

Therefore every tree which bringeth not forth good fruit is hewn down and cast into the fire.—Matthew 3:10

Matador Tribune

WHEN A MAN ASSUMES A PUBLIC TRUST HE SHOULD CONSIDER HIMSELF AS PUBLIC PROPERTY.—Jefferson.

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TRIBUNE VOL. 9, NO. 21

Matador, Motley County, Texas, Thursday, August 1st, 1935

COUNTY BOARD ORGANIZED TO PLAN WPA PROJECTS

TRAIL DUST

By DOUGLAS MEADOR



Dripped in the well of truth, deep in the souls of men, the pen of history writes no finer tribute through the ages than the lines dedicated to the hospitality of the old west. The nomadic chuckwagon moves over a dustless trail to make camp for the friendless, homeless and hungry. The sublime and simple creed of those who loved horizons fenced by hills and stars, will live on after they have rolled their beds and followed.

Hardships, like dangers, are usually experienced before their severity becomes apparent. Those who have suffered most are more reluctant to describe tribulations that can but seem a little foolish and weak beneath the burden of a martyr's glory. Good soldiers seldom find pleasure in the discussion of unpleasant things that each has known it battle.

In compliance with her final request, the ashes of a once wealthy woman, who had found much happiness in her home in the valley of the Jemez river in New Mexico, were recently scattered from a plane over the country she had loved, after she could no longer feel the placid solitude and beauty of the mountains. She had also wished that the cowboys from her great ranch-kingdom, stand beside her bier and sing "The Last Round-Up", and the wish was granted.

Bronze-faced cowboys, bare-headed and motionless looked at the plane through misty eyes. A lone sheep-herder arose to his feet and moved his hand swiftly across his breast. A Mexican woman sobbed into the patched apron held to her eyes. The plane was gone and silence pressed gently against the little valley where the thread of silver lay stretched on the carpet of green. The Jemez whispered to the pine and echoed again between the towering walls.

Nature, the lover, had touched the soft, cool hand of that strange paramour, death, at the altar of eternity.

My first intimacy with luxury was the procrustean pleasure to be purchased in a barber's chair. Regardless of my sartorial requirements, I was not able for many years to resist the scent of tonic and talc after once the spell of enchantment had made me a willing prisoner. It was a short distance to step from the prosaic world of a farm youth to the haunts of the worldly and dream of future conquests, stretched on the unfamiliar comfort of stuffed leather cushions. Cornbread and sweet milk would be placed beside the oil lamp before when darkness came but for a blissful hour I could shut out reality with the curtain of a perfumed towel.

However, it required a considerable amount of courage to ask for the first shave and I think I shall always remember the barber's hand moving over my chin as if he were not quite certain that he had understood me. And perhaps less certain after the process.

I shall always feel a little embarrassed when I recall that one enterprising young barber realized most of my four acre cotton crop for lenon massages to remove the freckles from my face. I have since charged the amount to experience.

To many, curiosity is a burning line that eats at their vitals until the cooling ointment of explanation can be reached. And contrary to a general supposition, curiosity is often as well developed in men as women. It is natural, of course that man should be curious, because the eventual road of progress has been visioned by it, but only by those whose curiosity was not allowed to stray off the confines of their own business.

It is, indeed, revolting to realize that men are more often known by their faults than their virtues.

Old Settlers Meeting Plans Not To Include Cowboy Homecoming

Plan Of C. C. Haile To Hold Homecoming Of Cowboys Meets Decried At Dickens Meeting Friday

The plan of C. C. Haile of Afton, President of the Motley-Dickens Counties Old Settlers Association, to hold a "home-coming day" for old cowboys of the Matador, Spur, Pitchfork and Swenson ranches, in connection with the annual meeting of the Old Settlers Association at Roaring Springs school

grounds this year, met with defeat at a meeting held for that purpose at Dickens last Friday. Unable to reach a decision as to the proper location for the home-coming, the meeting was dismissed after the twenty two old cowboys present had voted unanimously for the plan. Many of the cowmen present declared that the old cowboys would want to meet at Dickens because they did not know of any other town in the area and make plans to hold the homecoming in the near future, and make plans to hold the homecoming next year but no definite action was taken.

Old Settlers At Gymnasium While information printed in the Tribune last week relative to the raising of the gymnasium in preparing for the new Roaring Springs school, work on which was declared would start immediately, left some doubt as to the location for the annual Old Settlers meet this year. However, information confirmed by a member of the Roaring Springs school board declared that the building will be left intact until after the reunion to be held on Thursday, August 22.

Carnival For Two Days An agreement has been reached between the school board and a carnival company and the carnival will be on the grounds for two days, one of the days August 22, to constitute the Motley-Dickens Counties Old Settlers Association annual reunion.

The location at the Roaring Springs school ground will simplify the problems of the association since ample shade, seats, water, parking space and easy access is available.

Burton-Lingo Mgr. Receives Transfer

Claud Wilson, who has been manager of the local branch of the Burton-Lingo Lumber Co. for the past three years, received advice last week that he had been transferred to the company's headquarters at Sweetwater, where he will be on the sale force of the wholesale department. The transfer, which is in the nature of a promotion, to take effect the first of August.

New Manager Here Mr. Clyde Bartlett of Coleman, who has been made manager for the office here, arrived in Matador Saturday evening, and began his new duties today. Mr. Bartlett plans to move his family here in the near future.

MARRIED

Miss Virginia Beadan and Roy Patrick of Flomot were united in marriage at Matador Wednesday night, July 24, 1935, by Justice of the Peace, Henry Pipkin.

especially when both are common to all who tread the top side of the soil.

