

Matador Tribune

VOL. 59—NO. 40 MATADOR, MOTLEY COUNTY, TEXAS, THURSDAY, DECEMBER 17, 1953 PRICE SEVEN CENTS

TRAIL DUST

By DOUGLAS MEADOR



Sound of hoofbeats thunder in the winter sky when the night wind cracks its whip at cold, blue stars and lashes the hobbled mesquites. Phantom chuck wagon rumbles over rocky hills and the lowing of mighty hungry herds spills back through crevices of the past. Scattered riders breathe white star dust from the long mesas of the Milky Way and the sound of worn spurs falls lightly on eons of silence. The wind roars again like trains of empty cattle cars, returning.

Fog pushed through canyons of empty Los Angeles streets like moist smoke in a windowed flue, while a few couples in love rode the open top deck of the owl bus. Cold moisture dripped from the lacquered seats and the small blonde girl tightened her worn coat hopelessly as she sat huddled alone. At intervals when high lights caught her face was possible to see the tears on her cheeks. At an intersection while the bus was stopped, a sob escaped her lips and she sobbed quickly, racing down the steps. Presently the bus was moving again and the girl was walking rapidly on the shadowed side walk, a small girl against the night and the world.

At present prices the man who goes to fetch home the bacon need not possess unusual strength unless his income entitles his eating higher on the hog.

Truth is a responsibility required by the authority of common decency; society's most precious heritage.

While the view from a mountain top is often inspiring, opportunity for service is developed at lower levels.

Many travelers venture on the toll road to success without sufficient funds to advance further than the entrance station and the first portal of escape back to mediocrity.

GROWERS APPROVE QUOTAS

Cotton growers in Motley county Tuesday approved marketing quotas by a wide margin. Walter Ray, manager of the county PMA office said a total of 156 votes was cast. The total "for" was 127 and the "against" vote was 14. Mr. Ray said 15 votes were challenged by the referendum committee because of doubtful right of voter to cast his ballot in this county. In most instances the challenged votes were cast by farmers who own land on the county boundary.

The challenged votes are kept on a "challenge status" and their validity may be determined later in event they could affect the outcome of the election.

Lubbock Avalanche in a survey of 22 Plains area counties showed the marketing quotas as being favored by a 22-1 margin. Total votes in the 22 counties for the quotas were 7,689 and total against was 371.

A Washington news report yesterday said 18 upland states reported farmers favoring the quotas by 94.9 per cent.

W. M. U. To Pack Box For Buckner's Home

Baptist W. M. U. will pack another box for Buckner's home at Dallas, this week and requests are made for good used clothing or toys.

Donations may be left at the church, or at Thacker Butane Company office, where Mrs. Freeman Thacker will receive them. Mrs. J. L. Woodruff, W. M. U. president announced.

"Parity Be Damned" Says Tech Economic Professor

"Parity be damned" was the closing remark made Tuesday by Arch Leonard, Texas Technological College professor of economics in a vivid address before the Matador Lions club. "Everybody is an authority on economics", Professor Leonard declared, "altho the subject is one of the most complex in the world. I want to talk to you about free enterprise as related to agriculture. Economics is one of the least known and most frequently misunderstood subjects in our country today... war has repeatedly upset our economy and we have made some costly advances in trying to reorganize our economy... one was the 19c per bushel wheat in the early thirties."

Medics In Meet Here

Regular monthly meeting of the Four-County Medical Society (Hardeman, Foard, Cottle and Motley), met here last week in the home of Dr. A. C. Traweck, Jr. Following a bountiful oyster supper served by Doctor and Mrs. Traweck, first business included the election of new officers.

Dr. J. M. George of Quanah was elected President, replacing outgoing President R. R. McDaniels, also of Quanah. Dr. C. C. Pate of Paducah was elected vice-president and Dr. John M. Taylor of Quanah was re-elected secretary-treasurer.

Outstanding address was made by Dr. Henry Snyderman of Plainview, famous for his work in psychiatry and neurology.

Among other distinguished guests was Dr. E. O. Nichols, also of Plainview. About 18 doctors attended.

Next monthly meeting of the society will be held in Chillicothe. It will be about one year before the group meets in Matador again.

Expensive Meal Is Uncooked, Uneaten

Negro May Face Prison For Stealing Chickens

FATE is playing a game with Al Bennie Smith, 38, Matador Negro, who is in jail here charged with stealing chickens. Irony of the score is that Al Bennie may be returned to the penitentiary for one solitary hen, cut up and ready to cook at his home when he was arrested by Deputy Jinks Wilson.

Al Bennie is charged with stealing ten hens and a rooster from the Roscoe Lee farm about two miles northeast of Matador. Nine hens and the rooster were recovered. After his arrest about 10:30 a. m. Saturday, Deputy Wilson asked Al Bennie if he had eaten. He replied, "No sah, I had the hen cut up and ready to cook when you caught me."

NEW PONTIAC IS ANNOUNCED HERE

First showing of the new 1954 Pontiac will be held here tomorrow at the Matador Motor and Implement Company show room. Mike Hoyle, manager of the firm has announced.

The new Pontiac embraces an entirely new line of cars—bigger and more luxurious—plus an improved and newly styled line of Chieftains. Mr. Hoyle declared, the new Pontiac goes on display for a two-day announcement period beginning Friday, December 18.

Hoyle said the new line of Pontiacs, to be known as the Star Chief Series, is eleven inches longer over-all, has two inch longer wheelbase, a more powerful eight-cylinder engine and some of the most luxurious interiors ever offered in a motor car.

The public is extended a cordial invitation to visit the Pontiac show room Friday and Saturday and inspect the new model.

Crowell, Silvertown Win Top Tournament Honors

Crowell boys and Silvertown girls won top honors in the annual Lions basketball tournament which terminated here Saturday night. Second places went to Silvertown boys and Matador girls. Consolation trophies were awarded Paducah girls and Turkey boys.

Chest Goal Short \$127

Matador Community Chest goal of \$1000 is still short \$127 according to President Andy Hurst in a report made Tuesday at the regular meeting of the Matador Lions club.

Lion Hurst said \$873 had been collected and that a few more collections are still to be reported. He said the Whiteflats community had not been solicited and that he was hopeful of some support from that source.

BIRD SCHOOL TERM TO GET EXTENSION

"Problem child" of the Gilmer-Aiken school family, the Bird school district in southeast Motley county, this week received the approval of an additional \$331 under "Hardship clause" of the Gilmer-Aiken law.

Parents Of Pastor Home From Brazil

Rev. and Mrs. Bruce Oliver and small son, Ben, are in Waco for the week-end, where they will meet his parents. Dr. and Mrs. A. Ben Oliver, missionaries on furlough from Brazil, who have just arrived in this country.

Recitals Feature Christmas Theme

Christmas is the theme featured in music and speech recitals today and tomorrow.

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Christmas Program With Tree Planned

Malador Teams Win Northfield Tourney

100F Lodge Holds Christmas Party

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REV. ORVILLE YEAGER

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Rev. Orville Yeager, professor of social science at Wayland College, Plainview, and popular speaker on current problems, will preach here Sunday at the First Baptist Church, at both morning and evening services.

Local Firms Name Holidays For 1954

Holidays to be observed in 1954 are announced by Matador business firms. Printed placards will be arranged in various places of business to remind customers (employees and employers) of the holidays. The plan was approved Tuesday at the regular meeting of the Lions club.

METHODIST CHURCH STRESSES GIVING

A universal effort to "Put Christ Back Into Christmas" is being followed by the Methodist Church, and emphasis will be placed on giving rather than receiving, when a Christmas program is presented Sunday night, beginning at 7 o'clock.

Christmas Program With Tree Planned

Annual Christmas tree with gifts for the children, and Santa Claus to distribute them will be held at First Baptist Church, Tuesday, Dec. 22, it was announced this week.

Malador Teams Win Northfield Tourney

First places in both the boys and girls division of the Northfield basketball tournament were won by Matador teams, according to an announcement made by Principal Gerald Yeates.

100F Lodge Holds Christmas Party

A Christmas program, and gift exchange from a decorated tree were features of I.O.O.F. lodge meeting Tuesday night.

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City United In Aid For Needy Families

Food And Clothing Will Be Collected

SPIRIT of Christmas is becoming more evident in Matador this week as a united effort develops among religious and civic leaders, and individuals, to provide food and clothing for needy families in the community.

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MRS. JAMES EDWARD MATUSH

Vows Exchanged Recently By Miss Sams And James Matush In Waco Church Rite

A recent wedding of interest to family friends here, was that of Miss Julia Marie Sams of Waco and James Edward Matush of Temple, which was solemnized on Saturday evening, December 5 in the chapel of First Baptist Church, Waco. Dr. Forrest Feazor, former pastor of the church, now of Dallas, officiated.

wore the wedding dress of her cousin, Mrs. Ross Sams, Jr., of Waco. Fashioned of white nylon tulle the bodice of the dress was designed with oval neckline, accented with a double pleated ruffle of tulle and long shirred sleeves tapered at the wrists. The tulle ruffle was repeated on the bouffant skirt, extending from the waist into a long train. A coronet of pearls and flowers held her tiered veil of French illusion. She carried a ballerina bouquet of stephanotis and white orchids.

Miss Anne-Katherine Rike of Haskell was maid of honor. Bridesmaids were Miss Mary Sams, cousin of the bride; Mrs. A. B. Fowler of Temple; Mrs. Robert Rubaker of Houston and Miss Shannon Rutherford of Levelland.

Miss Ann Godfrey of Spur, cousin of the bride and Miss Nancy Fowler of Temple, niece of the bridegroom were junior bridesmaids.

The bride's attendants wore identical dresses of peacock blue taffeta with matching hats accented with rhinestones. They carried ballerina bouquets of sunmist yellow carnations. Jim Call of Miami, Fla. was best man. Ushers were William Matush, Frank J. Matush, John Allen Matush, brothers of the bridegroom, and Arthur Fowler all of Temple.

