

Matador Tribune

VOL. 59—NO. 29

MATADOR, MOTLEY COUNTY, TEXAS, THURSDAY, OCTOBER 1, 1953

PRICE SEVEN CENTS

TRAIL DUST

By DOUGLAS MEADOR



Time is content to remain with the rolling hills and let the... Time is content to remain with the rolling hills and let the...

Work is the great physician who prescribes faith in capsules of dreams.

Spiritual bankruptcy of a republic is the single great danger over which legislation is entirely powerless.

Living on the crumbs of memories, old ladies emerge from the recesses of great hotels and find favorite tables in dining rooms after the dinner crowds are gone.

Often in the travail of duty we are confronted with thoughts of escape but hasten to take life moment at a time and find it is not heavy.

To admit a mistake is to declare allegiance with society and become eligible for its privileges.

Luck is a jewel the resourceful man often finds on the campus during a semester in the school of experience.

Some of the most frustrating moments of my life have resulted when an over-hasty waiter removed my banquet plate which still contained a few choice morsels.

I have been tempted to twist the chains from his blundering hands only to perceive a man of unusual size. Nothing is more common to pacifism than the presence of a man of massive stature.

Plans Being Made By Motley Singers

Some of the best singing talent in West Texas and adjoining states will take part in the second 1953 semi-annual meeting of the Motley County Singing Convention at the Legion building here, Sunday, October 18th, according to President Randall Whitworth.

"We have the promise of some excellent singers and outstanding quartets," Mr. Whitworth declared, "and our plans include singing most of the day (starting at 10 a. m.) with dinner on the ground." Through an offer of the American Legion here the building has become the permanent "home" of the singing convention.

VISITING DAUGHTER Mrs. C. L. Knierim of Roswell, N. M. is visiting here in the home of her daughter and family, Mr. and Mrs. Frank Pohl.

Mr. Knierim will join his wife here and accompany her home.

Ceremony Opens Bridge On New Flomot FM Road

A kindly, gray-haired woman, Mrs. Pearl Martin, who has lived continuously in the shadow of the Quitaques 65 years, late Friday cut a narrow red ribbon which officially opened the new concrete bridge across Los Lingos Creek (Quitaque River) and the connecting link of a new farm-to-market road. Flomot community now has a modern road to the north connecting with state highway 96 in Briscoe county a short distance east of Quitaque.

The Quitaque Lion Club and businessmen were hosts at a barbeque following the official opening ceremony. Hundreds of pounds of barbecued beef were served to a crowd estimated at between 1,500 and 2,000. The barbeque was served beneath the new 630-foot bridge which spans the "problem stream."

Engineering on the new connecting link of paving, the dirt work and the construction of the bridge are declared to be of the very highest quality and to compare favorably with the type engineering and construction found on major highways.

C. E. Anderson, president of the Quitaque Lions Club served as master of ceremonies and introduced distinguished visitors, including Palmer Massey of Childress, district engineer for the State Highway Department.

Mrs. Martin, whose home is in Flomot, was introduced by County Judge Vance Gilbreath of Matador.

First A Cattle Country Mrs. Martin said she remembered the country first as a cattle country when her father, Alec Merrell traded all his cattle but 12 head for a section of land on the Los Lingos, west of Flomot. They had previously lived in a half-dugout on Callahan Draw beyond Lockney. She grew to womanhood on the river.

She first attended a small school at Fairmont (in Floyd County) (Continued on back page)



Walter I. Speer Is AF Lieutenant

WEBB AFB, TEX., Sept. 16.—Walter I. Speer, son of Mr. and Mrs. J. L. Speer of Flomot, was awarded the silver wings of a United States Air Force pilot along with a second lieutenant's commission in the Air Force Reserve in ceremonies marking the graduation of Jet-Pilot Class 53-F at this West Texas flying school, September 16.

Lt. Speer, along with 40 classmates received his wings and diplomas from Col. Fred M. Dean, base commander at Webb, as second highest rating cadet. Maj. Gen. Fred H. Smith, vice-commander of the Air Defense Command, delivered the Commencement address.

Lt. Speer will now be sent to a Crew Training Air Force base to learn fighter-plane gunnery tactics before finishing his pilot training program. He will receive 16 weeks training at Peron AF Base, Sherman, and following this assignment, will enter a tour of active duty as an Air Force fighter pilot.

Lt. Speer, an honor graduate from Flomot High school, attended Texas Tech, Lubbock before entering the Air Force in March of 1952. He received basic training at Lackland AF Base, San Antonio, after which he was assigned to Goodfellow AF Base, San Angelo for mechanic training, and Greenville AF Base, Greenville, Miss., for primary cadet training.

Attending the graduation were his parents, Mr. and Mrs. J. L. Speer and grandchildren, Joe and Janette, Palmer and Mrs. Bernice Gates of Flomot; Mrs. Alyce Palmer, Amarillo, and Mr. and Mrs. Wayne Hunter and children, Anita Lee and David of Quitaque.

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PIONEER CUTS RIBBON—The new concrete bridge across Los Lingos Creek (Quitaque River) was opened Friday when Motley county pioneer, Mrs. Pearl Martin cut the ribbon in the dedication ceremony. Aiding Mrs. Martin is County Judge Vance Gilbreath, who introduced her in a brief address.

Mrs. Martin has been a resident of the Flomot community for 65 years. Following the ceremony the Quitaque Lions Club served free barbeque to a crowd estimated at between 1,500 and 2,000.—Douglas Meador photo, engraving courtesy Lubbock Avalanche.

Matadors Defeat Panthers 38-13

WIN NUMBER ONE for the Matador Matadors went into the record book here Friday night when they defeated the weighty Lockett Panthers 38-13 under the lights on Burleson Field before a large crowd of enthusiastic fans.

The game had gotten into the second quarter before Coach Ray Hopkins' charges broke out with the first score. Fullback Dewayne Martin and Quarterback Neal Pipkin ran two touchdowns each. Halfback Garland Cartwright and End C. H. Murphy ran the remaining two Matador touchdowns.

The Panthers did not score until the last quarter when Leonard Haseloff, fullback for the visiting Panthers, ran a touchdown, as did Panther End Jack Solomon. A spectacular long run in the final moments of the game brought the Lockett fans to their feet in a frenzy of excitement. District champions last year in six-man football, this is the first season Lockett Coach Ernest Sutherland's team has played the 11-man team.

The Matador team made 17 first downs to Lockett's eight. Total yardage for the Matadors was 382 yards while the Panthers made 234.

To Meet Vernon "B" The Matadors have a tough game in prospect tonight (Thursday) against the Vernon "B" team, according to scouts. Local fans, however, feel that the Matadors have the strength and good showing against any opposition. The excellent team work in last week's game has fired local fans with enthusiasm and provided an optimistic outlook for the season, once the conference games get under way.

To Name Officers At Red Cross Meel A meeting to elect new officers of the Motley County chapter of the American Red Cross has been scheduled for Thursday evening-October 8th, at 7:30 in the District Court room.

Announcement was made this week by Pat Sheridan, county chairman. District representative, Miss Jean Fitzsimmons, will attend the meeting, he declared.

Mr. Sheridan said that everyone who last year made a contribution to the Red Cross membership campaign, is a member of the organization and that all members are invited and urged to attend the meeting.

Little Bean Patch Grows Bumper Crop Some wag has said one of the best sections of land in Motley county was ruined when it was cut into town lots and named Matador. But all is not lost. The fertility of the soil remains. Lem Jameson spaded up a small plot of native turf after the July rains and planted a small bean patch.

The pintos, aided by a few waterings, have produced heavily fruited vines hip high. Mr. Jameson has already harvested three bushels of green beans from the little plot and the end is not yet in sight. All the county needs is water, he declares.

Schedule Is Given For Flower Show

Annual Flower Show, sponsored by Matador Garden club will be held Monday, October 5, from 2 to 5 p. m. It was announced this week by officers of the organization.

The show will be held in the American Legion hall, and five types of arrangements will be considered for judging: Table (to be viewed from all sides), miniature, unusual, domestic, and horticulture.

The following rules for entries in the show, have been released:

1. All materials used in exhibits must be grown in Motley County.

2. All entries for judging must be checked in by 11 a. m. Oct. 5. Any entry after the above hour will be disqualified for judging.

3. Anyone living in Motley county is eligible to place an entry in the show.

4. Judges will disqualify any entry not conforming to schedule.

5. The standard system for judging will be used in this flower show.

Contestants may enter only one arrangement in each group for judging.

Everyone in this and adjoining communities is invited and urged to enter an arrangement in the show, as the club wishes to have as large an exhibit as possible.

Suggestive entries in group 1, (table arrangements) include, formal tea, formal dinner, special occasions, such as Christmas, Halloween, Thanksgiving, etc.; and buffet arrangements.

For group 2, (miniature), entries must not exceed 6 inches in height, including container. Any materials available may be used for group 3, (unusual), but garden grown or cultivated flowers are suggested for group 4, (domestic) arrangements.

County Agent Will Aid Labor Program

Farm labor problems in Motley county are expected to be of little concern this season and County Agent Bill Pajmeyer's office will serve as a clearing agency.

