

forget. After Congressman Icard handed him the book, he eulogized the "courageous men and women" who had developed the ranch country out of a "hostile wilderness". Then he went on to add some words of praise for Williams, author of the new book, for performing "a real public service, not only to the archivists and historians as such but to those of us who love the lore of the great Southwest and who find in its pages abundant reasons to be proud of our past and confident of our future."

The gift was neither an oil well nor a high-priced bull; but even though just a book, it was bone and sinew of the old Southwest and was packed full of its dramatic episodes and thrilling stories.

As Anderson scanned his new copy of "The Big Ranch Country", he called attention to the fact that he himself had furnished some material that went into the book. To the Deputy Defense Secretary the volume had its personal angles.

ans' applications through.

He named Senators Doyle Willis of Fort Worth and Warren McDonald of Tyler and Representative Douglas Bergman of Dallas. Rowan said it was "unfair" but he couldn't remember names of the others.

Dennis Wallace, longtime chief clerk of the Land Office, reported that his name had been "signed" by someone else, to minutes of the Veterans Land Board.

So far Atty. Gen. Shepperd has filed nine suits for forfeiture of block sales and recovery of a total of \$1,539,505 to the state.

Tax Slow Down

With land sales taking legislative precedence, taxes, the Legislature's big problem, have taken a back seat.

Rep. Jerry Sadler sharply reminded the House revenue and taxation committee that the session was one-third over and no revenue bills had been reviewed or acted upon. He demanded an "immediate" heading on his bill for a \$3.30 per barrel hike on beer.

Rep. Charles J. Kirkham of Cleburne offered a new tax plan based on gross weight, ranging from six mills to 22 mills, all estimated revenue to go to highway purposes.

Insurance Clean-Up

Final passage of the first major bill to "clean up the insurance mess" was voted by the House. Control of the stock and securities of insurance companies, under the bill, will go to the Board of Insurance Commissioners.

This bill is in for a fight in the Senate where a counter measure would give insurance stock supervision to the securities division of the Secretary of State's office. The Senate bill has been heard and parked in sub-committee.

Water Bills, Too

Favorable report has been given by a Senate committee to the administration's \$100 million state bond plan for aid to water districts. Rival measures for the same amount of bonds have been put in House sub-committee.

Passed by the Senate were two of the water bills, regulating pollution from oil wells, and requiring reports to the state by water districts.

Advertising And Newspapers

Representative Vernon E. Smith of Ft. Worth introduced a bill specifically prohibiting the Board of Examiners in Optometry from making any regulations restricting optometrists' advertising.

Attorney General Shepperd had previously ruled void, such an order made by the board but rescinded.

Rep. E. "Kika" de la Garza of Mission introduced a bill to prohibit any court, grand jury or legislative committee from attempting to compel a newspaper or press service employee from revealing the source of his information.

Rudder Honored

Newly appointed Land Commissioner J. Earl Rudder received honors this week. He has been promoted from colonel to brigadier general in the U. S. Army Reserves.

He also received appointment to a commission to revisit the

Normandy Invasion Beachhead, where he made part of his outstanding military record in the Invasion.

Red Ink

"In the red" for the first time in 13 years is the State Treasury's general revenue fund. Treasurer Jesse James announced that banks have agreed to cash warrants without discount. Treasury calls were set for the 5th and 20th of each month, and James said the time lag would not exceed 20 days. The general fund is to get back on a cash basis around May 1.

Auto Dealers' Fight

Authorized car dealers won the first round of a bitter fight with the "independents" or used car dealers. A Senate committee voted a favorable report on Sen. Gus Strauss' bill to license all dealers. The bill also would prohibit sale of new cars by dealers not having agreements with manufacturers or distributors.

Sidelights

Expunged from Senate records was a resolution by Sen. Kilmer Corbin calling for the retirement of Maurice Acres, chief executive aide to Gov. Allan Shivers. Only Corbin voted for it.

Rep. J. O. Gillham's bill to double college fees was parked in sub-committee, after much discussion in which a large representation of students from the University of Texas took part. Sen. George Parkhouse's labor bill to prohibit payment of unemployment benefits to workers in an integrated industry

was favorably reported by the Senate state affairs committee. The bill is based principally on a case in which Texas Ford Motor Co. employees were idled because of a strike in the East.

Officers of the federal district attorney for West Texas are being moved from Austin to San Antonio. San Antonian Russell Wine has succeeded Charles F. Herring of Austin as US district attorney.

Infrared Lights Help Hog Profits

Use of infrared lamps during and after farrowing can save an average of three pigs in every two litters for Texas hog raisers. Such lamps provide adequate heat for sows and their newborn pigs and will help reduce the heavy loss of pigs from chilling or crushing by the sow says County Agent Bill Palmeyer.

Use the lamps when the temperature dips below 60 degrees. Switch them on a few hours before farrowing and leave them on the young animals three days to two weeks, depending on the temperature.

After farrowing, the lamps may be placed above a protected area of the pen where the young pigs can benefit from the heat without danger of being crushed.

Palmeyer cited several other advantages of infrared lamps.

Producers can farrow at different seasons without worrying too much about cold weather. Or they can adjust to meet high markets or take advantage of green pasture.

The lamps are inexpensive to use—a 250 watt lamp costs about 18 cents a day to operate. The saving of one pig would more than cover the cost of operation for several weeks. One precaution to take however is to keep the area under the light free from straw or paper, so no fire hazard will be created.

Blueprints and additional information of infrared lamps for brooding pigs can be obtained free at the county agent's office.

Matador IOOF Lodge

Meets every Tuesday night. Earl Thompson, Noble Grand. Ralph Nichols, Secretary. Visiting brothers welcome.

ITCH NO MORE IN 15 MINUTES.

IF NOT PLEASED, YOUR 40c BACK at any drug store. Use easy-to-apply ITCH-ME-NOT to allay the itch of eczema, athlete's foot, ringworm, poison ivy insect bites. Feel the relief in 15 minutes or your money back at Stanley Pharmacy.



GIFT FOR TEXAN—Deputy Secretary of Defense Robert B. Anderson of Texas, right, receives a copy of the book "The Big Ranch Country" from Congressman Frank Icard of Wichita Falls. Another Texan, J. W. Williams of Wichita Falls, is author of the book which describes the development of the Texas ranch country out of a wilderness. There are several references to Anderson in the book.