Wedding music was by Miss Betz Beazley, soloist, cousin of the bride, accompanied by Mrs. W. J. Wimpee, organist. Vows were exchanged before an altar lighted with 56 tapers and banked with trees of woodwardia, spiral eucalyptus and copper baskets of white chrysanthemums.

Reception At Home
A reception followed at the home of the bride's parents. Members of the house party included Misses Mary Lu Joynes, Jean Lewis, Winifred Tabb, Betz Beazley, all of Waco; Mesdames Joe Mann, Helen Bachman, Bill Gafford, all of Dallas; Miss Genevieve Petty, Mesdames Tommy Brook, A. B. Fowler, Frank Matush, Jr., William Matush, all of Temple; Mrs. W. H. Beazley of Port Neches; Mrs. T. J. Fouts of Denton; Mrs. Frank Crockett of Odessa; Mrs. G. C. Godfrey of Spur; Mrs. Leonora Lockett of Matador; Mrs. Louis Henna and Mrs. Herbert Dollahite of Round Rock.

The bride is the daughter of Mr. and Mrs. Rowe Lee Sams, 3416 Carondelet Drive, Waco, and granddaughter of Mrs. Leonard Lockett of Matador. The bridegroom's parents are Mr. and Mrs. Frank J. Matush of Temple.

Given in marriage by her father, the bride, for sentiment, carnations and fuji chrysanthemums decorated the buffet. In the living room were arrangements of pink carnations, pink roses and magnolia leaves.

Following a wedding trip the couple will make their home in Fort Sill. For traveling the bride chose a brown costume suit with matching accessories. Her hair was of lighter brown satin accented with brilliants.

Mrs. Matush was graduated from Waco High School and Stephens College, Columbia, Mo. where she was affiliated with Theta Tau Omega, social sorority. She received her BA degree from Baylor University where she majored in business. She is a member of Alpha Omega, social club, Phi Gamma Nu, business sorority and First Families of Baylor. She has been employed in the recreation department of Veterans Hospital for the last year.

Mr. Matush is a graduate of Temple High School and Texas A. and M. College, where he received his chemical engineering degree. He was a member of Beta Beta Beta, Tau Beta Pi, Phi Kappa Phi, honorary scholastic fraternity. At present he is a second lieutenant with the artillery at Fort Sill, Oklahoma.

Mr. and Mrs. Joe Hefner and daughter, Janie of Lubbock, visited here during the week-end with her mother Mrs. T. J. Darsey and other relatives.

Mrs. Orin Stark of Quitaque, visited here several days in the home of her daughter and family, Mr. and Mrs. Bob Ham.

Farewell Courtesy Given Mrs. Pitts

A courtesy honoring Mrs. Douglas Pitts, Jr., was a farewell coffee Friday afternoon at the home of Mrs. Furman Vinson, which was festive with a holiday decor.

A huge white candle on the coffee table had a foil star for a base, surrounded with pine cones and greenery, and for a centerpiece at the dining table, greenery was sprayed with plastic snow, and with tree ornaments and pine cones, arranged on a silver tray.

Fruit cake, assorted cookies, nuts and coffee were refreshments served to Mesdames Bill

Moss, R. E. Campbell, Jr., Billy Wason, Freddie Welling, Andy Hurst, Robert Darsey, Bert Schweitzer, the honoree and Mrs. Norman Merle Pitts of Austin.

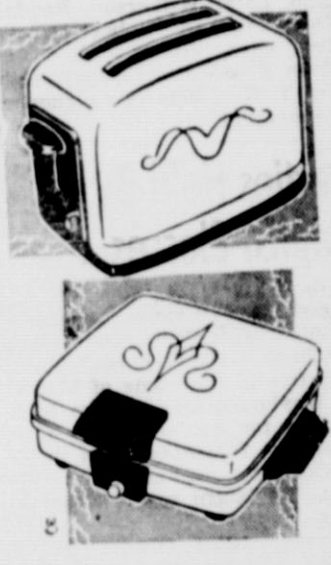
The honoree, Mrs. Douglas Pitts, Jr., with her husband and children will leave for College Station after the holidays, where he will be enrolled at A&M, and she will be employed as laboratory technician.

HERE FROM CALIFORNIA
S/Sgt. Leroy Nelson, with Mrs. Nelson and their children, Mike, Neal and Debby of Ignacio, Cal., arrived Saturday afternoon for a visit through the holidays. They are visiting his parents, Mr. and Mrs. Lee Nelson at Matador, and with her parents, Mr. and Mrs. R. W. Amick at Plomot.



Gifts

FOR A Merry Christmas



CHRISTMAS toys!



- Finger Painting Sets
- Red Wagons
- Movie Projectors
- Dump Trucks
- Air Planes
- Lincoln Logs
- Tinker Toys
- Tricycles
- Bicycles
- Rocking Horses
- Pop Guns
- Wood Burning Sets
- ABC Blocks
- Drawing Boards
- Wrist Watches
- Erector Sets
- Electric Trains
- Modeling Clay
- Toni Dolls
- Toy Dinnette Sets
- Electric Organs
- Hunting Knives
- Toasters
- Monopoly Games
- Chinese Checkers
- Puzzle Sets
- Horseshoes
- Bulldozers
- Child's Rockers
- Toy Telephone
- Portables
- Bed Lamps
- Chime Clocks
- Electric Blankets
- Pen Ball Machines
- Doll Dishes
- Doll Trunks
- Doll Stoves
- Doll Buggies
- Doll Houses
- Teddie Bears
- Panda Bears
- TV Sets
- Radios
- Toy Irons
- Skates
- Football
- Dart Guns
- Pianos

Mixmasters • Dishes
Norge Refrigerators
Furniture

Household Supply Company
HARDWARE
MATADOR TEXAS

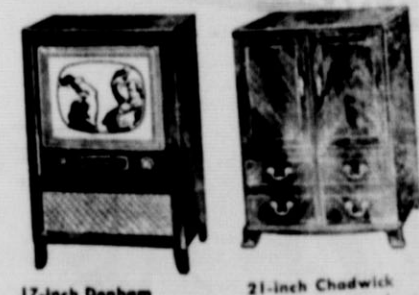


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17-inch Danham
Cabinet blends with Period or Modern. Finished in grained mahogany, any grained blond, extra. Model 175360.

21-inch Chadwick
Traditional copiate with full-length doors. Cabinet is finished in rich mahogany or in grained mahogany, any grained blond, extra. Model 211375.

"Vikrola" 45 Automatic Record Changer Attachment. Just plug the 452 into phone-jack in an RCA Victor TV set—your TV has a fine TV phone combination. Model 211375.

For the best UHF reception—choose the "Rotomatic" UHF-VHF tuner. In lower priced sets, the manual UHF-VHF tuner is optional. Ask about the RCA Victor Factory Service Contract.

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HARDWARE
MATADOR TEXAS

THE MATADOR BRAND

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

BASKETBALL GAME HELD AT CLARENDON

A basketball game, held at Clarendon Friday night, between the Dowell Dolls of Amarillo and the Kansas City Dons of Kansas City, Missouri, had for a player, a Matador Girl.

Miss Marlene Bailey of Matador, as well as two All-American players, Miss Pat Tale of Dismitt and Miss Jo White of Quail, Texas were members of the Dowell Dolls team.

These teams are considered two of the finest in girls basketball.

— M. H. S. B. —

Ideal Girl

By Melvin Cooper

Hair—Frances Strickland
 Eyes—Marion Bannister
 Complexion—Barbara Neighbors
 Nose—Sandra Follis
 Teeth—Alice Martin
 Mouth—Lucretia Edwards
 Smile—Joanne Darsey
 Hands—Nancy Vaughn
 Walk—Raynita Dunning
 Feet—Mickie Steen
 Figure—Carolyn Tidmore
 Wit—Mary Lois Watkins
 Intelligence—Rachel Craven
 Character—Carolyn Thrasher
 Athletic Ability—Lois Hughes
 Personality—Sara Carson

— M. H. S. B. —

News From Other School Papers

We noticed in the Spur paper, "The Rowel" that the Spur Bulldogs were defeated by the Andrews Mustangs. We also noticed that Spur had an undefeated season, with the exception of Andrews, and are District Champs. Congratulations Bulldogs!

From the Roaring Springs YELLOWJACKETS: "The Roaring Springs High School student body wonders why the news of the Matador-Roaring Springs ball games were not in the Matador Tribune. Could the fact that Roaring Springs teams won have caused the omission?"

Attention Roaring Springs Student Body: See last week's issue of Matador Brand in the Tribune

New or Rebuilt Terracing

LONG BELT MACHINE

See **O. P. CLARK**

Flomot, Texas

DR. O. R. McINTOSH

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 _____ Copies Clothbound, Counter Price \$1.75 (by mail \$1.85) per copy
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Meet A Junior

Name—LaRoyce Mitchell
 Age—16 Weight—128
 Color of Hair—Brown
 Color of Eyes—Blue
 Favorite Food—Chocolate pie
 Favorite Book—Gone With the Wind
 Favorite Movie—The Moon Is Blue
 Favorite Movie Star—June Allyson
 Favorite Sport—Basketball
 Favorite Song—You, You, You
 Favorite Color—Blue
 Favorite Study—American History
 Pet Likes—Friendly People
 Pet Dislikes—Gossiping People
 Pastime—Reading a good book
 Hobbies—Going with a certain boy
 Ambition—Be a good Housewife
 Going to College—No
 Joined Class—1945.

— M. H. S. B. —

Did You See?

