

Matador Tribune



"Where there is vision, there is tolerance; and where there is tolerance, there is peace."
—President Roosevelt.

Every man owes something to the upbuilding of that profession to which he belongs.
—Theodore Roosevelt.

Tribune Vol. 10, No. 33

Matador, Motley County, Texas, Thursday, October 22nd, 1936

Motley County News Vol. 17, No. 33

TRAIL DUST



Examining a human skull in the office of a doctor friend recently I was informed that the market price of the grim object amounted to about eight dollars. He even supplied me with the name and address of an agent who cleans, dries and polishes human bones for sale to doctors and associate professions. But I have no intention of negotiating a transaction any more than I would be interested in purchasing another man's heart.

Despite its polish and copper springs holding in place the grotesque jaw, the now gruesome shell washed against the shores of the living, once housed the eyes and brain of a mortal man. As an infant in a mother's arms the small head was held against her breast and gentle songs soothed small pink ears until slumber closed the tiny trusting eyes. In manhood the now hollow sockets held eyes that witnessed the beauty of sunsets, of clouds and starlit nights; knew the hot tears of sorrow and closed in weariness at the end of many days. Lips warmed by the blood of life once kissed in a grotesque mouth, kissed in a thousand twilight and beneath the same splendid moon which will remain for other lovers. It the outgoing soul-shell once dwell the brain of a man knowing man's fears, courage, passion, love, sorrow and happiness. A piece of bleached bone for eight dollars.

Nature has affixed a penalty on the mole which might be worth the study of men who become so engrossed in their own affairs that they never raise their heads to look, now and then. There is no continued extravagance in the sublime wisdom which governs the world.

It is declared that a condemned man takes the only vacant chair when he enters the death chamber and the same extreme courtesy is extended to a patient entering a dentist's office.

Fear of ridicule is the great barrier to progress. The world is yet stumbling through darkness because men hesitate to declare their thoughts and perfect their dreams, preferring rather to follow the known trails than the chatter of monkeys and laughter of hyenas in the jungle surrounding a new idea.

There is a strange wild quality in the voice of the wind as it sings lullabies to coy stars looking down from hammocks swinging to the walls of space. It is of a penitent whining which might come from behind a closed door after an agonizing farewell or from one alone in a burial ground near a mound of fresh clay. From the silences as uneven breathing, rises the spectre of some unearthly fear—a premonition that in the cargo of the future being unpacked on the wharf of autumn—is winter.

Modern transportation is a turn-of-mind which has pulled the beams of distance together until only a silver of time may pass between. As a result parting has ceased to hold its former control of the emotions and he who departs for a remote land goes only to a neighbor's place. Perhaps the affections are left to water the gardens of the heart nor can absence grow serene when a fluttering in the sky may designate the end of brief parting.

It is strange that writing and filing should be secreted with other universal desires of the heart. It is pathetic that but for few cases it would be far better allowed to remain in seclusion. Kindly stop waving your hands. I understood what you said.

Some day I shall apologize to a stern old, purple-lipped banker who called me into his office and suggested that it might be better if I stayed with the farm. It re-

Cotton Boom To Business Over County

Local Stores Filled With Buyers While Gins Are Humming

Business rocketed in Matador Saturday as the streets, sidewalks and stores were filled with buyers anxious to secure their needs and return to the fields while favorable cotton-picking weather prevailed. Some merchants reported business far in excess to their expectations while others declared that their sales had shown a very favorable increase. In one or two instances record sales were reported. The demand for cotton-pickers has abated to some extent altho some farmers declare they would be glad to employ more for their fields. Many of the transient pickers are refusing to stop in this section with the hope of finding better cotton west, however many are returning after an inspection of fields on the plains.

Much Gain In County

Bank deposits have shown a substantial gain through business over the entire county indicating that other communities are receiving improved business from the 1936 cotton crop. Despite the fact that the 1936 crop will be greatly reduced from last year, many growers say that the continued warm weather will develop additional fruit and that in event heavy frost should be delayed for another 20 days that the crop would show a much greater yield.

DENTAL OFFICE HERE IS RIVAL LAND'S FINEST

Dr. McKenzie Equips With Most Modern Devices Known

The most modern dental equipment known to the profession has recently been installed by Dr. E. W. McKenzie at his office located in his home in south Matador. The equipment which includes an automatic electric dental chair, modern motor unit and x-ray unit, is manufactured by the Ritter Dental Equipment of Rochester, N. Y., and is equal in every respect to finest office to be found anywhere. The entire new equipment is finished in rich ivory, trimmed in black and nickel.

Automatic Dental Chair

While Dr. McKenzie declares that the patient may fail to appreciate the ride, the elevating and lowering of the dental chair is done by electric power. The modern x-ray equipment is located to the left and by merely swinging the machine in place any position may be secured for x-raying the mouth without the patient leaving the chair. Dr. McKenzie has enlarged his laboratory, adding a modern dark-room for x-ray photographs and installed additional equipment in each instance. He has also enlarged the waiting room to almost double its former size.

Credit To Community

Dr. McKenzie has long been recognized as one of the most capable dentists in west Texas and with the newly equipped office and laboratory, he offers Matador and the territory it serves, a service that is second to none. The investment in his profession combined with his recognized ability invokes a source of civic pride and deserves the complete support of those who may require dental services. The re-decoration and enlarging of the waiting room will be completed this week.

Mr. and Mrs. Forrest Campbell of Lubbock spent the week-end here visiting relatives.

quired just twenty years for me to determine that he knew something other than banking. As I look back now I wouldn't be surprised but that he also knew I would promptly disregard his advice and follow the alluring perfume, my eyes tightly closed against the truth.

Irene Knight To Supervise Six Counties

Office Headquarters Of Area Will Be In Matador

Through a recent promotion in the organization of the Texas Relief Commission, Miss Irene Knight, Motley county Case Worker has been advanced to the position of District Case Worker, having supervision over six counties, with area office headquarters to be established in Matador at the relief office in the Luckett building.

Miss Knight, who assumed her new duties Wednesday, was advised of the promotion last week by Mrs. Viola Perkins of Plainview, Assistant Administrator of the Commission for District 17, who was in Matador for the purpose of acquainting Miss Knight with the duties of her new office.

As District Supervisor, Miss Knight will work with the various Commissioner's courts of the counties in her district which include Crosby, Dickens, Motley, Floyd, Hall and Briscoe, and with the County Case Workers, and will not come in contact with the individual cases as heretofore.

Miss Knight is replaced in her duties as County Case Worker, by Mrs. Rita A. Groves, through the recommendation of the Commissioner's Court of Motley county.

NEW TELEPHONE DIRECTORY NOW OFF THE PRESS

The November edition of the Southwestern Associated Telephone Company directory for Matador, Roaring Springs, Dickens and Afton, is now off the press and will be delivered to patrons of the system before the first of November according to Mrs. Robt. Collier, manager of the local exchange.

The printing contract was completed by the Tribune Publishing Company yesterday and the directories are ready for delivery today. Mrs. Collier urges patrons to use the new directory in always calling by name instead of number in order that the connection may be completed with greater dispatch. "The cooperation of the patron in this respect will enable us to improve service," Mrs. Collier declared.

New directories are released by the communication company twice each year.

BOB ROBERTSON SOON TO OPEN SECOND OIL WELL IN HALL COUNTY

Famous Type Service Station Designed For Turkey

Property was purchased in Turkey last week for a second "Bob's Oil Well" and Cook Shack and construction will start in the immediate future according to L. B. (Bob) Robertson in a statement made Saturday. Mr. Robertson declared that the Hall county service station would be built identical to the Bob's Oil Well and Cook Shack located here and that the site secured embraced an identical location on highways intersection. As Mr. Robertson is also Continental Oil Company representative for the Turkey territory in addition to Motley county, the station will be operated with Conoco products exclusively. The same policy and service will prevail at the new station, he declared.

Outstanding Success

The launching of a second Bob's Oil Well will be received with small surprise by those familiar with Mr. Robertson's seemingly unlimited energy, perseverance and vision. His success in this section has become a legend of the depression. Almost penniless and without a job in 1931, he started the present Bob's Oil Well with less than \$100 actual cash—he

constructed living quarters upstairs and with the aid of one employee operated the station, hauled gasoline and made deliveries. During the first year he faced with grim determination the specter that consumed so many businesses started during the period—failure. He worked day and night struggled with unpaid obligations that threatened to close out his vision of eventual success. Then motorists began talking about "Bob's Oil Well" and the genial sandy-haired Irishman. The Irishman, in the mean time spent every dime he could spare for advertising.

Opens Grocery Store

Last fall Mr. Robertson opened Bob's Foodway as one of the most up to date grocery stores to be found in this section. He later opened Bob's Cook Shack in connection with his Oil Well service station, which immediately lacked enough size to accommodate its patronage. It was recently enlarged and modernized. Now the man who was broke and out of employment in 1931 has 22 men on his payroll and will add more when the new Turkey service station and cafe is opened for business. He has fought poverty, depression, and drought to undisputed eminence as one of Matador's leading business men.

JOHN RUSSELL TO PLACE ONE IN GOAT ROPE

John Russell, local cattleman, was awarded place one in the regular goat-rope contest held here semi-monthly, when he tied the elusive animal in 25 seconds last Saturday. Walter Russell was second in the contest in tying time of 28 seconds and Bob Martin was awarded third place with time of 31½ seconds, according to H. H. Schweitzer, manager of the affair.

Seventeen ropers entered the contest last Saturday with ten of the entrants catching their goats. A fee of one dollar is charged to enter the contest which is augmented by five dollars donated by local merchants to provide cash prizes. The third prize is usually merchandise donated by some business firm.

Mr. Schweitzer declared that increased interest is being shown in the roping contest and that he felt the customers of this trade territory appreciated the sport afforded through the medium on alternate Saturdays.

The next contest will be held Saturday October 31.

Hill-Billies Are Awarded 3rd Place

The "Arkansas Hill-Billies," Matador Amateur trio composed of Joe Berry Meador, Furman Vinson and L. C. Groves, were awarded third place in an amateur contest sponsored by the Sweetwater Board of City Development, last Saturday. The competition included over fifty entries from various parts of the Panhandle, however the Matador youths received the distinction of traveling the farthest distance to take part in the contest.

The Matador high school boys received a suitable cash award and will later be granted an opportunity to broadcast over radio.

Matador Cleaners Is Re-Decorated

Work is being completed this week of re-painting, repairing and re-decorating the Matador Cleaners establishment under the management of R. A. Day.

The improvement has greatly enhanced the appearance of the cleaning plant and more room has also been made available through new arrangements.

Mr. Day has constantly added to his cleaning equipment with modern machinery and the improvement in the pressing and storage department he is able to offer his customers a completely modern shop.

Matadors Go Down Before Spur Eleven

Score Of 13-6 Holds Shadow Over Place In Conference

The Spur Bulldogs and Paducah Dragons are tied for the lead in District 4B, when the Draggons whipped Floydada 7-6 and Spur trimmed the Matador Matadors 13-6 in the conference opener game last Friday.

The Bulldogs who were given only a slim chance to trim the Matadors outflung and outplayed the favored Matadors. The Bulldogs scored early in the first quarter with Harison and Garner passing and plunging the ball to the Matadors' five yard strip. Here Harison circled end for the touchdown. Garner added the extra point with a perfect kick between the uprights. Scaff scored for the Matadors in the first with a 60 yard dash through the entire Spur team, his kick for the extra point was low and wide.

Taking the kickoff on the 20 at the start of the third period, the Bulldogs with Harison and Garner lunging the ball, marched down the field for a score, Harison scoring from the 6 yard line on an end run. Garner's kick for the extra point was wide and low.

The Matadors started what looked to be a touchdown drive in the fourth quarter, but lost the ball on downs after advancing the ball to Spur's 18 yard line.

Electra Friday

Tomorrow night the Matadors journey to Electra for their annual brawl with the class A Electra Tigers. The Tigers, one of the strongest teams in 2A have a veteran team this year and are expected to treat the Matadors pretty rough, after a stinging defeat at the hands of the Bobcats last week.

M. E. CHURCH TO OBSERVE FAMILY DAY

Family Day will be observed at the local Methodist Church, Sunday, October 25, according to announcement made by the pastor, Rev. D. D. Denison, who extends a cordial invitation to the community to attend the special services which are being arranged. Rev. Denison especially urges that the congregation attend church in family groups, remaining in a body throughout the services.