Farmers needing pullers are requested to file the following information: Name, location of farm, acres of cotton and condition, size of crew wanted and approximate date needed.

Those seeking employment in the cotton harvest are asked to file their names in the office.

Because of the short crop the Texas Employment Commission will not be represented in the county this season, except through Mr. Pajmeyer.

Drouth Feed Is Restored

Motley county was listed among the 18 Panhandle-Plains counties restored to the drouth relief program for emergency feed late Monday at a meeting of the state Drouth Committee in College Station.

Claude McCann of Victoria, chairman of the drouth relief committee and also head of the state PMA organization, said county probably would be able to start taking feed orders by the middle of next week.

Mrs. H. P. Ring Is Claimed By Death

Mrs. H. P. Ring, 67, pioneer of Motley County and long-time resident of Wichita Falls, died here Friday morning in Stanley Hospital. She was brought to the hospital early Wednesday morning, but had been a patient there about a week ago.

Funeral services were held at 3 p. m. Sunday at the Northfield cemetery by the side of her husband, who died in March, 1944. Minister C. B. Ashford of Amarillo, conducted the service, and pallbearers were: A. B. Simpson, P. A. Simpson, Hal Courtney, Bob Ring, Willie Ray Bain and Joaquin Hays. Eudy-Seale Funeral Home was in charge of arrangements.

Born Mary Loyd Courtney, at Millisap in Parker County, Texas, Oct. 9, 1885, she came to Motley county in 1896 with her parents, the late Mr. and Mrs. R. J. Courtney, early-day settlers, who homesteaded in the Northfield community. She married H. P. Ring, at Memphis, Texas, March 1, 1903 and they moved to Collingsworth county, and to Wichita Falls in the early 20's.

Mrs. Ring has been living at Northfield the past two months with two of her daughters. She had been a member of the Church of Christ since early in life. She died Sept. 25, 1953 at the age of 67 years, 11 months and 16 days.

Survivors are: 3 daughters, Mrs. A. H. Lybber of Ben Davis, Mo.; Mrs. Delmont Hays and Mrs. Theodore Bain, both of Northfield; 1 son, R. J. Ring of Wichita Falls; 2 brothers, Robert L. Courtney of California and H. H. Courtney of Dallas; 11 grandchildren and 1 great-grand child.

Ranchers Here Will Ask Price Support

Loss Of City Well Caused By Cave-In

Last week the city of Matador had four wells producing in its water system. It now has three. The oldest well and the lowest producer went out of commission as result of a cave-in.

Thursday morning water department assistant Dick Dewbre attempted to start the motor and after several attempts managed to get it into production for about four minutes. He noticed the pump was producing muddy water and did not turn it into the supply line. Then the motor stopped again. He went outside and found a large hole ten to twelve feet across and approximately eight feet deep extending under edge of the well-house floor. A subterranean cave-in had caused the ground to drop, putting the well out of order. The well is located about 25 feet from the new 100,000-gallon concrete reservoir.

Actual extent of the damage is not known since no attempt has been made to pull the pump and pipe. No immediate alarm has resulted from the cave-in as the well was not in regular use, but kept on a standby basis. The well has not been needed to keep adequate water supply since the new well went into operation during the summer. It is hoped the pump, pipe and possibly the casing can be salvaged and stored in the water department warehouse.

It is probable a new well will be drilled in the new water field next spring, where the soil is less sandy and not subject to cave-ins. This is the third well lost in the immediate area since the water department was established about 25 years ago.

Bill Mack Show To Appear Here

Local chapter of Future Homemakers of America will sponsor the "Bill Mack Show," featuring record, radio and television star Bill Mack and his Blue Sage Boys, in a personal appearance here Tuesday, October 6th, it has been announced.

Twenty four year old Bill Mack has jumped to the top in popularity within the past few years. His composition and recording of "When The Sun Goes Down" made the national sales list in popularity. He is also known nationally for such tunes as "It's Missin' Lots of Lovin'", "That's What I Get For Lovin' You", "Oh Pleasee Blue Moon", "Play My Boogie", "Ain't It A Shame", "I'm Not Free" and many more.

Bill is bringing the same band with him on his personal appearance as he used on the records. The band will feature Arnold Johnston, champion fiddler; Pete Martinez, favorite steel-guitar player and star of Jimmy Wakely movies and records, along with spotlighted comedy and other members of the band.

The "Bill Mack Show" has long been a favorite on Radio Station KWFT in Wichita Falls, Texas and is now rated at the top in television. The radio show (with the Blue Sage Boys) is heard daily at 6 a. m. and 12:30 p. m. The television show is presented each Wednesday evening at 6:30 p. m. on KWFT-TV, Channel 6 in Wichita Falls.

The show will begin at 8:15 p. m. in the Matador High school Auditorium. See the FHA Girls for advanced tickets or you may purchase tickets at the door. Admission prices are: Adults 50c; Children (under 12) 25c.

RETURN FROM DENVER

Rev. and Mrs. W. V. O'Kelly returned home last Thursday from Denver, Colo., where they were called at the death of her uncle, W. L. Newberry. Rev. O'Kelly conducted the funeral service, which was held on Wednesday.

WEEK-END VISITORS

Week-end visitors here in the home of Mrs. I. N. Plumlee, were her sister and brother-in-law, Mr. and Mrs. Orvil Sneath of Breckenridge.

Meeting Scheduled By Cattlemen From Seven-County Area

CATTLEMEN in this area of West Texas are testing on the brink of bankruptcy and they want the government to place price supports under the beef market. Ranchers from seven neighboring counties (Hall, Cottle, Floyd, Briscoe, Dickens, King and Motley) have been invited to a meeting here in the District Court room at 7:30 Tuesday evening (Oct. 6th). Principal speaker will be S. E. (Eck) Brown of Dalhart, President of the newly-formed United Live Stock Producers' Association. However, the purpose of the meeting is not to organize. County Judge Vance Gilbreath announced, but to inform Washington that the cattleraiser's plight has been misrepresented.

"The economy of the entire cattle industry has been undermined by the attitude of the Southwestern Cattleman's Association in declining federal aid in the crisis which has been increased by the severe drouth", he said.

"Cattlemen in the entire nation face certain ruin unless the situation receives immediate government relief. We live in a controlled economy and the cattleraiser must become a part of it if he is to survive."

"In the meeting we will seek three objectives: (1) drouth-relief feeds; (2) price support; and (3) an effective government cattle buying program."

The meeting has been given wide publicity by the Associated Press corresponding newspapers, weekly publications and radio stations.

UN Is Subject For Next Legion Meel

"Our United Nations" will be the subject of the principal address at the next regular meeting of Fleming Post American Legion, here Monday evening, October 5th. James A. Priddy will deliver the address following the covered-dish dinner in the Legion club room.

Post Commander Hub Swearingen urges all members to attend the meeting and hear the address. A special invitation is also extended all G.I.'s who may not be members of the organization. The dinner and program will start at 7:30 p. m.

Crosby Lions Club Hears Legislator

Elbert Reeves, state representative from Matador, spoke at the regular meeting of the Crosbyton Lions Club Wednesday, particularly stressing the need of raising teacher's salaries in Texas.

Mr. Reeves was emphatic, however, in believing any increase in school costs should come from the state level.

"I don't think anyone is more sold on the value of education than I am," he said, "but our state constitution specifically sets out that it is the duty of the state, not local school districts, to educate its citizens."

Mr. Reeves believes that the salary increase for teachers issue will be one of the most important at the next session of the legislature. "We are at a virtual vacuum in recruiting new faces in our school system," he pointed out. "Industry and other occupations have much more to offer the young men and women today than do our schools."

—Crosbyton Review.

AT WORLD SERIES

Elmer Stearns and Henry Ford left Monday for Fort Worth, where they attended to business before leaving by plane on Tuesday afternoon, for New York, where they are attending the baseball World Series.

UNDERGOES SURGERY

Charlie Keith, Wednesday underwent surgery at West Texas Hospital, Lubbock for removal of a growth on his neck. He was accompanied by his sister, Mrs. Marvin Patton, and they expect to return home during the weekend.

FLOMOT NEWS

Mrs. A. L. Eubanks
Correspondent
Phone 3674, Turkey Line

Mr. and Mrs. L. W. Crowell and children, accompanied by his mother, Mrs. Lizzie Crowell, attended the Tri-State Fair in Amarillo Wednesday and Thursday. Mrs. Crowell also visited Mrs. L. W. Crowell's parents, Mr. and Mrs. Pink Pinkard and family.

Mr. and Mrs. C. W. Starkey made a business trip to Spur, Friday.

Members of the Flomot Baptist Church who attended annual conference of the Floyd County Baptist Association at Crosbyton Monday of last week, were: Mr. and Mrs. J. C. Franks and son, Coy, and Mrs. L. E. Shorter and daughter, Judy; Mrs. W. H. Webb, Mr. and Mrs. L. B. Turner, and the pastor, Rev. A. L. Eubanks and Mrs. Eubanks.

Mr. and Mrs. W. T. Ross visited with relatives at Crowell, Sunday, Sept. 20.