Mrs. Martin's new gray skirt and jeweled sweater?
 Mickie Steen's green jersey blouse?
 Rachel Craven's red corduroy weskit?
 Richard Hamilton's wine corduroy shirt?
 Dorothy Plyler's new hair cut?
 Sue McCaghen's green and black poodle cloth coat?
 Martha Jones' red jeweled jersey blouse?
 Mr. Bute's blue and white tie?
 LaNelle Rattan's yellow tweed sweater?
 Coach Hopkin's nice nylon shirt?

— M. H. S. B. —

KAMPUS KLATTER

My, did you ever have a busier week in your life? The Lions Basketball Tournament has kept us all spinning around.

Raynita lost her appetite the other day. It puzzles me, and I learned Neal was sitting close by!

Lucretia recited "The Raven" in class this week and we certainly enjoyed it.

Wayne Cartwright was crawling through the fence the other morning, accompanied by a 22, and it went off. Wayne was very lucky because he wasn't seriously hurt. We miss you at school, so hurry and come back.

F.F.A. sweetheart and F.H.A. king was elected. They are: Sara Carson and Harold Martin.

It seems a former M.H.S. student, Billy Joe Whitaker is getting married the 22nd. We wish you success and happiness.

English classes will be giving round table demonstrations and speeches until Christmas. Such things as: How to make and sew boot tops; How to build a rabbit trap, and others.

It seems some more girls are getting marrying fever. We hear LaRoyce Mitchell is getting married Dec. 23rd. Congratulations!

We have a shiny new vehicle sitting in front of M. H. S. every day—know whose it is? Coach Hopkins' M. H. S. students will draw names again this year. Senior girls will decorate the Christmas tree. We're all planning on having a wonderful time.

What do you mean lighting matches in your pocket anyhow Mike? Trying to set the school house on fire???

Well this is all for this month. See you next Thursday.

— M. H. S. B. —

Ideal Boy

By LaReece Lawrence

Hair—Charles Renfro
 Eyes—Wayne Cartwright
 Complexion—Frank Traweck
 Nose—Billy Jack Spray
 Teeth—Arvin Ellithorp
 Mouth—Billy Jack Spray
 Smile—Charles Renfro
 Hands—Clay Jameson
 Walk—C. H. Murphy
 Feet—Charles Renfro
 Physique—Neal Pipkin
 Wit—Dean Martin
 Intelligence—James Sturdivant
 Character—Jimmy Graham
 Athletic Ability—Neal Pipkin
 Personality—Lonnie Lynn

— M. H. S. B. —

MATADOR LOSES LAKEVIEW GAME BY CLOSE MARGIN

The Matador basketball girls met with Lakeview girls Friday night, Dec. 4, at Lakeview.

The score at the end of the

first quarter was 10 and 13 in favor of Lakeview. The score at the end of the second quarter was 19 and 15, with Lakeview still ahead of Matador. The game ended with a very close score of 35 to 31 in Lakeview's favor. It was a very close and exciting game.

The Matador Basketball girls are happy to have Martha Jones back with us again.

Christmas Holidays Begin At Hockaday

DALLAS, Texas, Dec. 11—Christmas holidays will begin Friday, December 18, for Misses Ruth Marie Stanley, Fourth Form student in Hockaday Preparatory School, and Kay Stanley, seventh grade in Hockaday Lower School. The sisters will return to Matador to visit with their parents, Dr. and Mrs. J. S. Stanley, 1325 Eubank.

Ruth Marie's Christmas activities at the school began Saturday, with the Fourth Form Christmas Formal. Bert Smith's orchestra played and the 58 young ladies and their escorts danced amidst popcorn balls, peppermint sticks, cranberries, and gingerbread men decorated trees from nine until twelve.

Kay was hostess with the seven other Lower School boarding students at the Christmas Wasail party held in Tarry House Recreation Center on Friday evening, Dec. 11. She served the traditional hot, spiced punch and plum pudding, and decorated the trees, sang carols and enjoyed informal games.

Highlight of the season was the Hockaday Concert Choir's Sunday evening Christmas Vespers Services held at the High-

land Park Presbyterian Church. The 80-voice choir is under the direction of Thomas Merriman.

The staff and students will be honored by Dr. and Mrs. Hobart Foster Mossman at the formal President's dinner on the evening before vacation begins. The girls will return to Hockaday on January 3, and classes will resume January 4th.

Visits Daughters

Mrs. Stanley visited in Dallas during the past week-end to be with Kay on her birthday, Friday, and to attend the concert Sunday evening.

Texas "Character" Tried In Illinois On Fraud Charges

Former Motley county sheriff Sterling Price returned from Rockford, Illinois last month where he was a witness in a trial where Mrs. Mable Danielson was charged with having swindled a couple out of \$4,000 in the operation of a rest home.

Excerpt from the November 18 issue of the Rockford Register:

Authorized Dealer

FRANKLIN

Vaccines and Supplies for Cattle, Sheep, Hogs and Poultry

STANLEY PHARMACY

ter, gives this account of Mr. Price's testimony:

"... Judge Dusher permitted Canfield to put Sterling Price, former sheriff of Matador, Texas, on the witness stand. Price testified before the jury that Mrs. Mable Danielson is known to him as Mrs. Mable Crawford and that as Mrs. Mable Crawford she was convicted of armed robbery in 1934 in his county in Texas. He said Mrs. Crawford served five years in the Texas penitentiary for that crime.

"It was on the strength of a Texas conviction, coupled with a local charge of a confidence game against rest home patient that Mrs. Danielson was tried under the habitual criminal act."

Mr. Price said Mrs. Crawford recognized him immediately on his arrival in Illinois. He said she had changed much in the most 20 years since he last saw her, but that he had no difficulty in recognizing the former Texas convict.

DELICIOUS FRUIT CAKES

KEEP THEM ON THE TABLE THROUGH THE HOLIDAYS... ALL SIZES AT OUR BAKERY LESS EXPENSIVE THAN BAKING

City Bakery

ON DISPLAY FRIDAY

It's Brimming with Beauty!



New 1954 Chevrolet

Come see the most beautiful, most powerful Chevrolet ever built... the new car that combines great new performance with money-saving gas mileage!

Powered for Performance!
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First in the Low-Price Field
 with POWER BRAKES, AUTOMATIC WINDOW and SEAT CONTROL



Power brakes for easier stops

Now Chevrolet brings you Power Brakes to make stopping wonderfully easy and convenient. Optional on Powerglide models at extra cost.



New, automatic window and seat controls

The touch of a button adjusts front seat and windows. Optional on Bel Air and "Two-Ten" models at extra cost.



New styling that will stay new

There's a new, lower, smarter look about this new Chevrolet. All around the car, you'll see new styling that brings you Fisher Body at its beautiful best.



New interior richness

Fine new upholstery fabrics with a more liberal use of beautiful, durable vinyl trim. New color treatments in harmony with the brilliant new exterior colors.



Thrifty new power in all models

Now, in Powerglide models, is the more powerful "Blue-Flame 125" engine. Gearshift models offer the more powerful "Blue-Flame 115."



New, lower price on power steering

Chevrolet Power Steering now reduced in price! It does 80% of the work to give you easy, sure control. Optional at extra cost on all models.

More things more people want, that's why MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!

CAMPBELL CHEVROLET COMPANY

SYMBOL OF SAVINGS **CHEVROLET** EMBLEM OF EXCELLENCE

NORTHFIELD NEWS

Mrs. Charley Lane, Cor.

Mr. and Mrs. Charley Lane visited Mr. and Mrs. D. F. Jackson in Childress, Sunday.

Mr. and Mrs. Eddie J. Leary Matador visited his parents, Mr. and Mrs. M. H. Leary, Sunday.

Mrs. J. A. Tipton and Mrs. P. Simpson were in Childress on business Tuesday.

Mr. and Mrs. Calvin Nimmo Matador, visited her parents, Mr. and Mrs. Tom Moore, Sunday, and Mrs. A. C. Nimmo were also visitors.

Mrs. Walter Timmons and son and Mrs. Allan Thomas are on the sick list this week.

Rheta Jo Hoover visited her grandparents, Mr. and Mrs. C. T. Booth in Childress over the week-end.

T. W. Bain was a business visitor in Childress, Tuesday.

Allan Thomas made a business trip to Amarillo Thursday.

Jackie Simpson of Lubbock, visited his parents, Mr. and Mrs. A. B. Simpson over the week-end.

BARBARA BIRD HAS NINTH BIRTHDAY

Barbara Bird, daughter of Mr. and Mrs. Gus Bird, celebrated her ninth birthday on Friday,

Tribune, Matador, Motley County, Texas, Thursday, December 17, 1953

Dec. 11, at the home of Mrs. W. Y. Higgins, where guests gathered before going to the picture show.

Refreshments of ice cream and birthday cake were served, and forming the theatre party were the honoree and following friends: Mary Newman, Sandra and Sue Stevens, Jeanie Spray, Jill Scaff, Sandra Jinkins, Mary Jane Hamilton and Mae Martin.

VFW Auxiliary Has Dinner And Social

One of the highlights of the dinner season was the turkey dinner and evening of entertain-

ment held last Thursday night at the V. F. W. hut, with the Auxiliary as hostesses.

Christmas garlands extending from three light fixtures to the walls, formed a colorful canopy for other seasonal decorations, and mistletoe from the center fixture attracted repeated attention.

Exchange Of Gifts Featured At Party

After an evening of forty-two members of the "52-42" club exchanged gifts at their Christmas party Wednesday night, Dec. 9, in the home of Mr. and Mrs. Seth Sager at the Matador ranch.

Greeting the guests as they arrived was the welcome "Howdy" and "Merry Christmas" enshrined on streamers of a huge red bow which decorated the door and beneath which hung a pair of Mr. Sager's worn spurs.

