

Matador Tribune

10TH YEAR—No. 1

MATADOR, MOTLEY COUNTY, TEXAS, THURSDAY, MARCH 12, 1964

PRICE SEVEN CENTS

TRAIL DUST

By DOUGLAS MEADOR



When a man honestly weighs his own weaknesses and evaluates them in the light of his conscience, the only shield that remains is humility.

He shall always have a profound respect for aspirin, but not entirely because of its medicinal properties. I have discovered in my own case it will produce inspiration without expending any physical exertion. The medicinal effect is not entirely satisfactory, but there is a feeling of aesthetic application to duty.

Habit leaves such deep erosion in our lives that some areas never can be reclaimed and must be left like barren parts of a field.

Knowledge, like the apple, is a fruit which must first be extremely green before it is ripe.

Danger is everywhere in the world, but the prudent man finds in himself the greatest hazard to destruction, either in violence or the more common misadventure of self decay.

Congress has become serious in accepting President Johnson's plan to stamp out poverty, and promptly increased their own salaries.

The crushing juggernaut of modern business leaves the new recruit one of two choices. He can develop an extremely hard shell or become sufficiently agile to leap out of the way.

The past seems eager to forget the part played by the wagon yard camp house in taming West Texas. It was shelter for immigrant families, providing a stove, bedstead and water bucket. It was designed for a simple convenience, but not to encourage travel.

OFFICE SUPPLY SHOP COMPLETED

Last week the lights were installed in the Tribune's new office supply shop fixtures, completing work started before Christmas.

The public is cordially invited to visit the Tribune and inspect the complete line of office supplies arranged in modern new fixtures. In addition to a complete line of office supplies, the Tribune is agency for Underwood-Olivetti products, including the most advanced types of desk office machines and typewriters.

The line includes electric and manual typewriters (also portables), adding machines and printing calculators.

Mrs. Oma Wagley of Moran was a recent visitor here with her mother, Mrs. H. M. Wagley, and her sister and husband, Mr. and Mrs. J. P. Neighbors.

Church Schedules Week-End Revival

A week-end revival meeting will be held at the First Baptist Church, March 20-22, according to an announcement this week by the pastor, Rev. Miller Robinson.

Two outstanding young men, both senior students in Baylor University, Waco, will conduct the services. Rev. Billy Weber will do the preaching and Daryl James will be in charge of the music.

"Both of these young men have had several years of experience in revival work, and we invite you to come and hear them," said the pastor.

Services will be held at 7:00 p.m. on Friday and Saturday nights, and at both regular worship hours, 11:00 a.m. and 7:00 p.m. on Sunday.

Tribune Now Has Moscow "Hot Line"

In honesty it is not really a telephone "hot line" like the one between the White House and the Kremlin. It is a mail "hot line" aided and abetted by the US Mail and the far-flung Zip Code, and in cooperation with the Zip Codewish of the USSR mail service.

The Tribune has received a letter from the Literary Gazette, Zvetnoi Bulvar 30, Moscow, USSR.

The letter is printed and says: "Dear Sir, May we ask you to be so kind as to send us a sample copy of your publication. We thank you very much in advance." (The Tribune now has readers everywhere except Red China).

The letter is addressed in long-hand with the address on the left and the return on the right. Some of the printing looks as if the letters were upside down and backward (the body of the letter is in English).

Since the letter is printed, the Tribune suspects that its request is shared by several thousand other papers in the United States.

The Tribune will send the requested copy. The Tribune should prove a challenge to the Russians as it frequently does its paying readers. If the Russians hope to find some "classified" secret in our pages, it is unfortunate. The Tribune is not even (or barely) capitalist.

On the other hand this may be the beginning of a beautiful friendship. Some Russian printer may be curious to know if printers are poor everywhere.

Attend Lions Zone Meeting at Turkey

Lions clubs of the county were represented at a Zone meeting of District 2-T1, held Monday night in Turkey. The Matador delegation included Deputy Dist. Governor Billy Wason, John Barnhill, President, Elbert Reeves, Secretary, and Lion Raby Webb.

C. L. "Corky" Marshall, Zone Chairman, and Secretary Dick Carpenter attended from Roaring Springs, and from Flomot were President Jim Ross, Secretary Ikey Gilbert and Lion Malcolm Turner.

Tribune ads don't cost, they pay!



STUDENTS INTERESTED in foreign lands. Members of Mrs. Charlie Keith's 4th grade study objects from other countries during Texas Public Schools Week. Left to right are, Kay Cooper, Krista Price, Bill Barnhill, Mrs. Keith, Ann Timmons and Peggy Marrs. Three of the students are "pen pals" with students in other lands. Bill Barnhill is a member of an organization which sends items made in foreign lands. In the reading unit the class studies "Children of Other Lands." (Tribune photo and engraving)

LUBBOCK BANKER IS GUEST SPEAKER

Jim Ed Waller, president of Plains National Bank, Lubbock, will be guest speaker tonight at a "Gentlemen's Evening" dinner with El Progresso Club members as hostesses.

The affair will be held in the basement of First Baptist Church.

Mr. Waller is a past-District Governor of Lions 2-T1 and is presently serving as secretary-treasurer of the Lions' Crippled Children's Camp near Kerrville. He is a graduate of Wayland College, Plainview.

Special guests at the dinner will be husbands of the club members and other invited guests.

Carroll Bourland Claimed by Death

Word was received here yesterday of the death of C. M. (Carroll) Bourland of Orlando, Florida, who was reared here. Funeral services will be held in Orlando, this afternoon.

He was a brother of Fred C. Bourland and Mrs. D. P. Keith of Matador. Other relatives, formerly of Matador, include Mrs. Scott Bolton of Quitaque, Mrs. Florence Marshall of San Antonio, and Clyde Bourland of Alvin.

CORRECTION

Ed D. Smith Jr., was a cowboy on the Pitchfork Ranch instead of the Rock Island Ranch at the time he entered the armed service, as erroneously reported in a recent issue of the Tribune. Pvt. E. I. Ed D. Smith is stationed with Company P, 5th Tng. Brig., Fort Polk, La.

Mrs. Irving Johnsey and Mrs. J. Otis Cobb of Memphis were guests Saturday evening, of Mrs. D. E. Pitts.

Lions Casting for 1964 Show Talent

TALENT SCOUTS are looking for unusual talent to appear in the annual Matador Lions Club variety show scheduled for Tuesday night, March 24.

Theme of the show this year will be "That Was the Year That Was," with Mrs. Glenn Woodruff directing. The Lions Queen for 1964 will also be elected at the show, according to Lion Forrest Campbell who is aiding with the production.

"All members of the club will have a part in the show," Campbell said, "including the skits, musical numbers, ushers and ticket sales."

Dr. Mottley Picture Now in Courthouse

A picture of Dr. Junius William Mottley now hangs in the Motley County courthouse lobby. The exquisite white frame was purchased by County Judge Elbert Reeves.

The picture is a gift of the Matador Tribune. It was presented when the new courthouse was first constructed and was found some time ago in a storage vault.

Original picture of Dr. Mottley was presented by the late G. E. Hamilton and was hung in the District Court room of the old courthouse which was destroyed by fire in 1944.

Dr. Mottley was mortally wounded in the Battle of San Jacinto, (near what is now Houston) on April 21, 1836, and is buried on the battlefield. Motley County was named for the hero but the county name was spelled erroneously in the statute creating it.

The young physician was born in Virginia in 1812 and was reared in Kentucky. Arriving in Texas in 1835, he later became aide-de-camp of Thomas J. Rusk, Secretary of State of the newly-formed Republic.

RETURN FROM VISIT

Mr. and Mrs. Jack Green and son, Tommie returned home Sunday from a visit with their other children. Friday, they drove to Lubbock and visited a daughter and family. Mr. and Mrs. Donald Durham and small daughter, Dottie. They were joined there by their other son, Jimmy Don, who is attending South Plains Junior College, Levelland, and he accompanied the family group, including Mrs. Durham and Dottie, to Jal, N. M. where they visited the Greens' other daughter and family. Mr. and Mrs. Gordon Simmons.

Correction: Mrs. Douglas Pitts Jr., and daughter, Lou accompanied her father, W. E. Bryan, to El Paso Friday, where they visited her brother and wife, Mr. and Mrs. John Bryan.

Pioneer Cowboy is Accidentally Shot

A PIONEER COWBOY, Curtis Vaughn, 64, was found shot to death near his line camp home on the Lewis Estate Ranch in the extreme north area of Motley County early Tuesday morning. He was found by Walter Geisler, another ranch employee who lives in Turkey.

Sheriff Jinks Wilson, who investigated the death said it was apparent that the cowboy was the victim of an accidental gunshot wound. He had been shot in the head by a 22 automatic rifle which had three spent and 11 unspent cartridges. Theory is that Vaughn drove up near his dugout home and went to the rear of his car, from which he took the rifle late Monday. It is believed that he shot at a coyote a couple of times and started to put the gun back in the car when it discharged, causing instant death. There were no signs of anyone having been near the body. Examination by Dr. R. M. Hall of Turkey indicated Vaughn had been dead about 10 hours.

Cemetery Water Plan Outlined

A meeting held last week by members of the East Mound Cemetery Association outlined plans for the water system that will provide irrigation for the burial grounds.

Those attending the called session included President J. L. Woodruff, J. R. Whitworth, Clyde Gilbert, Pat Sheridan, Howard Traweck, Elbert Reeves and Mrs. Olive Russell.