Deputy Defense Secretary Robt. Anderson Receives Copy Of "The Big Ranch Country"

WASHINGTON—Into the office of Deputy Defense Secretary Robert B. Anderson (of Texas) walked Congressman Frank Icard (also of Texas) on Tuesday last, bearing a large kind of gift from the open spaces of the South. The gift was neither an oil well nor a \$50,000 bull, but it was a distinctly Texas product. It was the new book, "The Big Ranch Country," written by J. W. Williams, also an resident of the area that includes Matador, Paducah, Spur, Ermost, Dickens and Guthman of whom are already familiar with this book about big ranches, and its colorful tales such as "Old Hub", will live in the tales that come

fresh from the Four Sixes, the Spur, the Swenson, the Pitchfork and Triangle ranches—but back to the story at Washington. Anderson was noticeably pleased as he received the book. "I shall always treasure my copy of 'The Big Ranch Country' just as I treasure the memories of my own experiences in the ranching business," was Anderson's elegant way of saying thank you.

Ranching is no novelty to the Deputy Defense Secretary. Just two years ago, and for a number of years preceding, he had been manager of the half-million-acre Waggoner Ranch at Vernon, Texas. His appointment to the important post of Secretary of the Navy and his present high position had not caused him to



By VERN SANFORD
Texas Press Association

AUSTIN—Veterans land sale scandals overshadowed lawmaking in both branches of the Legislature for another week.

Investigations spread still wider. Involved were three departments of the state, both chambers of the Legislature, grand juries of Travis, Bexar and DeWitt counties, and probably others.

More of the approximately 80 "block deals" were brought before investigators.

Mike Rowan, a former executive secretary of the Veterans Land Board, testified that several legislators had exerted "unusual influence" to push veter-

DR. O. R. McINTOSH
OPTOMETRIST
211 South Main Street Phone 157
Floydada, Texas
Eyes Examined Glasses Fitted

Enjoy **WHITE GLOVE ELECTRIC COOKING**

IT'S WHITE GLOVE COOKING BECAUSE IT'S CLEAN!

WHITE-GLOVE clean and finger-tip convenient! That's today's Electric Range... the range with the most for most women!

Pots and pans and the range itself stay bright and mirror-clean at ALL times. Your kitchen shines. Drapes, curtains and walls glow with their own bright colors. Truly, the woman who cooks electrically cooks the modern, clean way.

See the new electric ranges TODAY. Learn how easily you can have the clean convenience of the range wanted by most women in YOUR home. Remember... my wages for cooking are MIGHTY LOW.

Reddy Kilowatt

West Texas Utilities Company
See Your Electric Range Dealer
Floydada, Texas

STATEMENT OF CONDITION OF

Memphis Production Credit Association

ASSETS:	
Loans and Interest	\$ 886,564.35
Government Bonds and Interest	286,396.15
Cash in Banks	23,647.77
Other Assets	5,543.99
TOTAL ASSETS	\$1,202,152.26
LIABILITIES:	
Due Intermediate Credit Bank	\$ 800,705.21
Due Members	1,135.34
Provisions for Taxes	7,321.13
Provision for Bad Debt Losses	11,957.17
Other Liabilities	15,433.72
Voting (B) Stock	143,520.00
Non-Voting (A) Stock	103,905.00
Accumulated Reserves	118,174.69
TOTAL LIABILITIES	\$1,202,152.26

Field Offices: Wellington, Quanah, Paducah, Matador and Turkey.

Crop and Livestock Loans

LOW DOWN PAYMENT
buys any new **FORD TRACTOR**

Easy Terms Available

5 MODELS to choose from
2 POWER SIZES!

Braselton Implement Company
Roaring Springs, Texas

Church and Society

Forrest Campbell Is Program Speaker

Forrest Campbell was principal speaker Tuesday night at regular monthly meeting of Baptist Brotherhood. He used the thought of the various phases of activities in private life in church affairs and community projects.

The meeting followed covered dish supper with the Woman's Missionary Union. Mrs. Bruce Oliver led a program on Cuba, for the W.M.U. and with Mrs. Loyd Latimer and Mrs. C. M. Barton, brought out interesting information concerning Baptist mission work in that field, in an informal round-table discussion. An educational film on Cuba preceded the discussion.

Attending the supper and programs, were Mr. and Mrs. R. E. Campbell, Sr., Mr. and Mrs. Lee Burns, Karen and Clinton, Mr. and Mrs. Jack Norman, Janie and Kay, Mr. and Mrs. D. P. Keith, Mr. and Mrs. T. E. Long, Mr. and Mrs. V. A. Rattan, Mr. and Mrs. Forrest Campbell and Gary, Mr. and Mrs. George Colburn, Mr. and Mrs. Jessie Smallwood, Mr. and Mrs. Bill Mc-

Caghren, Mr. and Mrs. C. M. Barton, Jan, Cherri and Max, Mr. and Mrs. Loyd Latimer, Sandra and Dale, Rev. and Mrs. Bruce Oliver, Ben and Paul, and Mesdames T. E. Cammack, L. R. Browning, J. L. Woodruff, A. A. Tipton, Ben Meador, Ben Keltz, C. P. Waybourn and Velma Fulfer.

LOYD LATIMER HOME SCENE OF UT PARTY

Mr. and Mrs. Loyd Latimer were hosts Friday night at a game party for the young adult department of the Baptist Training Union.

At the conclusion of the entertainment, refreshments of pie and coffee were served to Mr. and Mrs. Bill McCaghren, Mr. and Mrs. Jack Norman, Mr. and Mrs. Lee Burns, Mr. and Mrs. Walter Ray, Mr. and Mrs. C. M. Barton, Mr. and Mrs. Jessie Smallwood, Mr. and Mrs. Forrest Campbell, and Rev. and Mrs. Bruce Oliver.

Mrs. Norman Seigler, who is teaching at Guthrie, spent the week-end here in the home of her parents-in-law, Mr. and Mrs. Eldred Seigler.

Jerry Swaringen, who is attending West Texas State College, Canyon, visited here Saturday night, with his parents, Mr. and Mrs. Hub Swaringen.

Plastic Toys Made By Flomot HD Club

Work was begun on plastic toys, at a meeting of Flomot Home Demonstration club, Feb. 15, in the club room.

Materials were on hand and the project of making the toys was begun by several women, who cut their patterns at the meeting. Stuffing the toy animals will be done at the next meeting which will be March 1, at the club room.

Hostesses for the meeting last week were, Mesdames Malcolm Turner, Austin Tanner and R. I. Thomas.

Mrs. Bert Cloyd joined the club at this meeting, and others present were, Mesdames Harvey Webb, Everett Shorter, A. J. Bynum, Bill Sauls, L. B. Isbell, Perry Barham, Abe Martin, J. T. Bural, Leon Cloyd, Ikie Gilbert, Rose Turner, Gordie Washington, Ollie Calvert, Harrison George, Jack Landry, Herbert Martin, J. C. Frank and James Monk.

Garden Club Hears Pruning Lecture

The Matador Garden Club had its February meeting in the home of Mrs. W. F. Jacobs on Monday, the 21st, at 3 p. m.

Mr. Bill Moss, guest speaker, carried out in his lecture, the program theme: "He who plants a tree, plants a hope."