Dr. Albert Traweek And Family Return To Make Home Here

To Enter Profession Here In Partnership With Father At Traweek Hospital

Dr. Albert Traweek Jr. and family of San Diego, California, arrived in Matador Tuesday where they will make their future home. Dr. Traweek has been connected with the United States Navy Department for several years, but has resigned that post and returned here to become associated with his father, Dr. A. C. Traweek in the local Traweek Hospital.

Dr. Traweek Jr. is well known here, where he has made his home for most of his life, with the exception of the time spent in medical schools and his work in San Diego, and has many friends who will be glad to know that he has returned to make Matador his permanent home.

The partnership of father and son in the modern Traweek Hospital affords this section with an institution and personnel worthy of high community pride.

Livestock Owners Notified Of Law Starting Aug. 10

Owners of livestock are being notified by state highwaymen this week-end of a new law regarding the roaming of livestock at large on state highways.

Because of numerous accidents have resulted by reason of the collision with such livestock by automobiles lawfully operated upon highways, the department urges that every citizen in this locality cooperate with the department, with local peace officers and with the state highway patrol in the enforcement of the new stock law passed by the legislature to the end that the state highways in this locality may be made more safe for the traveling public, according to J. B. Nabers, division engineer of the State Highway Department.

The law will become effective on August 10 and thereafter will be strictly enforced, Nabers stated. The law provides that livestock allowed or permitted to run at large on that portion of any designated state highway that is enclosed by fences on both sides shall be guilty of a misdemeanor. The punishment of any sum not more than \$200. The law may be enforced by either highway patrolmen or any local officer.

Sec'y Of Agriculture Will Visit Panhandle

On August 5, Secretary of Agriculture, Wallace, will pay the Panhandle of Texas a visit. He will arrive at Amarillo about noon and will leave at nine-thirty that night.

Baptist Revival At Fairview Starts Sun.

A revival meeting, expected to continue for about ten days, will begin at Fairview school house next Sunday night, Aug. 4th. Rev. S. L. Tidwell, associational missionary, of Plainview, will conduct the meeting. A cordial invitation is extended everyone to attend.

BANK REPRESENTATIVE IN MATADOR WEDNESDAY

Mr. F. T. Collins of Amarillo, collector for the Federal Land Bank of Houston, was in Matador yesterday, transacting business in the office of Judge C. L. Glenn, who is local Secretary-Treasurer of the same institution. Mrs. Collins accompanied her husband.

CAPROCK SILVER GOLF TROPHY IS DISPLAYED HERE

Matador Golfers Bring Home Prize: Victorious in Spur Tournament Sunday

The beautiful silver loving cup of the Caprock Golf Association is now displayed at the Matador Auto Company as result of the recently completed season in which the local club was victorious by a total of 109 points and 27.5 points over the nearest opponent, Crosbyton. The loving cup will become the permanent possession of the club winning it three years which need not be in succession.

Good Scores Shown

Out of a possible 18 points the following points were achieved by members of the Matador Club: (The first figure indicates points won, the average score per 18 holes. The last figure indicates points won.) Elmer Stearns, 73-16.2; Bill Pipkin, 74-11.5; R. L. Brandon, 74-16. Marvin Patton, 75-13.5; Mitch Glen, 76-15.5; Claud Harp, 77-12; Roy Burleson, 78-6.5; C. B. Groves, 78-10.5; Alfred Barton, 82-3; G. S. Craven, 86-0.

Six matches were played with Barton and Craven playing only in two and Groves and Patton participating in five.

Burleson Is Medalist

At a 36 hole medal play tournament held at Spur last Sunday, and attended by Harp, Glenn, Burleson, Groves and Brandon, Roy Burleson won medalist honors with a sub par score of 69 on a par 72 course. (Medalist honors being the lowest score first 18 holes) Mr. Burleson was awarded a prize of four golf balls.

School Officials Conference To Be At Lubbock Aug. 9.

State Superintendent Urges Attendance School Officials Of Twenty-five Counties At Meeting

A letter from L. A. Woods, State Superintendent, Department of Education to County Superintendents, W. R. Cammack, this week, urges a closer cooperation between the county superintendents, independent district superintendents, county school boards, teacher-training institutions and the State Department of Education, and has called a one-day meeting at Lubbock on Friday, August 9.

"With this purpose in mind," Superintendent Woods declared, "I have called on Dr. Bradford Knapp, President of Texas Technological College, Lubbock, and he has been kind enough to agree for his institution to sponsor the program."

Asks Cooperation "I am asking that you please cooperate with us in this program, and invite county board members, all trustees in your county, both common and independent, district, superintendent, other principals and teachers whom you can contact and presidents of your parent-teacher associations to attend this program."

Outline Of Program The program, which will be held at Tech College, will include as principal speakers: Dr. Bradford Knapp, President Texas Technological College, Dr. L. A. Woods, State Superintendent of Education, and S. O. Murdock, State Department of Education.

At 9:30 a. m.—Classification of Schools, Standardization of School New School Laws, Transportation and High School Tuition. Lunch.

At 1:30 p. m.—State Music Program, "What The College Can Do to Help School Officials, Vocational Education."

W. T. U. CO. SERVICE MAN WORKING AT QUITAKE THROUGH THIS WEEK

L. M. Smith, local West Texas Utilities Co. service man, is relieving Vic Smith of Quitaque this week while the latter is on vacation.