Purpose of the meeting was discussion of piping water to the cemetery. Howard Traweck offered a motion that 2" galvanized pipe be laid to the east side of the new cemetery addition. A further motion by Howard Traweck suggested that a survey be made to determine the amount of 3/4 inch galvanized pipe needed for laterals, and suggested that all risers be inspected and that use be made of those in good shape.

President Woodruff was named to head a purchasing committee, assisted by Clyde Gilbert and Sonny Jackson.

In a motion by J. R. Whitworth, Sonny Jackson and family were employed to continue maintenance of East Mound Cemetery for the present season.

Church to Again Sell Chocolate

A second selling drive to raise funds through sale of 3/4 pound bars of "World's Finest Chocolate" will start Saturday in the West Texas District of the Assemblies of God Churches. The drive will end March 28. Last year the 144 churches in the district made \$3,700 profit in the sale of the chocolate.

The money will be used to further develop the Roaring Springs Youth Camp Ground. Present goal is the construction of a new tabernacle, a dormitory and other improvements, according to Rev. Dewey Newburn, pastor of the local church.

Last May, Steve Gwinn, son of Mr. and Mrs. Howard Gwinn of Matador received a transistor radio for his sales achievement of "World's Finest Chocolate." Awards will again be given to top salesmen in the district, and sectional awards will be given according to the size of the church. These will include a transistor tape recorder, inscribed plaque, and Brownie Camera outfit.

The candy is pure and wholesome. It sells in better places throughout the nation at the same price of 2 bars for \$1. The luscious, rich chocolate bar is filled with roasted almonds.

East Plains area of the West Texas District includes: Staggs, Roaring Springs, Crosbyton, Floyd a, Lorenzo, Matador, Ralls, Sparks, Childress, Estel, Memphis, Paducah, Godfrey, Cedar Hill, Quitaque, Turkey, Silverton, Lockney, Jernigan, Aspermont, Jayton and Spur.

NEW AT STATE BANK

New employee at the First State Bank here is Miss Ethel Scott of McAdoo, who became secretary to Vice-President John Barnhill last month.

Miss Scott is the daughter of Mr. and Mrs. Virgil Scott of McAdoo. She was reared in that community and graduated from the McAdoo High School with the Class of 1963.

Mr. and Mrs. Freddie Welling and sons, Ronnie, Frank and Gary Don visited in Rankin recently with his parents, Mr. and Mrs. F. W. Welling and other relatives.

Principal speakers will be Miss Joyce Hill, and Mrs. J. R. Henderson. Miss Hill, a native of Canadian and formerly of Canyon, has served eight years as a missionary to Cuba and two years in Argentina. Mrs. Henderson is from Little Rock, Ark. and is a Member-At-Large of the Woman's Society of Christian Service. She has taught at different times in the School of Missions held each year in Lubbock.

The meeting will close with the installation of new conference officers, Wednesday afternoon at 2:30. Several from the local WSCS are planning to attend a number of the sessions.

CONDITION IMPROVED

Mr. and Mrs. G. C. Mitchell have returned to their home, 2201 31st Street, Lubbock, from Oklahoma City where Mr. Mitchell was recently hospitalized while receiving treatment for an ulcer on one eye. His condition is much improved, according to reports and he will not undergo surgery until a later date. Mr. Mitchell is former publisher of the Motley County News, and would enjoy hearing from his friends here.

Well Known Here

Curt Vaughn was well known here among cowboys and cattlemen. Deputy Ed D. Smith said he had known Vaughn for 40 years. He said he was good natured and "one of the best cooks who ever fixed a meal."

Vaughn lived at the line camp dugout which was once the home of the Bob Echols family about 1935, when Echols leased a portion of the ranch.

The body was taken to Turkey by a Seigler Funeral Home ambulance.

Vaughn was born in Johnson County Survivors include four brothers, Lawrence of Friona; Robert of El Paso, William and Roy of Amarillo; three sisters, Mrs. Beuna Carlock of Joshua, Mrs. Lucille Lane of Amarillo, and Mrs. Virginia Weatherly of Clarkston, Washington.

Matador Students To Participate in Radio 'Tournament'

A four-member team of Matador High School students will participate Saturday morning (March 14) at 10:00 o'clock on KCLR radio station in Ralls, on an hour-long "Tournament of Knowledge" broadcast.

The team is composed of Jack McCallie, Tim Sturdivant, Nancy Bond, Kenneth Pitts, and an alternate, Tommy Green. The Matador team is a project of the Beta Club, comprised of students making the honor roll, and their faculty sponsor, Mrs. Grace Timmons.

Matador will meet an opposing team from Floydada in a battle of brains contest involving sixteen area high schools. Three trophies, the largest almost three feet in height, will be awarded to first, second and consolation teams in a double elimination playoff bracket.

Phil Crenshaw, KCLR manager, in Matador this week completing arrangements for Saturday's broadcast, said the teams are asked questions on high school level on history, current events, sports, music and other similar subjects. A keen interest has developed among the schools and the competition has been close. Crenshaw said thus far, Ralls has bested Crosbyton, McAdoo won over Spur, Petersburg over Lockney, Roosevelt over New Deal and Shallowater over Lorenzo in first-round competition.

The "Tournament of Knowledge" is being readily accepted by school authorities because it gives the scholastic student an opportunity to be recognized, according to the station manager.

Dates Announced For School Plays

Dates for two high school class plays were announced this week in the "Matador Brand," school section of the Tribune.

The junior class is in rehearsal for a mystery-comedy, "It Walks At Midnight," which will be presented the night of March 17. Class sponsor Bill Moss is director.

An admission of 50 cents and 25 cents will be charged and proceeds will be used by the class for the annual Junior-Senior banquet.

The senior class will present its play, "Nowhere Fast," on April 10, according to the announcement. Rehearsals will begin as soon as the cast of characters is selected.



BEATLES COME TO MATADOR at the "Amat ur Hour" talent show sponsored by Matador schools last week. In the 6th grade group, doing the pantomime, are, left to right: Ronnie Welling, Billy McAnally, Don Pitts at the drums and Stanley Martin. — Photo by Douglas Pitts Jr.

Church and Society

"Cavalcade of Cottons" Wardrobe To be Shown Here in Fashion Show

A collection of cottons, featuring 1964 patterns and fabric finishes, will be presented in a fashion show sponsored by El Progreso Study Club, Friday, March 20, in the high school auditorium.

The program will begin at 8:15 p.m. and admission will be 50 cents for adults and 25 cents for school children.

Shower is Courtesy For Cherri Barton

A bridal shower held Monday night, March 9 at the home of Mrs. Harold Campbell, was a pre-nuptial courtesy for Miss Cherri Ann Barton, bride-elect of James Karr of Seymour.

The hostess list included, in addition to Mrs. Campbell, Mesdames Earl Stephens, R. E. Campbell Jr., J. S. Stanley, Robert Darsey, Odis Killingsworth, Bob Martin, Roy Grundy, John Hamilton, J. E. Edwards, Frank Price, E. A. Day and Jinks Wilson.

Guests called from 7 until 9 o'clock and were registered by Mrs. Roy George Hobbs.

The honoree's chosen colors of blue and white were featured in room and table decorations. White tapers in double silver holders on each side of an arrangement of doves and wedding bells suspended in mobil fashion from a miniature floral crown formed the centerpiece for the refreshment table, which was laid with a white linen cloth.

Hot spiced tea, coffee, cookies, mints and nuts were served. Mrs. Martin and Mrs. Price poured. Attending from Seymour was Mrs. W. J. Karr, mother of the prospective bridegroom.

Marriage vows will be exchanged by the couple Sunday, March 29 at 4:00 p.m. in the First Baptist Church.

WMU Schedules Youth Banquet

Annual Youth Banquet sponsored by the Baptist Woman's Missionary Union has been announced for Thursday night, March 19, in the church basement.

Entertainment will be provided by Bob Schmelterkoph of Wayland College, Plainview, and local talent by young people of the community.

Invitations have been sent to all young people of Matador High School.

Study Club Slates Easter Style Show

A spring style show, featuring fashions for Easter, is announced by Predicta Study Club of Roaring Springs, for March 19, at 7:30 p.m. in the Roaring Springs school gym.

The Ladies Three of Floydada, will present the latest spring styles.

Proceeds from the style show will be used for the club's project of supporting the school library. Admission will be \$1.00 and will include refreshments.

Tickets may be obtained from any club member. The public is cordially invited to attend.



INSURANCE MAKES THE DIFFERENCE

DON'T LET THEFTS CAUSE YOU FINANCIAL LOSS.

A FARM AND RANCH-OWNERS POLICY WILL COVER MOST THEFT LOSSES.

SEE YOUR FARM BUREAU AGENT TODAY - LET HIM EXPLAIN HOW YOU CAN HAVE THEFT PROTECTION AT NO INCREASE IN COSTS OVER WHAT FIRE AND PUBLIC LIABILITY COVERAGE WOULD COST YOU IN SEPARATE POLICIES.

The "Cavalcade of Cottons" loan wardrobe is provided by the National Cotton Council and McCall's Patterns to demonstrate the practicality of home sewing. Fashions for any time of day range from swimsuit to formal.

New trends in cottons are illustrated by a stretch fabric, an embossed double knit, pastel denims, pin-stripe suiting, and doeskin. Patterns follow fashion's latest silhouettes with a tent dress, shifts, wandering waistlines, shirt-cuffed sleeves and at-home attire. Both fabrics and patterns are available in leading stores throughout the country.