With outlined and illustrated manuscripts in hand, the members followed a comprehensive and interesting lecture on "Working out a pruning schedule." Mr. Moss, in his lecture, included landscape design to suit home surroundings and the home-owner's taste; planting, transplanting, pruning, spraying and feeding trees, roses, and shrubs.

At the close of the lecture, he demonstrated pruning of rose bushes in Mrs. Jacobs' back yard. Mr. Moss is vocational agriculture teacher in Matador High School.

The Placement Flower Show date was set for March 21st, in the home of Mrs. J. L. Woodruff. Mrs. Freddie Welling presented an arrangement of yellow forsythia in a yellow and dark green ceramic container placed on the dining table.

Members present were: Mesdames Forrest Campbell, W. W. Clements, Robert Darsey, Bob Martin, W. N. Pipkin, D. E. Pitts Sr., J. S. Stanley, Bob Stanley, Freeman Thacker, C. P. Waybourn, J. L. Woodruff, Harry Willett, U. L. Willie, Albert Tra-week, Ada Ford, Vance Gilbreath, Mrs. Welling and Miss Amy Glenn.

RETURNING HOME
Mr. and Mrs. Bill Smallwood and small son, Troy Dean are expected home this week from El Paso, where Cpl. Smallwood has been stationed at Ft. Bliss. He received his discharge Wednesday.

Pled 'Pinions

BY MRS. S. M.

The do-it-yourself trend originated in Matador, we believe. For years, the local banquets, programs and other social affairs have featured out-of-this-world decorations and favors made by the women of the community.

The local ladies use their imagination and come up with ingenious results. We recall one year favors for the Mother-Daughter banquet were tiny hand-made gilded Cinderella slippers, on minute satin, lace-trimmed cushions, and the ceiling was fairly dripping with tinsel and colored streamers for a make-believe fairyland.

Among decorations for this year's banquet was a realistic sailboat and just about every imaginable object one reads about, including huge nets with sinkers, which were hung across the windows, and inner-tubes wrapped to resemble life savers. Even the palm trees looked "sure-nuff."

For the Sweetheart banquet last week, invitations were cut from red construction paper, in the shape of engines, to feature "Sweetheart Limited." (We had publicized it as Honeymoon Express, which is close enough for us); road signs were small paper hearts atop pipe stem cleaners which were stuck in gum-drop hearts to hold them erect, and pipe stem cleaners were used to fashion passengers, each carrying a miniature suitcase decorated with hearts and containing mints. Each little suitcase, as well as the other decorations, was hand-made.

Gary Campbell, 7, was being propelled about town late one day last week, by his dad, Forrest, to return some \$6.00 to folks who had succumbed to his sales ability. Gary had been selling tickets at 10c on 20 jars of jelly his mother, Jerry, had put up and stored in the garage. Gets his business acumen from his grandad, "Pappy" Campbell, no doubt. Gary has also been selling his discarded comic books at a good discount to raise money for the recently organized "Snake Club." Other members are his cousin, Richard Campbell, Jimmy Welling, Donnie Hunt, Sonny Thrasher and Bobby Van Meter.

When the Melton Thackers of Roaring Springs returned from a recent trip to the valley, they visited in Austin and attended the Legislature and were introduced by Speaker of the House Jim Lindsey, as guests of Representative Elbert Reeves. Lillian declared she experienced the biggest thrill of her entire lifetime in those few minutes of surprise.

She also scored one on us by having the opportunity of viewing Mrs. Shivers' inaugural ball dress (we saw only the picture), which was on display in a department store window during the time of the Thackers' visit in Austin.

Hot chocolate always reminds us of chicken salad olives, True Story magazine and a girl back in Missouri, named Captola Downing. It was at a Sunday School class party where the refreshments were served and we ate our first olive. Among those

Bread Making Tips Told To HD Club

A demonstration on bread-making comprised the program for Matador Home Demonstration club in a meeting Thursday, Feb. 17, in the home of Mrs. Floyd Henderson.

The program opened with a song, followed by roll call in which members told the menu they had served for lunch that day. New year books were filled out, and recreation was led by Mrs. Vance Gilbreath.

Bread demonstrations were given by Mrs. G. E. Hamilton, with all-bran rolls and cinnamon rolls, and Mrs. Ralph Stapleton on banana nut loaf. These were served with apple sauce, chicken salad, cake, coffee and hot chocolate, to the following Mesdames Sterling Price, W. L. McWilliams, W. D. Lipscomb, Fred Simpson, Turner Campbell, Bernice Knight, J. M. Jackson, W. M. Graham, B. M. Eubank, Ada Ford, Earl Stephens, T. J. Darsey, Ben Keltz, H. M. Murphy, H. S. Watson, W. W. Clements and Gilbreath, and the hostess.

MRS. BOB MARTIN IS CLUB HOSTESS

Whiteflats Home Demonstration club met Feb. 18 in the home of Mrs. Bob Martin, with ten members present.

Following an opening song, the subject and roll call was on "Color Scheme." Bingo was played, with each member present receiving a prize.

Refreshments of salad, wafers, cherry pie and coffee were served to Mesdames Lee Parker, J. W. Pritchett, Wilson Barton, Roy Mitchell, Malcolm Jameson, Tom Tilson, Bill Smith, Kim Wilkinson, Miss Melba Jameson and Bobby Tilson.

Next meeting of the club will be on March 4, with Mrs. Malcolm Jameson as hostess.

FIRST BIRTHDAY PARTY HONORS DALE LATIMER

Three one-year-olds and their mothers, and a group of relatives assisted Dale Latimer in celebrating his first birthday Tuesday, Feb. 22, at the home of his parents, Mr. and Mrs. Loyd Latimer.

Hatchets and cherries decorated the birthday cake, which was served with coffee to the adults. Cookies and orange juice were served the children.

Present were Clydine Ray and mother, Mrs. Walter Ray; Christie Price and mother, Mrs. James Price, Andy Green and mother, Mrs. Luther Green; the honoree's grandmother, Mrs. D. P. Keith; also his great-grandfather, A. M. Bourland (who is 91) and an aunt, Mrs. Scott Bolton of Quitaque; his sister, Sandra; other aunts, an uncle and cousin; Mrs. Marvin Patton, Miss Mary Keith, Charlie Keith and Mrs. R. E. Donovan, all of Matador.

present was Captola, a worldly young miss in her early teens, who confided to several of us that she had just sold an article to True Story. We pondered the veracity of her statement, not because we doubted that she had had sufficient experience to write for that publication, but because we were aware of the range of her imagination.

Hot chocolate always reminds us of chicken salad olives, True Story magazine and a girl back in Missouri, named Captola Downing. It was at a Sunday School class party where the refreshments were served and we ate our first olive. Among those

Recent Bride Is Shower Honoree At Roaring Springs

Mrs. M. S. Thacker and Mrs. S. J. Braselton were hostesses at a shower Saturday, Feb. 19, in the Thacker home, honoring Mrs. Delbert Ray Robbins, nee Barbara Havis, a recent bride.