Wilburn Cox, Frigidaire service man, from Childress, is replacing Smith in Matador during his absence.

Subscribe for the Tribune.

IT'S A BOY!

Announcement is made of the arrival of a son, Robert Elbert, in the home of Mr. and Mrs. Howard Hamilton on Sunday, July 28, 1935, at Dalhart, Texas.

Baptist S. S. Breaks Attendance Record

With an average attendance of 230 in Sunday School for the month of July the Baptists have broken all previous attendance records for the Matador church. For the past four months the Sunday School has maintained an average of 200 or more for each month. This is an especially good record since the summer time is usually a time when the attendance slumps.

The revival meeting at the Baptist Church will begin August 18 and run for two weeks. Dr. W. W. Chancellor, pastor of the First Baptist Church, Mineral Wells, will be the visiting evangelist. The church cordially invites the general public to attend these services.

Matadors To Play Ten Games During Season; 6 At Home

Gird Season To Open In Clash With (Todd-less) Crowell Wildcats, There, September 20

The Matador Matadors Football schedule has been completed, with ten games booked for Coach Stanford's charges, and includes seven conference games, five of which will be played at home. In all the Matadors will play six games at home and four on foreign fields.

On September 20, the Matadors open the season with the (Todd-less) Crowell Wildcats, at Crowell to be followed on September 27, with a game with the Lovell and Lobos with the Matadors as hosts in their first home game. On October 4, the Matadors open the conference race with the Quitaque Panthers at Quitaque. On October 11, the Matadors play Silverton a conference game at home. On October 18, the Matadors meet another conference team, the Lockney Longhorns at home.

The November games include: November 1, the Matadors trek to Electra for their annual battle with the Tigers. November 8, the Matadors are host to the terrible Turks from Turkey, to be followed on November 15 with a clash with the green and white gridiron of Floydada in an important conference game. November 22, the Spur Bulldogs come to town to battle the Matadors in a conference game.

The conference schedule closes on November 28 when the Matadors play their ancient rivals, the Paducah Dragons, on the home grid.

West Texas Press To Meet Aug. 16-17

The West Texas Press Association will hold its annual convention in Big Spring August 16-17. Guest speakers are Ray Nichols, publisher of the Vernon Record and president of the West Texas Chamber of Commerce; Harry Hines of Wichita Falls, Chairman of the State Highway Commission; Dr. W. C. Holden of the Texas Technological College Faculty; and H. H. Williamson, Chief of the Texas A. & M. College Extension Service. Association speakers will be Paul Barron of the Midland Reporter and Luther Nichols of the Nolan County News who will lead the annual round table discussion.

The officers of the Association are E. B. Harris of the Rule Review as president; and R. Henderson Shuffler of the Odessa News as secretary.

The West Texas Press Association is one of the largest regional press associations in Texas, and it is expected that one of the largest attendances in the history of the association will be present on August 16-17.

FARMERS TO GET HELP IN PAYING OFF FARM DEBTS

Dist. Supervisor Texas Farm Debt Conciliation Committee Here Thursday

Guion Gregg, District Supervisor of the Texas Farm Debt Conciliation Committee, with headquarters at Lubbock, was in Matador last Thursday for the purpose of organizing a committee for serving debt distressed farmers in this county. Mr. Gregg, who has charge of District No. 2, which embraces 34 counties, including Motley County, stated that there are ten supervisors in the state, and three committees in each county, who are appointed by Governor Allred. These committees give their time as patriotic service to the administration, and receive no pay for their work.

In organizing a committee for Motley county, Governor Allred has appointed L. A. Stearns as Chairman, with Jack Robinson as Clerk and Fred C. Bourland as Associate Committeeman. The committee has been supplied with forms necessary to list cases and have received thorough instructions to enable them to serve any and all farmers who may be in distress because of delinquency in interest or tax payments, and especially those threatened with foreclosure or loss of their farm homes.

To Stop Foreclosures

"This committee is set up," Mr. Gregg declared, "for the purpose of stopping the wholesale foreclosures of farms. The farmer represents the basic and fundamental backbone of our commercial and financial structure. As the farmer prospers, we prosper. When a farmer loses his home, it is not only his home, but his job as well, and when that is taken from him, we are affected also. In making it possible for the farmer to retain his farm home, which comprises his income, the administration hopes to bring about the realization of a new prosperity for the country."

Centennial Marker At Roaring Springs Will Be Requested

Regional Centennial Application For Tech Museum Will Include Marker Request

Because of its importance to the early traveler of this section, Roaring Springs may receive a suitable marker for the 1936 Texas Centennial according to information received last week from W. C. Holden, chairman of No. 30 Senatorial Centennial Committee and director of anthropological research of the Technological College, Lubbock.

In a letter addressed to Douglas Meador, editor of the Matador Tribune and member of the Motley county Centennial advisory committee, Mr. Holden said, "You will, no doubt, be interested to know that our regional Centennial application for a Museum at Roaring Springs include a request for the importance of this location to the early travelers of this section."

Childress County Offers To Build Northfield Bridge

County officials were in receipt of information this week from Childress county, offering to construct a bridge across Pease river northeast of Northfield, if Motley county would furnish plans and specifications.

The bridge, which is located in the extreme corner of Cottle county, was washed away by heavy rains sometime ago and because of a considerable problem because of its location and the difficulty of raising funds for repairing or re-construction. The engineering work asked by the Childress county officials is being supplied by this county and will soon be in their hands for the neighboring county's completion of agreement.

Go To Church Sunday.