Nevada Team Has Adopted Mascot

Announcement has been received by friends here, apprising them of the arrival on October 15, of Jo Ann Stanford, in the home of Coach and Mrs. Harvey Stanford formerly of Matador, now of Las Vegas, Nevada.

According to the Las Vegas (Nevada) Evening Review-Journal the Las Vegas Wildcat football has adopted the young lady as their mascot to see them through an undefeated football season.

From all reports coming from the west, her task will be a comparatively easy one, since her dad's eleven continue to top their opponents, their most recent victory being a score of 40-6 when they played Kingman, Arizona, and trouncing the Ely team 25-0, the latter being their strong competition, as compared with the ancient rivalry between Matador and Floydada, according to Coach Stanford.

CENTENNIAL VISITORS

Among the Matador representation who boarded the Centennial train at Roaring Springs Tuesday night for Dallas, were Mrs. John Russell and children Sonny and Aline, also Jonita Smart, Mrs. J. W. Drace, James Russell Nebbett and James Edward Russell. Mrs. M. S. Patton and son Kleth; Donald Groves, Mrs. W. W. Carpenter and daughters Frances and Lela.

Saga Of West To Be Staged At Lion Meet

Sheriff On Look-Out For Arrival Dist. 2T Governor

The west at its worst will be depicted by members of the Matador Lions Club at its annual Ladies' Night and initiation services to be held in the basement of the Methodist Church tonight. "The Chuck Wagon" is enacted before the membership and their wives. District Governor Elmer Elliott of Dalhart, as honor guest is expected to arrive some time today and the sheriff's department is watching all highways leading into the city. Lion Si Courtney has made arrangements to supply the guest with quarters.

The cast of "The Chuck Wagon" has been rehearsing this week in preparation for the feature play.

Program Outlined

The program outlined by the committee is as follows: Assembly of members and guests in upper foyer of church at 7:15. Repair immediately to banquet room. Song, America, by audience. Invocation by Rev. H. M. Weldon. Banquet. Trio singing "Home on the Range", J. R. Whitworth, T. B. Edmondson and Vernon Doss. Boss Lion R. E. Campbell, Master of Ceremonies introducing and welcoming Dist. Governor Elmer Elliott. Address by Governor Elliott. Musical duet "De Profundis", Senor El Fourdor Ford and Don Bambino Harbour. Arkansas Hillbillies, Joe Berry Meador, Furman Vinson and L. C. Groves. "The Chuck Wagon" a one act play. (Approved by the Republican National Committee, Dr. Houndsand and Dr. John D. Rinkley.

Heavy Penalty To Apply

Lions who fail to attend the meeting escorting one guest and any new member failing to take part in the initiation ceremony will be subject to severe fines according to an agreement reached by the club some time ago.

SPUR YOUTH'S WORDS GIVEN IN TESTIMONY

"That Did It," Harold Karr Of Spur Says McArthur Said As He Held Up His Fist After Aged FLOYDADA

FLOYDADA, Oct. 20.—Harold Karr of Spur testified in Everett McArthur's murder trial today that McArthur held up a clenched fist and said "that did it" when asked who had beaten "Uncle" Ben Speegle at Matador last Nov. 22. Speegle, 60, was found dying in a cabin at his tourist camp. Dr. Albert C. Traweck, Jr., said he had been choked, his jaws fractured and several vertebrae in his neck dislocated.

Found Two In Car

Karr said he left a dice game at the tourist camp and found McArthur and Melvin Ensey in the front seat of his car with "Speegle" in the back seat bloody and beaten up. He said he helped lift the body from the car.

Mrs. O. E. Rains of Wichita Falls and her 13-year-old son, O. E. Rains, Jr., identified the defendant as the man they said visited their cabin and cursed and threatened Mrs. Rains prior to Speegle's death.

Breathing With Difficulty

Raymond Harris of Spur testified Speegle was breathing with difficulty when he was removed from the Karr automobile.

Other state witnesses were E. H. Thornton of Matador and Jack Price of Rotan. Price testified he knocked Speegle down in an altercation during a dice game. He said Speegle threatened him and struck at him.

Mr. and Mrs. Ed McArthur of Spur, parents of the 23-year-old defendant, were in the courtroom. Sheriff J. L. Koonsman of Dickens county testified McArthur had blood on his clothing when he was arrested the day after Speegle's death.—Lubbock Avalanche.

Mr. and Mrs. D. E. Pitts and sons visited relatives at Ropesville, Sunday.

JAMES M. SPRAY IS CALLED BY SUDDEN DEATH

Citizen Of Whiteflatt Dies Following Brief Illness

Following a brief illness of heart complications lasting only nine days, J. M. Spray, 67, succumbed at his Whiteflatt home last Wednesday afternoon, October 1, at 2 o'clock. His sudden passing came as a shock to his many friends and loved ones.

James Madison Spray was born in Rutherford county, Tennessee on March 12, 1869, moving with his parents, to Austin, Texas in 1874. He moved to the Whiteflatt community in 1919 where he had since made his home. He made a profession of faith 46 years ago and joined the Missionary Baptist church of Whiteflatt in 1921. On November 13, 1889, he was married to Miss Lillie Mildred Rutledge and to this union thirteen children were born, all of whom except two who died in infancy, survive him.

Funeral At Whiteflatt

Funeral services were conducted at the Whiteflatt Baptist Church, Thursday, October 15, 1936, by Rev. H. L. Burnam of Silverton, who was assisted by Rev. H. T. Harris, present pastor of the church. Interment was made in the Whiteflatt cemetery.

Besides a host of friends, the deceased is survived by his widow, Mrs. J. M. Spray, seven sons, Tom Preston, and J. D. of Whiteflatt; J. W., E. E., and J. O., all of Dover, Oklahoma, and Ross R. Spray of Milford, Texas; four daughters, Mrs. E. E. Castleberry, Dallas, Mrs. Sloan Jerden, Mrs. Alfred Watson and Claudia Spray, all of Whiteflatt. He is also survived by 20 grandchildren.

In addition to his immediate family, other relatives are three brothers, W. H. Spray of McComb, Oklahoma and E. E. Spray and J. W. Spray, both of Whiteflatt; three sisters, Mrs. Melinda Brooks, Crockett, Texas, Mrs. Laura Bell, Oxford, Kansas and Mrs. Rosa Sheppard, McComb, Oklahoma; and four half-brothers, C. M. and Willie who reside in Oklahoma, Elmer Spray of California and Jack Spray of Kansas.

Stage Is Set For Minstrel At Carnival

Final arrangements are nearing completion for the annual carnival sponsored by the Child Welfare Association, to be held in the high school building on the night of Tuesday, October 27, and announcement is now made of the negro minstrel show which will be included in the evening's entertainment, under the direction of Mrs. B. F. Tunnell.

As previously announced, the main show this year is an Amateur Half-Hour to be staged in the auditorium at 7:30, and those interested in entering the contest are urged to immediately see Mrs. J. R. Whitworth, who is in charge of this feature. Tickets will go on sale for this show Thursday, October 22nd, at a very small admission price and awards or prizes will be given for first, second and third places, with the audience making the decisions.

Immediately following the Amateur show while the auditorium is still filled, an attractive cake will be given away through chances which will be for sale in the Lunch Room prior to the beginning of the show. The winner will be announced from the stage at 8 o'clock.

The Curio Shop, under the supervision of Mrs. H. H. Campbell, promises to be one of the leading attractions and she is requesting that everyone who has interesting curios and relics to loan, to notify her at once.

The Lunch Room will be open by 6 o'clock in anticipation of a large crowd, and those in charge will offer complete meals at moderate prices.

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Combined With the Motley County News

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NOTICE TO THE PUBLIC Any erroneous reflection upon the character, standing or reputation of any individual, firm, concern, or corporation that may appear in the columns of The Tribune will be gladly corrected when called to the attention of the editor.

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

SIDELIGHTS

(By MARVIN JONES) Member of Congress from Texas One often hears the expression, "I'll admit that conditions are better. I'll admit that my business has improved. I'll admit that all business is better, but—" "How are we going to pay for it?" That is a fair question. Let us analyze the facts.

SAGA OF THE PRAIRIE

FRED G. SIMPSON, Editor THURSDAY, OCTOBER 22, 1936 MATADOR HIGH SCHOOL

STAFF Editor-in-Chief, Fred G. Simpson Assistant Editor, Marjorie Moore General News, Jo Eda Berryman Girls' Sport Editor, Dan Browning Boys' Sport Editor, Clayton Titus Joke Editor, Lyman Campbell Sponsor, Pauline Rister

Conflicting Opinions It seems there has been a great deal of excitement in school this week over certain literary productions of certain boys and girls. It is hard to decide who deserves the honor of authorship of these productions, but it seems the honor may fall to Bob Gilmer in his opinion of the fairer sex and to Lorene and Billie as to opinions expressed concerning the boys of our school.

Girls Girls think they are someone come, but all that I know are just the same. They tell you that they like you and you only, and them like you and you only, and then turn around and tell the next guy promise, but they break it just as soon as they can—just to find out if they can get by with it—Then they say "sucker". They say that they don't hand out a line. Well, I would like to know what they call it. When they spend all your money, they begin to hunt a new friend at once.

5 million of the 10 1/2 billion increase. This will be done through collections on various loans and advancements that have been made.

In addition, the national income has increased from 39 million to above 60 billion dollars. The value of all securities and of all properties has vastly increased.

These are all record figures. If the soldier's bonus is left out—and that was simply trading one form of obligation for another and did not increase the national debt, and therefore hangs on a different book—the appropriations made by Congress for the fiscal year beginning July 1, 1936, were actually 1 1/2 billion less than the appropriations for the fiscal year before that.

And yet, with improved business conditions, the situation will be better cared for than with the larger appropriations of last year. If similar reductions can be made for the next two years, the national budget will be balanced.

There should be and I believe will be such reductions. Unnecessary emergency activities can and should be eliminated. If this is done, I believe it will be far better than the wholesale bankruptcy, liquidation and repudiation that would have been the inevitable result if the do-nothing policy had been continued.

Go To Church Sunday.

Boys Boys think they are somebody come, But some I know are nothing but bums; They ask for a date, and promise me, but it is not as you think. A promise means nothing to them; They break it just to satisfy a whim.

Gossip of the Week You may talk about your sleepy people! There certainly were plenty of them around here Saturday morning. Because of the games, the pep squad has added another verse to their song: "You've had sleep, and I've had none; now I'm wishing I had some. Oh, ho—oh, hum." We wonder why: Betty Jo Simpson was seen walking south of Matador one Sunday afternoon.

Bob Gilmer has taken to tennis like a duck to water so suddenly. Marjorie Moore went to Turkey last Friday afternoon. Tom Nell Darsey likes to go over to visit the grade school students so well (She must like a seventh grade boy.) Lela Carpenter is seen going to the Barton community (maybe it is because S. M. Guthrie lives out there.) Jo Eda Berryman went to Lubbock this last week-end. Mr. Harbour was talking to W. J. Brian so confidentially Friday morning.

Fred Lawrence is seen hanging around the office every morning the third period. Geraldine Lebow has been so

blue lately. Bennie Keltz talks to Aileen Russell so much. Lorene Kingery was so grieved when a certain football player was hurt in the Childress game. Boyd Willett hangs around the library the first period after lunch. Mary Gaines is so interested in J. C. McMahan's whereabouts. Elva Ray Willis was so interested in the Plainview game. Dan Darsey and J. C. McMahan couldn't make up their minds which one would escort Mary Gaines to the show Monday night.

Saga Advice (Don't forget to send your problems in to Aunt Pure. She can give you helpful advice.) Dear Aunt Pure: How can I make myself more attractive to Kenneth? Evelyn Answer: Well, for one thing, don't be stuck-up. You aren't grown yet, but you will be soon.

Dear Aunt Pure: I am madly in love with a boy, but he seems quite indifferent to me. What can I do about it? L. K. Answer: That is really a difficult question to answer. However if I were you, I would continue to do my best to win his admiration. You should flirt with him some, but do not be too forward.

Jokes Ray Dow Thompson: "It certainly is. I saw a little bee lift a 200 pound man three feet off the ground."

State Highway Departments by the Government, subject to performance reports. The fabric is designed to reinforce secondary, or farm-to-market roads, where heavy trucking and severe climatic conditions have run up an immense seasonal repair bill. Comparative

Cotton For Roads Used on 578 Miles Of 1936 Projects

COLLEGE STATION—About 8,500 bales of cotton were used in highway construction during the summer of 1936, according to a report from the Department of Agriculture. This cotton was evenly divided between two projects, under the commodity diversion programs of the AAA, which involve the use of fabric binders for bituminous-surfaced roads and mats for curing concrete.