Plans for the show are announced by Mrs. Forrest Campbell, president. The fashions will be described by Mrs. Furman Vinson and models will include Mesdames John Barnhill, E. A. Day, Glenn Woodruff, Frank Price, M. S. Thacker, Bill McCaghren, J. M. (Buz) Thacker, Roy Grundy, Bill Pipkin, R. C. Giesecke, and W. F. Jacobs. Children's garments will be modeled by Laura Grundy and Jim Barnhill.

"There will be other attractions of entertainment, including special music and dance acts," Mrs. Campbell said. "In addition, door prizes will be given."

A cordial invitation is extended to the public.

Club Has Skit On Early Radio Days

A skit, "Early Radio Days" was portrayed by Sunshine Club members at a regular meeting held Thursday, March 5 at 2:00 p.m. in the Youth room of the Methodist Educational building.

Mrs. W. D. Lipscomb, club leader, was trying to tune in her radio for "Ma Perkins" program and all she could get was commercials. Mesdames May Simpson, Ina Price and Maggie Hamilton were "announcers" who gave the "commercials," producing a program enjoyed by all present.

Mrs. Lipscomb gave the devotional and prayer and spoke briefly on the purpose of the club. Mrs. Hamilton played a number of songs from a hymn book dated 1881, and club members were asked to guess the title. A "singsong" followed, led by Mrs. Vinnie Keltz with Mrs. Hamilton as accompanist.

Roll call was answered with "My first date." Some were "old maids" of 15 or 16 and one was as young as 11 years when they had their first date. It was revealed Club time was changed to 2:30 and meetings will be held on first Thursday of each month. It was announced. The next meeting will be April 2, in the Youth room of the Methodist church.

Attending were Mesdames Myrtle Campbell, Leonora Luckett, Hettie Patton, Cinda Watson,



RECENTLY COMPLETED Home Economics department at Matador High School. The entire room has been completely remodeled. At upper right is Mrs. Arthur Fair, Home Economics teacher. The photo shows only a small part of the spacious room which has been furnished in the most modern manner, with new cabinets, working areas and sinks. The department is completely equipped with electric ranges and new electric refrigerators and deep freezer. The work was done by Jack Green of Matador.

Residents Model In Style Shows

Mrs. James Meador was one of the models in a style show staged in Floydada Monday night, March 9, sponsored by the 1950 Study Club of that city. Styles were shown from four dry goods firms. Mrs. Meador modeled for Hale's.

Miss Pat Day, daughter of Mr. and Mrs. E. A. Day, was among those who modeled for Charlene at the Ko Ko Inn in Monterrey Center, Lubbock, Friday evening, March 6. The affair was sponsored by the Women's Club of Lubbock. Miss Day was accompanied by her mother, Mrs. E. A. Day, and her grandmother, Mrs. F. B. Henderson.

TO PLAINVIEW

Mr. and Mrs. A. L. Fair and Rev. and Mrs. Roy Patterson attended the Consecration Service for the new Methodist District parsonage in Plainview, Sunday afternoon at 3:00. Bishop Paul V. Galloway of the San Antonio-Northwest Texas Area, was in charge of the service, assisted by Dr. J. E. Shewbert, Plainview District Superintendent. District trustees, pastors and their wives and laymen from the various churches were present.

WHITEFLAT NEWS

WHITEFLAT CLUB IN JAMESON HOME

The Whiteflat Home Demonstration Club met Friday, March 6 with Mrs. J. M. Jameson and Melba. Mrs. Jameson read, for the opening exercise, an article from Ford Times on the New York World's Fair. Roll call was answered by "The Worst Storm

Ida Pipkin, Ola Rogers, Mattie Pool, Lydia Patrick, Christine Colley, Mattie Waybourn, Arrie Aulick, Minnie Rattan, Stella Tilson, Ada Murphy, and Emma Vaughn and those previously mentioned.

Cake, Cookies and Doughnuts with BUILT IN GOODNESS!

Goodness is no accident with our bakery. We use the best ingredients and years of baking skill to produce the wholesome flavors that are favorites in this area. Get them fresh at our bake shop or at your favorite grocery.

Special cakes for all occasions

CITY BAKERY MATADOR, TEXAS

I Was Ever In."

After the regular business and announcements conducted by Mrs. Stella Tilson, president, the program was given on the topic, "Tornadoes - Emergency Supplies and Needs" by Mrs. Tilson.

Recreation was directed by Mrs. Wilson Barton and refreshments of pie and coffee were served by the hostesses to the following: Mrs. Fred Bourland, Mrs. Myron Bethard, a guest, Mrs. Pat King of Plainview, and those mentioned above.

The next meeting will be with Mrs. Bob Martin, March 20, it was announced.

Mrs. Pat King of Plainview visited Friday, in the home of her brother and wife, Mr. and Mrs. Wilson Barton.

Mrs. W. R. Tilson and Linda were shopping in Plainview, Friday.

Mrs. D. E. Rattan spent the past two weeks in Lubbock with her daughter and family, Mr. and Mrs. Wes Byers, Danny and Darla Beth. Mrs. Rattan cared

for Darla Beth while Mr. and Mrs. Byers were with their son, Danny who had surgery in West Texas Hospital.

Mr. and Mrs. L. R. Anderson and Cindy of Lovington, N. M., visited in the home of her sister and family, Mr. and Mrs. Vernon Higginbotham Tuesday and Wednesday.

CHAPLAIN IS SPEAKER

Gene Bishop Andress, LCDR, CHC, USN, son-in-law of Rev. and Mrs. Jim Williams was guest speaker at the Methodist Church Sunday morning and evening. Mrs. Andress and son Tex accompanied Chaplain Andress, and Rev. and Mrs. Williams. They were entertained Sunday in the home of Mr. and Mrs. J. M. Jameson and Melba.

District Judge and Mrs. John Stapleton of Floydada spent the afternoon with his brother and wife, Mr. and Mrs. Ralph Stapleton.

Mrs. Clifford Martin and Frances were visiting in the commun-

ity with friends and attended church services at the Methodist Church, Sunday.

Mrs. Bob Martin spent the week end with her daughter, Miss Elwanda Martin in Petersburg. Dewayne Martin took his son Barry, back home to Fort Worth, Saturday.

J. K. Fulkerson of Lubbock visited with the Bob Martins, Sunday.

J. W. Pritchett and Tom Speers returned from their fishing trip to Falcon Lake, near Laredo, Friday.

Mr. and Mrs. J. W. Pritchett and son visited his mother, Mrs. H. H. Stevenson, and his sister, Mrs. Melvin Titus of Plainview, Saturday.

Mrs. Beulah Jameson of Dougherty, visited with her son and family, Mr. and Mrs. Skeet Jameson and boys, Sunday.

Mr. and Mrs. Arby Mulder of South Plains visited with the Tom Edwards, Saturday afternoon.

Mrs. France Barton and son accompanied her daughter, Mrs. Bundy Hal Campbell to the dress to take the train to return to her home at College Station.

Mr. and Mrs. Stuart Dixon and Elaine took a sight seeing tour through points in East Texas on Oklahoma, Thursday through Sunday; returning home Sunday night.

Mr. and Mrs. Node Miller and Mrs. Claude Matney of Matador, accompanied Mrs. C. Matney to Amarillo last week where they visited relatives.

Malcolm Morris is recuperating at home, having been admitted from the Stanley Hospital Tuesday morning.

Mr. and Mrs. Carl Cooper and Mr. and Mrs. Alfred Cooper and daughter, Kay, attended a reception in Tulla Friday, March 6. The ladies drove on to Canyon for a visit with Mrs. Alfred Cooper's other daughter, Pat, a student at West Texas State University.

10:00 A.M. SATURDAY

Hear Your Matador High School Team

Jack McCallie

Tim Sturdivant

Nancy Bond

Kenneth Pitts

Tommy Green

on

"TOURNAMENT OF KNOWLEDGE"

KCLR - 1530 Kcs. Ralls, Texas

Your Matador Sponsor
CAMPBELL CHEVROLET CO.

Spring Excitement

In Beautiful New Arrivals!
In Everything To Wear!

You will enjoy seeing them and we invite you to visit us right away . . . we want you to see for yourself, the fine materials, the spring colors and new designs . . .

for Easter and on through Spring...

flower fresh dresses

SPORT CLOTHES, Ladies' wear, Girls' wear

FOR MEN: New Spring Suits, Slacks, Sport Shirts, etc.

SALEM'S

it's a wonderful spring for women

Patton Springs NEWS

Quarterly Conference was held Sunday at the Afton Methodist Church. Speaker was Dr. J. H. Crawford. A good number of visitors were present from Roaring Springs and elsewhere.

Many attended the funeral services last Sunday at the Afton Church of Christ for Charlie Lee. Burial was in the Matador cemetery.

Jack Lawson, who is ill, is reported to be hospitalized in Lubbock.

Homer Gann has returned to work after a recent attack of flu.

Mr. and Mrs. Raleigh Adecock and children visited in Spur, Sunday with her mother.

Jim Galloway of Levelland visited in Afton, Sunday.

Arthur Avara and Mrs. Louis Edwards are reported on the sick list. Dean Willmon is recuperating after being hospitalized at Spur.

Mr. and Mrs. Prentice Fred and sons, Robin and Gary Scott of Levelland, visited Sunday with Mr. and Mrs. Sam Porter and Mrs. Pearl Porter.

Mr. and Mrs. Doyle Middleton and Thessia have moved to Lubbock, where he is employed.

Mr. and Mrs. Stanley Lewis of Fort Worth are moving back to Lubbock, where he is now employed.