HARRY CAMPBELL SELECTED AS CHAIRMAN

Five Co. Committees Are Named By Local Administrator

Estimate of \$107,400 For County Is Made

A Motley county Planning Board, with Harry Campbell as chairman, was organized here last week for the purpose of proposing and assisting in the development of projects within the county under the Works Progress Administration.

The county board, appointed by the Commissioner's Court, is composed of: Harry Campbell, chairman; R. A. Seay, secretary; Ralph Stapleton, of Precinct No. 2; W. E. Ashford, Precinct No. 3; and L. A. Stearns, Precinct No. 4. This committee will pass on all FWA projects in the county.

Community committees appointed by Homer Sheats, county administrator are as follows: For Matador—Elmer Stearns, Tom Harris, J. H. Sample, T. B. Harris, B. F. Tunnell and Claud Harp. For Roaring Springs—Mayor J. S. Cargile, Dr. J. F. Hughes, M. S. Thacker, J. D. Mitchell and Professor Lewis. For Whitefield—Roscoe McWilliams, George Sims, Ben Keltz, Theodore Dixon and L. R. Browning. For Flomot—Dewey Rattan, J. L. Speer, A. L. Clements, Smith Purdy, Jim Williams and Ralph Merritt. For Northfield—W. W. Bain, B. F. Simpson, E. O. Ethridge and J. W. Boyd.

Advice Organization

The board was organized at the advice of W. E. Burke, district works director at Lubbock, to "greatly facilitate the operation of the Works Progress Administration of this district."

"It should be impressed upon the members of the political subdivisions as well as your planning board, that the only money your county can hope to receive from the new works set-up will depend entirely upon the nature of the work projects devised and approved in your county," Burke said.

"It is a definite and distinct responsibility of the political subdivision to provide work projects for people now on relief rolls."

He said a representative of the district works office will visit Matador within the immediate future "and it is hoped you will have a well defined works program to remove people from the relief rolls to the works program."

Relief Administrator, Homer Sheats, also urged that as many projects as possible be planned for Motley county immediately.

"We've got to act now to receive the benefit from the works program," he said. "If we delay, we're likely to be left high and dry as far as the WPA is concerned."

County May Receive \$107,400

Motley county may receive in the neighborhood of one hundred thousand dollars according to estimates made this week. With an allowed \$600, for each of the 163 on relief rolls in the county and an additional 10 per cent for non residential relief clients, it was declared the county could hope to receive \$107,400 from the Works Progress Administration if projects to that amount were approved.

Attend Lubbock Meeting

Men active in political and business activities of the county including the county judge and county commissioners, mayor and city commission, independent school boards, city administrators and chamber of commerce officials, were urged to attend a meeting to be held in the ball room of the Hilton Hotel, in Lubbock, yesterday at 2 o'clock, where the Works Progress Administration in connection with the future handling of those now on relief rolls was discussed.

REVIVAL IN COTTLE COUNTY

Rev. A. L. Jordan is conducting a revival meeting at Hueckberry in Cottle County, this week and next. He expects to be back in his pulpit August 11.

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warranted as prominently as was
the wrong published, reference
or article.

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

**TEXAS 1936
CENTENNIAL**

SUMMER RESPONSIBILITY

Many parents lose sight of the
fact that the vacation period is
one of grave danger to the grow-
ing child.

The boy or girl just out of school
feels like the caged bird that is
suddenly released from its cap-
tivity. It glories in its freedom to
the exclusion of all else.

Many of the lessons in deport-
ment that have been learned in
the class room are gradually for-
gotten as the child finds its way
to the street. There is no room in
its heart for anything but the
glories of the present, unless the
parental hand is ever guiding its
steps. The future is a sealed book
which will be opened only too
soon for its purpose.

Herein the function of the parent
becomes of double importance
to the future life of the child, for
the careful work and training of
the teacher must be carried on
through the days and weeks of
the vacation period, not to the
extent of hampering the child in
its rest and recuperation from

Brief Of Proposed Amendments To Be Voted On Aug. 24

Secretary Of State Releases Outline For Voters

This installment concludes a
series of three articles published
in the Tribune to familiarize vot-
ers with the seven state amend-
ments to be voted on in the elec-
tion to be held Saturday, August
24th.—Editors Note.

Two years ago a Senate investi-
gating committee discovered a
number of flagrant abuses of the
fee system as practiced in Texas
for recompensing certain public
officials. The fee system was
established and written into the
Texas Constitution at a time
when it was impossible to pay
salaries and theory was that an
official was entitled to "all he
could make." Since the Senate
committee discovered and revealed
the malpractices existing under
the system there has been a de-
mand for a Constitutional change
on this score, according to Sec-
retary of State Gerald C. Mann.

Proposed Amendment No. 6 on
the ballot provides that the fee
system, as a method of paying
certain precinct, county and dis-
trict officials shall be abolished
in counties having 20,000 or
more population according to the
last Federal census. The Legisla-
ture will, if the amendment is
adopted, set the salaries for offi-
cials now receiving fees in such
counties. In counties of under
20,000 population the Commis-
sioners Courts may put their
county and precinct officials on a
salary basis if they so desire.
The Amendment does not specifi-
cally state who shall set the
salaries of such officials in this
case.

If this amendment is adopted
all district officers must be com-
pensated on a salary basis.

The amendment provides that
fees shall continue to be collected
as at present but they will go to
the county instead of the officer.
The evident purpose of this am-
endment is to place as many public
officials on straight salaries as is
possible and thus abolish, insofar
as is possible the payment of offi-
cials through the present fee
system.