The honoree's chosen colors of blue and white were featured in decorations which included bowls of Dutch blue iris, Jonquils and greenery, lace hearts of white and blue, and white and blue tapers in crystal holders.

Cake squares with tea and coffee, and salted nuts were served.

Sisters of the bride, Mrs. Jackie Andrews and Miss Carolyn Havis of Lubbock, poured from a silver service.

Miss Rebecca Cooper registered the guests. Approximately sixty guests were present, including the following from out-of-town: Mrs. J. H. Robbins and daughter, Patsy of Idalou; Mrs. George Morris, Mrs. Herman Havis and daughters of Lubbock; Mesdames L. J. Barkley, D. E. Pitts, Sr., Virginia Willie, Hazel Donovan and Mike Hoyle of Matador.

IN APPRECIATION

The depth of my gratitude to friends cannot be conveyed in words, and I wish to take this means of expressing my sincere appreciation to each of you for the lovely gifts, cards and letters, and for your prayers during my recent hospitalization and since returning home. Mrs. Jim Ford.

JUDY BRYAN INSTALLED HURLEY RAINBOW CLUB

Miss Judy Bryan, daughter of former residents, Mr. and Mrs. Reagan Bryan of Hurley, was recently installed as Advisor of the Rainbow Hurley Assembly No. 8.

Details of the elaborate installation service was in a news story from the City (N.M.) Daily Press. Tribune by Miss Bryan's mother, Mrs. Belle Mattingly. Mrs. Mathis, former Whiteflats, now resides at Hibiscus Ave., Fontana.

RETURNS HOME

Mrs. Velma Fulfer returned home Tuesday morning week's trip which included a visit at Kingsville, with and daughter-in-law, Mrs. G. W. Fulfer, in with her sister, Mrs. Wilson, and a small party. Mrs. Fulfer's route home, Mrs. Fulfer in Lubbock with her Miss Chloey Fulfer and Mrs. Elwyn Fulfer and

LEAVE FOR HOME

Mrs. Faires Wade and David Cook left Wednesday to return to their homes in Christ, after a visit to their parents, Mr. and Mrs. Norrid, having been beside of their father, ill. Also visiting here, Norrid's brother, S. L. of Santa Fe, N. M.

Dr. B. E. Van Meter

Dentist
BARKLEY BUILDING
Office Phone 311

KIMBLE OPTOMETRIC CLINIC
OFFICE HOURS
FLOYDADA—8:30—5:30 Monday thru Saturday
SPUR—9:00—5:00 Friday Only
Appointments—Phone 254 Floydada
Dr. John W. Kimble — Optometrists — Dr. W. F. Patton

Get our good chicks and Baby Them... for a fast, healthy start with



Purina Startena, the Nation's favorite starter, is MICRO-MIXED with baby formula care. That's one reason why chicks grow so fast and strong on it. See us for your chicks and chick starting needs.

Thompson Feed & Seed
MATADOR, TEXAS

step this way...to spring!

Spring Shoes
We are now showing several new numbers for early spring wear
PINK or BLUE is one of the new favorites... little flat heel casuals
Pink or Blue \$3.75 pair

New Spring Dresses
Just unpacked choose early for Easter and later wear
\$8.95 to \$29.95

New Spring Millinery
Smart little hats that you will enjoy all new styles
\$3.95 to \$8.95

COME EARLY For Best Selections

Matador Variety

To Relieve Misery of **COLDS** take 666
LIQUOR OR TABLETS - TAKES FIRST EFFECT

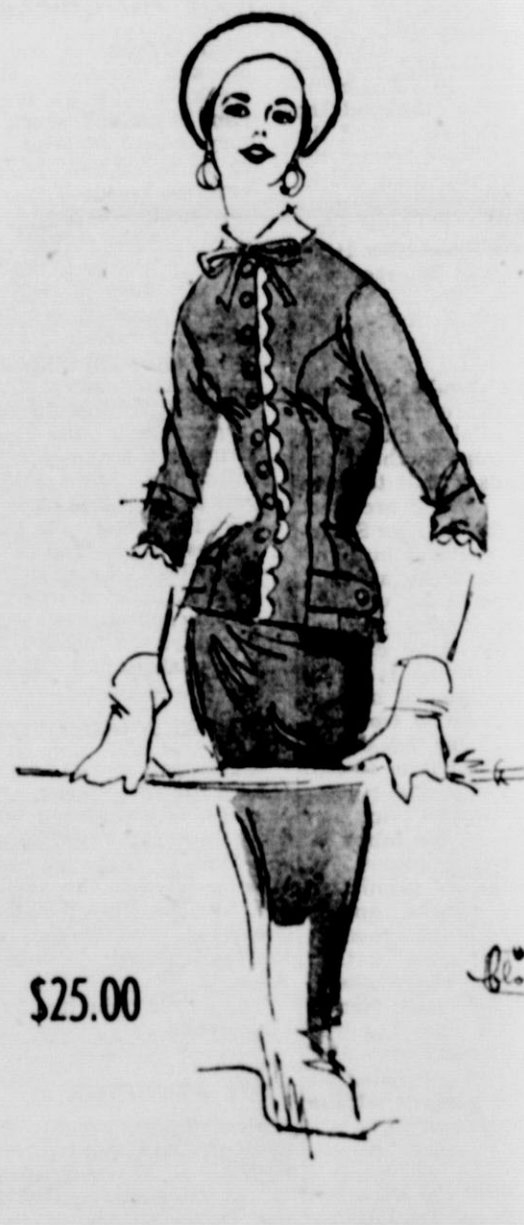
Have You OUTGROWN Your Insurance?

Many thoughtful men are reviewing their insurance in the light of today's needs! And, many have found that insurance coverage that was considered adequate — five, or even two years ago, is no longer sufficient to cover their present needs. If you haven't taken a "good" look lately at your present coverage, may we suggest that we help you review it — soon!

INSURANCE
WITH STOCK COMPANIES ONLY

BONDS OF ALL KINDS

BILL DICKIN
Insurance Agency
First State Bank Building Phone 300



Cirilo of Bloomfield

Brightens Navy with White Sea-Shell Scallop that emphasizes the trend to softer styling... The jacket has the new, longer look thanks to low-placed fabric bands but it's actually cut to the familiar length that's best for most American figures. Executive Stripe (woven-stripe rayon) in career navy, banker gray, black or contempo beige. 10 to 20

... Other styles and fabrics to choose from by Bloomfield ...

MILADIES Specialty Shop
See Your Electric Range D

120 West California Floydada

Roaring Springs NEWS

L. E. Cooper, Correspondent
 Home 981, Roaring Springs

and Mrs. P. D. Adams and Roland were Sunday guests at the home of Mr. and Mrs. Clayton Bridge. Mr. and Mrs. Clayton Bridge were here Monday afternoon after business and visit with friends.