Patton Springs "outsiders" have been meeting in the gymnasium the past two Thursday nights to play volleyball. A good number of both men and women have been playing. Four teams were at play last week.

Danny Roberts is wearing glasses since visiting his doctor in Lubbock last week. He is the young son of Mr. and Mrs. Tracey Roberts.

Several cases of measles have been reported in the community. Among those afflicted is Davie Tarrant, who has been quite ill.

Mrs. Frank Ragland spent last Wednesday in Slaton visiting Mr. and Mrs. Ronnie Ragland and their new son.

Visitors last Saturday evening in the home of Mrs. Vella Rape were Mr. and Mrs. Melvin Rape and daughters of Abernathy, Mr. and Mrs. Nelson Rape and daughters and Mr. and Mrs. J. W. Vickrey and children.

Mrs. Tracey Roberts and son Danny, visited in Matador Saturday with her parents, Mr. and Mrs. H. T. Robbins.

Mr. and Mrs. B. F. Middleton visited from Wednesday until Friday in Lubbock and Crosbyton. In Lubbock they visited Mrs. E. V. Middleton and her daughter, Mrs. Bill Cartwright and baby, of Dallas. The baby is Mr. Middleton's great-grandson.

In Crosbyton, the Middletons visited Mr. and Mrs. Bill Middleton.

Mr. and Mrs. James Baker, Beth and Jamie recently made a trip to Tampa, Florida, to accompany her parents, Mr. and Mrs. Carl Clough, here. After returning here, the Bakers accompanied her parents to Danville, Ky., where they remained, and the Bakers returned home.

Mr. and Mrs. Andrew Green of Spur visited here with Linda and Mary Kay Baker, during the two trips.

HOME-EC TEACHER BACK AFTER RECENT SURGERY

Miss Barbara Waybourn, home-ec teacher in Patton Springs High school has returned to her duties after several weeks absence following recent surgery. The home-ec girls gave her a "welcome back" party last week. On Wednesday, several members and Miss Waybourn attended a style show in Spur.

LEADER TRAINING MEETING PLANNED

All mothers or others interested, are invited to attend a leader-training meeting for 4-H Club work, March 13, at 1:30 p.m. in the Dickens District court room.

Mrs. Cecil Meadors Jr., Home Demonstration agent will present a program on clothing construction and will also offer training suggestions on how to work with 4-H girls in the leader-member guides.

Recent Marriage Of Local Interest

Of interest to friends in the Afton area is the recent marriage of Miss Bonnie Williams of Dangerfield and Mr. Allen Blair of Lonestar, grandson of Mrs. Ben Middleton of Afton.

The couple exchanged nuptial vows February 8, and are at home in Dallas.

The bridegroom is the son of Mr. and Mrs. Floyd Blair of Lonestar. He had spent some time here through the years, with his grandmother.

CHERYL BENNETT IS 4-H CLUB SWEETHEART

Cheryl Bennett, daughter of Mr. and Mrs. Ralph Bennett was recently chosen 1964 4-H Club

Sweetheart and represented the 4-H clubs at the Dickens County Stock Show held at Spur, March 6-7.

She is a high school sophomore at Patton Springs and has served four years in 4-H club work. She is a member of the Junior Leaders 4-H Club and will represent the clubs of Dickens County in the Princess contest for the South Plains Junior Livestock Show on March 14.

COUNTY AGENT PALLMEYER SAYS:

The old question of when to stop grazing wheat still continues to arise, and the answer remains the same. Stop grazing before the wheat starts to joint, unless you want to reduce yields. No date can be set due to difference in growing conditions.

Less than 20% of the livestock owners in the county attended the meetings on beef cattle production, and as over 40% of the income from Motley County is from the sale of livestock, I will try to cover the highlights of the speakers. TOM HUNTER, Area Farm Management Specialist. Supply and demand are the factors affecting beef cattle prices, with demand being the various quantities which consumers will take off the market at all possible alternative prices. Supply is the various quantities which sellers will place on the market at all alternative prices. Total beef production was up about 7% over 1962, with slaughter weights heavier and cow slaughter lower.

Production cycles are as follows: increase in numbers ranges from 6 to 8 years, and reduction lasts from 2 to 10 years, with the current increase trend in it's 7th year. Total beef imports amounted to 9.9% of our beef in 1963, with most imports being boneless beef that goes for hamburger, variety meats, high grade roasts and steaks. This compares directly with cow prices, with only 1/3 the effect on fed cattle prices as cows. In terms of consumption (average of 95 lbs. per person), 9 pounds was imported, and economists predict that a 20% increase in imports would cause a reduction of 80 cents per cwt on cow prices, while an elimination of imports could cause an increase of \$4.50 per cwt.

In general, a 10% increase in the US supply of fed beef per

person can be expected to reduce the price of choice steers by \$3, and as production exceeded consumption, prices fell.

As for prices in the next few years, pasture and roughage production; feeder cattle producers reaction to lower prices for feeder cattle; feed grain production and prices; and consumer income and per capita consumption of beef will tell the story.

PAUL MARION, Supt., Spur Experiment Station: Green sprangletop is the preferred grass planted on the station, when cattle are given a choice of plants to graze. Silage is a good quality roughage that does not deteriorate in sandstorms. Salt is the only mineral fed except in the winter months preceding calving time where a 50-50 mixture of salt and bonemeal was fed free choice.

The drylot system of producing beef cattle will allow for production on the best land and using poorer lands for feeding and exercising areas. (Results of the tests conducted at the station are available, showing comparison of high, medium and low energy feeding levels for drylot and pasture animals). Research is necessary, for if it wasn't for research, we wouldn't have hybrid maize, other crop production would be low, and our livestock might be the longhorn.

L. A. MADDOX, Animal Husbandman: There is a period of six to seven months when almost all of the grass is produced, and when cows start calving 90 days before and green forage is growing. Cows and calves have the greatest opportunity to take advantage of maximum grass production at the time when the cow and calf need the most grass to produce heavy weaning calves.

On ranch operations that rely on native pastures, the greatest percent of cows will conceive during the first 60 days after green forage begins growth in the spring. If the average Texas rancher would sell 10% of his breeding cows, not buy any more cows, he would produce as many pounds of calf per ranch in the next five years as he has in the last five.

GARLYN HOFFMAN, Extension Range Specialist: A four pasture rotation deferred grazing system established at Sonora

in 1949 has produced the following benefits:

Range condition increased from fair to good; an increase in stocking of 19 animal units per section additional 11 lb gain on feed required; better cattle and steers no death losses from poisonous plants no supplemental better grass produced. Periods of deferrment are: March 1 - July 1; July 1 - Nov. 1; Nov. 1 - Mar. 1. in a four year period, all pastures will have been deferred a year at each season.

This system would pay n Motley County too. Where brush has been controlled, 5 lbs. additional gain of beef per acre has been obtained yearly. Total cost of brush control is generally \$3.00 per acre, and brush control should be expected rather than eradication. Climatic conditions and condition of the brush determine the percent kill. Where there are less than 100 plants per acre, individual treatment may be more economical.

DR. C. M. PATTERSON, Extension Veterinarian: 70% of losses can be traced back to faulty nutrition, because protein or protein equivalent below minimum requirements of the animal reduce resistance to disease.

Lepto is a water-borne disease and by elimination of discharge into the drinking water along with a vaccination program will stamp out the disease. Why settle for a 90% calf crop. Would you settle for 90 cents return for each \$1.00 spent? Any time a cow fails to produce a calf, sell her, and calf crop per cent will increase. The best treatment for an animal that bloats is to sell.

This is only a short summary of items presented during four meetings of two hours each. I hope you will find some of this information useful in your effort to increase your net returns.

LOCAL ITEMS

Mr. and Mrs. C. T. Jenkins returned recently from a ten-day visit with their daughter and family, Mr. and Mrs. L. H. Strain of El Paso.

Visiting in the home of Sheriff and Mrs. Jinks Wilson during the week end were her sister and family, Mrs. Babe Oliver, Linda, Terry and Beth of Dumont, and their son Douglas and three

friends, all Tech students, Sam Fambro of Breckenridge, Pam Pewitt of Grapevine and Julia Ansley of Hungerford, Texas.

Mrs. A. L. Fair and son, Joe, of Texas Tech visited in Oklahoma City during the week end with her other son, Lewis Fair. She also received a medical check up while there.

Rev. and Mrs. Roy Patterson and granddaughter, Teila Patterson, attended funeral services for C. L. Knerim in Bronte, Thursday. En route they were lunch guests of Mr. and Mrs. J. P. Davis of Roby and on their return trip visited in Merkel with Mrs. Patterson's mother, Mrs. J. S. Pinckley and other relatives.

Mr. and Mrs. Edgar Lee, Mr. and Mrs. E. W. Smallwood and Mr. and Mrs. Earl Thompson attended funeral services at Morton in the Church of Christ, Thursday, for Lee Loy McBee.

Mr. and Mrs. Everett Smallwood attended funeral services for Lonnie Andrews at the Spur Church of Christ, Sunday.

Mr. and Mrs. Billy Ray Neighbors and children, Billy and Tonya of Granbury, spent the week end here visiting his parents, Mr. and Mrs. J. P. Neighbors. They attended a basketball game in Lubbock, Saturday. Also visiting here Saturday with her parents and brother was Mrs. Bill Myers of Afton.

Mrs. Douglas Pitts visited relatives in El Paso last week. She accompanied her father, W. E. Bryan of Plainview.