More than six million square yards of cotton, close to four thousand bales, were used by 24 states in the fabric reinforcement program, enough for building 587 miles of new road. The rest of the cotton was utilized in the construction of 89,500 mats for concrete-curing in 23 states. Both materials were made available to

PUREBRED Duroc Pigs Moderate Prices See or Write Fay Tipton Northfield, Texas

Old Barney Himself Frontier Show Host



The role of official host for the Fort Worth Frontier Centennial has been assigned to Barney Oldfield, famed racing driver in the development days of automotive engineering. He was loaned for the assignment by Chrysler Motors, by whom he has been employed in recent years as a safety researcher

sections were laid with three types of fabrics and without fabric on each project to determine costs, and early reports of this season's work justify the findings of preliminary tests. The mat project was developed on the basis of tests made by the Bureau of Public Roads and the Highway Department of Texas and Pennsylvania. Mats or pads simplify the curing problem by assuring proper moisture and temperature conditions. The mats are made from a single-ply layer or bat of low-grade cotton or cotton waste quilted between cotton cloth covers. Such mats retain moisture for a number of hours and are durable, easily handled, and cap-

able of repeated use. In regions where water is scarce, their moisture-retaining qualities constitute a distinct advantage. Where excessively high temperatures or freezing are problems their insulating qualities are important.

'OLD DOMINION' TO BE FEATURED IN TRAVEL TALK

One of the most interesting of the "Exploring America with Conoco and Carveth Wells" program will be heard Sunday, October 25, when the noted world traveler devotes his weekly Continental Oil Company radio broadcast to word pictures of historic Virginia, "The Land of Romance."

Both as a duty and for genuine pleasure, says Wells, every American should visit the "Cradle of the Republic." Especially interesting, he relates, is Colonial National Monument, which embraces the towns of Jamestown, first capital

of Virginia—Williamsburg, political, social and educational center of colonial America—and Yorktown, where Cornwallis surrendered in 1781, resulting in complete independence for the original thirteen colonies.

One feature of the broadcast will be a description of the Pageant of Natural Bridge, an impressive religious drama depicting the story of Creation. The setting for this spectacle is Natural Bridge, the huge stone arch near Roanoke, which towers higher than Niagara Falls.

Not all interesting sights in Virginia are historic, however. The Old Dominion offers a great diversity of other attractions, some of which will be described by Wells.

Local listeners who wish to tune in on Carveth Wells Sunday, October 25, may do so by dialing station WFAA at 12:30 o'clock.

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No Wood Hauling

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Matador Land & Cattle Company

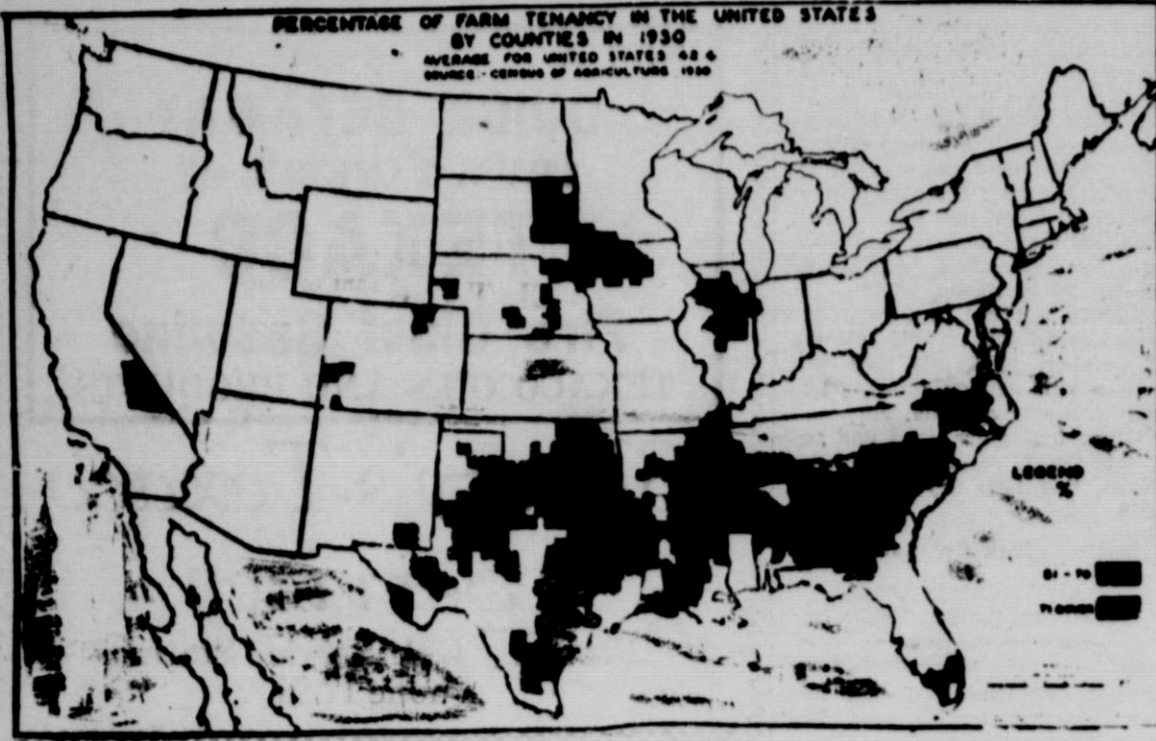
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ROGUE THEATRE Matador, Texas THURSDAY, WATCH NIGHT RICHARD E. BYRD'S 2nd Antarctic Expedition Into "Little America" FRIDAY-SATURDAY John Boles, Gladys Swarhout IN "Rose of the Rancho" SUNDAY-MONDAY W. C. FIELDS IN "Poppy" WITH Rochelle Hudson, Richard Cromwell Sunday Matinee 2:30 P. M. NIGHTS 7:00 P. M.

BUY COAL NOW! JUST RECEIVED A New Car-Load ROBINSON Colorado Coal More Heat for Less Money L. R. BISHOP FEED STORE We Buy Poultry, Hides and Cream Phone 114J

This map, and Oklahoma where farm to one of the e the Resettlmen for the conf which Govern nounce he w date. The acco D. P. Trent, Resettlement. amental angl and will be date by simil ector Trent ar (By D. P. Tre Resettlement Rural socie and progressi more of the e everything in middle of wi moving off th snow to a ne place which for a time. S ping the life and is under tions of demo I am not sh should be ar someone and without due saying that requires that on the land a who produce materials wi quires, have own the la without havin speculative ir such ownersh the soil, the human existe subject to s ploitation. The truth is erish has n thing for farr ber of years able for inve Indications ar tice of invest and reaping bably a thing is reason to future specul land will be a the interest of the busin classes that ov of the United to the farme farms and th savings to in place to inve If the ideal to be realiz rural socie and rich and if the United great progres nation which ed, something bring these

FACTS FOR FARM TENANCY CONFERENCE



This map, showing that Texas and Oklahoma are in the areas where farm tenancy is highest, is one of the exhibits prepared by the Resettlement Administration for the conference on tenancy which Governor Allred has announced he will call at an early date. The accompanying article by D. P. Trent, regional director of Resettlement, discusses some fundamental angles of the problem, and will be followed at a later date by similar articles from Director Trent and other authorities.

(By D. P. Trent, Regional Director Resettlement Administration.)

Rural society cannot be secure and progressive with one-third or more of the rural people packing everything in the wagon in the middle of winter each year and moving off through the sleet and snow to a new location, to a new place which they will call home for a time. Such condition is sapping the lifeblood of the people and is undermining the foundations of democratic government.

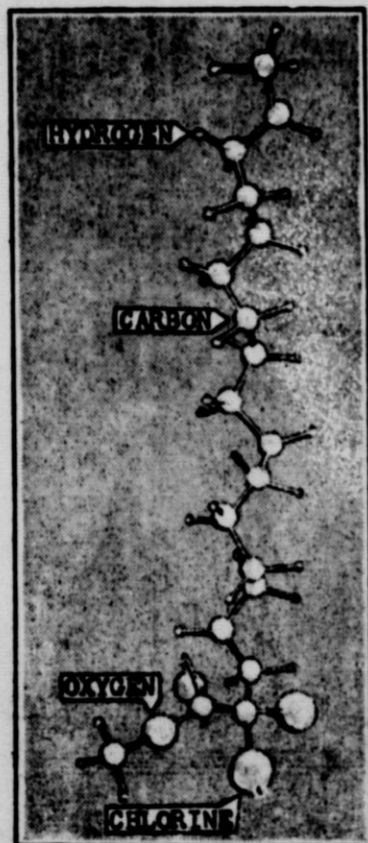
I am not saying that something should be arbitrarily taken from someone and given to someone else without due process of law. I am saying that the national welfare requires that the people who live on the land and who till the soil, who produce the food and raw materials which the nation requires, have an inherent right to own the land which they till without having to compete with speculative interests in acquiring such ownership. I am saying that the soil, the very foundation of human existence, should not be subject to speculation and exploitation.

The truth is that absentee ownership has not only been a bad thing for farmers, but for a number of years it has been unprofitable for investors in farm land. Indications are that the old practice of investing money in land and reaping rich profits is probably a thing of the past and there is reason to believe that in the future speculative investments in land will be a losing game. It is to the interest of the capitalist and of the business and professional classes that ownership of the farms of the United States be returned to the farmers who occupy the farms and that those who have savings to invest find some other place to invest their money.

If the ideals of the pioneers are to be realized, if rural life and rural society are to become full and rich and free and satisfying, if the United States is to be the great progressive and democratic nation which its founders conceived, something must be done to bring these things about. These

Have You a "What Is It?" In Your Motor Oil?

Smallest Particle of New Lubricant Looks Like This, Says Technician



PONCA CITY, Okla.—Motor lubricants appear smooth and fluid to the eye, but they need the influence of the weird structure on the left to anchor them to metal in the places where it will do the most good, according to L. L. Davis of the Continental Oil Company.

This "What is it?" bears the awesome name of methyldichlorostearate and was constructed in the Ponca City laboratories to show the probable arrangement of atoms in one molecule of a new lubricant that "marries" ordinary mineral oils to metal, forming a virtual "oil-plating" that refuses to give way to friction.

The backbone of the molecule is a spiral chain of carbon atoms, each of them having two tiny hydrogen atoms as satellites. The "foot" or base of the molecule has two chlorine atoms which give the unit its unusually strong attraction for metals. Two atoms of oxygen, also at the base, complete the structure. All parts of the molecule are assumed to be in constant motion.

The new lubricant is added to mineral oil in proportions of about one quart to 100 to increase its resistance to heat and film rupture. So tiny is the actual molecule that more than 100,000,000,000,000,000 are present in a single drop. The molecule cannot be seen, even with the most powerful modern microscope, and the above model had to be designed according to X-ray measurements and mathematical calculations which tell the technician that it probably is chemically related to some of the non-attained

purposes cannot be achieved with a rural peasantry. They can be achieved only with the rural people owning the land and living in homes where stability, comfort, happiness and progress abide. These conditions will not just happen. They do not come about by just wishing. They will not be brought about just by talking. They cannot be brought about without opposition and a struggle. To bring them about will require fearless and honest leadership coupled with careful and systematic planning and action. The future of the nation is tremendously dependent upon the course which is adopted with reference to these matters during the next few years.

In addition to providing long-time easy credit to farmers in an effort to promote home ownership, the state of Oklahoma has taken other steps with this same purpose in view. Steps have been taken to reduce the ad valorem tax rate on land and to replace this with the income tax and the sale tax. Certainly these are steps in the right direction. Always the land

has bore too large a portion of the cost of government. The land cannot be concealed from the tax assessor and the tax collector. Other classes of property are much more difficult to reach in the levying and collection of taxes and other classes of property have been able to secure lower rates of taxation and to escape the tax to a greater extent than has land. Also, farmers are in less favorable position to safeguard their own interests in the matter of taxation than are the owners of other property.

Most citizens of the Southwest will be surprised to know that in 1913 the Oklahoma state legislature passed a law which exempted the homestead from taxation and provided a graduated scale of taxation upon speculative holdings of land. Due to the fact that the bill was passed during the last five days of the session and for other technical reasons the law was declared inoperative, but was never tested in any court and was never repealed.