Mr. and Mrs. Duff and Mrs. Duff during the weekend their daughters and families. Mr. and Mrs. Lewis Simpson and children, David and Mary of Abernathy, and Mr. and Mrs. John Kirksey and children, Jan and Ann of Lubbock, their granddaughters and Mrs. Bill Graham, and Mrs. Jewel Lawrence daughter, Diane of Matador, also visitors.

John Hunter of Ft. Bliss visited here recently with his wife, Mr. and Mrs. S. D. Hunter.

Mr. and Mrs. Melvin Thacker and children, Mary Jane and Nancy of Lockney, visited here

Monday with her parents, Mr. and Mrs. S. D. Hunter.

Mrs. David Campbell and Mrs. Buz Thacker shopped and looked after business in Spur, Monday.

Miss Kathy Clem is in New Mexico visiting with her grandparents while her mother is a patient in Stanley Hospital, Matador.

Mr. and Mrs. P. H. McDorman visited in Lubbock, Monday and Tuesday with their daughter and family Rev. and Mrs. V. J. Lowrance.

Mrs. R. A. Drennon of Spur and Mr. and Mrs. Jack Robinson of Dodge City, Kansas visited with Mr. and Mrs. Frank Ragland, Thursday.

Mrs. J. D. Henry of Falls and Mrs. Doyle Middleton of Muleshoe are at the bedside of their mother, Mrs. J. B. Greenwood, who is a patient in Stanley Hospital.

W. H. Rigsby and Robert Faris attended the Duroc hog show and sale in Lubbock, Friday and Saturday.

John Huffstutler of Lubbock spent Thursday with his sister and husband, Mr. and Mrs. Martin Smith.

Madames Orville Harris and Ray Snyder shopped and looked after business in Plainview, Thursday.

Tribune, Matador, Motieu County, Texas, Thursday, February 24, 1955

Arthur Harmon made a business trip to Detroit, Michigan, recently.

Recent guests of Mrs. Minnie Smith and her sister, Mrs. Mattie Jackson of Arizona, who is her house guest, were: Mrs. Cy Wright of Paducah; Mrs. Ellen Davis, Clovis, N. M.; Mrs. John Jackson, Miss Annie Mae Jackson and Mr. and Mrs. Pat Sherman of Matador; John Jackson, Hale Center; Johnny Koonsman of Dickens; Mr. and Mrs. Cal Martin and Mr. and Mrs. Brink Carlye of Spur.

Mr. and Mrs. Ted Kingery and children of Amarillo, were weekend guests of their parents Mr. and Mrs. L. E. Kingery and Mr. and Mrs. S. N. Davis.

Mr. and Mrs. Earl G. Freeman of Lubbock, visited his parents, Mr. and Mrs. M. D. Freeman during the weekend and also attended to business.

Harold Johnson and children, Jimmy Tom and Mary Jane of Post, visited during the weekend with his parents, Mr. and Mrs. Jimmy Johnson, and with the children's grandparents, Mr. and Mrs. T. K. Palmer.

O. L. Harris and Sut Braxton looked after business in Plainview, Saturday.

J. W. Campbell, a ministerial student in Abilene Christian College, visited with his parents the J. K. Campbells during the weekend, and preached in the Church of Christ at the eleven o'clock service, Sunday.

Mr. and Mrs. Billy Nichols and children of Amarillo spent the weekend here with his parents, Mr. and Mrs. W. H. Nichols and other relatives.

Rev. and Mrs. C. R. Mathis shopped in Lubbock, Monday.

Mr. and Mrs. Doyle Mitchell of Lovington, N. M. spent the weekend with his parents, Mr. and Mrs. J. D. Mitchell.

Mr. and Mrs. J. P. Moss and Margaret of Floydada visited here Saturday with relatives.

Recent guests of Miss Bessie Medlen were her sisters, Mrs. W. J. Ely of Snyder, Mrs. Mary Cranston, Abilene, and Mrs. Arlie Carpenter of Lefors and a brother and wife, Mr. and Mrs. Robert Medlen of Floydada.

Mr. and Mrs. Don Norton of Brownfield were recent guests of her mother, Mrs. Tracie Hodgson and other relatives.

Mrs. J. H. Williams honored Mrs. J. D. Addison with a pink and blue shower Saturday, Feb. 19th. The honoree received many lovely and useful gifts. Refreshments of coffee and angel food cake were served to 15 guests.

McAdoo News

By Mrs. G. G. Allen

Mrs. Patsy Byrd and baby of Petersburg visited last Tuesday with her parents, Mr. and Mrs. Jim Carr and Mr. and Mrs. Orvin Cullihan.

Mr. and Mrs. Tom Tilson of Matador visited Saturday in the home of Mr. and Mrs. J. H. Quattlebaum.

Mrs. Laurette Barnard left Friday for her home in Lincoln, Neb., after several weeks visit with her daughter, the Noble Neffs.

Mr. and Mrs. Wayne Brantley and Mrs. Leamon Brantley made a business trip to Lubbock, Monday.

Mrs. Lula Fox accompanied Mr. and Mrs. A. G. Fox and boys to San Antonio for a week-end visit with her son, Mr. and Mrs. Buel K. Fox.

Alton Bass of Lubbock visited Thursday in the homes of his uncles, L. K. and Gene Bass.

Georgene Paul spent Sunday night in Plainview with Mr. and Mrs. L. B. Bass and Gene.

Oris Pullen, accompanied by Levis Pullen of Spur, visited Sunday in Tatum, N. M. with Mr. and Mrs. Elzy Pullen. Linda and Larry Pullen returned with them to spend a week with their grandparents, Mr. and Mrs. W. L. Pullen.

Mrs. L. B. Bass of Plainview spent the week with her mother, Mrs. G. F. Smith. Mrs. Oscar Holmes of Amarillo has also been visiting her mother.

Mr. and Mrs. R. E. Higgins attended funeral services at Dumont, Sunday for Mrs. Theodore Flippin, long time friend of the family.

Mrs. Ella B. Lane shopped in Spur, Saturday.

Mr. and Mrs. Laverne Brantley and baby of Spur, spent Sunday in the home of his parents, Mr. and Mrs. Leamon Brantley.

Mr. and Mrs. Frank Duncan and children of Vernon spent the weekend in the home of her parents, Mr. and Mrs. M. C. Formby.

Mr. and Mrs. M. C. Baum spent Tuesday to Friday in Levelland with their daughter and family, the Forest Keiths.

Clayton Baum, Texas Tech student spent the weekend with his parents, Mr. and Mrs. M. C. Baum.

Mr. and Mrs. John Formby spent Tuesday night in Hereford with the Clint Formbys.