Mr. and Mrs. Bill Dunning, accompanied by her mother, Mrs. T. M. Dixon visited in Weatherford from Thursday until Saturday with their daughter and fam-

ily, Rev. and Mrs. C. H. Murphy and small son, Mike.

Mr. and Mrs. Loy Richardson of Altus, Oklahoma, visited here overnight Sunday with their daughter and family, Mr. and Mrs. John Barnhill.

CARD OF THANKS

We want to humbly thank each and everyone for the kind words of sympathy, prayers, food and flowers during the recent illness and death of our dear husband and father.

The Lee Family

POLITICAL ANNOUNCEMENTS

The Tribune has been authorized to present the names of the following candidates for office, subject to the action of the Motley County Democratic Primary Election, May 2nd, 1964.

For State Representative 82nd District
W. S. (Bill) Healy (re-election)

For District Attorney:
John B. Stapleton (re-election)

For Sheriff, Tax Assessor and Collector:
B. N. (Buddy) Owens
J. D. Spray
James "Tootie" Meador

For County Commissioner, Precinct No. 3
Reece Timmons
W. L. (Bill) Cook

For County Commissioner, Precinct No. 1
Clyde Gilbert (re-election)
Bryan Cammack

Walker Plumbing
809 8TH STREET PHONE 492-3520
Paducah, Texas
30 GALLON 10-YEAR GLASSLINED WATER HEATER
\$72.50 installed (and old heater)
PLUMBING - HEATING
AIR CONDITIONING
LICENSED BONDED
Terms: Cash

TEXANS 65 and over NEW MEDICA - CARE PLAN Now Available to Motley County Citizens COUNTY-WIDE ENROLLMENT Will End March 31, 1964

- COMPARE THESE BENEFITS WITH THOSE YOU NOW HAVE! TEXANS MODERN MIRACLE OFFER
- Hospital Room \$10.00-\$16.00-\$18.00-\$20.00 per day
 - Surgery up to \$1400.00
 - Allocated Hospital Expense up to \$880.00
 - Unallocated Cash and Misc. Expense
 - Dr. Calls up to \$6.00 per visit
 - X-Ray in Dr. office for sickness or accident
 - Accidental Death \$1000.00
 - Nurse Benefit up to \$600.00
- Ask for policy HA 11-22-33 for above benefit.

COMPARE THESE LOW RATES WITH WHAT YOU NOW PAY!

POLICY FORM	RATE
C-55 (No Age Limit)	\$1.46 Per Month ★
HA-44 (Age Limit 95)	\$4.76 Per Month ★
HA-77 (Age Limit 81)	\$9.33 Per Month ★
HA-66 (Age Limit 81)	\$14.85 Per Month ★

★ 1/2 of Annual Premium. Paid by the year.

FAMILY GROUP FOR THOSE UNDER 65 AVAILABLE AT EVEN LOWER RATES

BE FULLY COVERED - HOSPITAL BILLS HAVE GONE UP!

These Plans Underwritten By INTERNATIONAL AMERICAN LIFE INSURANCE CO. Home Office - Fort Worth, Texas L. W. West - Division Manager

International American Life Insurance Co. Post Office Box 6270 Fort Worth, Texas

Your Present Age Number in Family Please see that I receive complete free information about the Medical Care Plan. I read about in the Matador Tribune.

NAME ADDRESS CITY STATE

- IMPORTANT FEATURES
- No Age Limit - C55
 - No Medical Exam
 - No Waiting Period on C-55
 - Life Time Protection
 - No Limit on Number of times you can Collect on Policy.
 - World-Wide Coverage
 - Pays in Addition to other Insurance



COOK *Electrically* WITH PLANNED FLAMELESS FREE STORED HEAT

Why burn up money with a sooty open flame... when you can cook cool and clean with flameless electric heat? And, you can cook 45 minutes out of every hour with planned FREE STORED HEAT, in your electric range oven.



West Texas Utilities Company an investor owned company

SAVE TIME! SAVE MONEY! COOK *Electrically*

The Matador

EDITOR Sue Stevens
 ASST. EDITOR Lynda Elliott
 ASST. EDITOR .. Scottie Robbins
 SPORTS EDITOR
 Gary Campbell
 ASST. SPORTS EDITOR
 Tim Green
 SPONSOR Mrs. Reece Timmons



OFFICIAL PUBLICATION
 MATADOR SCHOOLS

Date Announced For Junior Play

by Nancy Bond

"It Walks at Midnight," a mystery-comedy, will be presented by the Junior Class, Tuesday, March 17, in the high school auditorium. The play, set in an old "haunted house" known as "Deep Shadows," consists of an array of bizarre and mysterious characters as well as a few normal ones.

Andy and Sharon Fuller, played by Tommie Green and Ruthie Lynn, are rather bashful newcomers on their honeymoon. Richard Campbell will play Jocko Wiggins, an ape boy Jocko's mother, a housekeeper will be played by Nolene Bethard. Nancy Bond will play Betty, a girl of mystery. Elinor Martindale, played by Scottie Robbins, is a forceful woman and an ungracious hostess. Paulina Martindale played by Jane Briscoe, is Elinor's poor, afflicted sister who can be anyone she wants to be. Linda Tilson will play Rita Trent, a nurse. Lucius Lovelace, a Shakespearean tramp will be played by Kenneth Pitts. Tim Timmons will play Cal Anderson, a policeman.

The play, directed by Mr. Bill Moss, will start at 7:30 p.m. Admission prices will be 50 cents and 25 cents.

—MSB—

Campus Collections

by Sue Stevens

The seniors decided on their play last week. "Nowhere Fast," a three-act comedy-mystery, will be presented April 10. The cast of characters includes four female and four male roles. Parts will be cast some time this week by members of the high school faculty.

Speed up, boys, you're drag-

DR. JOHN W. KIMBLE, O. D.
 Contact Lenses * Visual Analysis
 OPEN ALL DAY SATURDAY
 AS FOR THE PAST 48 YEARS.
 Floydada, Texas YU 3-2406

Olivia Campbell, Patsy Green, Judy Gwinn, Jana Jones, Karol King, Leadell Luckett, Teresa Marshall, Frances Martin, Judy Pitts, Melba Spray, Shelley Stevens.

GRADE SCHOOL

EIGHTH: Beverly Brandon, Linda Vinson, Ann Marshall.

SEVENTH: Brenda Moore, Sue Robbins, Kate Thompson, Billie Stockton, Judy Marrs, Elaine Dixon, Aaron Timmons, Franklin Jameson, Mark Hill, Stephen Gwinn, Don Cox.

SIXTH: Patty Edwards, Laura Jacobs, Gail Lynn, Debra Stockton, Brenda Wason, Janet Whitefield, Eddie Hale, Glen Moss, Morris Price, Ronnie Welling, Stanley Martin.

FIFTH: Bridg Barton, Randy Cook, Jeanette Day, Tut Garnett, Debbie Smallwood, Jan Higginbotham, Larry Jameson, Jerry Jones, Cindy Marshall, Arleta Meyer, Mike Moore, Debra Garrison, Linda Thompson, David White.

FOURTH: Bill Barnhill, Thomas Cammack, Paul Cruse, Andy Green, Ricky Lawrence, Gerald Jackson, Dan Tilson, Peggy Marrs, Krista Price, Ann Timmons, Charla Kay Wason.

THIRD: Lynda Cammack, Alan Davis, Rose Fullingam, Lance Jameson, Gina Killingsworth, Nancy Markham, Hal Martin, Cynthia Moore, Billy McKelvey, Thanie Smallwood, Lee Ann Thompson, Lou Ann Woodruff, Debra Halford, Nancy Higginbotham.

SECOND: Mike Berryman, Myron Bethard, Ricky Hacker, Kelly Keltz, John Nimmo, Billy Osborn, Tom Tilson, Rodney Williams, Debbie Doran, Sherry Reynolds, Jackie Smith, Naomi Simpson, Lou Pitts, Lisa Smallwood.

FIRST: Will Pallmeyer, Dan Meador, Quinn Courtney, Billy Campbell, Jim Barnhill, Steve Stevens, Frank Welling, Harvey Reynolds, Jackie Smith, Naomi Simpson, Lou Pitts, Lisa Smallwood.

—MSB—

INTEREST SHOWN IN SCHOOL WEEK

by Stella Martin

Observance of Public School Week was very encouraging to Matador school officials. The interest shown by parents and civic clubs is always appreciated by the students and faculty alike.

David has been very active in sports. He has played football for four years, basketball four years, and track three years. In football, David has had the outstanding record of having played in four regional games. Other honors in football include: co-captain, All District (two years), All South Plains (two years), and the Dayton Graham Award. In basketball, he was elected co-captain and was selected as All District.

A very active participant in FFA, David has held office for three years.

After graduation, David plans to attend college at Texas Tech.