Mr. and Mrs. A. L. Tanner and children, Anna Beth, Charles and Carolyn, were recent weekend visitors in Tulla, with Mrs. Tanner's mother, Mrs. A. S. Morris.

Louis Purvis, Flomot school superintendent, attended a dinner and meeting of School Administrators in Lamesa, Sept. 23. Mrs. Harry Folley underwent major surgery last Wednesday in Lubbock Memorial Hospital. Lubbock. She is reported to be recovering satisfactorily.

Mrs. Margie Moseley and children, Rickey and Ann of Turkey visited several days last week with Mr. and Mrs. Guy Hammons.

Mrs. W. H. Rogers of Matador spent several days here last week in the home of her son and family, Mr. and Mrs. Howard Rogers.

Mr. and Mrs. Leo Purvis of Petersburg, were recent visitors here with his brother and family, Mr. and Mrs. Louis Purvis.

Mr. and Mrs. W. T. Ross made a trip to Amarillo Monday of last week to view the parade and attend Tri-State Fair.

Mr. and Mrs. French Hunt and family of Amarillo, were recent weekend visitors in the W. D. Graves home.

Mr. and Mrs. Turner and children, Euell Dean, Benney, Donny and Johnny visited in Amarillo, Sunday, Sept. 20th, and continued to Boy's Ranch.

Mr. and Mrs. F. S. Bourland visited in Matador Thursday and Friday, with their daughter and family, Mr. and Mrs. Luther Green.

Mrs. Barney Joe Martin and baby went to Quitaque Friday, to spend a few days with her mother, Mrs. E. O. Netherlin.

Mr. and Mrs. Barney Martin made a business trip to Lockney Saturday.

Delbert and Tommy White of Broken Bow, Okla., visited here last Tuesday with their cousin, Mrs. L. E. Shorter and family.

J. W. Woods and children of Amarillo, visited in the L. E. Shorter home Sunday.

Mr. and Mrs. Guy Hammons were Matador visitors Saturday, attending to business and also visited relatives, Mr. and Mrs. Joe Stephens.

Coach J. B. Johns and family made a business trip to Lubbock Saturday and visited relatives there. They left Lubbock at 3:30 a. m. Sunday morning and arrived home in time to attend Sunday School.

Weldon Gates and Raymond Speer, students at Texas Tech, Lubbock, spent the week-end with their parents, Mrs. Bernice Gates and Mr. and Mrs. Joe Speer.

Mr. and Mrs. R. W. Amick and son, Louis spent Sunday visiting their daughter and sister, Mrs. Clyde Amonek and family of Sundown.

Mr. and Mrs. A. M. Tanner and sons of Wichita Falls, visited here during the week-end in the homes of the James Monks, Mrs. Bernice Gates, and the W. H. Webbs.

Mr. and Mrs. G. F. Yeates of Northfield were visitors in the J. B. Johns home Friday and attended the ball game between Flomot and Guthrie. Flomot beat the visitors 19-7.

Mrs. J. C. Franks and son, Coy were business visitors in Matador, Friday.

Mr. and Mrs. J. W. Bush, who live on the plains, visited with the Earl Whitaker family, Sunday.

Mr. and Mrs. I. L. Perkins of Petersburg spent the week-end as guests of Mr. and Mrs. R. N. Cagle.

Mr. and Mrs. W. H. Webb visited in Matador Sunday afternoon with their son and daughter-in-law, Mr. and Mrs. Ruby Webb.

Mr. and Mrs. A. B. Morris and sons of Tulla were visitors in the home of Mr. and Mrs. A. L. Tanner, Sunday.

Mr. and Mrs. R. N. Cagle made a business trip to Plainview, Thursday.

Mr. and Mrs. Doyle Barham and family are moving to Plainview this week.

Mr. and Mrs. Barney Martin and Mrs. Pearl Martin attended the funeral of Pete Irby at Turkey, Monday afternoon.

A farewell party was given Saturday night in the home of Wanda Mosley for Winfred Lee Walker. Approximately twenty young people attended.

Prayer services Wednesday evening at 7:30 at the First Baptist Church, Flomot, was followed by a fellowship hour for the young people.

Flomot School News

TWO GRADES ORGANIZE

Fifth and sixth grades of Flomot Elementary school met recently and elected officers as follows:

Jimmy Ross was elected president of the fifth grade; Phyllis Starkey is vice-president; Wanda

Lee Coffey is treasurer, and Ray Beryl Calvert is secretary.

President of the sixth grade is Rosella Monk; Lou Nell Bynum, vice-president; Frank (Buzz) Folley, treasurer; Ronnie Rogers secretary, and Jerry Gilbert, reporter.

NORTHFIELD SCHOOL NEWS

"MILESTONE IN MELODY"

will be the title of a stage production which will be presented at the Northfield School in the near future. All of the students of the fourth through the tenth grades will have a part in the attraction, which is a history of this area arranged in music and

THREE PRIMARY GRADES

presented a short program to other members of the Northfield School last Friday at 11:30. The students, directed by their teacher, Mrs. Grimes, quoted poems,

sang selections, and offered a closing prayer. Others besides the primary students appearing on the program were: Mrs. Bud Simpson, invocation; Donald Featherston, and W. R. Bain, who led the student-body in group singing.

DURING THE ABSENCE

of Principal Gerald Yeates, Mrs. P. A. "Bud" Simpson served as teacher.

COUNTY AGENT W. C. Bill

Palmeyer was a recent visitor to the Northfield school, where he organized a 4-H Club. New officers were listed last week in the Tribune. The first scheduled meeting of the group will be the third Wednesday in October.

Following officers were named: Dannie Moore, president; Carl Pierce, vice-president; Bobby Stafford, secretary; Dick Carpenter, treasurer; Charles Underwood, reporter; John Meason parliamentary; Billy Woodin, sentinel; Wayne Boling, historian; Charles Long, 2nd vice-pres.; Peewee Long, 3rd vice-pres.; Bob Lewis, song leader.

BASKETBALL TRAINING

is getting underway at the Northfield School. Both boys and girls will elect team captains in the near future.

ROARING SPRINGS SCHOOL NEWS

FFA ELECTS OFFICERS

Roaring Springs Future Farmers of America, held a meeting Monday night, Sept. 14, to elect officers for the year 1953-54.

Mr. and Mrs. R. W. Minor of Altus, Okla., were recent visitors here. Mr. Minor buys cattle in this area and is a frequent visitor. They were accompanied on a business trip to Amarillo by Mr. and Mrs. Marvin Patton.

A special meeting was called for Monday night, Sept. 21, to deal out punishment to the freshmen.

Mr. and Mrs. R. W. Minor of Altus, Okla., were recent visitors here. Mr. Minor buys cattle in this area and is a frequent visitor. They were accompanied on a business trip to Amarillo by Mr. and Mrs. Marvin Patton.

DR. O. R. MCINTOSH

OPTOMETRIST

211 South Main Street Phone 157
Floydada, Texas
Eyes Examined Glasses Fitted

Boost your car's power as much as 15% with New Conoco Super Gasoline with TCP*

The Greatest Gasoline Development in 31 Years

Restores "new car" power!
Increases spark-plug life up to 150%!
Gives you extra gas mileage, too!



Today it is possible to put new power in your car—just by driving into a Conoco station and filling up with new Conoco Super Gasoline.

For Conoco Super with TCP is a new kind of motor fuel—truly the greatest advance in gasoline since the introduction of tetraethyl lead in 1922. New Conoco Super can actually increase the power of the average car as much as 15%. That's because TCP overcomes the greatest cause of power loss affecting most cars on the road today, special Conoco Super with TCP is brought to you by special arrangement with Shell Oil Company. TCP is Shell's trademark for the remarkable additive originally developed for aviation fuel.

Combustion deposits drastically reduce power

When you drive your car, deposits constantly build up on spark plugs and in the combustion chambers. These deposits can "cheat" you of power in two ways. First, they short-circuit spark plugs—causing them to mis-fire. Second, deposits in the combustion chambers cause fuel to ignite before it should. This is called pre-ignition or "wild ping." The combined effect of mis-firing and pre-ignition is loss of power and wasted gas.

*Patent applied for by Shell Oil Company

How Conoco Super Gasoline with TCP works

Now Conoco Super with TCP—a cresyl compound—dramatically overcomes loss of power and fuel caused by combustion deposits. TCP actually neutralizes harmful deposits on spark plugs and in combustion chambers. With new Conoco Super your plugs spark as they should. Your fuel ignites as it should. You get and keep "new car" performance.

TCP helps your car—whether new or old

Whether your car is old or new, you can enjoy the benefits of TCP. If you have a new car, with a high-compression engine, it will keep on delivering its built-in power as long as you use Conoco Super

Gasoline. If your car is an older one, Conoco Super will restore much of the power you have lost.

Conoco Super with TCP is at your Conoco dealer's today. Don't wait another day to start using this new kind of gasoline—the greatest development in 31 years!

See what Conoco Super with TCP can do for your car—

Start the "TWO-TANK TEST" today!