Weldon Jones of Crosbyton and Miss Freddie Smith of Lubbock were Sunday night supper guests in the Palo Grisson home.

Mrs. Jewel McLaughlin of Lubbock spent the weekend in the H. L. Dennis home.

M. C. Baum accompanied the Sanford Masons of Crosbyton to Cross Plains, Saturday, where they visited relatives.

The Baptist Activity building is undergoing an interior "face lifting". For several days members have gathered and sheet-rocked and painted the kitchen, installed new cabinets and laid new floor covering.

Harold Brantley and Odell Blackwell made a business trip to Quanah, Friday.

Homer Smith of Lubbock spent Monday with his mother, Mrs. G. F. Smith.

Mr. and Mrs. Pete Barton and Mrs. Jim Earley were Sunday dinner guests in the home of Mrs. Molly Harris.

Mr. and Mrs. Chas. McDonald and son, Mickey of Pecos are visiting their daughter and family, Mr. and Mrs. Odell Blackwell, a sister, Mrs. James White and children, Reggie and Davie,

of Afton are also visiting in the Blackwell home.

Mrs. J. H. Quattlebaum, who has been confined to Crosbyton Hospital, was able to return home Thursday.

Recent visitors in the home of Mr. and Mrs. J. H. Quattlebaum were their children, Mr. and Mrs. B. D. Crawford and children of Monahans; Mrs. J. T. Davenport of Brownfield; Mrs. J. C. Davis of San Angelo, a friend, Lucille Little, also of San Angelo. A/2c Bill Quattlebaum left Monday night for Lowry AFB at Denver where he is stationed, and another son and family, Mr. and Mrs. John Quattlebaum and children of Dickens visited on Sunday.

Peggie Branamen visited Sunday with Lyndell Dennis.

Mr. and Mrs. Dale Branamen and daughters visited Sunday in the home of her parents, Mr. and Mrs. A. W. VanLeer and attended services at the Church of Christ.

Ronnie McMillan of Lubbock has been visiting his grandparents, Mr. and Mrs. Geo. Potts.

Mrs. R. E. Nickels accompanied Mr. and Mrs. James Edwards of Lubbock, to Ft. Worth for a week-end visit with their children, Mr. and Mrs. Malcolm Edwards. Jana Edwards returned home with them, after a visit here and at Lubbock with her grandparents.

Mr. and Mrs. Roy Nickels visited last week-end in Cross Plains in the home of Mr. and Mrs. O. M. Bailey.

(continued on back page)

SHALLOW WELL TODAY?...

DEEP WELL IN THE FUTURE?

your answer is

DEMPESTER Convert-o-Jet

the Water System that does both!

2 to Meet Your Needs!

POWERFUL 1/2 HP
for top performance

THRIFTY 1/3 HP
for less depth and demand

For less than the usual price of a single-purpose jet pump you can now have a complete, high-quality electric jet water system which can be instantly converted from shallow to deep well operation. Famous Dempster 1/2 HP Convert-o-jet delivers up to 720 gal. of water an hour... gives you up to 50 lbs. pressure... 1/2 HP Convert-o-jet delivers to 855 gals., can go as deep as 90 ft., either model is so compact that it will fit under the kitchen sink. Comes completely equipped—no extras to buy! To change from shallow well to deep well, you merely remove jet unit from pump, replace with pipes and attach jet unit to operate at bottom of well. Special pipe flanges are furnished with Convert-o-jet.

DRUMMOND LUMBER COMPANY
D. S. Higgs, Manager
Only Home Owned Builders' Supply
In Cottle County Paducah, Texas

Phone 36

WEEK-END SPECIALS
For Friday & Saturday

CRISCO 3-Pound Can 89c	FLOUR 25-lb. Bag Aunt Jemima \$1.95
--	---

MILK, Pet, Tall Can	13c
SALMON, Our Value, Tall Can	39c
SANDWICH SPREAD, Supreme, Quart Jar	29c
HAMBURGER MEAT Pound	29c
GRAPEFRUIT, Texas, 5-Pound Bag	34c
CHERRIES, Sun Spun, 303 can	25c
TUNA, Sun-Spun, Can	25c
PEACHES, Our Value, Elberta 303 Can	20c
POTATOES, Sun-Spun, Whole, 303 Can 2 for	25c
ICE CREAM, Cloverlake, All Flavors Pint	19c

Look For \$5. Circular!

OTHER SPECIALS ARE LISTED ON CIRCULAR DISTRIBUTED THIS WEEK

Hopalong Cassidy's Foreman (dressed like Hopalong) will be here all Saturday afternoon to give FREE Cloverlake Ice Cream Bars and Pictures of Hopalong, and to visit with all the kids.

Spot Cash Grocery
And Locker Plant

Glad You Waited To See

The New FERGUSON 35 Tractor

Now On Display In Roaring Springs

Brilliant New Performance -- Cost-Cutting Efficiency

LET US SHOW YOU WHAT MAKES A GREAT TRACTOR GREAT

We honestly believe that the Ferguson 35 is a truly great tractor—an outstanding contribution to mechanized farming. We think you'll look a good many years before you'll find so much convenience, work capacity and cost-cutting efficiency combined in any other tractor. But we don't expect you to believe it without proof. And what's better proof than the 35 doing your kind of work on your kind of farm? Let's make a date today for a demonstration!

REGISTER!
NO COST — NO OBLIGATION
FOR ONE OF THE
5 FREE FERGUSON TRACTORS!

Go Years Ahead...
... Go Ferguson

Swim & Son Tractor Company
Roaring Springs, Texas

DEMONSTRATION!
See A Demonstration of The New FERGUSON in Actual Performance
Saturday, February 26
O. C. SCOTT FARM
East of Red Ball Gin
Roaring Springs

Only FERGUSON gives you so much precision control... so much convenience... so much mastery over the exacting requirements of the wide variety of farm jobs. Whether you're plowing, discing, planting, cultivating, harvesting, running machinery off the PTO shaft or belt—you'll do more real farming with the 35—at lower cost—than any other tractor you've ever owned. We can prove it!

MATADOR BRAND

School Calendar

March 1—Bingo Party.
March 1—School Board Meeting.
March 7—FHA Meeting.
March 7-11—Public School Week.
March 10—County Music Meet.
March 11—Teachers Meeting.
March 21—FHA Meeting.
March 22—"M" Club Party.
—M. H. S. B.—

NINE PLACE IN ESSAY CONTEST

Mr. J. W. Taylor, Commissioner of Precinct 1, and Supervisor of the Upper Peace Soil Conservation District, visited Matador High School on Tuesday morning in the morning and afternoon sessions. During the afternoon session, Miss Ester Sorenson, Area I supervisor, will recognize the Junior and Senior degree candidates.