—MSB—

GRADE SCHOOL CLATTER

by Lynda Elliott

First grade pupils have been studying about Texas. They wrote stories and drew pictures

Matador & Tribune

ISSUED THURSDAYS AT TRIBUNE BUILDING, 1001 MAIN STREET BY THE TRIBUNE PUBLISHING COMPANY COMBINED WITH MOTLEY COUNTY NEWS BY PURCHASE, MARCH 14, 1964, AND WITH THE ROARING SPRINGS REPORTER THROUGH PURCHASE, APRIL 26, 1964. ENTERED AT THE POST OFFICE AT MATADOR, TEXAS FOR TRANSMISSION THROUGH THE MAILS AS SECOND CLASS MATTER, ADDITIONAL TO AN ACT OF CONGRESS OF MARCH 3, 1879
 Phone 347-2320

SUBSCRIPTION RATES IN MOTLEY, FLOYD, COTTELL, HALL AND DICKENS COUNTIES: ONE YEAR, IN ADVANCE - \$3.00 ELSEWHERE, ONE YEAR - \$3.50 MATADOR, TEXAS

DOUGLAS MEADOR EDITOR AND PUBLISHER MRS. DOUGLAS MEADOR ASSOCIATE AND SOCIAL EDITOR SIXTH DISTRICT BACK SHOP MRS. ROY PATTERSON OFFICE

ANY ERONEOUS REFLECTION UPON THE CHARACTER OF ANY PERSON OR FIRM APPEARING IN THE COLUMNS OF THIS NEWSPAPER WILL BE GLADLY AND PROMPTLY CORRECTED WHEN BROUGHT TO THE ATTENTION OF THE MANAGEMENT.

THE TRIBUNE IS SUCCESSOR TO THE ORIGINAL MOTLEY COUNTY NEWS, ESTABLISHED IN MATADOR IN 1892, AND TO ALL SUBSEQUENT COUNTY PUBLICATIONS.

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

March 5, and ate in the school cafeteria. The teachers attended the District 13 Teacher's Conference in Lubbock.

—MSB—

Senior Spotlight

by Mary Irwin



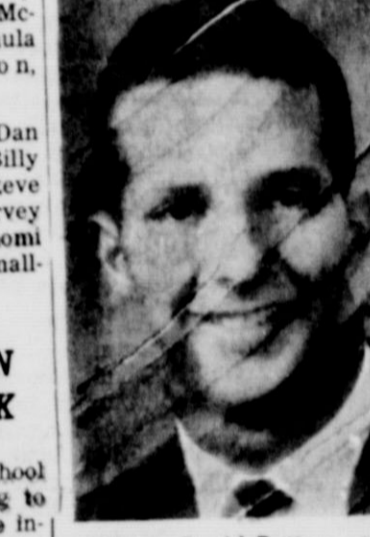
Joyce Dell Scaff, the daughter of Mr. and Mrs. Charlie Scaff, was born on February 16, 1946.

Joyce has attended the Matador schools for 12 years, where she has been a very active and popular student. Joyce is this year's editor of the La Arena and vice-president of the Pep Club.

She has played basketball for four years, serving as co-captain her fourth year. She was selected for All District team at the recent tournament in Estelline.

After graduation Joyce plans to attend the Patricia Stevens Career College at Houston.

—MSB—



William David Rattan, an active and popular student around Matador High School, was born December 23, 1945.

David has been very active in sports. He has played football for four years, basketball four years, and track three years. In football, David has had the outstanding record of having played in four regional games. Other honors in football include: co-captain, All District (two years), All South Plains (two years), and the Dayton Graham Award. In basketball, he was elected co-captain and was selected as All District.

A very active participant in FFA, David has held office for three years.

After graduation, David plans to attend college at Texas Tech.

—MSB—

illustrating some of the historical places of the state. They are learning about the capital and the governor, also.

The third grade pupils are trying to make sure that everyone knows how to borrow and carry before they start the study of multiplication.

Several Lions Club members visited in the fourth grade room during Public School Week.

Bill Barnhill taught his classmates origami, the Japanese art of folding paper. He received the instructions in a kit from Japan from the Around the World by Mail Club. They made several different animals and other articles by folding paper.

Mr. James Price visited the fourth grade, Thursday, March 5, and gave a talk on electricity to add interest and knowledge to their study of electricity.

Mr. Douglas Meador visited the room Tuesday, March 3, and presented an interesting talk on Guatemala to supplement their Latin American study.

The fifth grade was honored with a visit from several Lions Club members and parents during Public School Week.

The fifth graders are making scrapbooks of the fifty states. The books will contain a short story of each state, a picture of the flag, the state seal, and other important facts about the state. They will begin their study of Mexico soon.

The sixth grade room was decorated with several projects for Public School Week. Among these were illustrated book reports, plant cuttings rooted, drawings of harmful insects, and animal products charts.

The eighth graders have completed their history book and started on their geography. They have shown much ingenuity in making maps of South America. The maps are made with various things — popcorn, yarn, glitter, coffee, tea, rice and spices.

Week end guests of Mr. and Mrs. Jim Dobbins were their daughter and family, Mr. and Mrs. Chuck Rogers, Judy, Susie, Vance and Lance, and a friend.

—MSB—

NORTHFIELD NEWS

by Mrs. Homer Davis

Week end guests of Mr. and Mrs. Jim Dobbins were their daughter and family, Mr. and Mrs. Chuck Rogers, Judy, Susie, Vance and Lance, and a friend.

—MSB—

Collin Wainwright, all of Amarillo.

Recent visitors in the home of Mr. and Mrs. Jerrell Nimmo were her parents, Mr. and Mrs. D. C. Baker of Matador. Visiting in their home during the week end were Mr. Nimmo's mother and brother, Mrs. Fred Austin and Glenn Nimmo of Oklahoma City.

Mr. and Mrs. Tom Moore visited in Matador Sunday with their daughter and family, Mr. and Mrs. Calvin Nimmo.

Mrs. Delmont Hays attended to business in Childress, Thursday.

Minister Edward Dyke of Abilene was the dinner guest of Mr. and Mrs. Walter Timmons, Sunday.

Mr. and Mrs. Reece Timmons spent the week end with her sister, Mrs. Ruth Hightower and family of Dodson.

Mrs. P. A. Simpson visited in Flomot, Saturday with her mother, Mrs. F. S. Bourland.

—MSB—

Mrs. Bill Cook made a business trip to Childress, Wednesday.

Mr. and Mrs. Walter Timmons made a business trip to Childress and Clarendon, Thursday. Mrs. Pete Timmons and Paul Cruse were in Childress Tuesday.

Sunday dinner guests of Mr. and Mrs. Newell Timmons were Rev. Calahan and family of South Plains.

Mr. and Mrs. Sam Jones ended last week end in Hart, his daughters and families, and Mrs. Truman Feather and Mr. and Mrs. Charlie man.

Mr. and Mrs. Sam Jones Friday to visit relatives in Mexico.

Former residents, Dr. and Mrs. S. M. Wells and son, James Eunice, N. M. visited here during the week end in the home of Mr. and Mrs. L. B. Campbell.

—MSB—



What Must She Know About Auto Insurance?

Very little, actually. When it comes to insurance protection, it's not how much she knows, but how much she has. And that's where we come in. As an independent agency we provide up-to-date protection to fit her family's need. We tailor the right coverages... in just the right amounts and at the best possible rates. She knows we're taking care of it... and it's taking care of her. Come to think of it, that's about all she needs to know.

BILL PIPKIN INSURANCE AGENCY

State Bank Bldg. Phone 347-274

Pontiac Tempest has a new 6-cylinder engine that's smooth, quiet, economical and 140-hp strong. But we know it won't be just right for everybody. So we also offer a very, very vigorous V-8 with 326 cubic inches. Up to 280hp. Modest extra cost.



Everybody's happy.

See your authorized Pontiac dealer for a wide choice of Wide-Tracks and good used cars, too.

MATADOR MOTOR & IMPLEMENT CO.
 313 BAILEY STREET MATADOR

The Finest Graduation Gift!



underwood

STUDIO 44

This is the compact standard typewriter. You will appreciate the full-size keyboard, the standard diameter platen, and automatic tabulation. You will enjoy the exceptionally light and responsive touch that can be adjusted to your personal preference. Precision built to give you long years of service, the Studio 44 abounds in features that make this typewriter ideal for the office, the professional man and woman, the studio and the home.

Matador & Tribune

TELEPHONE 347-2320



SINGING TRIO at the "Amateur Hour" contests here last week in the Matador High School auditorium, was this group. At left is accompanist Odis Killingworth, his daughter, Janie, Judy Gwinn and Patsy Hankins. —Photo by Douglas Pitts Jr.

Roaring Springs NEWS

Mrs. L. E. Cooper
Correspondent
Phone 981, Roaring Springs

Book Tea Success for Predicta Club

A book tea held by Predicta Study Club of Roaring Springs was deemed a success by the project committee. Mrs. M. S. Thacker, president of the club, was hostess for the tea in her home, Friday, March 6, at 4:30 p.m.

Donations were estimated at over \$100 in money and books. Several donations were made by persons unable to attend the tea.

The club wishes to extend appreciation to all those who attended or contributed to this project. Contributions may still be made to any club member.

SENIORS ARE ENTERTAINED

Mrs. Duff Green entertained the Senior class of Roaring Springs High School, after school Thursday, March 6. Refreshments of ham, asparagus, salad, cake, coffee and lemonade were served to Shirley Stafford, Judy Payne, Armada Ho-Gland, Mae Bainbolt, Don Tardy, Rogene Swin, Gordon McGee, John Castillo and Lawrence Brown. Other guests were Mrs. Lem Miller, Mrs. Carl Tardy, Mrs. Melton Thacker, Mrs. Ida Goodwin, of Lubbock, and Miss Freda Keahy.

STATEMENT TO VOTERS OF MOTLEY COUNTY

When I made my announcement as candidate for the office of Sheriff, Tax Assessor and Collector in the May 2 Democratic primary, there was no issue regarding military service.

Now, however, I want to state that I am a veteran of WW 2 and that I was wounded twice in the South Pacific. I was in the service about 2 1/2 years.