The Texas Constitution at the
present time provides that the
State is without authority to

class room confinement, or de-
priving it of the innocent pleas-
ures of life, but rather the daily
impressing upon its young mind
the necessity for continuing the
rules of conduct learned in its
house of study.

Children are quick to learn and
equally quick to forget. An im-
pression may sink deep today and
be forgotten by tomorrow, but if
it is repeatedly brought to the at-
tention of the juvenile brain it
will eventually take deep root
and live.

The teacher is responsible to
the parent for the proper instruc-
tion of the child during its hour
of study, but the parent has a
double responsibility—to both the
teacher and the child—the re-
sponsibility of safe-guarding the
work of both.—Tribune, Lemmon,
S. Dakota.

turnish free text books to other
than public schools. Proposed Am-
endment number seven on the
ballot for the August 24th election
would permit the State to supply
free textbooks to all schools, private
and parochial. Such textbooks,
it is presumed, to be the same
as used in the public schools.

Advocates of this Amendment
state that this would entail no
additional expense because the
State now purchases more books
than are necessary. However, this
point is merely one of the claims
made and has not been substan-
tiated by the Secretary of State.
Advocates point out that they pay
taxes to support public schools
but that if they choose to send
their children to private or paro-
chial schools the least the State
can do is to supply the textbooks
free.

Probably the most important
and less publicized provision of
this Amendment is the fact that
it proposes to rewrite Section 5
of Article Seven of the Constitu-
tion so as to permit the appor-
tionment of school funds on some
other basis than scholastic popula-
tion.

For many years there has been
considerable agitation in certain
quarters to abolish the "school
census" or scholastic population
system of apportioning school
funds and substitute in lieu there-
of the "average attendance" basis
or some other basis. The Legisla-
ture would determine just how
this was to be done, if this Am-
endment is adopted.

If adopted this proposed Am-
endment Number seven would
mean, in effect: (1) that the State
would furnish free textbooks to
pupils in all the schools of Texas;
and (2) that a new basis for ap-
portioning school funds other
than the scholastic census basis,
could be set up.

CASH IN ON BIG FEED CROPS

The late Col. Frank P. Holland
often remarked that no matter
what the price of cotton, years
of large yields of food and feed
were prosperous years in Texas.
Col. Holland did not mean that
feed crops rotting in the fields
or destroyed by weevils or rats
contributed to prosperity, but
feedstuffs utilized to the best ad-
vantage in the fattening of live-
stock for home use or for the
market; feedstuffs consumed by
work animals to keep them
healthy and in condition to ren-
der service and feedstuff stored
in silos, bins and stacks for use
in periods of shortage and high
prices was an important factor
in the measure of prosperity of
this State.

H. H. Williamson, Director of
Extension work in Texas, calls
attention to the fact that last
year the farmers were out pick-
ing up tumble weeds, burning the
spines off cactus, and cleaning
the fence corners to gather the
weeds to grind up for feed to
keep their cattle, sheep and goats
from starving to death. Several
million dollars were borrowed in
Texas with which to buy feed.
Over 2,000,000 head of cattle and
1,080,000 head of sheep and goats
were sold to the Government be-
cause their owners did not have
the feed with which to keep them

alive. "This year," said Mr. Wil-
liamson, "we have produced in
Texas not only a full supply of
feed for winter but if we harvest
the crop as we should, we will
have almost another year's supply
on hand," and he asks farmers
what they are going to do with it?

The Extension Service, the
Breeder-Feeder Association, the
cotton oil mills, the Hardware
and Implement Club, the Texas
Bankers' Association, and all
other agencies interested in agri-
culture, because their prosperity
depends directly upon that of the
farmers are as one in urging not
only full feeding of livestock for
home consumption, but the feed-
ing of cattle, lambs and hogs to
a complete finish for the market.
In addition, they urge the storing
of that feed which remains and
cannot be consumed, in silos,
stacks and bins, for the time may
come unexpectedly when this sur-
plus will save many dollars to
those who have conserved it.

The Breeder-Feeder Association
kept alive its interest in the de-
velopment of producing and fin-
ishing of livestock in the South-
west even during the period of
drouth and shortage of feed, be-
lieving that the balanced pro-
gram with livestock is the safest
and most profitable kind of farm-
ing. The production of an ex-
ceptionally heavy crop of feed-
stuffs again centers interest in the
work of this Association. Recently
a meeting was held in the office
of its president, Frank P. Hol-
land, Jr., many interests being re-
presented, and there it was de-
cided that an emergency existed
and that Texas could easily make
a profit out of its feedstuff crops,
or, through indifference and in-
attention, it could suffer a great
loss. As a result, every agency
interested in a profitable develop-
ment of agriculture has combined
their efforts with that of the Ex-
tension Service to work out a
program of feeding and conserva-
tion. Every county agent in the
State of Texas has been put on
notice that merchants, bankers,
oil mill interests, and others stand
ready to cooperate with them in
organizing and in putting over a
program for feeding and saving
the bounteous fields of grains,
sorghums, and other feed crops.