In connection with the idea of exempting the homestead from



CHAS DUVAL QUARTER TEXAS TECH RED RAIDERS

TRAVEL EXPERT SHOWS TOURIST SEASON RECORD

NEW YORK, Oct. 21.—Following ten thousand miles of travel throughout the United States during which he toured all principal centers and resort areas, Joe H. Thompson, National Director of the Conoco Travel Bureau, predicted yesterday that tourist expenditures for 1936 will surpass the anticipated four and one-quarter billion dollars.

Increase, some as high as 65%, will be shown in the number of tourists who visited the Western national parks, Thompson stated. The average increase over last year for these parks will approximate 29% he estimated.

Conclusions arrived at by Thompson during his personal survey are supported by reports from official sources in the East and South, from the Texas Centennial Exposition and the Cleve-

land Exposition and from statistics on travel to Mexico, all of which greatly exceed pre-season estimates. Moreover, early figures from Florida and Gulf Coast resort boom in those districts.

First among many causes to which Thompson attributes this rapid growth in tourist travel is today's improved economic condition of the nation as a whole. Other factors are better highways opening new sections to the tourist, improved motor cars, and payment of the Soldiers' Bonus. All of these, he believes, may together make 1936 the greatest tourist travel year in history.

Another factor, too nebulous to permit of statistical estimates,

which Thompson regards as of great fundamental importance, is the social trend toward travel by the masses. "It may well be," Thompson stated, "if the present trend continues, that travel by automobile will become our foremost national pastime."

ROY BURLESON

General Insurance

First State Bank Building

Matador, Texas

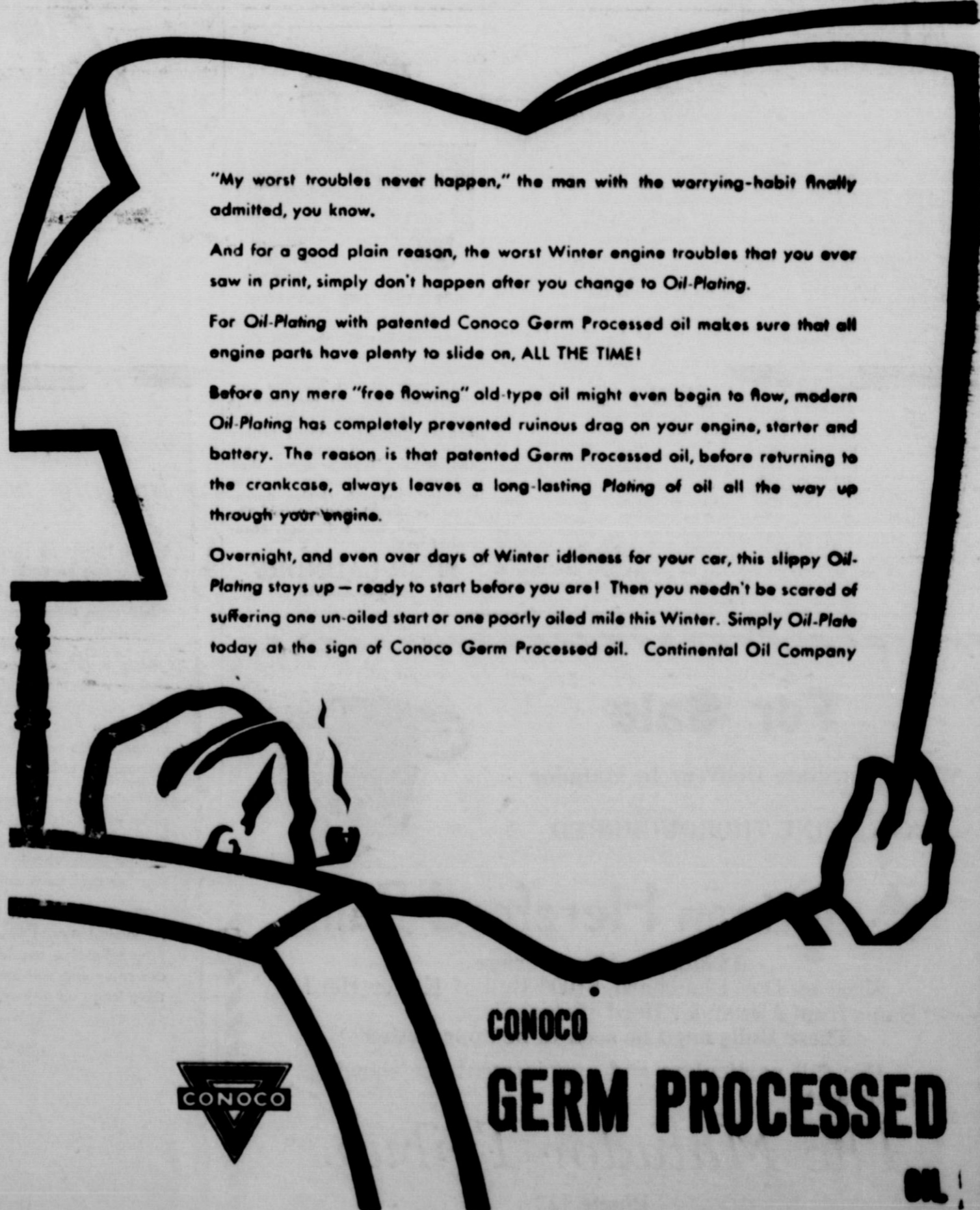
Let's Go with Conoco

- Mohon Service Station
- Dobbs City Merc. Co.
- Dalton & Ashford
- Bob's Oil Well
- York's Service Station
- Highway Service Sta.—Flomot
- Fairview Service Station

L. B. Robertson
Commission Agent Matador, Texas

Not to scare you

INTO OIL-PLATING YOUR ENGINE FOR WINTER



"My worst troubles never happen," the man with the worrying-habit finally admitted, you know.

And for a good plain reason, the worst Winter engine troubles that you ever saw in print, simply don't happen after you change to Oil-Plating.

For Oil-Plating with patented Conoco Germ Processed oil makes sure that all engine parts have plenty to slide on, ALL THE TIME!

Before any mere "free flowing" old-type oil might even begin to flow, modern Oil-Plating has completely prevented ruinous drag on your engine, starter and battery. The reason is that patented Germ Processed oil, before returning to the crankcase, always leaves a long-lasting Plating of oil all the way up through your engine.

Overnight, and even over days of Winter idleness for your car, this slippery Oil-Plating stays up—ready to start before you are! Then you needn't be scared of suffering one un-oiled start or one poorly oiled mile this Winter. Simply Oil-Plate today at the sign of Conoco Germ Processed oil. Continental Oil Company

EYES TESTED

And
GLASSES
CORRECTLY
FITTED
By
DR. C. HOWARD,
Optometrist
Paducah, Texas
New or Repair Work
Office At
Matador Hotel

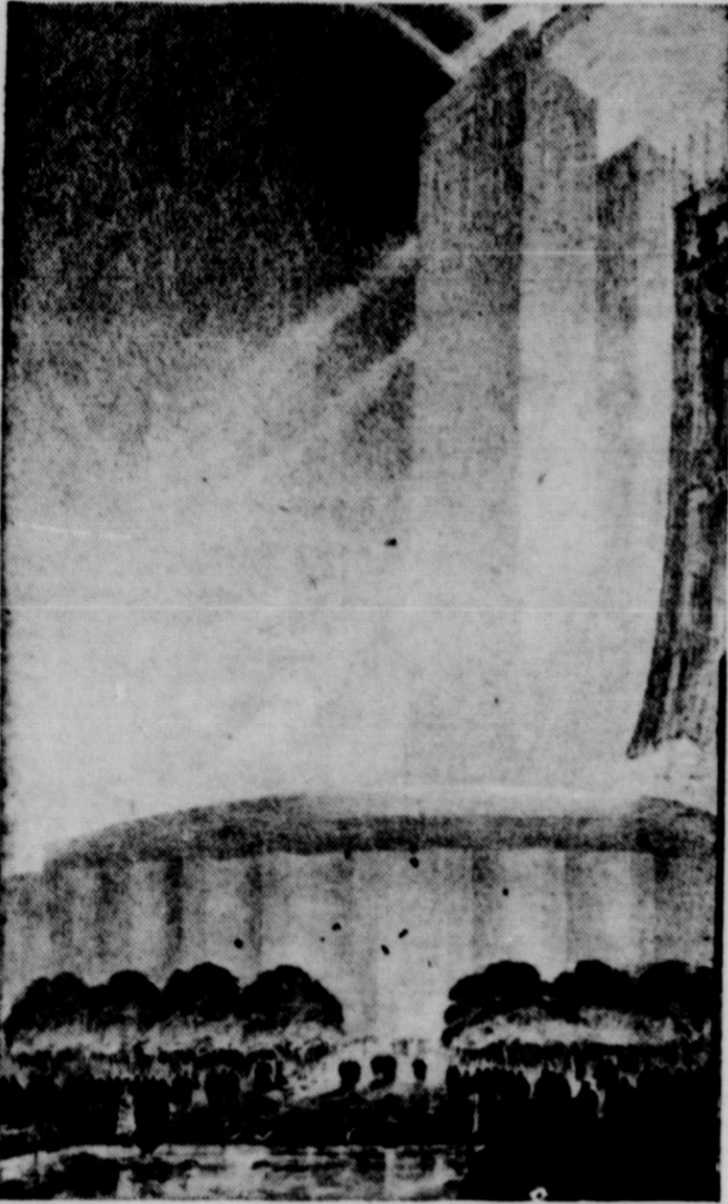
NOVEMBER 1st TO 15th

Quality Foods
Cooked In
Wholesome Style

Bob's
Cook Shack

— WE NEVER CLOSE —

WHERE ALL ROADS WILL LEAD IN 1939
THEME CENTER OF NEW YORK WORLD'S FAIR



This massive tower, 250 feet high, will dominate the \$125,000,000 exposition in Flushing Meadow Park, Queens, which will open its gates to an estimated 50,000,000 visitors on April 30, 1939. Radiating out from the Theme Tower, which will contain a vast panorama depicting the America of Yesterday, Today and Tomorrow, will be broad, tree-lined malls, promenades and avenues leading to the ten exhibit zones into which the Fair will be divided.

NEW YORK ADOPTS
"WELFARE OF MAN"
AS THEME OF FAIR

\$125,000,000 Exposition
to Depict Building the
World of Tomorrow

New York—The New York World's Fair of 1939, which, according to Grover Whalen, President of the Fair, will be a \$125,000,000 show, will have a theme—"Building the World of Tomorrow."

This was announced for the first time by Mr. Whalen, following the adoption of the theme and the design by the Board of Directors.

"The Theme," said Mr. Whalen, "encompasses the well-being of man, the betterment of life. It will be carried out in our exhibit zones, in our amusements, and in a beautiful 'Theme Tower.' We will display to the visitors all the goods, all the materials, all the resources and powers man has amassed, to the end that by studying them, one may learn how to plan and to attain a more admirable future."

The design, a simple and practical one that is motivated by consideration for the hundreds of thousands of people expected every day, divides the main section into ten zones. These zones will display exhibits of clothing, shelter, the arts, the basic industries, health, sustenance, recreation, government and co-operation, education, and public and social services. Each exhibit will be allocated to its proper zone. There will be no haphazard or scattered display. For the first time, visitors need not walk all over a fair grounds to see what they want to see, and only what they want to see.

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Focal Exhibits

In each zone there will be a focal exhibit, explained in dramatic fashion, the nature of the sector, its history, and its potential future.

The zones will be laid out around the "Theme Tower," in the heart of the main section, a 250-foot structure that will dominate the park. In this tower will be a panorama to show what strides America has made in the 150 years that have passed since George Washington strode into New York's old Federal Hall and took the oath of office as our first president.

The opening of the Fair, April 30, 1939, commemorates the 150th anniversary of that day.

This panorama will also show the interdependence of the 48 states born of the 13 original Colonies, and the interrelation of the big cities and the country districts of the United States.

The site of the Fair, Flushing Meadow Park, will be a permanent park after the Fair is done. It comprises 1216 acres—twice the space ever before given over to a Fair.

The work of converting the site into a Fair Grounds and a park requires engineering and artistic skill of the highest, the employment of hundreds of men, and the expenditure of millions of dollars. Great mounds of debris must be shifted. Great depressions must be filled in. A river must be canalized and its tidal inlet dammed. Two great swamps must be dredged and made into beautiful lakes. Six thousand trees or more must be planted, tens of thousands of shrubs, millions of flowers. Roads

must be built—and bridges must be built to span them. Sewers must be installed.