Also, I want to make a statement regarding stray dogs. If elected sheriff of Motley County I will dispense with stray, unwanted dogs. This question has been asked frequently during the campaign.

Yours very truly,
B. N. (Buddy) Owens
Paid Pol. adv.

is West of Hereford. Also visiting in their home are their grandsons, John Melvin and Paul Jr. and Mrs. Meason and the boys in Plainview and accompanied them here.

Mrs. Max Thacker and son, Chris, of Lubbock visited with relatives and friends, here Saturday. Mrs. Ida Goodwin, who has been visiting relatives here, returned to Lubbock with Mrs. Thacker.

Mrs. Joe Duren, who is recovering from recent surgery, is now at the home of her daughter, Mrs. Amos Mize, in Amarillo.

Mr. and Mrs. J. N. Fletcher of Lubbock, visited here Sunday with their parents, Mr. and Mrs. Newton Fletcher and Mr. and Mrs. Horace Redd and Diann.

J. T. Swin Jr. looked after business in Lubbock, Thursday of this week.

Visitors in the home of Mr. and Mrs. Guy Thacker during the week end were a son and family, Mr. and Mrs. Melvin Thacker and children of Lockney, and a grandson, David Hughes, of Pampa.

Mr. and Mrs. Claude Lewis and Mr. and Mrs. Jim Lewis of Roaring Springs, and Mr. and Mrs. Sut Braselton of Matador, attended to business in Clovis, New Mexico, Wednesday.

Mrs. Gladys Meacham of Amarillo, visited this week with her mother, Mrs. Myrtle Cottingham.

Mr. and Mrs. Frank Ferguson attended to business in Paducah, Friday.

Mrs. L. E. Cooper is visiting in Floydada with her daughter and family, Mr. and Mrs. J. P. Moss.



W. M. PEARCE

"History of the Matador Land & Cattle Co."

THE MATADOR LAND AND CATTLE COMPANY, by W. M. Pearce, University of Oklahoma Press. \$5.95.

The breakup of the Matador ranches beginning in 1951 marked the disappearance of the last of the great foreign-owned cattle companies devoted exclusively to the production of beef. It also marked the end of a uniquely successful business venture whose life span covered major developments in the beef cattle industry in America, developments not even hinted at in the usual romantic treatment of the story of the West but clearly defined and documented in W. M. Pearce's splendid new history of "The Matador Land and Cattle Company."

The story of the Matadors, from 1879 to 1951, with a brief epilogue describing the division of the Matador lands, boasts action, color and drama but none in the style of the TV West. The story begins with Henry Campbell's venture into the cattle business with purchase of a herd of cattle which he trailed north to sell for \$23 a head. Campbell's herd, and the pasture around the Ballard Springs headquar-

ters in Motley County, became the nucleus for the ranch purchased three years later by a Scottish Company with headquarters in Dundee. Holdings eventually rose to a million and a half acres of rangelands, owned or under lease, in Texas, the Dakotas, Montana and Saskatchewan. At the time of the liquidation only one sheep ranch remained of the northern lands. The new owners acquired land and here in Motley, Dickens, Cottle and Floyd counties in the Matador Division and in Oldham and Hartley counties in the Alamositas Division.

Many foreign-owned cattle companies were founded at the same time as the Matadors, but few of them ever made money in the cattle business. The Matador exception, according to Dr. Pearce, can be traced to four factors, a knowledge of good land, introduction of good breeding stock, ample reserve funds and sound business management. The managers, included Alexander Mackay of Dundee, secretary of the company at the time of its founding and later a director and chairman of the board, and in America — Henry H. Campbell, Murdo Mackenzie, John MacBain and John MacKenzie.

Murdo Mackenzie's tenure was longest — from 1890 to 1937 except for a few years spent in Brazil — and he put a personal brand as distinctive as the Matador V on operations of the big spread. He worked out the plan whereby the breeding herd was kept on the Matador division, from where steers were shipped to the Alamositas "halfway house" for a couple of years before being shipped to the northern ranges in the Dakotas, Montana and Canada for finishing. He introduced the registered Hereford bulls which gave blue ribbon quality to Matador calves, and he changed the pattern of ranching operations when American taste turned to the consumption of baby beef instead of four and five-year-old steers.

His services to the industry as a whole — in fighting the "beef trust" and securing adjustments in freight rates — won him the designation as "most influential cattleman in America" and the friendship of Theodore Roosevelt. He contended with the vagaries of politics and tax policies and over the years saw a change in the Matador "public image," from that of a predatory foreign corporation to the status of comparatively benevolent big neighbor.

The purpose behind the plans was profit, and the Matadors made money. Prudent management spelled the difference be-

tween moderate profit and loss during the weak cattle market of the 20's, and even during the depression and drought of the 30's the Matadors stood the buffeting better than most other spreads. Recovery began in the late 30's, continued during the war and was completed during the cattle boom of the 40's. Soaring taxes which accompanied soaring profits undoubtedly had some influence on decision of the owners to sell the remaining lands and cattle in 1951, but Dr. Pearce thinks the deciding consideration was the understandable eagerness of stockholders to sell a 70-cent share for \$23.70 they sold, for a total of about \$19-million, to Lazard Brothers and Company, Ltd., who made the deal on behalf of themselves and a number of American corporations. To facilitate breakup of the vast spreads, Lazard Brothers formed 15 corporations and divided the cattle among them. During the 1950's, individuals and companies purchased the lands and pastures have remained in the hands of a few people, while the Matador division has been broken up into smaller ranches and farms.

Following liquidation of the company, its records were placed in the archives of Texas Technological College at Lubbock; and W. M. Pearce, formerly professor of history and now academic vice president of the college, utilized them in writing this history of an extraordinary enterprise.

Dr. Pearce writes well and in the writing of his book he was fortunate in being able to quote from Scottish businessmen who also wrote well. The letters of Mackay and Mackenzie especially are forceful, incisive examples of English style. Some of their descriptions of range lands, north and south, evoke a memorable picture of the sea of grass that lured cattlemen.

A history of the Matadors is overdue, and Dr. Pearce's authoritative book fills a major gap in the story of one ranch and the American cattle industry as a whole.

Dr. Pearce's father, the late Will M. Pearce, was superintendent of the Amarillo district of the Methodist Church for several years during the late 20's and

early 30's, and the author was graduated from Amarillo High School in 1930. He earned his Bachelor's degrees at Southern Methodist University, his master's degree at Tech and the Ph.D. at the University of Texas.

The Pearce's have two sons, one a senior at Texas Tech and the other a Lubbock high school student. — MARY KATE TRIPP

In Amarillo Globe News The Tribune has sold out of the first shipment of the books but a new shipment is expected to arrive today.



SHADE... FLOWERING AND ORNAMENTAL TREES

TREES

It's Planting Time!

STANFIELD'S Greenhouse & Nursery

P. O. Box 4 MATADOR, TEXAS Phone 347-2338

WEEK-END SPECIALS

COFFEE	Maryland Club pound	79c
Bacon	Wilson's certified 2 lb. Pkg.	97c
GLADIOLA FLOUR	25 lb Bag	\$1.95
Ground Beef	Fresh and lean pound	49c
New Potatoes	Shurfine, Small Whole, 303 can	12c
Shortening	Mrs. Tucker's 3 lb. can	63c
TUNA	Del - Monte, Light Chunk, can	28c
Pinto Beans	No. 1 Colorados, 2 lb. Bag	21c
Syrup	Blackburns, all flavors 1/2 Gallon	49c
TIDE	Giant Size Box	69c
Cabbage	Texas firm, crisp heads pound	5c

SPECIAL This Week!

Regular \$29.95

Occasional Chairs

For Livingroom or Den

\$19.95

Other occasional chairs at Similar Reductions!

Thacker Supply COMPANY

MATADOR ROARING SPRINGS

MEET MCCLINTOCK... —He likes his whiskey hard... His women soft... And his west all to himself!

JOHN WAYNE + MAUREEN O'HARA "McLINTOCK!"

TECHNICOLOR PANAVISION • BATJAC PRODUCTION • RELEASED BY UNITED ARTISTS

TONIGHT

FRIDAY - SATURDAY

Admission: 75c & 25c

Matador Drive-In



OBJECT OF INTEREST held by Janet Whitefield, center, sixth grade pupil of Mrs. D. L. Damron, is an affaba, sent from India to Mrs. Damron, above left. Billy McNally, another student also studies objects of distant countries, during Texas Public Schools Week. (Tribune photo and engraving)

Former Residents Here from Odessa

Visitors here Sunday and Monday in the home of Mrs. Arthur Fulkerson and son Thurman, were her other son and family, Mr. and Mrs. Loyd Fulkerson of Odessa, accompanied by their son and family, A. C. Bruce Fulkerson and his wife and small son, Leonard Bruce Jr.

The Bruce Fulkersons arrived February 23 from Itazuke, Japan, where he was stationed for four years. During that time he met and married Miss Sakuko Yamamoto, who was a civilian employee on the base. Their baby, now 16 months old, was born there.

The Loyd Fulkersons are former Matador residents, and all their children were born here. Airman Bruce Fulkerson and his family will be stationed at Beale Air Force Base, California, following his visit with his parents.

RETURNS HOME

Alvin Stearns returned home Sunday night from Temple, where he has been at the bedside of his brother, Claud Stearns in Scott and White Hospital. He reported his brother much improved from his recent heart attack.