1. When your gasoline tank is one-quarter full or less, fill it with Conoco Super with TCP. Now, there will still be some ordinary gasoline mixed in with your Conoco Super. So...
2. Make sure your next tankful is Conoco Super, too. So rapidly does Conoco Super work that with this second tankful, chances are you'll feel as if your engine has had a tune-up. You'll feel a boost in power. Try it today. We're sure you'll stay with Conoco Super.



Now—at your Conoco dealer!

NEW CONOCO Super GASOLINE

Conoco Super Gasoline with TCP

EAST SIDE SERVICE STATION
— CAMPBELL CHEVROLET COMPANY —
— C. A. MATNEY STATION —

W. F. McCAGHREN, WHOLESALE AGENT

DIAMONDS - WATCHES - GIFTS
Costume Jewelry

We repair all makes and models watches, clocks and electric clocks

REPAIRS GUARANTEED

Marvin Hunt, Jeweler

LOCATED IN VAUGHN DRUG STORE

SO GOOD! SO EASY!

DELICIOUS CAKES, PIES AND COOKIES

LESS EXPENSIVE THAN BAKING

City Bakery

Church and Society

Year's Activities Begin For Study Club; Garden Club Convenes Following Recess

El Progreso Has President's Day Program And Tea

Garden Club Plans For Annual Flower Show Next Monday

President's Day featured the beginning of a new year for El Progreso Study Club, Thursday, Sept. 24 at 3:30 p. m. in the home of Mrs. L. B. Campbell, president of the organization.

Pledge of Allegiance to the Flag, led by Mrs. Campbell, opened the program. Devotional was led by Mrs. Frank Pohl, and a brief business session followed.

Mrs. Campbell charmed her audience with a brief address on "Serving", and Mrs. Joe Bloodworth gave an interesting discussion on the new year book, and programs for the year.

At the conclusion of the program, punch was poured by Mrs. J. R. Moore, presiding at a crystal punch service. Cake squares decorated in the club colors of red, green and white, completed the refreshments. An arrangement of deep red carnations and red candles centered the lace-covered dining table.

Serving on the tea committee were: Mesdames W. D. Lipscomb, Joe Bloodworth and D. E. Pitts, Sr.

Other members and guests present were: Mesdames R. E. Campbell, Jr., W. W. Clements, A. J. Daffern, G. E. Hamilton, L. C. Hary, W. F. Jacobs, W. N. Pipkin, Leonora Luckett, Ralph Stapleton, Fred Simpson, Freeman Thacker, A. C. Traweck, Jr., Furman Vinson, J. R. Whitworth, Glenn Woodruff, J. L. Woodruff, Miss Sue Glenn, Miss Amy Glenn, and Mrs. L. J. Brattan of Brady.

Kimble Optometric Clinic
Appointment Phone 254
Box 518
118 West California St.
Floydada

Washes Cleaner!
Rinses Brighter!
Spins far Drier!



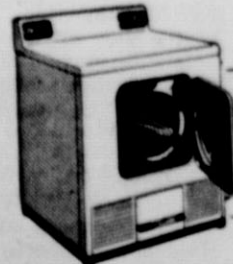
FRIGIDAIRE Automatic Washer

\$299⁷⁵
Come in! Ask about our Easy Terms!

ONLY FRIGIDAIRE gives you all this!

- Live-Water Action that's always safe, thorough
- New continuous Float-Over Rinse that takes out dirt and soap scum
- Rapidry Spin that takes out more water than any other method
- Select-O-Dial lets you wash any way you want... automatically
- Underwater Suds Distributor saves soap... ends soap stain worries
- Unimatic Mechanism... no belts, pulleys, wheels. Sealed for life

... plus LIFETIME PORCELAIN FINISH!



Come in! See the new Frigidaire Filtra-matic Electric Clothes Dryer

West Texas Utilities
Company

Former Residents Recently Observe Golden Wedding

Mr. and Mrs. T. E. Leekie of Folkston, Ga., former Motley county residents, recently were honored on the occasion of their Golden Wedding anniversary, with a reception in the home of a son and daughter-in-law, Mr. and Mrs. J. N. Leekie of Madison, Ga.

A large number of friends and relatives attended the affair, and in the company were three who had stood with the Leekies when they were married, and one was an old schoolmate of the bride of fifty years ago.

Whiteflat, Texas was the scene of the marriage uniting Miss Nannie Norman and T. E. Leekie on Sept. 14, 1903.

They made their home at Matador, where Mr. Leekie was engaged in the mercantile business, and later in the drug business. Their children were all born here, their youngest of whom died in World War II.

They moved to Mineral Wells in 1919, where they lived for several years before moving to Folkston, Ga., where they have since resided.

Whiteflat Club Elects Officers

Whiteflat Home Demonstration club elected new officers for 1954 at a meeting held Friday afternoon, Sept. 18, at the club room, with seven members present.

Mrs. Alford Watson was re-elected president, and other officers elected were: Mrs. J. M. Jameson, vice-president; Miss Melba Jameson, sec-treas.; Mrs. M. D. Morris, Council Delegate (re-elected); and Mrs. H. R. Pyle, news reporter.

Refreshments of Coke and cookies were served by Mrs. Pyle, hostess for the occasion.

Next meeting will be Oct. 2 at 2:30 p. m. in the home of Mrs. J. W. Pritchett, and all members are urged to be present.

IN APPRECIATION

Please accept my sincere thanks for every act of friendship extended me during my recent illness. Your thoughtfulness will always be remembered.
R. E. Long

Farewell Party Given For Greens

Mr. and Mrs. John K. Green and son, Duffy of Roaring Springs, were honored with a farewell party, Monday night, Sept. 21, at the Old Settlers pavilion at Roaring Springs, by members of the Memphis Production Credit Association. Approximately 200 persons attended.

The Greens left the latter part of the week to make their home at Bakerfield, Calif.

Three directors of the organization were present, being: J. C. Franks, Flomot, Otis Wilson, Quitaque, and Lawson Halford. Paducah, and several officers, including Harmon Elliott, of Memphis, assistant sec-treasurer and Zook Thomas of Wellington, field representative.

The honorees were presented with remembrance gifts from the P. C. A., a Stetson hat and Palomina horse statuette for Mr. Green, and an overnight bag for Mrs. Green. Mr. Green, who doesn't smoke, also received a giant cigar.

A program included a quartet from Flomot, composed of Mrs. Perry Tanner, Mr. and Mrs. A. L. Tanner, and Bill Morris, with Miss Anna Beth Tanner at the piano; music by Miss La Nell Rattan of Whiteflat; songs by Harold Dean and Alice Faye Martin, Matador; girls quartet from Roaring Springs, composed of Gwen Cooper, Norma Redd, Alvarene Posey and Myrna Bailey, with Mrs. Horner King closing the program by singing, "May the Good Lord Bless and Keep You".

Joe Speer of Flomot and Charles Long of Roaring Springs, were Emcees for the program.

Boys Lead Girls in September Arrivals

Boys led girls in new arrivals during September, at Stanley Hospital. Four boys and two girls were born, as follows:

It was a girl for Mr. and Mrs. Clyde Hawkins of Turkey, born September 5, weight 8 lbs. 3 ozs and named Jonda Jewel.

A boy born September 6, to Mr. and Mrs. Alvis Lee of Afton, weighed 8 lbs. 4 ozs. and was named Michael Alvis. The mother is the former Gloria Gwinn.

Mr. and Mrs. James Price of Matador are proud parents of a daughter born Sept. 16. She weighed 9 lbs. 7 ozs. and was named Krista DeAnne.

A son, David Lee, was born Sept. 17, to Mr. and Mrs. Raymond Scott of Quitaque. He weighed 6 lbs. 13 ozs.

It was a boy for Mr. and Mrs. Clint Hicks of Matador, born Sept. 23, and named Clint Darwin. He weighed 9 lbs. 9 ozs.

On Sept. 27, a boy, Carlie Joe, was born to Mr. and Mrs. Charlie Croy of Roaring Springs. He weighed 8 pounds.

Recent hospital patients for treatment included Algie Gross Shirley Braselton, son of Mr. and Mrs. S. J. Braselton of Roaring Springs. Mrs. Conway Gafford of Turkey, whose illness was diagnosed as sleeping sickness; Freddie Jeffers, small son of Mr. and Mrs. Jim Ward Jeffers; and two tonsilectomies: Mrs. E. L. Perryman of Jal, New Mexico, and Steve Cross, son of Mr. and Mrs. Billy Charles Cross of Plainview.

J. P. Neighbors returned home last Thursday from a visit in Oklahoma City and Bridgeport, with relatives.

DEAD ON YOUR FEET?

Special Formula supplies iron you may need for Rich Red Blood

Do you feel run-down, nervous or depressed? Last your appetite—constipated—bothered by digestive upset? You may be suffering from iron and vitamin starvation over a prolonged period. BEXEL, the Special High-Potency Formula supplies supplementary quantities of iron for rich red blood and quick vitalizing energy. Each BEXEL capsule gives you 5 times the daily minimum requirements in blood-building iron, more than the daily minimum of all essential B-vitamins, plus Vitamin B₁₂ and trace minerals. Get wonderful new pep and energy with BEXEL—now available at all drug stores.