Upon entering, they were impressed by other Yuletide decorations in which candles were used in a variety of arrangements. Copper scones held tall red tapers on each side of the living room mantel, on which was arranged a piece of driftwood decorated with holly and pine cones. Eye-catching were colored ornament balls surrounding a red candle in a brandy sniffer and a small silent butler, opened wide to hold a pine scented candle, tied with ribbon and holly, which was on the coffee table. A background of magnolia leaves was used for a white snowball candle beside a white table lamp. A decorated tree further enhanced the scene.

In the dining room, red candles in hurricane lamps flanked an arrangement of pine cones and holly on the buffet, and the serving table was highlighted with a green crystal epergne filled with frosted fruit. The dining table was laid with a green linen cloth centered with a cerise azalea in a silver container tied with a green ribbon, with candles the same shade of green in silver holders. Scattered over the table were large white snowflakes and foil ornaments.

Refreshments were served to Messrs. and Mesdames Clovis Murphy, Ed Whitaker, Duke Lipscomb, Floyd Henderson, D. E. Pitts, Sr., and Vance Gilbreath; Mrs. A. W. Ford and the host and hostess.

Pled 'Pinions
BY MRS. J. M.

David Garrison, 3, was arguing for a new dump truck right now, and his mother (former Evelyn Shelton) was explaining that he should wait until Christmas, when Dickie, age 5, came to his mother's aid. "Yes, David," he said, "you'll have to wait 'till after the baking."

He was referring to an earlier conversation when he had inquired how long it would be until Christmas. "Well, this

week, I have some sewing to do" his mother enumerated, "then next week we'll clean the house, and the next week, I'll get the baking done, and then it will be Christmas."

Sheriff John Stotts gets some unusual calls for immediate action. Some time back, the phone rang at his office and a voice demanded that he "... come here at once, cause I'm out of bubble gum." It was his young niece, Zezy (Ladel) Luckett, 4, daughter of the Jack Lucketts.

It's generally observed that the sheriff steps when this young lady speaks. In return, Zezy expresses her appreciation in a culinary way by whipping up for him, such delectable dishes as stewed worms and mud pies.

R. E. (Pappy) and Mrs. Campbell surely were bursting with pride Sunday night when granddaughter Charlotte played the organ for services at First Baptist Church. They were donors of the Hammond electric to the church several years ago. Pappy who is assistant choir director, led the singing in the service.

Charlotte is not only a good musician, but a beautiful blonde, and an artist as well, and painted the nativity scene in the picture window at their home (R. E. Campbells Jr.) for Christmas.

With the Christmas rush almost upon us, and shudderingly remembering past seasons when we hardly had time to close our eyes for a bit of sleep, or take time out for a bite to eat, we are inclined to agree with Horace Greeley (1811-1872): "Journalism will kill you, but it will keep you alive while you're at it."

PLAYMATE ARRIVES

Mr. and Mrs. Gerald Yeates of Northfield, are announcing the arrival of a playmate for their son, Gary, 2. The new baby was born Friday, Dec. 11 at 8:30 a.m. in Stanley Hospital. He weighed 8 lbs. 4 ozs and was named Ric-

kie Thomas. Mr. Yeates is Principal of the Northfield School. Mrs. Yeates is the former Evelyn Gage, daughter of Mr. and Mrs. C. R. Gage of Afton. Paternal grandparents are Mr. and Mrs. Tom Yeates of Roaring Springs.

COME TO CHURCH SUNDAY

The Gift you're hunting is here!



Consolidated VENETIANS

For her, your own "lady of the house," Consolidated Venetian Blinds are the perfect gift. Beautiful, long-lasting, easy to clean, always operating smoothly...

Luxurious but economical

HIGGINBOTHAM-BARTLETT LUMBER CO. ROARING SPRINGS, TEXAS

SATURDAY SPECIALS

Steak Arm Round or 7-Cut **47c**

Snowdrift Shortening 6 lb. Pail **\$1.79**

Maxwell House COFFEE Pound 87c	Our Value, in Syrup PEARS Size 303 Can 21c
---------------------------------------	---

SALMON Honey Boy Tall Can **39c**

Syrup Blackburn's 5 lb. Jar **53c**

CATSUP Sun Spun Bottle **15c**

Sour Pickles Diamond Quart Jar **26c**

Sweet Peas Kuner's Economy 303 Can **14c**

Paper Towels DRIZE Roll **23c**

SPECIAL DISCOUNT ON CASE-LOT MERCHANDISE

Spot Cash Grocery

We Invite You To See the New 1954 PONTIAC



On Display in Our Showroom **Friday & Saturday December 18-19**

Dollar for Dollar - you can't beat a **PONTIAC**

Matador Motor & Implement Co.

Our Closing Out Sale Continues

Buy Now and Save! All Goods Priced to Sell!

Harry Willett & Co.

Festive Christmas Spirit Evidenced as Church, Club Groups Meet

Bloodworth Home Is Decorated For El Progreso Club

The festive spirit of Christmas and the joys of friendship it brings, reigned supreme at various parties and programs held the past week by clubs and church organizations.

The home of Mrs. Joe Bloodworth at Whiteflat was decorated in holiday attire to receive El Progreso Club members who gathered there Thursday, Dec. 10 for their Christmas tea and program.

Miss Amy Glenn was program leader and read the devotional, and a paper on "Spiritual Enrichment through the Bible" was given by Mrs. Fred Simpson, who described the Bible as a "light, revealing God."

The group enjoyed singing Christmas carols, led by Mrs. Glenn Woodruff, accompanied at the piano by Mrs. G. E. Hamilton.

Gifts were exchanged by club members.

Refreshments of hot spiced buttered tea, poinsettia-decorated tea cakes, and nuts, were served by a tea committee composed of Mrs. L. C. Harp, Mrs. Harry Willett and Mrs. Robert Darsey.

The table was laid with a lace cloth, with candles in crystal holders flanking a centerpiece featuring a miniature Santa and reindeer, tinsel, and tree toys.

A Christmas apron in a plastic place-mat case was presented by the club president, Mrs. L. B. Campbell, to the following members present: Mesdames W. W. Clements, Seth Sager, Virginia Willie, W. N. Pipkin, W. F. Jacobs, Glenn Woodruff, A. C. Tra-

week Jr., Harry Willett, Forrest Campbell, L. C. Harp, Leonora Luckett, Ben Keltz, J. L. Woodruff, A. J. Daffern, Fred Simpson, Walter O'Kelly, Freeman Thacker, Furman Vinson, J. M. Hill, G. E. Hamilton, Duke Lipscomb, Lalar Wilkerson, Randall Whitworth and Robert Darsey;

Miss Amy Glenn, Miss Sue Glenn, and Mrs. Bloodworth, Mrs. T. G. Harris was a guest at the meeting.

Parties Held By Baptist Classes

Two classes of the Baptist Sunday School were entertained recently with Christmas socials.

A beautifully decorated Christmas tree at the home of Mrs. C. P. Waybourn formed the background for an enjoyable afternoon last Thursday when the T. E. L. class met to exchange gifts. Mrs. Waybourn was assisted by Mrs. Margaret Newman, in conducting games.

Refreshments of sandwiches, potato chips, cake, coffee and cocoa were served to: Mesdames T. E. Long, J. A. Groves, A. A. Groves, A. B. Fulkerson, H. S. Watson, L. R. Browning, C. C. Renfro, A. A. Tipton, Bertha Garrison, W. M. Clifton, H. D. Marshall, and Newman.

Fidelis Class Meets
Party for the Fidelis Class was held Friday night in the home of the teacher, Mrs. R. E. Campbell, Sr., where refreshments of spiced tea and cake were served after games were conducted by Miss Verlin Reeves, Miss Rachel

Patton accompanied the group at the piano, as they sang Christmas carols.

Gifts were exchanged from the gaily decorated tree, by: Mesdames Alfred Barton, Ed Cammack, A. A. Harp, R. A. Day, J. L. Woodruff, Leonora Luckett, J. P. Neighbors, Freeman Thacker, Louis Poteet, Alvin Stearns, Elbert Reeves, Rosa Stafford, Gerald Waybourn, Misses Maggie Bryan, Rachel Patton, Verlin Reeves, and Mrs. Campbell.

Rattan Home Scene Of Faculty Party

The home of Mr. and Mrs. Albert Rattan was the scene Monday night, of a Christmas turkey dinner and party held by teachers of the Patton Spring school, of which Mrs. Rattan is a faculty member. Mrs. Algie Groves, another member of the faculty was to have been co-hostess with Mrs. Rattan, but was ill and unable to attend.

Large Christmas candles, surrounded with pine cones, greenery and blue ornaments were featured in decorations, and a centerpiece for the serving table which was laid with a white cloth.

Individual Christmas corsages were made and presented to the women, by Mrs. Odie Holly, and a decorated tree held gifts which were exchanged by the group.

Places were laid at two tables, which were centered with miniature decorations, and at each place was a felt Christmas boot which held the silver and napkins.

Games of forty-two and canasta were played following dinner.

Attending were Mr. and Mrs.

Tribune, Matador, Matley County, Texas, Thursday, December 17, 1953

M. L. Kelly, Mr. and Mrs. W. C. King, Mr. and Mrs. Coy Morris, Mr. and Mrs. Ralph Marshall, Mr. and Mrs. Odie Holly, Mr. and Mrs. J. L. Huey, and Mrs. Gaston Jackson.

Methodist Class Has Turkey Dinner

Altrurian Sunday School class of the Methodist Church held its annual Christmas turkey dinner Monday night at the ranch home of the teacher, Vance Gilbreath, and Mrs. Gilbreath.

Arrangements of Christmas

decorations formed a seasonal background, and included blue and silver ornaments in one arrangement and berries and greenery forming a base for a tall red candle on the coffee table. A red cloth designed with a Christmas motif, covered the dining table, which was centered with an arrangement of white driftwood and white sage decorated with colored ornaments.

Tallies were used in drawing dinner partners, and for games of forty-two which were in progress later.