Joanne Darsey, sophomore, daughter of Mr. and Mrs. Robert Darsey was judged as first place and was presented five silver dollars by Mr. Taylor. The other eight places were as follows: 2nd, Tom Hamilton, senior; 3rd, Frances McMahan, freshman; 4th, Anne Lee, freshman; 5th, Betty Neighbors, sophomore; 6th, James Taylor, senior.

7th, Pina Sturdivant, junior; 8th, Frank Traweck, junior, and 9th, Lucretia Edwards, junior. These nine essays will be entered in the state contests.

Mr. Darsey was a guest at the presentation.

LOCAL FHA CHAPTER WILL ENTER TALENT AT AREA 1 MEETING

March 5th is the date for the Area 1 Future Homemakers of America to hold their annual meeting. This meeting is held on Saturday in the Municipal Auditorium at Amarillo.

The whole entertainment program is based on talents from all of the schools in Area 1. The Matador talent entries are the "Harmonaires" composed of Itaymita Dunning, Sue McCaghen, Alice Martin, Betty Neighbors and Christine Green, and the "Blue Notes", composed of Anne Lee, Charlene Waybourn, Frances McMahan, Joyce Lynn and Kay Newman. Both of these groups will offer vocal selections. Joanne Darsey will also do an acrobatic act.

Business session will be held in the morning and afternoon sessions. During the afternoon session, Miss Ester Sorenson, Area I supervisor, will recognize the Junior and Senior degree candidates.

Junior-Senior Girls Are Guests Of Club

The Senior and Junior girls were guests at a tea given by the Eternas Study Club in the home of Mrs. L. M. Cox recently. The girls were served spiced tea and cookies.

Tribune, Matador, Motley County, Texas, Thursday, February 24, 1955

A program was given by Mrs. Bob Ham, who played several piano selections of popular songs and Mrs. Bob Van Meter, who sang "Make Believe" and another popular selection.

The tea was enjoyed by Lucretia Edwards, Rachel Craven, Dorothy McMahon, Janey Norman, Sara Carson, Mickie Steen and Pina Sturdivant.

WORK STARTED ON STATE FHA DEGREES

It seems that all of a sudden the six junior girls have become very absorbed in writing their autobiography, learning the history of the town and school and other strange and foreign things. If anyone should wonder what has happened to them, they are working for State Degrees in F. H. A. If they accomplish this task, they get a trip to Galveston.

The F. H. A. State Degree is conferred upon girls who have satisfactorily completed certain goals set up for them. Working for the degree is optional, and for the individual to decide upon. These degrees are given each year at the FHA State Convention.

This year the convention is in Galveston, and all of the junior girls have decided to work for the degree, a project of which to be proud. By the time they complete their work they will have well earned the trip.

Football Trophies Are Now On Display

The 1954 season football trophies are here. There are three of them, one for District, one for Bi-District and one for Regional. The District trophy is a gold, regulation sized football. The Bi-District trophy is also a football, but has the score of the game, Matador-Stinnett, on it.

The Regional trophy has three football players statuette and the name of the squad, managers and coach on it. These trophies are now on display in the high school trophy case.

Trip Made To Fort Worth

A trip to Fort Worth on February 13, was made by the Motley County FFA and 4-H boys to take their lambs to the stockyards to sell them.

The lamb market was twenty cents a pound. The Stock Committee in Fort Worth paid for the boys' rooms in the Westbrook Hotel, during their stay there.

There were seventeen boys and thirty-three lambs who made the trip. The boys that went from Matador were, Ronnie Steen, Douglas Wilson and Gary Crump.

The parents and sponsors who accompanied the boys on the trip were as follows: Mr. Bill

Moss, Vocational Agriculture teacher at Matador; Mr. Charles Long, 4-H sponsor at Roaring Springs; Mr. J. A. Harris, Vocational Agriculture teacher, and Mrs. Harris of Roaring Springs.

FLOMOT NEWS

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

Mr. and Mrs. W. M. Weatherly of Anton, visited Tuesday and Wednesday last week in the home of her brother, James Monk and family.

Mr. and Mrs. Beryl Monk and daughter, Linda Kay of Quitaque visited her parents, Mr. and Mrs. J. E. Monk, Tuesday night. Visiting the Monks on Wednesday night were their daughter and family, Mr. and Mrs. Jean Pope and son, Randy of Parnell.

Attending a Brotherhood meeting at Spur Monday night at the First Baptist Church were, L. E. Shorter, program speaker; J. C. Franks, C. W. Starkey, Ernest Fisher and Rev. A. L. Eubanks.

Mrs. Robert I. Thomas is reported improved after receiving treatment at Stanley Hospital, Matador, last week.

Mr. and Mrs. J. C. Franks and son, Coy, and Rev. and Mrs. A. L. Eubanks were in South Plains Tuesday night where the men attended a meeting of natural gas supporters, with hopes of bringing natural gas to this community.

Rev. and Mrs. A. L. Eubanks left Thursday morning for Brownwood, to visit their daughter, Mrs. Jack Ormsby and family. Rev. Eubanks preached in a week-end revival at the Hall Baptist Church from Thursday night through Sunday night. Rev. Ormsby is pastor of the church.

Two Grandchildren Born To H. S. Gilberts in Week
Two grandchildren were born to Mr. and Mrs. H. S. Gilbert of Flomot, within the week, recently. Reported in last week's

Tribune was the birth of David Zeal to Mr. and Mrs. Wilburn Martin. Mrs. Martin is the former Trula Dell Gilbert. Paternal grandparents are Mr. and Mrs. Wade Martin.

On Thursday, Feb. 10, a son was born to Mr. and Mrs. Bob Lane, in the Plainview hospital. He was named J. H. after his grandfathers, and weighed 6 lbs. 12 oz. Mrs. Lane is the former Wanda Gilbert. Paternal grandparents are Mr. and Mrs. John Lane of Turkey.

Mr. and Mrs. Bob Lane and baby have been visiting in Flomot with her parents the past week.

Deadline Set For Entries In Lubbock Junior Stock Show

LUBBOCK—Deadline for entries of animals in the 1955

Matador & Tribune

ISSUED THURSDAY AT TRIBUNE BUILDING, 1001 MAIN STREET, MATADOR, TEXAS BY THE TRIBUNE PUBLISHING COMPANY
ESTABLISHED WITH MOTLEY COUNTY NEWS BY PURCHASE MARCH 14, 1934, AND WITH THE ROARING SPRINGS REPORTER BY PURCHASE APRIL 26, 1938.
THE TRIBUNE IS SUCCESSOR TO THE ORIGINAL MOTLEY COUNTY NEWS ESTABLISHED IN MATADOR IN 1892 AND ALL OTHER SUBSEQUENT COUNTY PUBLICATIONS.

ENTERED AT THE POST OFFICE AT MATADOR, TEXAS, DECEMBER 4, 1933 AS SECOND CLASS MAIL MATTER, ACCORDING TO AN ACT OF CONGRESS, MARCH 3, 1879.