Cost to Run \$125,000,000

The Fair officials estimate that \$125,000,000 will have been spent before the first visitor is admitted to the grounds. The city and the state of New York and the Federal government are spending millions, and the buildings they erect will be permanent. The Fair Corporation will spend \$30,000,000. Exhibitors, concessionaires, commercial groups, and other governmental agencies will spend at least \$50,000,000. The city, state and Federal governments will expend about \$35,000,000 for buildings, exhibits and collateral improvements.

Mr. Whalen believes that at least 50,000,000 people will visit the Fair in 1939, and arrangements are being made to handle them all in comfort. Eight hundred thousand people can be well cared for on any one day.

Three subway lines, the Long Island Railroad, buses and autos will be able to bring 160,000 people to the Fair Grounds every hour when arrangements are completed, though, in order to do this, it will be necessary to extend one subway system a distance of two miles.

Roads are being built, extended, or widened, for the streams of cars that will pour into the park from the Triborough and Queensborough bridges. There will be a huge bus terminal, parking spaces for 30,000 autos and facilities for trailers.

A boat basin is being prepared in Flushing Bay, and plans are under way to dredge a channel in the harbor for the use of deep-draft ships that will bring Fair visitors from all parts of the world. There is also some discussion as to the advisability of developing an airport for those coming to the Fair by plane.

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Comfort the Keynote

There will be buses inside the Fair Grounds as well as outside so that those who do not wish to walk may have cheap transportation to any part of the grounds they desire to visit. There will be thousands of tree-shaded benches for those who are weary. There will be restaurants and amusements of various kinds all over the 1216 acres. Beside this there will be a mile-long stretch of amusements east of the main lagoon—amusements that will not imitate Coney Island or Broadway.

An amphitheatre for opera, plays of all kinds, and other forms of entertainment will be built on the shore of the big lagoon. And there will be water sports on the lagoon.

A children's village, a "Hall of Nations"—for the Fair will be international in flavor, and most every government in the world will be represented—and other buildings, have been submitted to the Board of Design. But as yet the style of architecture to be employed has not been decided. A competition open to all the young architects of Greater New York may establish the style. It is the opinion of the board that most of the structures will be of only one story, and will depend upon beauty and originality instead of height.

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SETTLING THE QUESTION

He: "Has the exterminator called at your home yet?" She: "No, drop around any time, you'll be perfectly safe."

Settle your laundry question now by phoning for our rouqueman to call for your weekly bundle. Our modern washing methods relieve you of that youth-destroying labor and worry. What's more, they preserve your laundry by substituting thorough rinsing operations for scrubboard rasping. The Thrift wash way is the only economical way.

SPUR LAUNDRY
SPUR, TEXAS

CITATION BY PUBLICATION

To the Sheriff or any Constable of Motley County—greeting:

Whereas, on the 13th day of October, 1936, M. S. Patton, administrator of the estate of J. P. Kelley, deceased, numbered No. 263, on the Docket of the Probate Court of Motley County, Texas, filed in said cause in said court his application for partition and distribution of said estate, alleging that hereinafter named parties are entitled to a share of said estate, and that they are all non-residents of the State of Texas;

Therefore, you are hereby commanded that you summon Lillie Fulfer Anglin, Floyd Anglin, Jabe Olen Fulfer, Eucile Fulfer Bennett, Delmar A. Bennett, Hubbard Milton Fulfer, George Clyde Fulfer, Hersell Birgini Fulfer, Charlie Nath Fulfer, Felton Eugene Fulfer, Jenkins Clifton Fulfer, Bonnah Dell Fulfer Oswald, James Oswald, Addie Elaine Fulfer Mathews, H. T. Mathews, William Dean Fulfer Ealy, George I. Ealy, Duane Victor Fulfer, Helen Grace Fulfer, Martin A. Fulfer, and John

Fulfer, by making publication of this citation once each week for ten days previous to the return day hereof, in some newspaper published in your county, to be and appear before said court on the 26th day of October, 1936, same being fixed as the return day for this citation, and same being the 1st Monday after the expiration of ten days from the date hereof, then and there to show cause why such partition and distribution should not be made.

Herein fail not, but have you before said Court on said 26th day of October, 1936, this writ with your return thereon showing how you have executed the same.

Given under my hand and seal of said Court, at office in Matador, Texas, this 14th day of October, 1936.

Jack Robinson,
Clerk, County Court,
Motley County, Texas

Mr. and Mrs. C. T. Howell and children of Plaska, visited Mrs. Howell's parents, Mr. and Mrs. John Groves this week.

FOR A
QUICK GETAWAY
TRY A TANKFUL OF
TEXACO
Fire Chief Gasoline
TEXACO OILS AND PRODUCTS

Shorty's Texaco
Service
Formerly Gulf Service Station
Phone 17-M



Why shield them from every danger
except EYESTRAIN?



Isn't their sight worth enough
to make you find out what your
lighting may be doing to it?

You bundle up your children against cold and rain. You see that they are tucked snugly in bed at night. You are constantly on guard lest they be harmed in some way. You try to shield them from every danger... but are you sure about eyestrain?

Sight is their most precious possession. Yet do you let them read and play on the floor where the light is never adequate for even simple visual work? Can you say for sure whether the lighting in your home is letting your children's eyes develop normally? Do you know that your child has enough light for his studying tasks?

Don't guess—be sure. There has been too much guessing about proper lighting. And mainly because of improper lighting, one child in every five has defective vision by the time he finishes grade school. The ratio increases to two out of five by the time they reach college age.

The I.E.S. Indirect Floor and Student Lamp is a simple, economical way to be sure that your child is studying under proper lighting conditions. What is more, the entire family can enjoy and will appreciate this modern, better light. See these lamps on display... today!



Wide opening at top
throws light in ceiling,
eliminates shadows.

Glass bowl softens
light, prevents glare.

Wide shade spreads
light over wide area.

For Sale

With Immediate Delivery In Matador

EXTRA FINE THOROUGHBRED

American Hereford Bulls

18 Months Age Average

Sired by Don Blanchard, \$1000 Bull of Keiser Herd.
Dams from Alexander Herd of Canadian.

These Bulls must be seen to be appreciated

For full particulars and appointment for showings inquire at

The Matador Tribune

Phone 123

**West Texas Utilities
Company**

SPECIALS

FOR FRIDAY AND SATURDAY

— These Prices For Two Days Only —

Ladies Rayon Taffeta SLIPS 49c ea.	Best Grade 8 oz. Canvas Gloves 8c pr. All Sizes
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Misses Angora 2-piece Dresses 1.95

Electric Light Bulbs 8c ea.

Mouse Traps 2c ea.

Cedar Pencils 7 for 5c

Paper Window Shades 10c ea.

Nola Soap Flakes 7c pk.

Ladies Rayon Bloomers 25c pr.

80 X 80 Fast Color Prints 15c Yard	HAIR OIL Large Bottle 8c ea.
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Matador Variety

— "GET THE HABIT" —

Whiteflat News

Mr. and Mrs. Joe Stephens of Silverton, visited relatives here last week-end.

Mr. and Mrs. Ted McEnroe of Afton, were here Sunday.

Mr. and Mrs. Leslie Jameson of Goree spent Sunday here with relatives.

The Motley County Singing Convention met here Sunday, with visitors from Turkey, Quitaque, Northfield, Floydada, Paducah, Roaring Springs, Vernon, Lelia Lake (Donley county), and several other communities, attending.

Miss Cleo Smlser of Abilene and Mrs. Gladys Williams of Midland were recent visitors in the home of their parents, Mr. and Mrs. S. H. Smelser.

Mr. and Mrs. James Holladay of Vernon, were Sunday visitors at Whiteflat.

Mrs. Joe Boothe and children of Floydada, visited here Sunday.

Misses Katalynn Humphries, Oma Mae Jameson and Grace Keltz, who are attending Amarillo Junior College, spent the week-end here with their parents.

Miss Ocie Humphries of Lubbock visited her parents here Saturday and Sunday.

Troy Perkins who is attending Texas Tech, Lubbock, spent Sunday with home folks.

Mr. and Mrs. Cliff Stephens visited relatives near Silverton Sunday.

Messrs and Mesdames W. R. and T. G. Tilson attended the funeral services of S. L. Rushing at Fairview in Floyd county, Wednesday.

Players! Learn With The American Boy

Boys and young men who want to improve their crawl stroke, their basket shooting, their hurdling, their tennis backhand, or their ball carrying, can enlist the aid of the nation's foremost coaches and players by subscribing to THE AMERICAN BOY magazine and following the sports interviews and fiction stories that appear each month.

For the coming year staff writ-



ers have gone to two of the greatest football teams in the country—Minnesota and Southern Methodist—for first hand tips on strategy, blocking, ball carrying, passing, and the fine points of line play. They have written the story of Bobbie Wilson, All-American halfback.

They have interviewed famous track coaches like Bernie Moore and Bob Simpson. Have gone to the University of Oklahoma to learn how college champions wrestle, to Notre Dame for the story of the building of a great basketball team. They have sought out famous baseball players, swimmers, tennis champions and All-American backs, to get their story of how to play the game.

AMERICAN BOY fiction is jammed with instructive background details telling how to play a better game. And the rest of the magazine is jammed with adventure, exploration, vocational help and articles vital to boys.

Ohio State University's track head, coach of the famous sprinter and low hurdler, Jesse Owens, and himself a former hurdling star, first learned to hurdle from articles in THE AMERICAN BOY. "I used to cut out hurdling pictures and duplicate them in front of a mirror. Then on the track I'd follow that form."

Today thousands of future champions are just as eagerly following THE AMERICAN BOY. Send your subscription to THE AMERICAN BOY, 7430 Second Blvd., Detroit, Mich. Enclose with your name and address \$1 for a year's subscription, \$2 for three years, and add 50 cents if you want the subscription to go to a foreign address. On newsstands, 10 cents a copy.

Roosevelt Selected For Re-Election By Poll of Newspapers

NEW YORK, Oct. 21—Franklin D. Roosevelt will most likely be re-elected to the Presidency, according to results of the third annual political poll taken among 5,145 newspaper editors by Liberty Magazine.

Liberty asked each editor who he thought would be elected President. About 400 editors turned this question down, leaving some 4,600 lined up as follows:

Franklin D. Roosevelt	2,875
Alfred M. Landon	1,814
William Lemke	18
Norman Thomas	0
Earl Browder	0

The editors predicted as follows:

1. Mr. Roosevelt will receive a minimum of 269 electoral votes—three more than he needs to win, and a number that may be increased by Roosevelt victories in any one of four doubtful states.

2. The Democrats will win 266 seats in the House of Representatives to 159 for the Republicans, 7 for the Progressives, and 3 for the Farmer-Laborites.

3. The Democrats will win 20 of the fall's 36 senatorial elections—giving them 67 seats in the Senate to 27 for the Republicans and 1 each for the Progressive and Farmer-Labor parties.

Vacations Are Set For Matador Boys

ABILENE, Oct. 19—(Special)—Julian Dean Edmondson and Richard Ernest Campbell, Jr. of Matador are two of the many freshmen at Hardin-Simmons university who with transfers accounted for a 15 per cent increase in enrollment at the outset of the fall term, records in the registrar's office show.

Edmondson and Campbell are among those in Smith Hall. The university dormitories provide

spacious study rooms with adjoining bedrooms and baths. Good wholesome family-style meals are served to several hundred who live on or near the campus.

Enrollment this year brings students together from nearly two hundred Texas towns and eleven states.

According to the academic calendar the Matador students will have vacation periods from Nov. 26 to Nov. 30, from Dec. 19 to Jan. 1, and from March 26 to March 29.

Champion Rodeo At Texas Centennial

DALLAS, Oct. 19—Two hundred cowboys and cowgirls from all sections of the West will compete in the fall meeting of Col. W. T. Johnson's World Championship Rodeo at the Texas Centennial Exposition Nov. 17 to 29.

This rodeo, which played at the \$25,000,000 Texas World's Fair in

June, is now playing its eleventh engagement at Madison Square Garden in New York City. It holds all comparable box office records for the Garden for the last six years.

VISITOR CALLED HOME

Mrs. J. W. McCrary of Vernon, who arrived here Sunday for a month's visit in the home of her daughter and family, Mr. and Mrs. N. C. Beam, was recalled home

Tuesday, due to the death of a brother-in-law residing at Temple. Mr. and Mrs. Beam accompanied her to Temple where other relatives met and accompanied her the remainder of the trip.