Present were Messrs and Mesdames Ben Edwards, Melvin Meason, Frank Pohl, Jinks Wilson, Mike Hoyle, W. N. Pipkin,

W. F. Jacobs, Ed Whitaker, Joe Bloodworth, John Hamilton, Rev. and Mrs. W. V. O'Kelly, Mrs. R. A. Faris, Howard Tra-

Pre-holiday visitors during the week-end in the home of Mrs. Velma Fulfer were her children, Mr. and Mrs. Jimmie Newbury of May, Texas, Miss Chloey Ful-

fer and Mr. and Mrs. Elwyn Fulfer and son, Mike, of Lubbock. The Elwyn Fulfers also visited her parents, Mr. and Mrs. R. Bearden while here.

Rancher's -- Farmer's

We have several Hundred Tons

BALED HEGARI and CANE

Priced F.O.B. Tulia or delivered to your Ranch. This hay is eligible for Drought freight rebates. (Contact your local P.M.A. office for application.)

Call **MUSICK PRODUCE**

Phone 99 Tulia, Texas
Phone After December 18th Will Be 5-3588

"Merry Christmas, Gra'ma!"

Give the gift only you can give... the most personal gift of all... the sound of your voice over the telephone.

And to make sure it gets there, call early. A day or so before Christmas is best. Lines are freer then; your call goes through faster.

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A Member of One of the Great Telephone Systems Serving America.

YOUR TELEPHONE is backed by the resources of America's largest independent telephone system



If your heart is in your gift



IF YOU really want to make this Christmas memorable for someone you love, express your sentiments with a gift of jewelry. Nothing else can say so much, so well... or give so much pleasure for so many years. Choose now from our brilliant selections of gifts for everyone!

give Jewelry

DIAMONDS ARE FOREVER . . .

Until Christmas 20% DISCOUNT ON ALL DIAMONDS!

One Day Delivery On Diamonds Not In Stock

- Men's Wedding Bands
- Ident's
- Necklaces
- Earrings
- Bracelets

Beautiful Box Sets

MARVIN HUNT JEWELER

LOCATED at VAUGHN DRUG



Last-minute Gift Suggestions

Fabriel's DEPARTMENT STORE



- FINE NYLONS**
Quality brands in popular new shades and a full range of sizes.
Priced \$1.15 up.
- COSTUME JEWELRY**
Complement her favorite costume with a gift from our costume jewelry. Popular prices, start at \$1.20
- FINE TIES**
Always appreciated at Christmas is the new tie. We have some very beautiful gift ties.
Priced \$1.50 - \$2.00.
- SHEER LINGERIE**
A personal gift that always finds favor with women and girls. Slips, gowns, panties, sheer and beautiful. Priced for giving.
- TABLE SETS**
A choice gift for the home. Fine selection of materials and designs. Budget priced, from \$1.98 up.
- DRESS SLACKS**
For Men and boys, in fine winter patterns, excellent tailoring and new materials. A truly practical gift. Priced at \$3.98 up.
- BOYS' COWBOY BOOTS**
Nothing can bring more joy to a boy's heart than a pair of new cowboy boots. We have quality boots in a large range of sizes.
- MEN AND BOYS SHIRTS**
No Christmas would be complete without the traditional shirt gift. We have standard brands in sport and dress styles. The prices are reasonable.

TRUETT RATTAN RESIGNS LEVELLAND POST, HAS NO PLANS FOR FUTURE

LEVELLAND, Dec. 8.—Truett Rattan, head football coach at Levelland High School since '47, has resigned effective March 1, according to Supt. O. W. Brown.

Rattan told school board members that he had "been in Levelland long enough" and felt that the Lobos would do better with a new coach next year.

Need Co-operation

"They are going into triple-A next year," he told a Morning Avalanche reporter, "and I feel that they would be better off starting with a new coach. They'll need 100 per cent co-operation from the fans, school and everyone next year and beyond. I have had some opposition here, but I have come in here and acquired some opposition."

Last year, the Lobos won seven and lost three to tie for the District 6-AA crown. In seven years, Rattan teams have won 50 games, lost 21 and tied 12. Twenty-nine of those wins and one of the losses have come in district competition, counting playoffs.

In 1947 and 1950 the Lobos won regional titles under Rattan and were undefeated in his first year. He tied for district in 1948 and 1951, too.

"I hope to stay on the South side," he said regarding future plans, "and I'm available for a coaching offer. Everything has been fine here, but I just feel it's time to move on."

Supt. Marcom said that any school would be lucky to get Rattan and that he would be a valuable asset to any staff.

"We think he's one of the best we have had," the superintendent said, "and the entire board wants to give him the highest commendation for past successes and efforts. It will be a tough job replacing him."

"We have no ideas yet on a successor," Lubbock Avalanche Rattan was reared at Matador and is the son of Mr. and Mrs. V. A. Rattan of this place.

FLOMOT NEWS

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

Mrs. Sally Newman of Altus, Okla., visited in the home of her daughter, Mrs. A. D. Daniel and family last week.

Mr. B. L. Shorter of Madill, Okla., came Friday to visit his son, L. E. Shorter and family, and plans to stay and help them gather their cotton.

Rev. and Mrs. J. C. McGraw and daughter, Winnie of Petersburg, were visitors in the First Baptist Church Sunday, and also visited in the home of Supt. and Mrs. Louis Purvis, and the A. L. Tanner home.

Rev. and Mrs. B. J. Johns and children visited relatives and friends in Lubbock during the week-end.

Rev. and Mrs. J. A. Ormsby of Decatur, visited in the home of Rev. and Mrs. A. L. Eubanks over the week-end.

Mr. and Mrs. Manley of Turkey, were here on business last Friday.

Joe Fisher of Lubbock spent the night Saturday with his parents, Mr. and Mrs. Ernest Fisher.

Rev. and Mrs. A. L. Eubanks were in Turkey Saturday, attending to business.

Mr. and Mrs. J. A. Brown and baby, Martha Lynn of Hobbs, N. M. and Mrs. Brown's brother, Alvis Swiney and family, who have just moved to Hobbs, N. M. were visitors in the home of Mr. and Mrs. Robert I. Thomas, Sunday.

Mr. and Mrs. LeRoy Nelson and family of Ignacio, Calif., were visiting in the home of her parents, Mr. and Mrs. R. W. Amick, Sunday. Mrs. Nelson and children attended Sunday school and church services at the First Baptist Church, Sunday morning.

Weldon Gates, Texas Tech. Lubbock, student was home over the week-end. He and his mother, Mrs. Bernice Gates were dinner guests in the home of Mr. and Mrs. Louis Purvis.

Mr. and Mrs. J. R. Thomas of Lubbock spent last Sunday night with her brother, J. C. Franks and family.

Raymond Speer of Texas Tech Lubbock was here over the week-end visiting his parents, Mr. and Mrs. J. L. Speer.

TO OKLAHOMA

Mrs. W. Y. Higgins will spend the holidays and through the winter months in Duncan and Ardmore, Oklahoma visiting her daughters and families, Mr. and Mrs. Dick Davis and Mr. and Mrs. Clay Gilbert, Mr. and Mrs. Davis came Wednesday to accompany her mother to their home at Duncan, today, after remaining overnight.

Mrs. Bill McCaghen, H. S. Watson, C. P. Wayburn and Bruce Oliver, Sue McCaghen and Raynita Dunning, were a group who spent Saturday in Amarillo.

Mr. and Mrs. Glenn Woodruff attended a meeting of Ford dealers held Friday in Lubbock.

Mr. and Mrs. Norman Merle Pitts of Austin, were pre-holiday visitors here from Thursday until Sunday in the home of his parents, Mr. and Mrs. D. E. Pitts, Sr.

Letters to Santa...

Roaring Springs, Texas
December 12, 1953

Dear Santa:
I am a little girl almost 4 years old. If you can, please bring me a walking doll, a telephone and some dishes. I would like to have some good things to eat, too.

Please remember all the other little boys and girls.
I love you,
Wanda Durham.

Flomot, Texas
Box 23

Dear Santa:
I am a little girl, seven years old. I have been a good little girl. Will you please bring me a doll and a nurse kit.

Love,
Bengie Beth Tanner.

Milwaukee, Wis.
Dec. 8, 1953

Dear Santa:
I want a steam shovel and a dump truck. I am four years old. I am trying to be good.

Raworth Zabielski.

Roaring Springs, Texas
December 11, 1953

Dear Santa Claus:
I have been a pretty good boy and I would like for you to bring me a gun and holster set and some spurs. I would like for you to bring me some fruit, nuts and candy too.

Love,
Mike Schweitzer.

Whiteflat, Texas
December 7, 1953

Dear Santa Claus:
I am a little girl 3-years-old. I think I've been pretty good. I want a doll with hair and a tricycle. And I'd like some fruit and nuts. Don't forget the other kids.

Love,
Elaine Dixon.

Matador, Texas
December 14, 1953

Dear Santa:
Please bring me a telephone truck with a pulley and poles. I want a wrecker truck that has spare tires and tools. Bring

Johnny an electric football game and a chemistry set.

Love,
Charles Ezzell.

Matador, Texas
Dec. 8, 1953

Dear Santa Claus:
Please bring be a B.B. gun and some B.B. shot for Christmas. I would also like to have a Roy Rogers 2-gun holster set and a bow and arrows. I have a little brother 2 years old, named Jimmie. Please bring him a gun and

a truck. We have been good boys. We sure will thank you.

Tim Morris Timmons.

Lovington, N. M.
Dec. 14, 1953

Dear Santa:
I have been a good boy this year. Will you please bring me a farm set, guns and holster. Please bring my little sister, Leah Jean a doll and some little dishes.

I love you,
Johnny Pritchett.