DOUGLAS MEADOR, EDITOR
MRS. DOUGLAS MEADOR, SOCIAL AND ASSOCIATE EDITOR

SUBSCRIPTION RATES
IN MOTLEY COUNTY, DOTTIE HALL AND DICKENS COUNTRIES
ONE YEAR IN ADVANCE - \$2.00
ELSEWHERE, ONE YEAR - \$2.50
ANY ERRONEOUS REFLECTION UPON THE CHARACTER OF ANY PERSON OR FIRM APPEARING IN THESE COLUMNS WILL BE GRADUALLY AND PROMPTLY CORRECTED UPON BEING BROUGHT TO THE ATTENTION OF THE MANAGEMENT.

MEMBER OF THE NATIONAL PUBLISHERS ASSOCIATION

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

South Plains Junior Fat Stock Show has been set for March 3, according to the announcement this week by John Key, general chairman of this 22nd annual regional show.

All 4-H Club and FFA Chapter members in the 29 West Texas and Eastern New Mexico counties served by the show must submit their entry blanks, along with entry fees no later than the March 3 deadline to be eligible to compete for the many awards being offered this year. The dates of the Lubbock show are March 14-16.

Catalogs and entry blanks have been mailed to vocational agriculture teachers and county agents throughout the area.

For the third consecutive year two Princesses will be selected to represent the 4-H Clubs and FFA Chapters. Show officials are expecting approximately 35

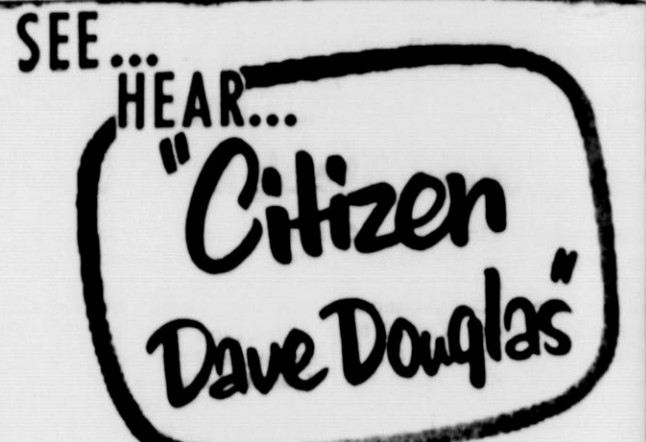
attractive young girls from the area to compete for the crowns. The contest will be held in the Lubbock Chamber of Commerce building the morning of March 12.

All clubs and chapters wishing to enter a candidate in the Princess Contest must submit the entry blank no later than March 9. Blanks can be obtained by writing the Lubbock Chamber of Commerce.

The two Princesses will officiate as hostesses throughout the show and will present all of the banners and ribbons to the exhibitors who exhibit prize-winning stock.

The South Plains Junior Fat Stock Show is sponsored annually by the Lubbock Chamber of Commerce and the Panhandle South Plains Fair Association.

COME TO CHURCH SHOW



One of TV's Most Discussed Shows

- KCBD-TV ... Channel 11 LUBBOCK SATURDAY, FEBRUARY 26TH • 6:00-6:30 P.M.
- KDUB-TV ... Channel 13 LUBBOCK MONDAY, FEBRUARY 28TH • 6:00-6:30 P.M.

ALWAYS THE BEST...
Pies, Cakes
Do-Nuts, Cookies
Special Orders
FRESH, WHOLESOME BAKERY GOODS
At Your Grocery or Our Bake Shop
City Bakery

We guessed you'd like it...

but we never guessed how much!
JUDGING BY THE "OOHS" AND "AAHS" THAT GREET FORD'S APPEARANCE...
BY THE NUMBER OF FOLKS WHO ARE TEST DRIVING A FORD—AND THEN DRIVING IT HOME...
THE '55 FORD IS GOING TO SMASH EVERY CAR SALES RECORD!

NEW TRIGGER-TORQUE PERFORMANCE IN 3 MIGHTY ENGINES
Ford's 3 new car engines for '55 give you Trigger-Torque response. The 162-h.p. Y-block V-8 has a 7.6 to 1 compression ratio. The 182-h.p. Y-block Special V-8 is offered with Fordomatic Drive in Falcon and Station Wagon models. And there's a new 120-h.p. I-block Six!

ROAD-JOINT JAR REDUCED BY NEW ANGLE-POISED BALL-JOINT SUSPENSION
Ball-joint Front Suspension is one of the greatest contributions ever made to riding and handling ease. And for '55 it gives still more comfort... because springs are set at an angle to cushion road shock from the front as well as straight up. That reduces road-joint jar.

THE THUNDERBIRD INSPIRED FORD'S LONG, TRIM LOOK
The Thunderbird—Ford's personal car that created such a sensation—has left its distinctive mark on the Ford cars for 1955. You'll find its sweeping straight-line fenders... its lower, flatter look... its all-around windshield... its impressive grille and visored headlights... reflected in every '55 Ford.

Test Drive the '55 FORD at your nearest Ford Dealer's

Since 1913 1,000,000 FORD CARS and TRUCKS have been BUILT IN TEXAS BY TEXANS!

Matador Auto Co.

No gasoline—no, not a single one—has higher octane than New 1955 GULF NO-NOX

but octane alone is not enough...
That's why new Super-Refined Gulf No-Nox is specially made to burn clean—to protect your engine—to give you thousands of extra miles of full engine power.
Fill up with new NO-NOX and feel the difference in lasting power. You'll get:
• More complete protection than with so-called "miracle-additive" gasolines.
• Extra gas mileage in the short-stop-and-go driving motorists do most.
• Stall-proof smoothness... instant starts... fast, fuel-saving warm-up.
• No knock, no pre-ignition—even in today's high-compression engines.

This lamp test shows what a difference Gulf super-refining makes. Gulf refines out the "dirty-burning tail-end" of gasoline—at the refinery—to bring you new NO-NOX.

This lamp is burning the "DIRTY-BURNING TAIL-END" of gasoline which GULF refines out

This lamp is burning NEW SUPER-REFINED GULF NO-NOX, the clean-burning super-fuel

This is GULF'S PLEDGE to the motoring public

- We at Gulf make this promise to America's motorists. We will not permit a single competitor—no, not a single one—to offer a gasoline superior to our own superb No-Nox.
- It is our sincere belief that No-Nox is the finest gasoline on the market today, and no matter what others do or say we will keep it the finest—in power, in performance, in engine protection.
- This is not a boast, not a claim. It is a pledge to you, the motoring public—a pledge backed by the resources—and the integrity—of the Gulf Oil Corporation.

New 1955 GULF NO-NOX
It's super-refined... to burn clean! The '55 gasoline for all high-compression engines

J. W. "Jim" Haney, Distributor

