluminum gates for farm and ranch use.
16x5 ft. gate \$40.45
14x5 ft. gate \$36.95
12x5 ft. gate \$29.95
10x5 ft. gate \$27.30
4x5 ft. gate \$11.45
These are the most practical gates ever made. Rustproof aircraft aluminum construction. **MATADOR IMPLEMENT CO.** 3tc.

FOR SALE: 5 lots, 3-room house, built-in cabinets, hot and cold water, 12 hens, good chicken house, brooder house, 36x12 barn, 1 pig, 2 hog houses, 3 good hog pens, 1 saddle horse and saddle, 200 gal. butane tank, well with electric pump, garden spot broken, everything goes except household and canned goods. Jack Hall, Roaring Springs. 3tc

FOR RENT: Two 4 room houses. Whiteflat community. Len Wilkinson.

FOR SALE: 42 Ewes. One red wood tank with steel tower. Earl Thompson.

LOST: 2 miles West of Matador, Sunday, April 1, blue gray male Chihuahua dog wearing gray jacket. Reward, Phone 101-M or Box 565, June 15, 1951.



with LATE NUTRITIONAL DISCOVERIES... **SUREPROFIT STARTING MASH** with Vitamin B12 and ANTIBIOTIC FEED SUPPLEMENT

Here's growth power galore, a starting mash that really gets results because it's built RIGHT. Every known essential vitamin, growth factor and promotor is here in abundant quantities for outstanding results. Feed the new, improved starting mash for fast feathering, sturdy pullets with the stamina to turn out lots of eggs. **HENSARLING FEED STORE** Roaring Springs, Texas

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Before planting any other pasture or land in bundle feed, BE SURE TO INVESTIGATE possibilities of BLUE PANIC GRASS

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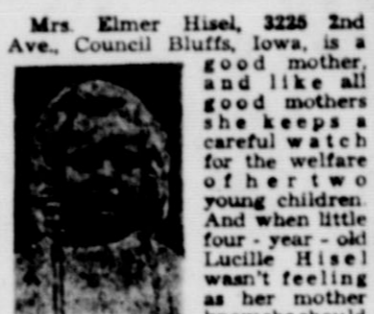
Blue Panic costs little per acre to seed!
Blue Panic is permanent!
Blue Panic is high in proteins!

We have a few more seed for sale.

MATADOR HARDWARE AND FURNITURE COMPANY

Mother of Two Praises Hadacol

HADACOL Supplies Deficient Systems With Vitamins B₁, B₂, Niacin and Iron



Mrs. Elmer Hisei, 3225 2nd Ave., Council Bluffs, Iowa, is a good mother, and like all good mothers she keeps a careful watch for the welfare of her two young children. And when little four-year-old Lucille Hisei wasn't feeling as her mother knew she should do something about it, Mrs. Hisei gave Lucille HADACOL because she had heard how much it was helping children who had poor appetites and stomach distress caused by deficiencies of Vitamins B₁, B₂, Iron and Niacin. It helped her so much that now Mrs. Hisei gives HADACOL to both of her children.

Here is what Mrs. Hisei says: "My daughter has taken two bottles of HADACOL and she has been eating more than before and also sleeps better. I think HADACOL is the best thing for children who do not have an appetite. My daughter is four years old. Before taking HADACOL my daughter complained of her stomach hurting her, and I got her a bottle of HADACOL and she says her stomach doesn't bother her any more. I think HADACOL is wonderful. I am also giving HADACOL to my three-year-old daughter."

HADACOL is So Effective
An important thing about HADACOL is that you get Vitamins B₁, B₂, Niacin and Iron in liquid form, which means that they are quickly absorbed and dispatched to the blood stream, ready to go right to work. HADACOL helps build up the hemoglobin content of the blood (when Iron is needed) to carry these precious Vitamins and Minerals to every part of your body.

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QUITAQUE - SILVERTON - TURKEY
the perfect remembrance

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LONGHORN Pound	Cheese - 59c	SCHILLINGS Pound	Coffee 85c
KIMBELL'S BEST 25-Pound Bag	Flour \$1.79		10-Pound Sack Spuds 39c
WILSON'S CERTIFIED, SMOKED Pound	Jowls 32c	LARGE BOX	Fab 33c
MONARCH, PINEAPPLE, 46 oz. Can	Juice ... 42c	WHITE SWAN No. 2 1/2 Can	Hominy 15c
MILE HIGH, SOUR or DILL, Quart	Pickles - 29c	WHITE SWAN Pound Can	Pork & Beans 11c
		PERK Large Box	Soap Flakes 15c

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