It is realized that if farmers at-
tempt to harvest and sell this crop
on a cash market, that prices will
decline far below the cost of pro-
duction. It is believed that if
livestock are fed for the market
and properly finished, that a
handsome profit will be realized,
for there are no signs at this time
that the livestock market will
decline materially. One-half the
crop on a cash market will bring
more than all get if an attempt
were made to market it. With
these facts in view, the Breeder-
Feeder Association and the Ex-
tension Service together, with
other agencies, urge upon business
men and bankers to render such
aid as may be necessary to pro-
vide the animals and facilities for
the finishing of beef cattle
and lambs, and to encourage
every farmer, owner-operator or
tenant to provide himself with a
sufficient number of cows, hogs
and poultry to provide his family
with an abundance of meat, milk
poultry and eggs. It is also urged

that work stock and breeding
animals be fed liberally. Any
animal of good breeding, properly
fed with our cheap feedstuffs,
should bring a good price for
the feeds consumed. Texas farm-
ers should take advantage of the
opportunities thus presented to
balance their program with live-
stock. Should the Supreme Court
of the United States sustain the
findings of the United States
Circuit Court and declare the pro-
cessing tax unconstitutional, it
will become all the more neces-
sary that farmers, again thrown
back on their own resources,
should have a profitable program
which will permit the voluntary
control of their cotton acreage.

ED BISHOP HOME FROM C. C. SCHOOL, DALLAS

Ed Bishop is home from the
Southwestern Chamber of Com-
merce school, Dallas, of which
Henry W. Stanley, manager of
the Dallas Chamber of Commerce,
was dean. Mr. Stanley has con-
ducted business institutes in Dal-
hart. Mr. Bishop said a lot of
new, valuable information was
given this year. He plans to go to
the mountains this week; then to
his new position as secretary of
the Plainview chamber of com-
merce, between August 1 and 5.
—Dalhart Texan

Mr. Bishop is a son-in-law of
Mr. and Mrs. Harrison Williams
of Matador.

MOVIE CHATTER

By A Rogue

Double Program

There is a treat in store for
those who come to the Rogue Fri-
day and Saturday of this week—a
big double program. The first

Program

DOUBLE PROGRAM

Friday and Saturday

Ken Maynard

in

"In Old Santa Fe"

ALSO

"Tarzan, The Fearless"

with

Buster Crabbe

Adm: 10 - 25

Sunday and Monday

Will Rogers

in

"Life Begins At 40"

With

Rochelle Hudson, Slim

Summerville

Sunday Matinee 2:30

ROGUE

THEATRE

Matador, Texas

picture is Ken Maynard's latest
picture, "In Old Santa Fe", with
Evalyn Knapp and Gene Autry
(cowboy idol of the air) and Tar-
zan, (the wonder horse). This is
a most unusual and colorful
western, with music and a beauti-
ful background. Smoking guns
shoot a frame-up full of holes—
more thrills—more danger—more
action than ever before.

Our second big feature is "Tar-
zan, The Fearless" with Buster
Crabbe and Jacqueline Wells.
Those of you who have read the
Tarzan books by Edgar Rice Bur-
roughs, or have seen "Tarzan and
His Mate" on the screen here,

know just what kind of real en-
tertainment you'll see. If you
haven't seen a Tarzan picture,
then don't miss "Tarzan, the
Fearless" Friday and Saturday.
The Admission for our double
show, children (from 6 to 12
years of age) 10 cents; Adults 25
cents.


Will Rogers
Sunday and Monday, the first
Fox picture for the year is Will
Rogers in "Life Begins at 40",
with Rochelle Hudson, Slim Sum-
merville and Richard Comwell.
A Will Rogers picture means en-
tertainment for the entire family
—nuff sed—Sunday and Monday

LET'S GO WITH
CONOCO
MOHON SERVICE STATION
DOBBS CITY MERC. CO
DALTON & ASHFORD
BOB'S OIL WELL
YORK'S SERVICE STATION
WHITEFLAT S. S. AND GARAGE
HIGHWAY SERVICE STA.—Flomot
FAIRVIEW SERVICE STATION
L. B. Robertson
Commission Agent
Matador, Texas

Harvest Time

Is Now at Hand

... Only a short time
until feed will be
ready for harvest-
ing.




If you are interest-
ed in buying a Row
Binder we want you
to see and inspect
our line because we
can save you money

**WE SELL THE
McCORMICK DEERING
IMPROVED
Corn Binder**

ONE AND TWO ROW
SEE THESE MACHINES AND GET
OUR PRICES BEFORE YOU BUY

REPAIRS AND TWINE
We carry a complete line of McCormick
Deering binder parts and binder twine



**CANNING
EQUIPMENT**
Pressure Cookers
12 qt. size \$10.50
18 qt. size \$11.75
21 qt. size \$12.75
PLAIN CANS
No. 2 Cans 3c ea.
No. 3 Cans 4c ea.

A Complete Stock
Of Fruit Jars And Accessories

WE APPRECIATE YOUR TRADE
**MATADOR HARDWARE
AND FURNITURE COMPANY**
"We Have It, Will Get It
Or It Is Not Made"

Chesterfields "go to town"
They Satisfy

—that's just the 1935 way of
saying what Chesterfields have
been saying for years . . .
Chesterfields do about every-
thing a cigarette ought to do.
Chesterfields have TASTE—yes
plenty of it. But not too strong.
And Chesterfields are MILD—
but they're not insipid or flat.
Chesterfields "go to town"



ROARING SPRINGS NEWS

ON VACATION TRIP

Mr. and Mrs. M. E. Long with their daughter Don, left Monday on a vacation trip to south Texas. They will spend several weeks fishing and hunting. Prof. and Mrs. R. L. Ormund of Crosbyton, accompanied them.

attend by the largest crowd of the summer.

Rev. Filippo of Oklahoma, who is teaching a singing school in Flag Springs, had charge of the singing. Preparations are being made to entertain the county singing convention which will meet here in October.