NEW ARRIVAL

A son Rance Wayne was born to Mr. and Mrs. C. L. Hacker Jr., Saturday, March 7 at 1:00 a.m. in Stanley Hospital. The new arrival, who weighed nine pounds, two ounces, has two brothers, Richard Lee, 8 and Russel Lin, 2. Maternal grandparents are Mr. and Mrs. A. L. Bonannon of Iowa Park, and paternal grandparents are Mr. and Mrs. C. L. Hacker of Kamay, Texas. Mrs. Hacker is visiting her son and family and helping to care for the new baby.

RECEIVES PROMOTION

Mr. and Mrs. Loyd Stafford of Roaring Springs received word this week of the promotion of their son Gale, to the rank of cadet Staff Sergeant in ROTC at Texas Christian University, Fort Worth. The notice came from the Department of Military Science, signed by John V. Swango, Lt. Colonel, Infantry, with this notation: "The importance of this promotion is two fold. First, it is indicative of his performance in military subjects. Second, it recognizes his leadership ability and places him in a position of higher responsibility."

Our job is to make your **PRINTING** do a better job!



When we print your office stationery, or do any of your other printing, we use modern type faces and designs to make it just as attractive as possible. But on top of that, we also save you money by using the fastest and most economical printing methods. Try us on your next job—large or small!

THE MATADOR TRIBUNE



We send flowers anywhere

MATADOR FLORAL CO.
TELEPHONE 347-2625 ★ PAT SEIGLER

STANLEY HOSPITAL

Patients in Stanley Hospital the past week have included Mrs. W. T. Patton, Freddie Wellington and Mrs. Mary (Shine) Stephens and Mrs. W. W. Ferguson both of Turkey who suffered heart attacks, and J. F. Montgomery, also of Turkey, and Mrs. Louisa Gunnell of Dickens. Mrs. W. M. Graham is still a patient in the hospital, and a recent patient was Malcolm Morris who was dismissed this week.

LOCAL ITEMS

Mrs. Melvin Meason and her brother, John Hamilton attended funeral services for C. L. Knierim, father of Mrs. Frank Pohl, Friday in Bronte. En route home they visited their daughter and niece, Mary Jane Hamilton in Abilene, where she is attending McMurry.

Joe Wason of Big Spring visited from Friday until Tuesday here with his brother and wife, Mr. and Mrs. W. B. Wason and his sisters and their families, Mrs. Fred Simpson, Mr. and Mrs. A. J. Daffern, and Mr. and Mrs. D. E. Pitts.

Visitors in the home of Mr. and Mrs. Roy George Hobbs during the week end were her parents and sister, Mr. and Mrs. E. L. Jones and Janet and her uncle, Russ Blackwell, all of Pahrump.

Mr. and Mrs. Morris Parks had as guests during the week end, her nephew and wife, Mr. and Mrs. Lloyd Daniel of Burleson.

TO MIDLAND

Visiting in Midland from Thursday until Sunday were Mesdames Bill Slover, with her daughter, Mrs. Bill Stephenson and family, Mrs. W. M. Clifton, with her son, Travis Clifton and family, and Mrs. W. G. Kimbell, with her daughter and family, Mr. and Mrs. J. P. Billingsley.

TO OUR FRIENDS:

Your many expressions of sympathy, cards and floral offerings at the death of my father were deeply appreciated, and I wish to take this means of extending the gratitude, not only of myself and family but also of my mother, Mrs. C. L. Knierim, and my brother, George Knierim and his family.
Mrs. Frank Pohl

IN APPRECIATION

We would like to express our sincere thanks to all our friends who sent cards and visited us during our stay in Stanley Hospital, and especially to Dr. and Mrs. J. S. Stanley and their entire staff for their many kindnesses. All were greatly appreciated.
Scott and Addie Bolton, Quitaque (1)

In The Want Ads

FOR SALE: Beef and hogs for your locker or home freezer. We have all sizes available. Half or whole. Wholesale price. Blackshear Locker Co. Ph. CR2-4371. Spur. 29/ctfn

FOR SALE: Dry-cleaning plant. 2 presses and other equipment. Priced to sell. Health and age reason for selling. Inquire Day by Day Cleaners. 1/p4t

FOR SALE — 240-acre Dickens county farm, total soil bank, six miles south of Roaring Springs; 1/2 minerals; near irrigation; 78-A cotton allotment; 130-A feed grain. Full price \$38,000. 29% down, owner will finance. Soil bank will pay \$13,000 through 1968. Nice 3-bedroom farm home, pressure pump. Will consider trade of home in Matador or Roaring Springs. 52/p3t
BILL CARAWAY with O. L. Kelly Spur, Texas Office Phone CR 2-3354 Home Phone CR 2-4174

NEW SINGER SLANT-O-MATIC machine, \$50.00 off regular price. Thacker Supply Co., Roaring Springs. 52/c2t

GOOD baled hay, housed at hangar, Buzz Field. Thacker Supply Co., Roaring Springs. 52/c2t

FOR SALE: Modern five room house and four lots. Take some trade-in. W. Y. Martin. 51/ctfn

B. F. GOODRICH TIRES, 600x14 for \$10.50 plus tax exchange. Other sizes at comparable prices. Campbell Chevrolet Co. 48-ctfa

FOR SALE — Posts from 8' to 16' priced \$1.00 to \$1.50. Leon Parks. Afton 1/p2t

FOR SALE: Registered Hereford Bulls. Yearlings and two year olds. Have good selection. Cornelius and Sons, Crosbyton, Texas. 51/c5t

LET US slaughter your beef or hog. Modern, clean, sanitary facilities. Experienced staff. Blackshear Locker Co., Spur 29/ctfn

CIGARETTES: ALL REGULAR brands, \$2.69 per carton. King size and filter cigarettes \$2.75 per carton. Bob Stanley Pharmacy. 2/ctfn

APARTMENTS FOR RENT: Unfurnished, \$35. Furnished, \$50. Hot water included. We pay water and sewer. Call 2756, Mrs. L. C. Harp 43/ctfn

B. F. GOODRICH TIRES, 670x15 for \$10.50 plus tax exchange. Other sizes at comparable prices. Campbell Chevrolet Co. 48-ctfn

CIGARETTES: ALL REGULAR brands, \$2.69 per carton. King size and filter cigarettes \$2.75 per carton. Bob Stanley Pharmacy. 2/ctfn

SEVERAL good used home freezers priced from \$49.50 up at Thacker Supply Co. Matador and Roaring Springs. 1/c2t

HOUSE FOR RENT — 3 rooms and bath. See Mrs. Velma Fulfer. 1/ctfn

FRESH STOCK of container-grown shrubbery and rose bushes at Stanfield's Greenhouse and Nursery, Matador, Tex., P. O. Box 4, Phone 347-2338. 41/ctfn

Farm & Ranch Loans Low Rates — Long terms **WILLIS WALKER** Turkey, Texas

Representative FOR MONUMENTS and CURBING ★ **Seigler Funeral Home** Telephone 347-2626

WATCH AND CLOCK repairing at my home in North Matador. Work guaranteed. Guy Kimbell. 6/ctfn

FOR SALE: 5 room house, 2 blocks south Matador Church of Christ. Contact W. W. Clements. 49/ctfn

all types **Body Repair & Paint Work** **BADGETT Paint & Body Shop** FREE ESTIMATES PHONE: 347-2611 NIGHT: 347-2318 Next door Recreation Club

DR. O. R. McINTOSH Optometrist 211 South Main Street Floydada Texas

FOR AUTHORIZED Sales and Service on all makes of machines. Call Mrs. J. Terry, 347-2480 Hours 10-5. Liberal trade ins on all. The Singer Co. 132 Main Street, Texas.

MATADOR LODGE, No. 102 Stated Meeting 2nd Thursday J. D. Craven, W. Algie Groves, W. Master Masons cordially invited

ROARING SPRINGS, No. 102 A. F. & A. M. Stated Meeting 2nd Tuesday at 8 p.m. every Monday. Visiting brethren invited. Corky Marshall, W. M.

DEL MONTE 46 oz. Can	Tomato Juice 29¢
Sturgeon Bay, 303 Can	Pie Cherries 59¢
GREEN GIANT, sliced, 303 can	Green Beans 39¢
MISSION, No. 303 Can	English Peas 29¢
Del Monte, chunk style, Half-flat can	TUNA 29¢
Casserole Brand, dried, 2 lb. pks.	Pinto Beans 45¢

Coffee	★ FOLGER'S	79¢
SHURFINE, 14 oz. bottle	2 FOR	
Tomato Catsup 39¢		
KIMBELL'S (no beans)	No. 2 Can	
Chili 49¢		
Fresh, Lean	Pound	
Beef Ribs 33¢		
Home-Killed Beef, ENGLISH CUT, Lb.		49¢
Steak		

Shortening **BAKE-RITE, pure** 3 pound can **69¢**

Flour ★ **PILLSBURY'S BEST** 25 pound sack **\$1.89¢**

RED McCLURES 10-lb. Mesh Bag	Potatoes 39¢	WELCH'S, frozen 12 oz. Can	Grape Juice 39¢
SUNKIST, Navels Pound	ORANGES 15¢	Duncan Hines, regular layer, 2 boxes for	Cake Mixes 69¢
KEITH'S, frozen 8 oz. package	Fish Sticks 2 for 49¢	SUPREME, Chocolate Fudge, pound pkg	Cookies 33¢

Ice Milk ★ **BIG DIP** 1/2 gallon **49¢**

BILLY'S GROCERY
WE GIVE \$48 GREEN STAMPS

★ Matador Telephone 347-2331 ★