Another daughter, Mrs. O. T. Warlick also of Vernon, had accompanied Mrs. McCrary here but had returned home Monday.

Mr. and Mrs. Delbert Groves visited relatives in Floydada during the week-end.

The - - - General Purpose

John Deere Tractor



BUILT to Last

ALLOW US ...

To prove to your entire satisfaction that the JOHN DEERE Tractor will solve your Farm Problem.

MAKE MORE MONEY

From your acres with this tried and proven successful farm power.

— WE ARE GLAD TO SHOW YOU —

Lea Implement Co.

SOLON LEA, Manager

NEVER AGAIN...

WILL WE BE ABLE TO OFFER READERS OF THE FORT WORTH STAR-TELEGRAM AND MATADOR TRIBUNE A CLUB PRICE OF BOTH NEWSPAPERS ONE FULL YEAR FOR

ONLY \$7.10

Star Telegram 1 Year \$6.95

(Daily and Sunday)

Matador Tribune 1 Year \$1.00

Total Value \$7.95

You Save 85c

Cost of publication is making it necessary that we increase the subscription price of the Tribune to \$1.50 and \$2.00 (outside of the county) in the future. Take advantage of the above offer now. Do not wait until your subscriptions have expired. It may be too late.

Matador Tribune

"YOUR HOME PAPER"

Phone 123

County Treasurer's Report

Report of Minnie L. Smith, County Treasurer of Motley County, Texas, of Receipts and Expenditures from July 1st, to October 1st, 1936, inclusive:

JURY FUND, 1st Class.
Balance last Report, Filed July 1, 1936 \$3,650.44
To Amount received since last Report \$1,513.93
By Amount paid out since last Report, Ex. "A" 349.20
Amount to Balance October 1, 1936 \$4,815.17

COURT HOUSE AND JAIL FUND, 2nd Class
Balance last Report, Filed July 1, 1936 \$1,189.87
To Amount received since last Report \$2,523.21
By Amount paid out since last Report, Ex. "B" \$1,127.29
Amount to Balance October 1, 1936 \$2,585.79

GENERAL COUNTY FUND, 3d Class
Balance last Report, Filed July 1, 1936 \$3,426.97
To Amount received since last Report \$2,302.78
By Amount paid out since last Report, Ex. "C" \$5,929.89
Amount to Balance October 1, 1936 \$200.14 O. D.

ROAD AND BRIDGE PRECINCT NO. 1 FUND.
Balance last Report, Filed July 1, 1936 \$8,789.39
To Amount received since last Report \$ 997.46
By Amount paid out since last Report, Ex. "D" \$1,136.47
Amount to Balance October 1, 1936 \$8,650.38

ROAD AND BRIDGE PRECINCT NO. 2 FUND
Balance last Report, Filed July 1, 1936 \$2,248.00
To Amount received since last Report \$ 624.56
By Amount paid out since last Report, Ex. "E" \$2,062.03
Amount to Balance October 1, 1936 \$870.53

ROAD AND BRIDGE PRECINCT NO. 3 FUND
Balance last Report, Filed July 1, 1936 \$4,019.29
To Amount received since last Report \$ 827.85
By Amount paid out since last Report, Ex. "F" \$4,260.75
Amount to Balance October 1, 1936 \$586.39

ROAD AND BRIDGE PRECINCT NO. 4 FUND
Balance last Report, Filed July 1, 1936 \$1,992.74
To Amount received since last Report \$ 969.84
By Amount paid out since last Report, Ex. "G" \$2,190.85
Amount to Balance October 1, 1936 \$771.73

RECAPITULATION.
Jury Fund Balance October 1, 1936 \$4,815.17
Court House and Jail Balance October 1, 1936 \$2,585.79
General County Fund Balance October 1, 1936 \$200.14 O. D.
Road and Bridge Precinct No. 1 Fund Bal. Oct. 1, 1936 \$8,650.38
Road and Bridge Precinct No. 2 Fund Bal. Oct. 1, 1936 \$ 870.53
Road and Bridge Precinct No. 3 Fund Bal. Oct. 1, 1936 \$ 586.39
Road and Bridge Precinct No. 4 Fund Bal. Oct. 1, 1936 \$ 771.73

LIST OF BONDS AND SINKING FUNDS OR INDEBTEDNESS OF COUNTY

Balances for October 1, 1936
Sinking No. 1 Court House Bonds, Dated May 10, 1904 \$203.66
Sinking No. 2 Road Bonds, Dated August 13, 1909 \$195.05
Sinking No. 3 Road Bonds, Special, Dated May 10, 1921 \$104.82
Sinking No. 4 Road Bonds, Dated April 10, 1927 \$ 61.67
Sinking No. 5 R. & B. Funding, Dated June 10, 1931 \$1,083.77
Sinking No. 6 General Funding, Dated May 10, 1931 \$169.48
Sinking No. 7 R. & B. Special Funding, Dated May 10, 1935 \$690.29

Sample Ballot

DEMOCRATIC PARTY	REPUBLICAN PARTY	SOCIALIST PARTY	COMMUNIST PARTY	UNION PARTY	PROHIBITION PARTY	INDEPENDENT CANDIDATE
For Electors for President and Vice President: JOE POLLARD H. J. LUTCHER STARK E. A. THARP WALLACE HUGHSTON HAROLD YOUNG GEORGE A. STALLWORTH A. A. ALDRICH ALBERT J. DeLANGE FRED FEHRENKAMP C. T. BASS V. C. MARSHALL WARD BANKHEAD R. J. (BOB) EDWARDS NEWTON M. CRAIN E. H. LONGLEY HENRY T. MOORE WILL ST. JOHN R. E. UNDERWOOD SAM RICHARDSON R. A. TULLIS C. L. McCARTNEY MRS. HORACE SOULE J. D. WILLIAMSON For United States Senator: MORRIS SHEPPARD For Congress, 18th District: MARVIN JONES For Governor: JAMES V. ALLRED For Lieutenant Governor: WALTER F. WOODUL For Attorney General: WILLIAM McCRAW For Chief Justice of the Supreme Court: C. M. CURETON For Associate Justice of the Supreme Court: RICHARD CRITZ For Judge of the Court of Criminal Appeals: O. S. LATTIMORE For State Railroad Commissioner: ERNEST O. THOMPSON For State Comptroller of Public Accounts: GEORGE H. SHEPPARD For Commissioner of General Land Office: WILLIAM H. McDONALD For State Treasurer: CHARLEY LOCKHART For State Superintendent of Public Instruction: L. A. WOODS For State Commissioner of Agriculture: J. E. McDONALD For Chief Justice of Court of Civil Appeals: 7th. Jud. Dist. R. W. HALL For State Senator 30th District: G. H. NELSON For Representative, 121st District: BOB ALEXANDER For District Attorney, 110th Judicial District: ALTON B. CHAPMAN For County Judge: W. R. CAMMACK For County Attorney: C. B. WHITTEN For County and District Clerk: JACK ROBINSON For Sheriff and Assessor and Collector of Taxes: L. A. CARLISLE For County Treasurer: MRS. CARL SANDERS For County Surveyor: R. A. SEAY For Ex-officio Co. Supt.: W. R. CAMMACK For Hide and Animal Inspector: For Public Weigher: For Co. Commissioner, Prec. 1: J. S. LAMBERT For Co. Commissioner, Prec. 2: A. K. WILKINSON For Co. Commissioner, Prec. 3: A. B. SIMPSON For Co. Commissioner, Prec. 4: T. E. LONG For Justice of Peace, Prec. 1: H. F. PIPKIN For Justice of Peace, Prec. 2: For Justice of Peace, Prec. 3: S. F. MOORE For Justice of Peace, Prec. 4: J. D. MITCHELL For Justice of Peace, Prec. 5: A. L. CLEMENTS For Constable, Prec. No. 1: H. H. COURTNEY For Constable, Prec. No. 2: For Constable, Prec. No. 3: DELMONT HAYES For Constable, Prec. No. 4: JOHN SHIRLEY For Constable, Prec. No. 5: For Electors for President and Vice President: R. E. WERTZ HARRY HAWLEY W. J. HARRIS FRED P. DODGE M. D. STANLEY H. H. DUNCAN C. C. WEICHSEL J. WED DAVIS THOMAS M. WELCH HENRY M. HOLDEN LEWIS ALLEN H. NEINSTEDT JOE E. EAKIN C. A. DICKSON LOUIS H. GOULD E. R. NAGLE ROBERT N. CLARKE SCOTT C. WHITE C. C. BAKER W. H. INGERTON B. COX JOHN B. ALBRIGHT BEN F. ROBEY For United States Senator: CARLOS G. WATSON For Congress, 18th District: For Governor: C. O. HARRIS For Lieutenant Governor: R. W. HUMPHREYS For Attorney General: S. D. BENNETT For Chief Justice of the Supreme Court: C. W. JOHNSON, JR. For Associate Justice of the Supreme Court: JOE INGRAM For Judge of the Court of Criminal Appeals: ENOCH G. FLETCHER For State Railroad Commissioner: For State Comptroller of Public Accounts: H. S. FRADY For Commissioner of General Land Office: R. H. SMELLAGE For State Treasurer: SAM L. GROSS For State Superintendent of Public Instruction: MRS. GEORGE B. JACKSON For State Commissioner of Agriculture: A. W. ORR For Chief Justice of Court of Civil Appeals: 7th. Jud. Dist. For State Senator 30th District: For Representative, 121st District: For District Attorney, 110th Judicial District: For County Judge: For County Attorney: For County and District Clerk: For Sheriff and Assessor and Collector of Taxes: For County Treasurer: For County Surveyor: For Ex-officio Co. Supt.: For Hide and Animal Inspector: For Public Weigher: For Co. Commissioner, Prec. 1: For Co. Commissioner, Prec. 2: For Co. Commissioner, Prec. 3: For Co. 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BARRETT For Judge of the Court of Criminal Appeals: J. HAYDEN MOORE For State Railroad Commissioner: J. W. HEMBREE For State Comptroller of Public Accounts: P. L. PETERSEN For Commissioner of General Land Office: BEN O. MILLER For State Treasurer: JOHN M. KILLOUGH For State Superintendent of Public Instruction: A. E. GAY For State Commissioner of Agriculture: E. M. LANE For Chief Justice of Court of Civil Appeals: 7th. Jud. Dist. For State Senator 30th District: For Representative, 121st District: For District Attorney, 110th Judicial District: For County Judge: For County Attorney: For County and District Clerk: For Sheriff and Assessor and Collector of Taxes: For County Treasurer: For County Surveyor: For Ex-officio Co. Supt.: For Hide and Animal Inspector: For Public Weigher: For Co. Commissioner, Prec. 1: For Co. Commissioner, Prec. 2: For Co. Commissioner, Prec. 3: For Co. 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LAUDERDALE For State Treasurer: For State Superintendent of Public Instruction: JAMES SAGER For State Commissioner of Agriculture: For Chief Justice of Court of Civil Appeals: 7th. Jud. Dist. For State Senator 30th District: For Representative, 121st District: For District Attorney, 110th Judicial District: For County Judge: For County Attorney: For County and District Clerk: For Sheriff and Assessor and Collector of Taxes: For County Treasurer: For County Surveyor: For Ex-officio Co. Supt.: For Hide and Animal Inspector: For Public Weigher: For Co. Commissioner, Prec. 1: For Co. Commissioner, Prec. 2: For Co. Commissioner, Prec. 3: For Co. Commissioner, Prec. 4: For Justice of Peace, Prec. 1: For Justice of Peace, Prec. 2: For Justice of Peace, Prec. 3: For Justice of Peace, Prec. 4: For Justice of Peace, Prec. 5: For Constable, Prec. No. 1: For Constable, Prec. No. 2: For Constable, Prec. No. 3: For Constable, Prec. No. 4: For Constable, Prec. No. 5:	For Electors for President and Vice President: L. GOUGH M. D. RAMSAY W. J. ROGERS J. D. PERKINS LEE McMINN W. W. McCULLAR MRS. JOE HANEY C. B. SMITH J. F. DEATS C. A. ANDERSON C. T. GRANT J. N. KEY D. D. BARRETT LONNIE GRAGG W. H. HILL W. N. HEFFINGTON THEODORE CONRAD H. F. MILLER T. L. JONES ED. HOLMES S. B. RAINEY W. T. LESTER W. H. MORRIS For United States Senator: GERTRUDE WILSON For Congress, 18th District: For Governor: For Lieutenant Governor: For Attorney General: For Chief Justice of the Supreme Court: For Associate Justice of the Supreme Court: For Judge of the Court of Criminal Appeals: For State Railroad Commissioner: For State Comptroller of Public Accounts: For Commissioner of General Land Office: For State Treasurer: For State Superintendent of Public Instruction: For State Commissioner of Agriculture: For Chief Justice of Court of Civil Appeals: 7th. Jud. Dist. 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H. HUTTON D. H. HANCOCK CHAS. B. PHILBRICK J. P. COURTNEY H. D. BURSON C. E. OSBORN CARRIE LOUINE MORRIS S. J. MEALS GEORGE E. RAY E. E. WIDNER CHAS. D. POSTON For United States Senator: For Congress, 18th District: For Governor: For Lieutenant Governor: For Attorney General: For Chief Justice of the Supreme Court: For Associate Justice of the Supreme Court: For Judge of the Court of Criminal Appeals: For State Railroad Commissioner: For State Comptroller of Public Accounts: For Commissioner of General Land Office: For State Treasurer: For State Superintendent of Public Instruction: For State Commissioner of Agriculture: For Chief Justice of Court of Civil Appeals: 7th. Jud. Dist. For State Senator 30th District: For Representative, 121st District: For District Attorney, 110th Judicial District: For County Judge: For County Attorney: For County and District Clerk: For Sheriff and Assessor and Collector of Taxes: For County Treasurer: For County Surveyor: For Ex-officio Co. 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There are some... which they have... obliged to spend... the earning of a... have no actual...