SINGING WELL ATTENDED

The singing held in the Baptist Church Sunday afternoon, was

ROARING SPRINGS WINS TOURNAMENT TROPHY

The Roaring Springs baseball

team came home from the Dickens celebration as winners of the Baseball Tournament Friday. They played Dickens, Spur and Girard and won every game.

A lovely cup was given the boys for their success. Vernon Goodwin is captain of the local ball team.

METHODIST MEETING NOW IN PROGRESS

The Methodist revival meeting began Sunday morning and will continue throughout the week. Rev. Barnett, pastor of the Methodist church in Turkey, is con-

ducting the services. A special song leader has been obtained. Evening services are being held on the church lawn.

S. W. Weatherall, Rehabilitation Supervisor of Cottle and Childress counties, spent the week-end visiting his family here.

Robbie Lou and Sue Ashley returned Friday from a visit with friends in Lorenzo and Lubbock. Mrs. Paul Barrier, who has been visiting her mother, Mrs. K. Jones returned to her home in Lubbock Sunday.

Mrs. A. D. Price returned Thursday from a visit with her sister

in Jal, New Mexico. She was accompanied by her three little daughters.

S. A. Swim of Vernon is visiting in the home of his son, J. T. Swim, this week.

Mrs. A. J. Meadows, with her sons of Sudan, are visiting their many friends in Roaring Springs and Matador this week.

Mr. and Mrs. James Dunlap of Matador visited relatives here during the week-end.

G. G. Miller, who has been visiting relatives in Spur, has returned to his home here.

Mr. and Mrs. Martin Smith were business visitors in Spur Thursday. Mrs. E. E. Moss and sons of Lubbock visited relatives here during the week-end.

Mr. and Mrs. Milton Thacker and daughter Joyce, returned from a visit to Fort Worth, Friday evening.

Mrs. Lem Miller returned Wednesday from Denton, where she attended school during the past six weeks. She was accompanied home by her sister, Miss Margaret Sanford of Van Alstyne.

Jack Goodwin, of Lubbock is visiting friends and relatives here this week.

Miss Marjorie Ruth Campbell is spending her vacation visiting relatives in Oklahoma.

visit in east Texas.

A revival meeting is in progress at the Apostolic Church. Mesdames A. Freeman and L. E. Cooper, and Antone Freeman, of Roaring Springs were visitors here Thursday.

C. C. McMurray of Wichita Falls transacted business here Thursday and Friday of last week.

Mr. and Mrs. A. J. Browning attended the Jay family reunion at Roby, Saturday and Sunday.

Mr. and Mrs. J. D. Morris and Mr. and Mrs. M. D. Morris were recent visitors at Paducah.

Varner McWilliams spent the week-end with friends at Sweetwater.

Albert Creigerbaum of Childress was a business visitor here Wednesday.

Keltz Garrison and Miss Sudie Lee Faust of Silverton, visited here last week.

1935 Schedule Of Matador Matadors

- Sept. 20 Matador at Crowell
- Sept. 27 Levelland at Matador
- Oct. 4 Matador at Quitaque
- Oct. 11 Silverton at Matador
- Oct. 18 Lockney at Matador
- Oct. 25 Open
- Nov 1 Matador at Electra
- Nov 8 Turkey at Matador
- Nov. 15 Matador at Floydada
- Nov. 22 Spur at Matador
- Nov. 28 Paducah at Matador

VISITING HERE

Miss Sue Kathryn Glenn, of Minneapolis, Minn., arrived here Sunday night for a visit with her parents, Judge and Mrs. C. L. Glenn. Miss Glenn expects to remain here for several weeks, before returning to Minneapolis.

TO WACO

Mr. and Mrs. Elmer Stearns drove to Waco Saturday, returning home Monday. They accompanied their daughter Frances, who is visiting her aunt and uncle, Mr. and Mrs. Claud Stearns in their home in Houston, they having met her at Waco.

BEAUTY SPECIALIST HERE

Mrs. Bess Bonds, of Dallas, representative for the Marie Tomlin line of cosmetics was here this week, giving free facials at Simpson Drug, demonstrating various toilet articles manufactured under that name.

Work is a tonic, whereas inactivity and worry sign many death warrants.

PLAN FOR EMPLOYMENT

Lubbock, Texas, July 29, 1935. The current Employment Report just issued by Draughon's Business Colleges, of which E. C. Hutton is local manager, shows a long list of young people who have been placed in excellent positions during recent months. Because the students recommended by Draughon's Colleges have been making good for more than fifty years, many firms continue to call Draughon's for help even though they may have many applications on file. A new illustrated booklet called "Planning Your Future" describes the far-reaching methods for placing graduates, training and time required, cost of tuition, etc. Young people interested in good starting positions and opportunities for advancement, should mail Coupon at once for free copy of "Planning Your Future" showing how we can train and place you, at a saving in time and expense. Address: Draughon's Business College, Lubbock, Texas, or see this paper about a Special Scholarship.

Your Name _____
Address _____

Bleeding Gums Healed

The sight of sore gums is sickening. Reliable dentists often repair the successful use of LEPTO-PYORRHEA REMEDY on their very worst cases. If you will get a bottle and use as directed, druggists will return money if it fails. CITY DRUG STORE.

The New Merriam-Webster



NEW CREATION The latest and greatest of the Merriam-Webster dictionaries—backed by a century of leadership and representing the highest modern scholarship. Just completed at a cost of \$1,300,000. Twenty years newer than any comparable dictionary. The greatest corps of editors ever organized was created to make this volume and to maintain the Merriam-Webster reputation of leadership.