Stanley's Pharmacy
R. H. Stanley, Owner

CARD OF THANKS

We wish to thank our many friends and relatives for their kindnesses and sympathy shown us during the bereavement of our husband and father.

Mrs. Ola Rogers
Mr. and Mrs. Howard Rogers
and family
Mr. and Mrs. John Rogers and family
Mr. and Mrs. Owen Rogers
Mr. and Mrs. Roy B. Merrell

Mrs. Bill Rushing and daughter, Darla of Wheeler, spent last week visiting her parents-in-law Mr. and Mrs. W. I. Rushing here and at Whiteflat with her parents, Mr. and Mrs. F. M. Casey.

STATEMENT OF THE OWNER,SHIP, MANAGEMENT, AND CIRCULATION REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) Of Matador Tribune published weekly at Matador, Texas for October 1, 1953.

The names and addresses of the publisher, editor, managing editor and business managers are: Publisher Douglas Meador, Matador, Texas; Editor Douglas Meador, Matador, Texas; Managing editor Douglas Meador, Matador, Texas; Business manager Douglas Meador, Matador, Texas. The owner is: Tribune Publishing Co., 1001 Main Street, Matador, Texas.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise,

to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semi-weekly, and tri-weekly newspapers only.) 1,384

Sworn to and subscribed before me this 1st day of October, 1953.

Rachel Patton,
Notary Public, Matley
County, Texas.

(Seal)
(My commission expires June 1, 1955.)

Matador IOOF Lodge
Meets every
Tuesday night
Jerry Birnfield, Jr., N. G.
Bruce Martin,
Secretary
Visiting brothers welcome.

More to SEE in '53
STATE FAIR of TEXAS
DALLAS
OCT. 10-25
The Biggest State Fair in the World

SATURDAY SPECIALS

OUR VALUE, in Syrup No. 303 Can
PEARS - - - - - 19c

IMPERIAL 10-Pound Bag
SUGAR \$1.03

ROYAL RIO, Whole Can
Green Beans - - - - - 21c

GOLD MEDAL 10-Pound Bag
FLOUR \$1.00

DONALD DUCK, Frozen Can
Orange Juice - - - - - 19c

8-UP Can
DOG FOOD - - - - - 10c

IDAHO RUSSET 10-1b Mesh Bag
Spuds 45c

COLORADO, No. 1 4-Pound Bag
Pinto Beans 45c

ADMIRATION 1-Pound Can
COFFEE 85c

ARM ROUND or 7-CUT Pound
STEAK 47c

SPECIAL DISCOUNT ON CASE-LOT MERCHANDISE
Spot Cash Grocery
and Locker Plant
YOUR GOODWILL IS OUR GREATEST ASSET

Roaring Springs NEWS

Phone 361, Roaring Springs

Mr. and Mrs. Edward Bartley and children of Tahoka spent the week-end with her parents, Mr. and Mrs. Louis Clifton. Gordon Harmon, Roger Kingery and Carolyn Havis of Lubbock, spent the week-end here with their respective parents.

Bill Cooper left Tuesday for Belen, N. M., after a visit here with his parents, Mr. and Mrs. L. E. Cooper. He was accompanied by Fred G. Simpson, Jr., of Matador.

Miss Shirley Davis and Miss Carol Whitte of Lubbock, spent the week-end here with their grandparents, Mrs. Clyde Davis and Mr. and Mrs. W. H. Rigsby.

Recent guests of Mr. and Mrs. Alfred Dye were her sister, Mrs. Harold Thomas and children, Rosemary, Ted and Elaine of Bangor, Maine, and a friend, Mrs. Joe Oldham and daughters, Myrna and Jo, of Brownwood.

Mrs. James O. Lynch spent two weeks recently with her husband at Norfolk, Va. She made the trip by plane, S/1c Lynch is on USS Iowa.

Mr. and Mrs. O. M. Holt of Quanah were week-end guests of his sisters, Mesdames G. W. Green and M. D. Freeman and families.

Lt. Coy Brown and Mrs. Brown of Belleville, Ill., are here visiting with their parents, Mr. and Mrs. W. E. Brown and Mr. and Mrs. Bob Seay.

Mrs. J. M. Carpenter received a message Saturday, that her brother, Lee Bell of Farmington, N. M. had suffered a stroke. Mr. Bell lived in this vicinity at one time.

Mr. and Mrs. J. D. Mitchell looked after business in Lubbock, Thursday.

Mrs. C. D. Wilson is in Amarillo this week visiting with her daughter, Mrs. W. R. Woods and Mr. Woods.

Rev. R. L. Jameson of Whiteflat was here Saturday looking after business.

Mrs. Joe Gibson and Mrs. Bob Cooper visited and shopped in Plainview, Wednesday.

Mrs. Jim Dixon and sons, Moss and Gregory of Rockdale, visited here Friday with her grandparents, the L. E. Coopers. She was accompanied home by her mother and sister, Mrs. Johnnie Moss and Margaret of Floydada.

Honors Grandmother With Birthday Party

Mrs. Buz Thacker of Roaring Springs, honored her grandmother, Mrs. Sallie Phipps, with a birthday party, Saturday. The honoree received many lovely gifts.

James Is Pastor Of Flag Springs Church

Elder G. W. James has accepted the pastorate of the Flag Springs Baptist Church in Roaring Springs, and has assumed his duties.

MRS. CHARLES MABRY IS HOSTESS TO CLASS

Mrs. Charles Mabry was hostess to "The Gleaners" Sunday School class of the Baptist Church, Monday evening. New officers were elected for the ensuing year, and a salad plate with iced tea was served for refreshments.

ATTEND CATTLE AUCTION

Mrs. Ruby Cooper and John Lackey of Floydada, last week, attended the cattle auction held at the George Nance ranch eight miles East of Canyon.

COMING TO CHURCH SUNDAY

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Mr. and Mrs. W. B. Brown, with her son and wife, Lt. and Mrs. Coy Brown, were visiting relatives in Plainview Tuesday and Wednesday.

Roaring Springs P-T. A. To Meet

Roaring Springs Parent-Teacher Association will meet Monday Oct. 5, at 7:30 p. m. it was announced this week by Mrs. Melvin Thacker, secretary.

Christian Church Has Home-Coming

The First Christian Church of Roaring Springs held Homecoming service Sunday, with three charter members present.

Farewell Party Honors Inductee

Dale Sedgwick, who left Sept. 24 for Abilene, where he was inducted into the U.S. Army, was honored with a farewell party Sunday afternoon in the home of his parents, Mr. and Mrs. J. R. Sedgwick.

Two aunts, Mrs. C. L. Sedgwick and Mrs. A. W. Cook were hostesses, and served ice cream and cake to: Mr. and Mrs. J. A. Sedgwick, Mr. and Mrs. Arthur Sedgwick, Mr. and Mrs. W. B. Carothers, Bill Leroy and Linda Mrs. Callie Winegar, Nora and Sharon, W. B. Sedgwick, C. L. Sedgwick, A. W. Cook and Dale Sedgwick and Mr. and Mrs. J. R. Sedgwick.

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NORTHFIELD NEWS

Mr. and Mrs. T. B. Simpson and Mr. and Mrs. M. H. Leary returned Saturday from Truth or Consequence, N. M. where they reported good fishing.

Mr. and Mrs. L. L. Berry and son of Waco visited Mr. and Mrs. Homer McCoy, Saturday.

Mr. and Mrs. F. O. Owen and children of Childress; Mr. and Mrs. J. T. Patterson and sons of Highpoint, and Malcolm Owen and daughter of Kress, visited Mr. and Mrs. Charley Lane and Mr. and Mrs. R. P. Owen Sunday.

Mr. and Mrs. Gene Clark and children of Dumas have moved back to Northfield and are staying with Mr. and Mrs. Charlie Holman.

N. L. Cook is in Tucson, Ariz., on business.

Mr. and Mrs. Paul Cruise of Turkey, visited her parents, Mr. and Mrs. Pete Timmons, Sunday.

Mr. Alvin Rogers visited her parents, Mr. and Mrs. Bill Bethany, last Saturday.

Mr. and Mrs. Frank Sebren of Amarillo, visited her parents, Mr. and Mrs. J. M. Dobbins, Sunday.

Mr. and Mrs. John Aaron and

family of Wellington, visited their daughter and family, Mr. and Mrs. Reece Timmons, Sunday.

Mr. and Mrs. C. R. Gage of Patton Springs visited here Sunday with their daughter and family, Mr. and Mrs. G. F. Yeates.

Mr. and Mrs. Milburn Settlement and son, and Mr. and Mrs. Delbert Settlement left Monday for Oklahoma City, Okla., where they will be employed.

Mrs. C. M. Martin visited her sister, Mrs. C. W. Cox, Friday.

here during the week-end with her parents, Mr. and Mrs. N. J. Smalley.

Mr. and Mrs. Merrell Harper and children, Beverly and Cris, of Lubbock, visited here during the week-end with her parents, Mr. and Mrs. R. P. Moore.

Week-end visitors in the John Russell home were their son and family, Mr. and Mrs. Sonny Russell and daughters, Marilyn, Linda and Caron of Levelland.