Wi... Ah... You Wi... A M... FLOR... OIL-BU... HEA... To Keep Y... Warm a... SEE THEM... OIL COOK... Inexp... WOOD H... STOVE... FLOOR... SHOVEL... COAL... VERY... PRIC... Higgin... Bartle...

Mist... Often I... Domestic... DON'T... We ser... Sandw... Lun... Home... Cigars... JO... On The Sq...

GOVERNOR ASKS VOTES REMOVE PARDON POWERS

AUSTIN, Oct. 21.—A plea to Texas voters to adopt Amendment Number Four on the November 3rd ballot, was made here this week by Governor James V. Allred. This proposed Constitutional Amendment would remove pardoning power from the hands of the Governor to those of a non-political, non-partisan Board. At the present time the Governor has absolute power in clemency matters.

"It is not fair to the convicts nor to the public," Governor Allred said, "and no governor has the time to give the proper attention to each case. It is a full-time job and every convict's case should be subject to review without the necessity of bringing influence to bear. Prior to my election as Governor I advocated this change in our basic law and since I have been in the office I am more convinced than ever that it should be adopted."

Texas Rose Industry Provides Filed For Scientific Research

NEW YORK, Oct. 20.—Eastern horticulturists are studying a survey of the rose growing industry in Texas recently compiled by the Agricultural Research Bureau here in connection with its activities looking to the betterment of agriculture through scientific research.

According to the bureau's report, Texas, with 1,500 acres given over to commercial rose growing, and shipments totalling 7,000,000 bushes during the past year, was chosen as the most practical field laboratory for the survey of this growing industry.

In its study of the experiences of several of the larger rose growers in Texas, the bureau found that sulphur, available in Texas at low cost, provides the most effective method of combatting two of the major diseases to which roses are subject, mildew and black spot.

Press Association May Sponsor State Advertising Plan

The Texas Press Educational Bureau of the Texas Press Association is mailing out this week an important questionnaire concerning future "advertising and selling" plans for "Texas of Tomorrow" following the close of Centennial year.

Announcing the results reported by Texas nurserymen, the bureau advises during the rose bushes with sulphur at regular intervals to control mildew. Black spot can be controlled by spraying with lime sulphur.

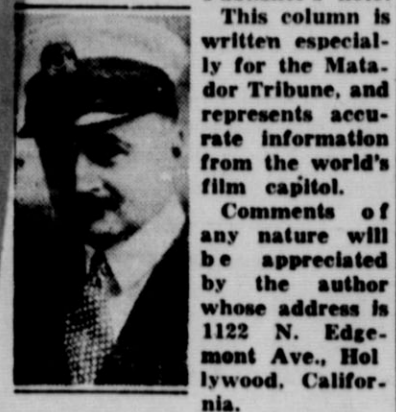
Last year Texas nurserymen used thousands of pounds of sulphur to keep the rose acreages in healthy condition, the bureau said.

Just as soon as the questionnaire includes every newspaper and periodical and every Chamber of Commerce in Texas—including the Board of Directors of the three Regional Chambers, all members of the Texas Centennial executive groups, all members of both houses of the Legislature, all state officials and many prominent business and professional executives of Texas.

HOLLYWOOD
By Marshall Fiske

Ginger Flies Home, Crowns Texas Queen

Once a Trail, Now Famous Highway



There are some people who, owing to circumstances over which they have no control, are obliged to spend all their life in the earning of a living, they really have no actual time for the living



Miss Gerry Robertson of La... selected official Queen of the... Centennial Exposition in the... Motor contest, was... by Miss Ginger Rogers as... of the 1936 fair at Del... The dancing Texas motion pic... star came back for the color... ceremony to the town of her... start in film as winner of... contest.



Here, on this reproduction of the famous Fort Worth Pike, once an Indian trail, are shown Dobbin and his precious cargo of newlyweds in a scene staged on this one of the nine famous trails and highways that constitute "Roads of the Southwest" as re-created by the Ford Motor Company near the Ford Exposition building at the Texas Centennial in Dallas.



Winter Ahead!
You Will Need A New **FLORENCE OIL-BURNING HEATER**
To Keep Your Home Warm and Cozy **SEE THEM TODAY**
OIL COOK STOVES
Inexpensive **WOOD HEATERS**
STOVE PIPE
FLOOR BOARDS
SHOVELS and COAL HODS
VERY LOW PRICES
Higginbotham Bartlett Co.

When you see the picture "THE CHAMPAGNE WALTZ", you will notice an elderly lady dancing the "Viennese". She is 76 and she first danced it 59 years ago in Vienna. When the director saw her nimbly ambling about in the mazes of the dance, he marvelled at her youthful vitality. "To what do you attribute your sprightliness?" he asked, "did you, perchance, drink from the waters of the Fountain of Youth?" "No sir, no water for me", she smiled back, "I crave stronger drink. I drink milk, plenty of good, rich nourishing milk. And I observe the three S's: Sun, Surf and Sleep".

Barbara Stanwyck has a very kind heart. A poor man working on her set one day crushed the end of his finger in a door jamb. She immediately had him sent to her friend, a plastic surgeon, who was noted for his high-prices. Of course, Miss Stanwyck defrayed all his expenses, although she was in no manner responsible for the man's injuries. Then to top it all off she pressed a \$100.00 bill into his hand—"With my best wishes for your speedy recovery". This

them—they do not—"The old fool was miser" they say, and so it is we often stress the more non-essential things and ignore those that are really worth while. Money gives us many advantages, it must not be ignored, on the other hand we must not make a god of it. Either extreme is bad.

CONSERVATION PAYMENTS TO START SOON

COLLEGE STATION—The Agricultural Adjustment Administration has announced that initial payments under the 1936 Agricultural Conservation program will soon be started to producers in Texas and the other states of the Southern region, according to A. L. Smith, secretary of the State Conservation Committee.

There are two classes of these payments, Class 1 to be made on acreage diverted from soil-depleting crops, and Class 2 to be made on certain soil-building crops and practices. It is estimated that the payments in Texas will amount to approximately \$37,322,435, though, because of incomplete figures on compliance at this time the final payments may vary from this amount.

Producers in the Southern region will receive 90 per cent of the class 1 payments and 100 per cent of the class 2 payments, H. R. Tolley, AAA administrator, states. An additional payment will be made after the exact extent of participation is determined.

"Complete information on participation will not be available for several weeks," Mr. Tolley said, "although it is known that the

number of farmers taking part in the program is in the neighborhood of 4,000,000. This is substantially in excess of participation for one year under the old crop reduction.

"From the standpoint of sound business procedure, therefore, it was deemed advisable to take advantage of the safeguards provided by the program in order to avoid possible deficits, and, at the same time, avoid holding up a large share of the applications for payments until all of them are completed."

Newspapers Front Line Advertising For '37 Chevrolet

DETROIT, Oct. 21—Chevrolet's achievement of all-time sales records in 1936, under a policy which made newspapers the front line of the company's advertising offensive, has dictated continuance of that policy in 1937, and especially in the announcement of the forthcoming new models. This statement by C. P. Fiske, advertising manager, was a feature of an all-day party which Chevrolet held for 300 newspapermen this week.

"The 1937 models are the finest Chevrolet has ever built," said Mr. Fiske. "And the advertising behind them measures up to the product itself. Last year and for several years back, we have relied primarily upon newspaper space to get our message across to the public. In light of the amazing sales achievement of 1936, it is hardly necessary to justify to you our intention of adhering to that policy this year. The newspaper will be the foundation of our advertising effort."

TESTS ROW TERRACING STRIP CROPPING, CONTOUR TILLAGE, PASTURE RIDGING CONSERVE MOISTURE

GARLAND, Texas — Moisture penetration tests taken on the Duck Creek Project, Soil Conservation Service, at Garland, Texas, after a seven-inch rain that fell recently indicated that terracing strip cropping in combination with contour

tillage, and pasture ridging were effective in conserving moisture as well as preventing soil losses.

Borings were made with a 39 inch auger on both cooperating and non-cooperating farms in the Duck Creek area to determine the depth of moisture penetration. On a terraced field on the Daugherty farm, moisture was found to have reached a depth of 36 inches. Similar tests were made just across the road on an unterraced field of identical slope and soil type. The moisture here only reached a depth of 30 inches.

Moisture reached a depth of 33 inches on a strip cropped field on the Handley farm as compared to 29 inches on the adjoining farm where the rows ran up and down the slope. The slope and soil type

of the two fields are the same.

On the upper edge of an alfalfa strip planted for erosion control, water reached a depth of 39 inches as compared to 21 inches on a nearby farm where the rows ran down the slope.

Borings made on a ridged pasture on the R. N. Kearney farm with a nine per cent slope showed that moisture had reached a depth of over 39 inches. The ridges are spaced 15 feet apart on the steepest slope. Half way between the ridges moisture penetrated to a depth of 26 inches.

These moisture penetration tests demonstrate the effectiveness of the complete erosion control program of the Soil Conservation Service in conserving both soil and moisture on farm lands.

PIONEERS—OLD TIMERS OF MOTLEY COUNTY, TEXAS

The Matador Tribune is compiling a list of all living pioneers and old-timers in Motley County—those who have lived in this county for the past twenty-five years or more. Every reader is invited to send in his or her name, if a resident of Motley for twenty-five years or more, or the name of any relative, neighbor, or friend who might be qualified to enter our list of Motley County Pioneers. We also will welcome any stories of old times, either about pioneers of the county, or any other residents, and about old landmarks, and so forth. These stories may be sent in to the office, or given to a member of the Tribune staff.

Along with the names submitted, the Tribune would like the following information:

Full Name _____
Maiden Name, If A Woman _____
Where Born _____ Date of Birth _____
When and Where Married _____ Date Came to Texas _____
Date Moved to Motley County _____ Occupations _____
Other Details of Interest _____

Coming **SAT. NOV. 7**

New **CHEVROLET 1937**
The Complete Car—Completely New



SWEEEPING THE NATION!

GOOD YEAR The people's choice for 21 years... **GOOD YEAR PLATFORM**

1. CENTER TRACTION in EVERY Tread
2. BLOWOUT PROTECTION in EVERY Ply
3. TOP QUALITY at EVERY Price

For 43% More Mileage **G3 GOOD YEAR ALL-WEATHER** Largest selling tire on earth — let us show you why

For Long Mileage at Low Cost **GOOD YEAR SPEEDWAY** Finest tire built that sells as low as \$4.95

For Going Anywhere Without Chafe **GOOD YEAR SURE GRIP** The latest for passenger cars and trucks — as low as \$8.70

For Hot-off-the-Griddle Pro-Election News
Literary Digest Poll for President — John B. Kennedy, Commentator — Broadcast by Goodyear Mon., Wed., Fri. evenings
NBC Blue Network

Mistakes In Diet Often Lead To Domestic Trouble!

DON'T TAKE ANY CHANCES
We serve delicious Steaks, Chops, Sandwiches, Short Orders, Plate Lunches — School Lunches.
GOOD COFFEE
Home-Made Pastery of all Kinds
Cigars — Cigarettes and Candies

JOE'S CAFE
On The Square Joe Jeffers, Mgr.