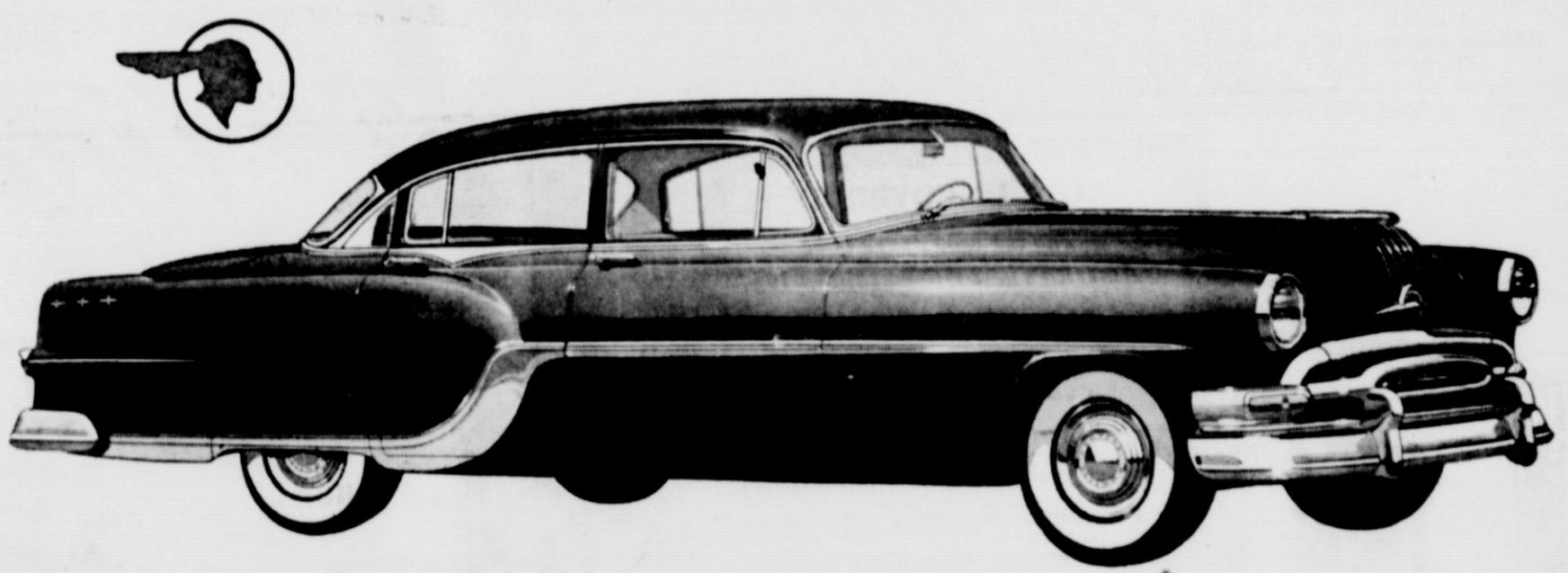
It's Duck Soup

It's THAT EASY to resurface your floors when you rent our Hilco floor sander. Anyone can operate—do it yourself! Dustless. We have complete floor finishing supplies.

BURTON-LINGO COMPANY

PONTIAC PRESENTS FOR 1954

A Completely New Line of Automobiles!



The New Star Chief Series - Bringing New Values in Luxury Size and Performance Never Before Offered at the Price!

- Biggest Pontiac Ever Built—214 inches Over-All Length
- Magnificent New Beauty, Inside And Out
- New Custom-Styled Interiors—New Exterior Colors
- Most Powerful Pontiac Ever Built
- New Roadability And Driving Ease
- New, Greatly Increased Cross-Country Luggage Room

Here is the first genuine luxury car ever to be offered in Pontiac's low price range! As the biggest Pontiac ever built, the new Star Chief brings you all the generous added length required for peak roadability and riding ease. And this extra length provides a long, low, aristocratic silhouette like costly cars, brought to even greater beauty by a brilliant new treatment of Pontiac's exclusive Silver Streak Interiors are in key. Here is the gracious, spacious look of luxury for which motorists have paid several thousands more than the modest cost of the new Star Chief. Add to all this an even mightier Pontiac engine and you will understand why you should not only see, but drive, this magnificent new car soon.

See the completely new Star Chief this week-end, along with the wonderfully improved Chieftain Series—General Motors lowest priced eight and famous economy six. Together, they prove that whatever you prize most in a car, again in '54, dollar for dollar—you can't beat a Pontiac.

TO ADD TO YOUR DRIVING PLEASURE AND THE LONG-RANGE VALUE OF YOUR CAR—PONTIAC OFFERS A WIDE SELECTION OF OPTIONAL EQUIPMENT*

- Dual-Ramp Hydro-Matic** provides instant response in traffic, extra economical cruising for the open road.
- Pontiac's Power Steering** offers finger tip steering ease for parking and slow turning, yet you retain safe road feel.
- New Air-Conditioning** cools your car to the temperature you set in minutes. Light cylinder models only.
- New Pontiac Power Brakes** let you stop faster with far less effort and foot movement. A major advance in safety.
- New Electric Window Lifts** raise or lower front windows to any desired height by simply touching a button.
- New Center-Control Seat** adjusts to 360 different seat angles at a touch for the best driving position.

*Optional equipment and accessories available at extra cost.

On Display Now—with its Beautiful New Companion Car **THE SILVER STREAK CHIEFTAIN**

DOUBLE PROOF THAT DOLLAR FOR DOLLAR YOU CAN'T BEAT A Pontiac!

Matador Motor & Implement Co.

Matador, Texas

Matador & Tribune

MAILED THURSDAYS AT TRIBUNE BUILDING, 1501 MAIN STREET, MATADOR, TEXAS BY THE TRIBUNE PUBLISHING COMPANY OWNED BY MOTLEY COUNTY COUNTY COMMISSIONERS MARCH 14, 1931, AND WITH THE REGARDING FRANCHISE REGISTERED BY PUB. SHARE APRIL 26, 1938.

THE TRIBUNE IS SUCCESSION TO THE ORIGINAL MOTLEY COUNTY NEWS ESTABLISHED IN MATADOR IN 1912 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.

MEMBER SA
NOVEMBER 1953

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

COLDS take 666
LIQUID OR TABLETS - SAME FAST RELIEF

Don't Take a Chance
Buy... MINNEAPOLIS - MOLINE

PARTS

BEST COMBINATION OF QUALITY MATERIAL AND WORKMANSHIP

The only parts bargains are those that have a reputation for quality and reliability. MM parts are made to high standards for best performance and wearing qualities.

Be sure to see your MM dealer for parts that will give you maximum service—repair work that will save you time and money.

NOTE! Money spent on inferior parts is wasted money.

BUY WITH CONFIDENCE AT THIS SIGN

Protection packed

Peg's Garage

Roaring Springs NEWS
Mrs. L. E. Cooper, Correspondent
Phone 361, Roaring Springs

Mrs. Frank Forbes shopped and attended to business in Lubbock Friday.

Mrs. Millard Byrd returned to El Paso Saturday, after a visit here with her parents, Mr. and Mrs. Melton Brooks and at East Afton with her husband's parents, Mr. and Mrs. Drew Byrd.

Jesse Pernel, who got his right hand cut in the Dougherty Gin recently, is recovering satisfactorily.

C. C. Haile of Spur was here Saturday looking after business and visiting with a niece and family, Mr. and Mrs. Charlie Brooks.

Mrs. J. H. Witcher and sons of Pernel, Okla., are here visiting with her parents, Mr. and Mrs. C. E. Marshall.

J. C. Mitchell of Amarillo, visited here recently with his brother and family, Mr. and Mrs. J. D. Mitchell.

Mr. and Mrs. J. L. Burnett of Levelland, have purchased the Barton place on Teepee Flat and are moving here to live.

Mesdames Carl Tardy, Melton Thacker, Lois Smith, and Miss Beno Wilson visited and shopped in Lubbock recently.

Rev. and Mrs. C. R. Mathis were called to Lubbock Monday to be with his brother, who underwent surgery in a Lubbock hospital.

Mr. and Mrs. Thurston Winegar and daughters spent the week-end in Lubbock with Mr. and Mrs. L. D. Brazell.

Mr. and Mrs. Felix Cochran and a friend of Brownwood were week-end guests of his grandparents, Mr. and Mrs. Joe Rice.

Mr. and Mrs. Gus Cooper of Dallas spent the week-end here with his father, J. W. Cooper.

Louis Head of Floydada was here Saturday visiting and looking after business.

Mr. and Mrs. Earl Osborn and David and Linda of Floydada, were here Saturday, visiting friends and relatives and looking after business.

Mesdames Hazel Bridges and J. M. Carpenter were in Paducah, Saturday looking after business and shopping.

Mrs. W. J. Ham, Mrs. Curtis Murphy and Miss Freda Keahey attended the basketball tournament at Northfield Saturday and furnished transportation for the grade school girls.

Wes Moore of Dallas has been here visiting his brother and wife, Mr. and Mrs. J. P. Moore.

Mr. and Mrs. Clyde Williams announce the birth of a son at Stanley Clinic, Wednesday, December 9th.

Mrs. Ennis Moss of Lubbock spent Sunday here with her sister and brother-in-law, Mr. and Mrs. Melton Thacker.

Rev. and Mrs. Dick Murray of Colorado City, are house guests of Rev. and Mrs. C. R. Mathis.

Mr. and Mrs. H. L. Goodwin left Saturday for San Benito, where they will spend the winter.

Mr. and Mrs. A. A. Harp and Mrs. Jewel Lawrence of Matador attended the grade school play here Monday evening.

The John Kirkseys and daughter of Lubbock and the Louis Sinclairs and children of Abertown visited here Sunday with relatives.

Mrs. Harold Jones of Rotan, was here Tuesday looking after business and visiting friends.

Walking doll and a basketball, and typewriter.

Treva is 7 years old and in the first grade. She wants a walking doll and a clay set and a nurse set.