Local Items

Mr. and Mrs. Bobby Jameson have returned from a vacation trip to Colorado Springs, Colo. Their sons, Leslie Clyde and Larrie Dale remained here with their grandmother, Mrs. Lena Cook.

A/3e Joe Spray and Mrs. Spray of Wichita Falls, visited

Week-end visitors in the home of Mr. and Mrs. Jack Norman, were her sisters, Misses Ruth and Tops Gilreath of Memphis. Their mother and another sister, Mrs. W. B. Gilreath and her Glenn Stargel, joined them here Monday for the day.

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From where I sit... by Joe Marsh

One for the Books!

Noticed the Missus had a red ribbon tied around her finger at breakfast one morning last week.

"What's that for?" I asked. "Your memory slipping?"

"It's not for me," she answers, "it's to remind you, and everybody else who asks what it's for, to contribute to the Woman's Club Library Fund. We need \$200 and we figured we'd get more help if we could get people to ask us about it."

Well, as it turned out, the red ribbon worked just fine. The ladies are having the library all fixed up—and there's enough money for some new books, too.

From where I sit, it would be a fine thing if we had some sort of private reminder when we forget the rights of our neighbors.

Like when we start telling them what we think is best. I may like a travel book and a temperate glass of beer while you prefer a cup of tea with your historical novel. Let's both remember not to "put the finger" on the other!

Joe Marsh

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Matador Tribune... TRIBUNE PUBLISHING COMPANY... COMBINED WITH MOTLEY COUNTY NEWS BY PURCHASE MARCO 16, 1924, AND WITH THE ROARING SPRINGS REPORTER BY PURCHASE APRIL 24, 1936

A NEW HOME Is Often The Result of a LONG, LOW WHISTLE! Boy Sees Girl; Boy Gives Long Whistle; Boy Meets Girl; Boy And Girl Fall In Love; Boy And Girl Marry; Husband And Wife Build Home; Using Materials From BURTON-LINGO COMPANY LUMBER BUILDING MATERIAL

Drive The Great, New MERCURY. Power steering, power brakes, 4-way power seat, white wall tires and full-disc hubcaps optional at extra cost. POWER BRAKES 50% easier stopping. 4-way POWER SEAT MOVES up and down, too. Drive Over Our Way-Trade Your Way! All Makes New And Used Automobiles BRASELTON IMPLEMENT COMPANY ROARING SPRINGS

THE MATADOR BRAND

MARTHA JONES Editor
 JANEY NORMAN Assistant Editor
 LA NELLE RATTAN, Feature Writer and Typist
 FRANK TRAWEEK Sports Editor
 Reporters: Nancy Vaughn, Joe Fair, Chas. Renfro

Editorial

We, as students, should back our football team to the limit. We should show our school spirit by encouraging the members of the team in every way that we can. We should visit the practice field as often as we can and help make the workouts a success. We should help the boys stay in training by insisting that they get home and in bed at the proper time, by insisting that they not break training by eating between meals, or by smoking, or any of the other ways in which the efficiency of an athlete may be hampered. We noticed where the Crosbyton businessmen had agreed that they would not sell a football player anything that might help him break training, they would not permit a player to be in their place of business after training hours, and that they would visit practice sessions as often as possible. Seems to us that the Crosbyton people are on the right track. Anyway, let's all get behind the boys and help them win the football championship of District 2B this year.

—M. H. S. B.—

FHA Demonstrates Proper Approach For Job Seeking

In case you're wondering why everyone in M. H. S. is standing so straight, it might be the re-

sults of the F. H. A. chapel program Friday.

Sara Carson narrated our program and the following girls marched across the stage in this order: Sylvia Slouch-Mickie Steen; Susie Swayback-Dorothy Plyler; Sally Stiff-Barbara Casey; Samantha Stoop-Jeanne Bearden; and Perfect-Rachel Craven.

Next we see what we can do about getting a job. First we have our boss, Mickie Steen. Well, here comes Lucretia Edwards, dressed as if she were going to a masquerade party. Large hat, low necked dress and the most adorable gleam in her eyes. Seems as if she wants to be a model. But from the looks of things she isn't quite prepared for the job. Next is Barbara Casey, she looks as if she's worried, reckon it could be her family trouble. She wants the job because her family is so desperately ill. She might get it if she would take her fingers out of her mouth. Well, I bet that's someone, but who. I can't see for the packages, oh, it's Lucretia Edwards, well, looks as if she is having trouble holding all those bundles. Seems as if job hunting was just a casual thing, with her. It will be my guess she won't get the job either.

Jeanne Bearden and her friend Dorothy Plyler have just entered Miss Steen's office. Seems as if Miss Steen can't decide who wants the job. But it's Jeanne even tho she doesn't get it.

Looks as if Pina Sturdivant finally got the job. She is the one who demonstrates the right-way to apply for a job.

—M. H. S. B.—

ESSAY CONTEST OPEN TO ALL COUNTY STUDENTS

In conjunction with the article concerning the essay contest sponsored by the El Progresso Club in last week's Matador Tribune, additional information has been received from Mrs. L. B. Campbell, club president.

All school students in Motley county are eligible to participate and are urged to contact Miss Amy Glenn of Matador for further details. The essay title is: "What America Means to Me." All entries must be submitted not later than January 1, 1954.

—M. H. S. B.—

Ideal Boy

- By LaNelle Rattan
- Hair—Duck Hamilton
 - Eyes—Tom Hamilton
 - Complexion—Alvin Lynn
 - Nose—Cecil Irwin
 - Teeth—Jerry Swaringen
 - Mouth—Frank Traweck
 - Smile—Frank Traweck
 - Hands—Neal Pipkin
 - Walk—C. H. Murphy
 - Feet—David Keith
 - Physique—Dewayne Martin
 - Wit—Jimmy Graham
 - Intelligence—James Sturdivant
 - Character—Cecil Irwin
 - Personality—A. B. Simpson
 - Athletic Ability—Neal Pipkin

Matador "B" Team Defeats Spur "B"

The Matador "B" team beat the Spur "B" team for the second time by the score of 7-2 at Burleson Field, Monday night, September 21.

The Matador's victory was due to excellent work of the line. The game started with the ball in Spur's hands but after a number of plays, they fumbled and Matador recovered. On Matador's first play the ball was fumbled and again Spur took possession of the ball.

It didn't look as if Spur could be stopped but the Matadors held them on the goal line until Matador recovered the ball and had to punt. Each time, Spur would block the punt and drive to the goal line, and each time the Matador line would hold them. This continued five times until a punt by Matador was blocked and it rolled into the end zone for Spur.

The first quarter ended with the score 2-0 in Spur's favor. The second quarter was much the same as the first. Spur would recover a fumble and drive to the goal line, but each time the Matador line would hold them. The third quarter passed with both teams gaining the same amount of yardage, but in the last four minutes, Stanley Neighbors, Matador's quarterback received a leg injury and had to be taken out of the game. The last six minutes of the game Matador received the ball on their fifteen yard line and drove eighty-five yards to the goal line. Most of the eighty-five yards is credited to passes by Edwin Murphy to Lonnie Lynn, Arvin Ellithorpe drove over for the touchdown and he also kicked the extra point.

KAMPUS KLATTER

Hi, there everybody!

It's me again, with some of the M. H. S. school news. Nothing much has happened around here this week. We have really got into the swing of school life I guess, because I notice more kids studying every day. It couldn't be because we had poetry to memorize or anything like that!

The Panhandle South Plains Fair is Sept. 28—Oct. 3 and the business men of Lubbock came by Matador and put on a little show for us. I think we enjoyed the music the Air Force boys made more than anything else. We always enjoy the different things they give us each year, like pencils, balloons, etc.

Did you ever think what M. H. S. would be like if it didn't have the school spirit it does? I hate to think what it would be like. I don't think you can find a school anywhere in Texas that has anymore school spirit than M. H. S. does. If you don't think school spirit amounts to anything, just leave it off for awhile you'll see.

All the girls took their physicals Monday and Tuesday. We seem to have a pretty healthy bunch of girls. Each year we are half scared out of our mind when we think of going to the doctor for our yearly physical, but we always find we didn't have anything to worry about.

Harold Dean Martin got his knee twisted at the ball game at Crowell last Friday night. We were sure sorry it happened Dean, hurry and get well. He should be back on the field in four weeks. Tom Hamilton is still wearing his cast. I'm sure he'll be glad to get out of that

plaster shirt. We all hope it is soon.

Boy, you never in your life saw such a bunch of excited Seniors as there was around here Monday. We got our proofs for our Senior pictures back. I think the part we didn't like about them, is they didn't flatter us enough—and who likes a picture that looks like you!

By the way, you wouldn't know Mr. Ezzell's typing I class by now! They nearly all know where all the keys are on the typewriter.

The whole High School had their pictures made Wednesday. We put them in the annual each year. Speaking of annuals, we have sold seventy-six already. We must sell enough to have one hundred. So, if you would like to have an annual, see Barbara Neighbors.

Our morning worship is proceeding very nicely. Rev. Little, pastor of the Assembly of God church, has been meeting with us this week.