F F F Chevrolet Co.
MATADOR, TEXAS

Both Teams Seeking
Tops In Conference
Struggle Saturday

Both elevens have been ringing the Southwest conference door-bell for several seasons, and each has already defeated a loop team this season. Commentators think it likely that if conference moguls pull the latch-string for either segregation soon, it will be in favor of Saturday night's winner. Another bit of color is added to the game by the variation in age of the two colleges. Centenary claims to be the oldest college west of the Mississippi, while occasion of the contest is to celebrate Texas Tech's eleventh birthday.

These two facts alone are enough to make Texas Tech's new 15,000 seat horseshoe stadium, but season the best office attractions with a little of Jim Neill's triple-threat football and a powerful Centenary attack, and you have the recipe for a perfect football classic.

Before the Arizona game last week-end, Centenary had beaten Louisiana Teachers, Illinois Wesleyan, and Baylor, but Tulane's Green Wave pushed the Gents over 19 to 0. Texas Tech overwhelmed Texas Wesleyan and Oklahoma City university, nosed out TCU's Sugar Bowl champions, and fell before an inspired Wichita Wheat-shocker attack in an upset for which coaches Pete Cawthon and Dutchy Smith were offering no alibis.

Matador Produce
To New Location

The Matador Produce house which was formerly located on Main street south of Highway 28, was moved to the Crews building on Highway 28, two doors east of the Phillips service station, last week.

W. B. Wason, manager of the enterprise declared that the new location was proving of great advantage because of its easier

DR. E. W. MCKENZIE
DENTIST
OFFICE AT RESIDENCE

WRONG **RIGHT**

Listen for Jarman "FOR-TRAITS IN HARMONY" at night and come in and let us tell you about the Packard automobile contest.

Walk as nature intended
STRAIGHT TO THE FRONT!

The Friendly "Straight-a-Way"

Here is a Jarman Friendly shoe that is designed to fit "outswing" feet—it was made because most men have just that type of foot. We call it the Friendly "Straight-a-Way." . . . It is designed for the natural swing of your foot and allows your toes to rest in their normal position. The Straight-a-Way is another good reason we have for keeping a wide range of Jarman Friendly shoe styles in stock for you.

The Jarman Friendly Shoe \$5
Harry Willett & Co.
"The Store of Friendly Service"

access for customers. The produce house buys cream, poultry and hides and sells dairy and poultry feeds.

MOVIE CHATTER
By A Rogue

Little America
See Rear Admiral Richard E. Byrd's second great antarctic expedition into "Little America", the capital of the unknown, for Thursday night. There are also 70 other good reasons!

Rose of the Rancho
For those of you who like Mexican music, beautiful señoritas, a thrilling love-story played by John Boles and Gladys Swarthout, see "Rose of the Rancho". The date is Friday and Saturday.

Poppy
Comedy? You'll laugh out loud when you see W. C. Fields in "Poppy" with Rochelle Hudson and Richard Cromwell. A lovable old reprobate, (played by W. C. Fields) becomes a traveling show entertainer and hooks his way into a small town and wins a fortune. This picture is one of the champions of the month. For Sunday and Monday only.

Misses Ruth Groves and Irene Knight, and Mrs. Pete Knight drove to Spur Friday afternoon, remaining for the football game between Matador and Spur that evening.

Miss Rachel Patton, together with Messames L. J. Barkley, G. S. Craven and J. D. Craven and small daughter Cora Ann, drove to Lubbock Thursday, accompanied by Mrs. Alvin Stearns who was enroute to her home at Meadow.

Mr. and Mrs. C. B. Groves and children drove to Amarillo Sunday where they were called to the bedside of the former's sister, Mrs. T. E. Dooley, who is seriously ill. They were accompanied home Monday by Mrs. A. B. Groves who had been there several days.

KANSAS G O P LEADER SAYS
ROOSEVELT SAVED STATE

Simon Fishman, for thirty years Republican farm leaver, long time personal friend of Gov. Alf M. Landon, owner of one of the largest farms in Kansas and prominent G O P member of the Sunflower State Senate, said as he arrived in Illinois to make speeches for President Roosevelt's re-election: "I stumped for our governor in both of his campaigns but he turned out to be a Jekyll-Hyde when the presidential bee hit him. He is calling our President a dictator but at Ellsworth, Kans., Sept. 18, 1934, he said: 'From the very first I advocated the granting of unusual powers to the President.' That doesn't go so well with us in Kansas even when we are reminded of 'state pride' and 'favorite son.'"

Texas Ranger Lore
In Marionette Show



Rangers hardly larger than the six-shooters carried by the famed frontiersmen of a younger Texas who glorified the name of this fearless force of the law will perform in Dallas during Texas Ranger Week, with special performances for ex-Rangers in convention on July 21. The clever marionettes are featured in Chrysler's Hall of Celebrities theater at the Texas Centennial Exposition.

"Gov. Landon was probably the most enthusiastic New Dealer in the State. He was also in favor of inflation of the currency, the licensing of agricultural producers, processors and dealers and an ardent advocate of price fixing. Of course, he talks very differently now."

"It was Roosevelt who saved Kansas. The Government put \$462,000,000 into our state and now Landon counters with promises of a 'new' farm program that would three times as much as the Roosevelt farm program which worked so successfully and the Landon so-called program obviously could not work at all, because while encouraging overproduction it makes the sale of surplus crops impossible."

Airplane Will Dive
Into Roof Of House
At Texas Centennial

DALLAS, Oct. 21—An airplane dive into the roof of a house with the plane's motor wide open and its pilot strapped into the cockpit will climax a program of death-defying stunts Saturday, Oct. 25, at the Texas Centennial Exposition.

Captain F. F. Frakes, former test pilot for the Curtis-Wright Airplane Company, will pilot the plane. This will be only trouper who form the Thrill Show in the Cotton Bowl of the \$25,000,000 World's Fair.

Miss Jean DeLuca, 21-year-old speed demon, will drive a regular stock car over 50 sticks of dynamite, depending on her uncanny ability to escape from a wrecked car to get away quick enough after the explosion to save her life.

Then Miss DeLuca will attempt to break her own world's record for an automobile hurdle at a speed of a mile a minute. She jumped a car 31 feet from the ramp last May at Louisville, Ky., to set a new women's record.

SHIRTCRAFT
AIRMAN SHIRTS
See them in all the season's new colors and collars. **\$1.65** and **\$1.95**

Harry Willett & Company

Two of the hell drivers will play automobile polo. A ball five feet in diameter will be placed in the center of the Bowl and the drivers will attempt to push it between goal posts with the bumpers of their cars.

For five years this team of barn stormers and hell drivers has been risking death to thrill audiences in the largest cities and fairs in the country. Newsreel cameramen follow the show around to keep a living record of the team whose motto is thrills without regard to death or danger.

CARD OF THANKS

We wish to express our great appreciation to our many friends for their kindness and thoughtful deeds in this dark hour of having to give up our dear loving husband and father.

Mrs. James Spray and Children

LOCALS

We are not dependent on the trains, buses or other public conveyance. That is one reason we can give good service. Lubbock Avalanche, "West Texas' Own Newspaper."

Miss Dorothy Fulfer, student at Texas Tech, Lubbock, visited

her parents, Mr. and Mrs. Foster Fuller here during the week-end.

FOR COTTON
Because increased business activity is increasing the openings for office positions, Draughon's College will accept a limited amount of cotton at 12 1/2c a lb., middling basis, to enable young people to prepare for these opportunities. First come, first served. Write today. Draughon's College, Lubbock, Texas.

Miss Kathryn Sheats accompanied her aunt and uncle, Mr. and Mrs. A. E. Herring of Kress, on a trip to the centennial last week.

Rev. D. D. Denison, Henry Pipkin and other members of the Methodist church, drove to Hale Center Tuesday where they attended a District meeting.

POSTED—No wood hauling or hunting in any of my pastures.

Mrs. W. E. Reeves, 21 Mr. and Mrs. Harry Duval recently of Boise City, Oklahoma, have returned to Matador where they expect to remain for a few months, during which time M. Duval will be engaged in trucking.

FOR SALE: Electric Hot Point Range: White enamel black trim three exposed burners and cabinet oven. Finest Electric Range built.

MOVED...

We have moved to a new location in the Crews building on Highway 28, two doors East of Phillips Service Station

WE BUY...
CREAM — POULTRY — HIDES
We sell Dairy and Poultry Feed

Matador Produce
W. B. WASON, Mgr.

Announcing...

A New
Beauty Shop
In Matador

Located In Theatre Building
Under Management of
Mrs. Noble Groves
and
Mrs. A. P. Hodges

**COMPLETE MODERN
EQUIPMENT
POPULAR PRICES**

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Help Us Select
A Name

**Free Beauty Work
FOR THE NAME SELECTED**

ASK US FOR PARTICULARS

USE THIS COUPON

I WOULD SUGGEST YOU NAME YOUR NEW BEAUTY SHOP THE

My Name Is _____
Address _____

Best of condition. Will sell at sacrifice. Address 213-14 Oliver-Eagle Bldg. Amarillo, Texas. Mr. and Mrs. F. A. Buckley left Saturday for a business trip to Fort Worth.

LOOK

To Us
For
VALUE

**CAN YOU AFFORD
TO BE WITHOUT A
RADIO
IN YOUR
Home**

With millions of dollars worth of entertainment and educational programs on the air each week.

We Sell Radios
Priced \$7.50 & Up
(Guaranteed to Operate)

**SEE AND HEAR
THE NEW 1937 MODELS
R-C-A Victor**

Magic Eye — Magic Brain — Magic Voice — Metal Tubes. Priced From \$20. UP

We sell PHILCO & SENTINEL battery radios in 6 - volt using one battery and Wind Charger. Also 2 - volt sets from \$31.50 with batteries complete.

See Us For Free Demonstration

**MATADOR HARDWARE
AND FURNITURE COMPANY**

"We have it, will get it or it is not made"

GOING TO THE CENTRAL EXPOSITION?

Play Safe. Stop in Fort Worth. Be sure of accommodations. Your mind at rest, you'll enjoy the short, pleasant drive to and from Dallas and the FRONTIER CELEBRATION IN FORT WORTH.

The Worth gives you the MOST for your money. A cordial atmosphere of friendly hospitality. Every room with bath or shower... rates as low as \$2.00 a day.

JACK FARRELL, Manager
18 floors of cheerful Guest Rooms

AIR-CONDITIONED
Coffee Shop—Dining Room

WORTH Hotel
FORT WORTH

early in the morning if you get the Lubbock Avalanche. 65 cents per month.

DON'T SCRATCH! Paracide Ointment is guaranteed to relieve any form of eczema, itch, ring-worm or itching skin trouble within 48 hours or money refunded. Large 20 oz. jar 50c at City Drug Store. 4-6-37

Miss Lorene Fryar, who attended the Spur-Matador game Friday, remained to spend the week-end there with friends.

Once upon a... the hem of an at... voice often bett... to its greatest... something too d... ing is forever l... sion of beauty... requires much... which the eye b... the sound of a... break the dike... the muddy wa... flood the valley.

A small light... darkness of a l... flickering clo... rancid wax in... was lighted at... youth. It is al... ashes of other... or burned too... early dreams... ghost ship hau... wharf. An opal... sublime madne... young can kno... night with sn... starry eyes.

Life's under-to... far from the sa... carried my lun... tin syrup pail. To... for a surprise... would refuse to... prepare the bu... some delicacy... to the house, and... it might be sec... sweaty lid. The... noon was hardl... of anticipating... so many days w... salty bacon and... cuts with plum... However, there... in the years fo... would have con... in a reasonable... contents of one... In retrospect I... cover the sequen... lunch might co... more delightfu... fare. I am certa... inside too many... strawberry shor... knew only hoe-c...

The woman wh... to determine the... character in her... ing her home, c... reach the same... oening the door... side the family a...

Pride is that J... cessful men remo... of their dream sh... are new, tossin... accurate quanti... looking back. So... roit... mariners t... anchor instead.

Night has come... A luxurious trail... sputtering chain... which I am per... lot of useless thi... work, and then... cigarette and rev...

The lilac bush... ed and loved so... and never have t... ed more fragran... liness might be... conceal the bli... autumn. Or, per... of eternity are... that the odors ha... less sublime.

Every m... to the p... professio... longs.

Tribune V... TRAIN... DOUGLA...

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Frank Eiring... a business visit... Monday.