Brenda is five years old. She wants a walking doll and a tractor and a sewing machine.

Oh guess what, Santa! We have a little brother 3 months old. His name is Darwin. Bring him rattlers and a fuzzy dog.

Love,
Wreathel, Treva, Brenda and Darwin Hicks.

Dear Santa Claus:
Merry Christmas!
I am a little girl six years old and have a little sister, two.

We have been good girls sometimes and hope you find some toys for us. Please remember our daddy in France, and all children everywhere.

Love from Stella and Mary Martha Martin.

CHRISTMAS PARTY HELD BY GUILD

The Wesleyan Service Guild held annual Christmas party, Wednesday evening, Dec. 9, in the home of Mrs. Homer Kingery. The members of the Woman's Society of Christian Service and others, were their guests.

Rev. W. B. Vaughn, pastor of First Methodist Church, read Luke's account of the birth of Christ. Mrs. J. T. Swim, Jr., gave the devotional, and Mrs. Minnie Smith led the group in prayer.

Mrs. W. A. Lewis read a medley of Christmas poems, and Christmas carols were sung by the group, with Mrs. Kingery at the piano.

Mrs. J. M. Carpenter played piano selections while gifts were passed, stopping suddenly at intervals, and each one kept the gift they had when the music stopped, until everyone had a gift.

The Christmas tree was beautiful with colored lights and decorations, and the room was lovely with autumn flowers.

The hostess served sandwiches fruit cake, coffee, cocoa and candy to the following guests and members: Mesdames Minnie Smith, Alice Basham, Iva Meason, Hazel Bridges, Duff Green, Leslie Smith, Lige Cooper, G. W. Green, Frank Ferguson, Wesley Burt and Rev. and Mrs. W. B. Vaughn; Mesdames Dean McInroe, W. C. King, Newton Fletcher, J. T. Swim, Jr., Clyde Clifton, W. A. Lewis, Melvin Thacker, S. D. Hunter, Misses Freda Keahey and Lula Mae Swim.

HOME ON LEAVE

J. N. Fletcher, Jr., ENFN, of U.S.S. Polaris, arrived home Saturday from San Francisco, Calif., on leave, and is visiting with his father, J. N. Fletcher and with other relatives.

CHRISTMAS GREETING SENT TO SANTA CLAUS

Santa Claus receives lots of letters from his young friends, who write to tell him what they would like for Christmas. This week he received a different type of message.

Karol King sent him a pretty Christmas greeting card, wishing him a Merry Christmas and Happy New Year, and added, "Please bring me a Bride doll, Teddy Bear, little turtle and lawn mower. Also a suitcase for doll clothes."

Dear Santa:

We are three little sisters and have been pretty good we think.

I, Wreathel am 8 years old and in the third grade. I want a

Matador, Texas
Dec. 15, 1953

JUST RECEIVED!
SHIPMENT OF FRESH CHRISTMAS HOLLY

PARTY FAVORS
15¢ up

ARTIFICIAL WREATHS
Select Now!

CENTERPIECES
AND
Decorations FOR Centerpieces \$2 up

Matador Floral Company
MR. and MRS. BILL SEALE, Managers
Day Phone 74 — Night 88
Matador, Texas

Walking doll and a basketball, and typewriter.

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From where I sit ... by Joe Marsh

A Case of "Moostaken" Identity

Slim Smith never had a chance to use his moose call until a trip north this year. Visited him yesterday to see what he'd bagged.

"First day out," he told me, "I picked up a trail. I sounded the call and waited. Then I heard a moose call. Sure enough, something came crashing through the brush. But it was another guy with his moose call. Boy, did I get my finger off the trigger in a hurry!"

"My last day there I picked up another trail. This time I got

me a real moose. But you can bet I took a good look before I did any shooting!"

From where I sit, we could all learn a little from Slim's experience. Most of us are guilty sometime or other of being too quick on the trigger. Like the fellow who would deny me the right to an occasional glass of beer with my dinner. I say that kind of "aim" is way off!

Joe Marsh

Copyright, 1953, United States Brewers Foundation

Record Breaking History-Making New '54 DODGE!

Road Test the Elegant New Action Car That Shattered 196 Records for Performance, Stamina and Endurance!

Here's the car that proves what others just promise... clinches what others claim! Come see and drive the new '54 Dodge that rewrote the official AAA* record book.

You will discover the flashing performance of PowerFlite Drive—newest, smoothest, most powerful of all automatic transmissions... the matchless steering

case of full-time Power Steering... and the surging power of the stepped-up 150-h.p. Red Ram V-8 engine—winner over all '54's in the Mobilgas Economy Run.

It's the one new car that gives you proof of performance far ahead of its field. 3 great series: Royal V-8, Coronet V-8 and 6, Meadowbrook V-8 and 6.

More To It—More In It—More Of It!

Powerflite Fully Automatic—No clutch, no lag or hesitation, no jolt or jerk.	Power Steering Full-Time—takes more of the work out—leaves all the pleasure in!	Red Ram V-8 Full of Power—the most efficient engine in any American car.
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*The American Automobile Association is the supreme authority on American performance records. Powerflite and full-time Power Steering are optional equipment. Specifications, equipment and prices subject to change without notice.

NOW 3 GREAT SERIES — ROYAL V-8, CORONET V-8 AND 6, MEADOWBROOK V-8 AND 6

Johnson-Berryman Motor Co.
MATADOR, TEXAS

"It's too big for Santa's bag but boy, what a gift— It's Carefree Cooking!"

It's the gift from the husband who cares... it's the gift every wife wants... carefree electric cooking... it's the gift that'll bring praise all year long. It's a gift of clean, cool, automatic cooking pleasure and more time for leisure.

"...and for gifts that keep on giving see your Electric Appliance Dealer."

Gifts for today and tomorrow...

Automatic Blanket Clock	Booster	Garbage Disposer
Reading Lamp	Coffee Maker	Sewing Machine
Study Lamp	Percolator	Automatic Washer
Boudoir Lamp	Coffee Urn	Electric Dryer
Pin-Up Lamp	Hot Plate	Electric Ironer
Sun Lamp	Buffer Warmer	Vacuum Cleaner
Heat Lamp	Casseroles	Chafing Dish
Radio	Sandwich Grill	Popcorn Popper
Waffle Maker	Egg Cooker	Electric Space Heater
Automatic Toaster	Range	Hair Dryer
Electric Mixer	Home Freezer	Vibrater
Blender	Refrigerator	Carving Knife
Bottle Warmer	Water Heater	Electric Shaver
Heating Pad	Dishwasher	Electric Hobby Shop Tools
		Television

West Texas Utilities Company

This Christmas be sure — give Electrical Gifts

Services Held For Mrs. Ida B. Casey

Mrs. Ida B. Casey, 80, wife of Thomas A. Casey of Childress, died at 8:10 p. m. Sunday in the Childress General Hospital, and funeral services were held at 4 p. m. at the Bible Baptist church. The Rev. Luther R. Bradley officiated.

Interment was in the Northfield cemetery under direction of the Newberry Funeral Home. Pallbearers were, Marvin Leary, Eddie Leary, Jim Dobbins, Charlie Lane, Nolan Thomas and Gerald Yeates.

Mrs. Casey was born January 31, 1873, in Carthage, and had been a West Texas resident for over 46 years, living in Childress for the past several years. Mr. and Mrs. Casey were married May 27, 1891, in Emory, Texas.

Besides her husband, she is survived by three sons, Tommy Casey, Childress; Arthur Casey, Turkey, and Ewell Casey of Amarillo; five daughters: Mrs. Bettie (Boone) Simpson, Northfield; Mrs. Buna Howard, Truth or Consequences, N. M.; Mrs. Ada Carter of Amarillo; Mrs. Emma Stewart, Aurora, Colo., and Mrs. Myrtle Bruhn, Logan, N. M. and three sisters: Mrs. Ala Tucker, Dallas; Mrs. Eva Rohus, Edgewood and Mrs. J. J. Brandon of Oakland, Calif.

PARITY BE . . .

(continued from page one)
ony to some mythical figure reached 35 years ago, well I am a Methodist, speaking in a Methodist church, and if necessary, I will spend the rest of the

Matador IOOF Lodge

Meets every Tuesday night, Jerry Birchfield, Jr., N. G. Secretary, Bruce Martin, Secretary. Visiting brothers welcome.

Kimble Optometric Clinic

Appointment Phone 254, Box 518, 118 West California St., Floydada.

afternoon explaining my statement, then I say — parity be damned."

Mr. Leonard, who illustrated his talks with large charts showing the relationship of agriculture and industry since before World War I, was introduced by Lion John Stevens.

Flomot Ladies Serve

Members of the Flomot home demonstration club served an excellent baked chicken and dressing luncheon. The attractive motif table decorations were designed from mesquite branches, bear grass (with cranberries on the points, and silvered tumbleweed. Recognition was paid Mrs. Rose Turner and Mrs. Harrison George for arranging the luncheon.

It was the final 1953 meeting of the civic club. Vice-president Lion Randall Whitworth presided in the absence of Boss Lion Bill Moss. Among the visitors were ladies from the Lions play cast, Mrs. Melvin Meason, Mrs. Bob Ham, Miss Bette Fran Montgomery, Mrs. Jack Norman, Mrs. R. E. Campbell, Jr., and director Mrs. Glenn Woodruff. Gifts were presented the ladies for services in the production. Lion Secretary Jack Norman announced that net proceeds from the play amounted to \$455.

HEAR TECH FESTIVAL CHORUS IN CONCERT

Mr. and Mrs. Pat Sheridan, with her mother and sister, Mrs. J. M. Jackson and Miss Annie Mae Jackson visited in Lubbock Sunday with Mr. and Mrs. Pat Sheridan, Jr., and baby.