If you would like to get a real thrill, come in and visit our Bookkeeping class some morning! We are pretty dumb, but Mr. Ezzell assures us we'll catch on pretty soon. I'm beginning to wonder. Nancy can't figure out which is Debits and which is Credits, but we won't laugh, because most of us don't either.

Sorry to hear about W. E. Russell's father's illness. We all wish him a speedy recovery.

Joanne Darsey had a little tough luck at the Crowell game last week. On our first yell Joanne jumped on a broken coke bottle and cut her foot. We were all pretty excited for a while, but we took her to the hospital and found that it wasn't serious. Joanne was right back yelling for the rest of the game. That's the spirit we like!

Sorry about Jerry Swaringen's hospitalization with strep throat. Get well soon and hurry back!

Johnny Bert Ezzell had a slight mishap in class this week. The students wheeling his chair

got a little too speedy and spilled Johnny on the floor. Luckily he wasn't badly hurt though and he is still his smiling self.

Mrs. C. Warren visited her parents in Childress, Tuesday of last week.

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Fresh Stock — New Arrangements




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NEW LOW PRICES



GENUINE FORD BATTERIES

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DRIVE IN TODAY FOR FREE BATTERY INSPECTION!

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For happier summer motoring . . . for greater protection value per dollar invested, carry adequate auto insurance! It gives you full protection against financial loss incurred through accident, theft or fire.

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THE FINE CAR

at half the fine car price



Duplicating America's costliest cars, feature after feature, Ford is worth more when you buy it . . . worth more when you sell it!

A FEW MINUTES on the telephone calling the dealers who sell America's finest cars will reveal there are at least eleven models among four makes with price tags over \$4,000!

Now the interesting thing is that a feature after feature the Ford car duplicates each of these fine cars, and for less than half the fine car price!

Look under the hood of the most expensive cars and what do you find?

V-8 Engine! Well, the Ford car has a V-8, too. In fact, it has had a V-8 since 1932, and since that time Ford has built more V-8's—by millions—than all other manufacturers combined. And there's no other builder in Ford's price range that's seen fit to offer one yet!

But the engine, as fine as it is, is only one of many things that make a fine car fine.

Automatic shifting, for example. All the fine cars offer it in one form or another because it's one of the things that make a fine car fine. But if you've never driven a Ford with Fordomatic you've missed one of the finer things of life. This amazing transmission not only does away with clutching and shifting forever—it gives you exactly the amount of power you want, when you want it—automatically.

Fine car power steering, too. The big, heavy costly cars offer it for the same reason they offer power brakes. It's a man-sized job for a 120 pound woman to handle a car weighing two tons or more without it—especially when parking. Our "Master-Guide" has two distinct benefits.

First, it gives a hydraulic power assist right down at the wheels and *not enough to take out the work.* You don't relinquish one particle of control—rather your control is more complete and far easier.

Second, being hydraulic, "Master-Guide" power steering absorbs those fatiguing steering wheel tremors caused by ruts and roads in bad repair. *And you don't pay a fine car price for "Master-Guide"*

But there is another fine car feature—the Ford ride. Books have been written on the subject of riding quality in an automobile, but the payoff comes on the pavement—or lack of it! Many people associate a comfortable ride with excess weight, but it's not weight alone that makes for comfort. If it were, those big five-ton trucks which you see every day would be the most comfortable vehicles on the road.

Without being technical we can tell you that what's been done with the suspension and springing system gives the Ford a softer ride, a smoother ride than many cars which tip the scales at better than an added half ton.

What about room? Here's an interesting point. If you've felt that only a costly car offered enough room, you just ought to sit down in a Ford even if you're out-size and six feet four! The so-called big car is bigger on the outside, but unless you buy a limousine with those little jump seats, it's not one passenger bigger inside.

Visibility is another fine car Ford feature. We say Ford cars offer "full-circle" visibility because they all have huge, curved one-piece windshields and a huge rear window to match . . . plus side windows that mean every passenger gets room with a view!

How beautiful is a Ford? A great English poet, John Keats, once wrote "Beauty is Truth, Truth Beauty"—well, he could have been writing about our car for its beauty comes from honest, clean lines in every dimension. In fact, we think most people agree—even our competitors

—that the appearance of a Ford car leaves very little to be desired. It is "at home" wherever it goes and it goes everywhere.

But what about Ford quality? Does it too match the fine car? Is the sheet metal of the body panels as thick? Is the finish as good? How about the trim and things like that? Well, as far as we can determine, the sheet metal is identical in thickness, in practically all instances. As to finish—we believe Ford's baked-on enamel has no equal in any car. Ford upholstery fabrics and trim are less costly, but they're less delicate, too, and if anything, more durable.

How then is it possible to give you this fine car at half the fine car price?

Part of the answer lies in Ford manufacturing skills and knowledge as evidenced by the V-8 engine. Part of it comes from the ever increasing numbers of cars Ford produces and the economies they make possible. And, part of it comes from Ford's willingness to give greater values than might be expected in cars selling in Ford's price range. And that's the Ford idea.

FORD

Worth more when you buy it!—
Worth more when you sell it!

Matador Auto Company

CEREMONY . . .

(continued from page one) county) about 1894. She was one of three pupils. Her father died on the ranch and is buried in a little cemetery close to the river.

Mrs. Martin remembers the first cotton planted in the area. It was sowed broadcast by J. B. Bass and hauled by wagon to Childress for ginning. She believes the date was about 1896.

Looks Younger
Mrs. Martin's seven children were all born and reared in the Flomot community. They are Bruce Martin of Matador, Mrs. B. W. Gunn of Levelland, Mrs. Irene Irby of Plainview, Barney Martin of Flomot, Eliwyn and Howard Martin and Mrs. Beatrice Smith, all of San Francisco, California.

Despite the years of hardships, Mrs. Martin looks younger than her 68 years. She loves the country and the people where she has spent a lifetime. "I am glad to see the progress here," she said, "because this is the best country in the world and populated by the best people in the world."

'Wildhorse' Warren Back In The Saddle

Everybody including Melvin "Wildhorse" Warren knew it would turn out this way. They knew he would go back to the saddle—the wind in his face at dawn and the scent of dew on the sage.

So that's the way it had to be. "Wildhorse" has resigned his place at Higginbotham-Bartlett Co. and accepted the responsibility of linecamp manager at Larkey camp. The old cowhand, range boss and soldier is back in his boots and chaps, listening to the music of jingling spurs.

Mr. and Mrs. Buford Chambers, formerly at Larkey camp have been transferred to ranch headquarters to be in charge of the "white house," relieving Mr. and Mrs. Britt McDaniels who have moved to the D. I. W. Birnie ranch.

SISTERS ARE VISITORS

Visitors in the home of Dr. and Mrs. Albert Traweck, Jr. are her sisters, Mrs. L. J. Braton of Brady, and Mrs. W. B. Reeves of Marshall, Texas.

Spur Boy Gets Honesty Reward

Honesty is not only the best policy, it is profitable. David Skinner, 9, of Spur, found \$4 near the gate here during the Spur-Matador football game two weeks ago. He told his father when he arrived home and the parent explained the money had probably been lost by ticket-sellers. The young football fan sent the \$4 to Superintendent Bert Ezzell, Superintendent Ezzell, moved by the boy's honesty, has returned the money to him (all gate funds had been accounted for) and also enclosed a season pass to all Matador games.

The letter as received by Superintendent Ezzell, without editing or correction is as follows:
"Dear, Mr. Ezell
When I was in Matador to see the football game I found by the gate after the game four dollars.
"I told my daddy about it when we got home. And he said that your ticket takers probably lost the money so I am sending to you. I am nine years old and in the 4 grade, yours, truly
David Skinner."

RELATIVES ARE VISITORS

Mrs. James Holladay of Vernon spent last week here with her parents, Mr. and Mrs. Ben Keltz, and Sunday, was joined by Mr. Holladay and their daughter and family. Mr. and Mrs. G. C. Morlan and daughter, Beryl, and also E. L. Keltz, of Vernon, for the day. Other visitors in the Keltz home during his convalescence have been Mr. and Mrs. Joe Heffner and daughter, Janie, and Mr. and Mrs. Charlie Boone, all of Lubbock.

ATTEND ANNIVERSARY

Rev. and Mrs. W. V. O'Kelly were in Abilene Sept 20, where they attended a Golden Wedding anniversary celebration honoring her parents, Mr. and Mrs. J. A. Farr, Sr.

Mr. and Mrs. Robert Darshey

and Mrs. Douglas Pitts, Jr. returned Friday from a fishing trip to Cowles, New Mexico.

FT. WORTH STAR TELEGRAM BARGAIN RATES NOW IN EFFECT; MAGAZINE ADDED

Annual bargain rates for the Fort Worth Star Telegram were announced this week and are the same as last year. The Star Telegram daily and Sunday, sells for \$13.95, and daily without Sunday is \$12.60.

The Star Telegram has recently added a magazine section entitled "Parade", an interesting publication distributed with the Sunday issue. The magazine, along with the comic section, will be distributed to rural sections on Saturday, it was announced.

The Tribune will be happy to send in your new or renewal subscription to the Star Telegram.

VISITS PARENTS

Fred G. Simpson Jr., visited here several days the past week with his parents, Mr. and Mrs. F. G. Simpson, and left Tuesday with Billy Joe Cooper for Belen, N. M. where they will be employed.

IN APPRECIATION

Your many acts of thoughtful kindness during my recent illness and since my return home have been greatly appreciated, and I wish to take this means of expressing my sincere gratitude for these tokens of your friendship.—Ben Keltz.

MATADORS 1953 FOOTBALL SCHEDULE

Oct. 1—Vernon "B", here
Oct. 9—Open
Oct. 16—Estelline here, conference game
Oct. 23—Lakeview here, conference game
Oct. 30—Turkey, there, conference game
Nov. 6—Silverton, there, conference game
Nov. 13—Quitaque, here, conference game.
Mrs. Bill Lowmire and son, Don of Lubbock, visited here recently with her parents, Mr. and Mrs. H. Plemons.
Recent visitors in the home of Mr. and Mrs. V. A. Rattan were their son, and family, Mr. and Mrs. Lawrence Rattan and daughter, LaDell of Amarillo, accompanied by a friend of the latter.

RETURNS HOME

Mrs. Jim Ford returned home last Thursday from Moriarty, N. M., where she has been visiting her brothers, Bill and Joe Abraham, who accompanied her here and returned to their home on Friday.

Value Of County 1952 Cotton Crop Near \$3 Million

ABILENE—In spite of continued drought and a drop in the price of lint of 3.44 cents per pound since the preceding season, the 1952 cotton crop in West Texas was worth \$402,986,684, according to an article in the September issue of West Texas Today published by the West Texas Chamber of Commerce.

The magazine states that the 132-county area served by the regional organization produced 2,060,202 bales from 8,067,070 acres harvested, representing 54 per cent of the state's production of 3,808,000 bales.

Lint produced in West Texas was valued at \$39,638,330; value of seed was \$63,348,354. Basis for the totals was the July, 1953, preliminary report on estimated acreage, yield, and production in Texas released by the Bureau of Agricultural Economics of the U. S. Department of Agriculture, and the USDA's figure of 33 cents per pound of lint and \$72.50 per ton of seed as average prices received for the Texas crop.

Acreage harvested, bales ginned, and the calculated value of lint and seed in Motley county was: 71,500 acres, 14,000 bales, lint value \$2,310,000, value of seed (850 pounds to bale) \$431,375.

In The Want Ads

BLACKEYED PEAS FOR SALE
You pick to suit yourself. 75¢ per bu. R. E. Campbell, Sr.
FOR RENT: 2-room rock house, Mrs. W. H. Rogers. 29-2tp
HOUSE FOR RENT: See Henry Thompson. 29-c3t.

HELP WANTED: Man or woman to wash dishes and also woman to wait tables. Good salary. Apply in person. Babe's Cafe, Guthrie, Texas. 29-pd2t.

FOR SALE: 1952 Power-glide 4-door Chevrolet, 17,000 miles, \$1,595. Matador Motor & Implement Co. 29-ctfn.

WE WILL MIX your concrete for 10¢ per sack, but we will not loan our mixer. Carlson and Son. 29-c2t.

WE HAVE SEED: Wheat, Barley and Rye. Farmer's Coop. 29-4tc.

MORGAN CONVALESCENT HOME: Special rates—good personnel, loving care. Nurses on 24-hrs. Phone 9561 or write 400 7th S.W. Childress, Texas. 27-4tc.

ALL MAKES New and Used Cars: New 4-door Mercury on hand now, 1953 Ford four-door with overdrive, 1948 Ford two-door, in good condition, 1949 Chevrolet truck, two spd. axle, grain bed 8x14. Braselton Implement Company, Roaring Springs, 29-ctfn.

LATE MODEL "AC" combine, \$550. Four-wheel trailer chassis, complete with tires, \$75. Used one-way and other new and used equipment at bargain prices. Swim & Son Tractor Co., Roaring Springs, 2tc.

WANTED: Farm and Ranch Loans Law, reasonable interest. Contact NONA STARCHER, Spur, Texas. 28-4tp.

I HAVE A HOUSE FOR RENT: F. O. Carlson, Matador. 28-4tc.

COMPLETE STOCK NEW Farm tractors with or without equipment. Matador Motor & Implement Co. 26-ctfn.

HAVE Some Irrigated Farms, City Property for sale. If interested contact Giesecke Ins. and Real Estate, Floydada. 26-ctfn.

FOR SALE: Fryers, \$1.00. Mrs. W. H. Rogers. 29-2tp.

WANT TO LEASE From 1 to 3 years, my property, known as the Bourland homestead, as follows: 10 acres land, 2 acres in cultivation, 1 acre in orchard; 5-room house and 2-room house; barns, 5 chicken houses. A. L. Curry, Matador. 29-pt2t.

USED FARM EQUIPMENT:

1953 Ford tractor and equipment. 1948 Ford tractor and equipment, just overhauled. 1945 M Farmall with or without equipment. Used F-30 Farmall will sell for what the tires are worth. Used 10-ft. IHC broadcast, just overhauled, ready to cut feed. Used oneways, breaking plows, and lots of other equipment for all makes tractors; one used No. 52 IHC combine, \$300. One slightly used 10-ft. Hoeme plow, \$250. Braselton Implement Company, Roaring Springs, Texas. 29-ctfn.

FOR SALE: 4-room house with bath; with some out-buildings. House is to be moved. Will just sell house. H. D. Barton, 817 Canon St. Matador. 28-4tp.

USED MACHINERY: 1—1D-9 tractor with Hancock terracer and front-mounted dozer, \$2,450. Used wheat drills, \$325 and \$275. One-way plows, \$25 and up. Matador Motor and Implement Company. 26-ctfn.

FOR RENT: One of the best corner buildings in Matador. Former location of Stanley Pharmacy. See R. M. Stanley at Stanley Pharmacy. 26-ctfn.

GENUINE Ford Batteries as low as \$9.95. Matador Auto Company. 21-tfn.

SEE US FOR POLIO. Life, Fire and Hospital Insurance. We represent Reliable Stock companies. C. W. Giesecke Ins. Agency, Floydada. 50-tfn.

FOR RENT: House No. 404 on Lariat Street; 4 large rooms and bath. For inspection see Mrs. Sistrunk, R. L. Jameson, 1 mile South, 1/2 mile West, Whiteflat. 27-4tp.

USED CAR: 1949 Buick 2-door Super, \$750. Matador Motor and Implement Co. 26-ctfn.

CUSTOM BINDER WORK: I have purchased a new McCormick-Deering board and cast binder. Your feed-cutting work solicited. Customary rates. Brandon Brothers, Matador. 27-4tp.

NOTICE: If you want to sell, trade or buy—See H. D. Marshall for Real Estate, Matador.

NEED TIRES . . . See us for the best tire trade in town. Most all sizes. Campbell Chev. Co. 44-ctn.

CAR HEATING? Let us reverse flush radiator and block with "pressure Purger." Only \$7.00. Campbell Chevrolet Co. 59-1122a.

FOR SALE: Cake, Meat, Milk feed; Cotton Seed; Poison and Fertilizer; Best you can buy. West Texas Gin, Joe M. Gaines Mgr. 6th.

NEW AND USED refrigerators, new and used washing machines. Matador Motor and Implement Co. 26-ctfn.

FREE RENTAL SERVICE: If you have a house or farm to rent or wish to rent see F. C. Bourland Real Estate Company. Phone 56.

SPECIALS

- MOTOR NEEDS**
12 Month Guarantee.
Car Battery \$8.95
Exchange Installed
- Filter Cartridges . . 75¢**
(In Lots of 6)
Fits Ford, Ford tractor, Mercury, Chevrolet and many others. Guaranteed
- Mufflers**
Chevrolet \$5.95 — Ford \$6.10
Plymouth \$8.50
Hollywood Mufflers
- Seat Covers . . \$29.95**
Reg. \$40 Values. Installed
Best Grade Plastic
- Mechanical Service**
Complete brake job on most makes of cars or half-ton pickups. Genuine Raybestos lining, bonded or riveted. \$12.95
- PEG'S GARAGE**
Highway 70 East of Matador



the first step!

As baby takes his first step, parents watch, breathless with suspense. "First steps" are SO important, all through life. The first step toward financial independence, for instance. This generally means opening a savings account and setting up a regular program of deposits every pay-day. Keeping everlastingly at it, is equally important, of course. But, first you must START. Why not take that "first step" today?

First State Bank

NO LOWER PRICES Anywhere!

BEST MAID SALAD Dressing . . . 27c	WHITE SWAN Coffee - 85c
BEST MAID, Sour or Dill Pickles - 25c	1-Pound Box Perch - 43c
LARGE SIZE Tide . . . 27c	2 1/2 Can PEACHES . . . 25c
POST Toasties . . . 19c	3-Pound Can Bake-Rite . . . 73c
TOKAY Grapes . 15c	Pound CHOICE T-BONES or LOINS BEEF - - 59c

We Sell Finest Quality Home-Slaughtered Beef

CHARLIE'S GROCERY

These Prices Are Good Friday and Saturday
MATADOR, TEXAS