In the afternoon they attended presentation of Bach's "Christmas Oratorio" at the First Presbyterian Church by the Festival Chorus of the Tech Department of Music. The 100-voice chorus was directed by Robert Elson, and in the company was Mrs. Jackson's grandson, John Morgan Rogers, who is attending Texas Tech.

WEEK-END VISITORS

Week-end visitors in the home of Mrs. G. T. Edwards were her son and family, Mr. and Mrs. Jack Edwards and their daughter and family, Mr. and Mrs. Norris Vandagriff and children of Amarillo, and a niece, Mrs. H. L. Campbell and her daughter and family, Mr. and Mrs. John Maddox and children, all of Chillicothe. The Jack Edwards family also visited with her mother, Mrs. H. E. Watson and other relatives while here.

AT MOTHER'S BEDSIDE

Mr. and Mrs. A. L. Fair and children, Joe, Louis and Ida Mae were called Saturday to Mansfield, Ark., to the bedside of his mother, Mrs. L. W. Fair, who suffered a heart attack. Mrs. Fair and children returned home Monday night, while Mr. Fair remained with his mother, who is still in a critical condition.

Attends Plainview Function

Mrs. Bill Pipkin attended a dinner and meeting of the Methodist Wesleyan Guild at Plainview, last Thursday night as guest of her daughter, Miss Patti Pipkin, high school home ec teacher. The dinner was served at Blessingame's, after which the group went to the home of Mrs. James Jameson for a Christmas program. Mrs. Pipkin was accompanied to Plainview by Mr. Pipkin and son, Gerald.

Matador, Texas, Box 323, Dec. 15, 1953.

Dear Santa:

I am a little girl two years old and have been pretty good. I want a doll and broom to play with, and a hat with fur on it and a housecoat.

I love you, Jo Helen Ray.

Matador, Texas, Dec. 12, 1953.

Dear Santa:

I'm a little boy 4 years old. My Daddy is in a hospital in Galveston, and Mother is with him, so I'm staying with my grandmother, and don't forget me please.

I love you a lot, Dale Reector.

Mr. and Mrs. Forrest Campbell were over-night visitors in Amarillo Saturday, where they attended a banquet for Chevrolet dealers.

In The Want Ads

We will appreciate your Star-Telegram renewal. Phone 123 The Tribune.

CHRISTMAS TREES: 3' to 8' Northern spruce trees. Matador Variety. 37-c3t.

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

DICK GROVES HOME for sale or rent. See Bill McCaghen.

FOR SALE: Cake, Meal; Mixed; Cotton Seed; Poison and Fertilizer; Best you can buy. West Texas Gin, Joe M. Gaines Mgr. c3tn

SEE US FOR POLIO, Life, Fire and Hospital Insurance. We represent Reliable Stock companies. C. W. Giesecke Ins. Agency, Floydada. 50-4tn.

BALED HEGARI AND CANE: Several hundred tons available. Good grade roughness. Order now while prices are low. Musick Produce, Tulla, Texas, Phone 99. Phone will be 5-35-88 after Dec. 18th.

ALL MAKES New and Used Cars: New 4-door Mercury on hand now. 1953 Ford four-door with overdrive. 1948 Ford two-door in good condition. 1949 Chevrolet truck, two spd. axle, grain bed 8x14. Braselton Implement Company, Roaring Springs, 29-c3tn.

FOR RENT: Furnished house; 3 rooms and bath. Couple only. Loyd Latimer. 37-c3t.

WE WILL MIX your concrete for 10¢ per sack from now on. Carlson and Son. 32-c3tn.

SELECT CHRISTMAS CARDS NOW: 25¢ to \$1.25 box. Matador Variety. 37-c3t.

WANT TO LEASE from 1 to 3 years, my property, known as the Bourland homestead, as follows: 10 acres land, 2 acres in cultivation, 1 acre in orchard, 5-room house and 2-room house; barns, 5 chicken houses. Also have 120-acre farm for lease, A. L. Curry, Matador.

NEED TIRES . . . See us for the best tire trade in town. Most all sizes. Campbell Chev. Co. 44-c3tn.

BALED Hegari, cane, maize. Braselton Implement Company, Phone 411, Roaring Springs. 32-c3tn.

FREE RENTAL SERVICE: If you have a house or farm to rent or wish to rent see F. C. Bourland Real Estate Company, Phone 56. 44-c3tn.

FOR SALE: 1000 overbearing strawberry plants. Homer Sheats. 40-p2t.

FOR RENT: One 2-room furnished apartment. B. C. Cox.

WHAT ARE YOUR PLANS for 1954? A good Rawleigh Business is hard to beat. No capital or experience required if you have car. Opening in Cottle county. Write now for full information. Rawleigh's Dept. TXK-310-254, Memphis, Tenn. or see Mrs. W. H. Rogers, Matador, Texas.

USED MACHINERY: 1-1D-9 tractor with Hancock terracer and front-mounted dozer, \$2,450. Used wheat drills, \$325 and \$275. One-way plows, \$25, and up. Matador Motor and Implement Company. 26-c3tn.

TRADE AT JOE'S GROCERY: T-bone steak, 55¢ lb.; pork chops, 60¢ lb.; pork steak 55¢ lb.; cigarettes, \$2.15 carton. Why pay more? This is seven days a week. Phillips gas, 23¢; Ethyl 25¢ and 40¢ oil 35¢. Located East Side on Highway 70. 37-c3tn.

FOR RENT: One of the best corner buildings in Matador. Former location of Stanley Pharmacy. See R. M. Stanley at Stanley Pharmacy. 26-c3tn.

WANTED, TWO PART TIME MEN. Earnings \$69.35 or \$120.70 per week. See Mr. Sing, Capitol Hotel, Amarillo, Texas, Saturday 1 p. m. to 6 p. m. Week days 8 to 9 a. m., 12 to 2 p. m. 37-c3tn.

NEW AND USED refrigerators; new and used washing machines. Matador Motor and Implement Co. 29-c3tn.

WANTED TO LEASE: 238 acres with modern house, 9 miles S. E. of Flomot. Inquire at Flomot Postoffice. 40-c1t.

REGISTERED Duroc boar for service; out of State grand champion sire and dam. Fee \$5.00. W. H. Riggs Station 5 miles south of Roaring Springs. 37-p3tt.

CESS POOLS, Septic Tanks Pumped. Prompt service. All 500 gal. tanks, \$15. Telephone 285, Matador. 4tp.

FOR SALE: Four-room modern house with several out buildings, located on 12 acres of land joining town section. If you are looking for a bargain close in, see this. Call 9 or 262 for appointment. Clint Hicks.

FOR SALE or RENT: One 4-room house with bath. One block from school. B. C. Cox.

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

A NEW SHOE SERVICE FOR MEN: If you are hard to fit or would like a special type of shoe, we invite you to come in and see our catalog of WALK Over fine shoes. \$11.95 to \$22.95. Matador Variety. 37-c3tn.

FOR SALE: 4-room and bath, modern house; stucco; living room carpeted. On pavement one block from business section. See Forrest Campbell.

FOR RENT: 3-room house with bath. See Rev. W. B. Little.

USED FARM EQUIPMENT

1953 Ford tractor and equipment. 1948 Ford tractor and equipment. Just overhauled. 1945 M Farmall with or without equipment. Used F-30 tires all worth what you pay. IHC broadcast, just overhauled, ready to cut feed. Lots of other equipment for sale. Makes tractors, one used 52 IHC combine, \$300. Slightly used 10-ft. Home plow, \$250. John Deere pulling machine, \$350. BRASELTON IMPLEMENT Co., Roaring Springs.

COMPLETE STOCK NEW

Small tractors with or without equipment. Matador Motor and Implement Co.



GO PROTECTED WITH AUTO INSURANCE!

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

BILL PIPKIN

Insurance Agency, First State Bank Building, Phone 300.

NOW UNCOVERED
The car that's sure to be
America's best seller again in 1954

1954 Chevrolet

America's favorite car is finer than ever! Chevrolet—best seller year after year brings you new beauty, new power and performance, new economy and value for 1954. Come see all the new features and advantages of the car that's sure to be the best seller again in '54!

FREE

And while they last, special gifts for the ladies—"Wind Song," Matchabelli's finest imported fragrance.

CAMPBELL CHEVROLET CO.

Sales — Service

Holiday Foods

SAVINGS! VALUES! BARGAINS!

Order Your Christmas Turkey Now!

<p>ANY SIZE, PICNIC Pound</p> <p style="font-size: 2em; font-weight: bold;">Ham . . . 49c</p> <hr/> <p>WHITE SWAN, Whole Spiced 2 1/2 Can</p> <p style="font-size: 2em; font-weight: bold;">Peaches 39c</p> <hr/> <p>WHITE SWAN 303 Can</p> <p style="font-size: 2em; font-weight: bold;">Tot Peas 29c</p> <hr/> <p>SEXTON 2 1/2 Can</p> <p style="font-size: 2em; font-weight: bold;">Pumpkin 29c</p> <hr/> <p>EATMOR Pound</p> <p style="font-size: 2em; font-weight: bold;">Cranberries 28c</p>	<p>WHITE SWAN Pound</p> <p style="font-size: 2em; font-weight: bold;">Coffee 89c</p> <hr/> <p>SEXTON, Whole Green 303 Can</p> <p style="font-size: 2em; font-weight: bold;">Beans . 33c</p> <hr/> <p>NEW CROP Pound</p> <p style="font-size: 2em; font-weight: bold;">PECANS . . . 35c</p> <hr/> <p>FANCY Package</p> <p style="font-size: 2em; font-weight: bold;">Napkins. . . 22c</p> <hr/> <p>WHITE LILY 2-Pounds</p> <p style="font-size: 2em; font-weight: bold;">CHEESE . . . 79c</p>
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We Sell Finest Quality Home-Slaughtered Beef

CHARLIE'S GROCERY

These Prices Are Good Friday and Saturday MATADOR, TEXAS