WEBSTER'S NEW INTERNATIONAL DICTIONARY Second Edition

600,000 Entries—127,000 Not Found in Any Other Dictionary. Thousands of New Words. 12,000 Illustrated. Beautiful Plates in Color and Hand-Tinted. Thousands of Encyclopedic Articles. 25,000 Geographical Entries. 15,000 Biographical Entries. 700 Valuable Tables. Synonyms and Antonyms. 2,100 Pages.

See the New Merriam-Webster at Your Bookstore or Write for Pamphlet G. & C. MERRIAM COMPANY Springfield

Are Your Clothes Becoming? Or Should They Be Coming To Us For Cleaning & Pressing?

Get the most out of your clothing by having it cleaned and pressed regularly. It will last longer, look better and give you more wearing pleasure.

PROMPT SERVICE and MODERATE PRICE

JACKSON the Tailor
ROARING SPRINGS

Important NEWS For Thrifty Shoppers

Thrifty buyers will welcome these bargains. Merchandise priced to move quickly to make room for new stock. Thrifty buyers know that much of the hot weather season is yet to pass and a study of these prices, followed by a visit to our store, will prove the true value of these specials.

Wash Dresses

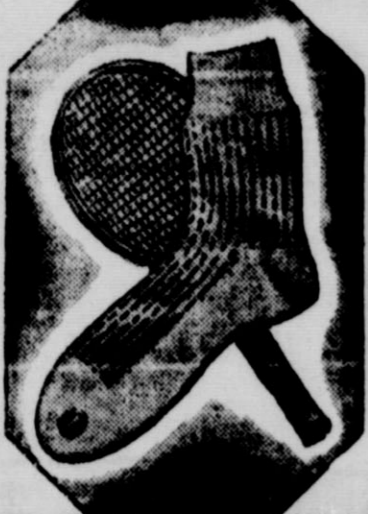
You will probably never have too many wash dresses. Our stock offered at this price includes many gay patterns styled in the latest manner. They are crisp, cool and pleasant to wear.



1.95 Values
SPECIAL AT
1.39

Men's ANKELETS

Smart, cool and comfortable. Offered in white and pastel shades.



19c pr.

Humming Bird Hose

Humming Bird Hose is as standard as Sterling Silver. You know that you are buying style, quality and unquestionable value at these prices. All the new shades.



NOW
\$1.50 2 pair for \$2.69
\$1.00 2 pair for \$1.89
79c 2 pair for \$1.48

Plain Toe
Work Shoe
A sturdy, comfortable shoe that will give many months of satisfactory wear.
1.59 pr.

WASH PANTS
These well tailored pants are dressy and comfortable and will withstand washing without affect to color or size.



\$1.75 Value
Now \$1.49

Batiste
29c Value at 23c
25c Value at 19c
19c Value at 16c



Summer Wash Ties
You will wonder how we can sell such a beautiful tie at this low price. A large selection to choose from.
SPECIAL 19c each



DRESS STRAWS
There is plenty of dress and comfort in these hats. All popular styles and materials.
1-2 PRICE

EYELET DRESSES
Values to \$5.95
Only a few left to go at \$2.95

Matador Dry Goods Co.

LOCALS

MEN WANTED for Rawleigh Routes in Stonewall, North Haskell Counties and Matador. Write today, Rawleigh Co., Dept. TXH-683-SB, Memphis, Tenn. 3t-p

WONDERFUL—Just inhale Pine Oil for hayfever, asthma and coughs and get Zimmermans Salve for eczema, piles, boils, any sore. Guaranteed. At Simpson's Drug and City Drug. 2t-p

Mr. and Mrs. R. E. Donovan returned home last week from a visit with relatives in Corsicana.

Mr. and Mrs. A. L. Fryar and daughter Lorene, returned Sunday from a trip to Rogers, Arkansas, where they visited relatives last week.

Mr. and Mrs. W. W. Carpenter drove to Fort Worth Saturday, to accompany their daughters Frances and Lela, home, they having been visiting with relatives there.

Mrs. Ed Skinner and Mrs. Ira Haskins are visiting relatives in Fort Worth and Dallas this week.

Farris Fish, together with his son James Rufus, made a business trip to Oklahoma City, during the week-end.

Mr. and Mrs. Fred G. Simpson and family returned home Monday evening, from a vacation trip in Colorado.

Misses Rogena Draper and Ruth English of Spur, visited here Sunday in the home of the latter's brother and family, Mr. and Mrs. Marvin English.

Mr. and Mrs. H. Bird and daughter Billie, of Quanah, visited with friends here Sunday.

Miss Helen Powers of Spur, visited friends and relatives here Sunday.

Miss Amy Glenn, who has been visiting in Albany, Abilene and Throckmorton, returned home Saturday morning.

J. K. Crews of Plainview, transacted business here last Thursday.

Miss Joann Ruth Brashears of Idalou, is visiting with her sister, Mrs. Carl Bird, and family at the Bird Ranch.

Mrs. G. S. Craven together with her son Vernon, and accompanied by Mrs. Whatley of Paducah, drove to Wichita Falls Saturday, where Vernon remained and is employed in the Cluberson orchards near there. The ladies returned home Monday evening.

Mrs. Clay Gilbert, who visited her sister, Mrs. Dick Davis and family, at Lawton, Oklahoma last week returned home Saturday.

Noble Whitworth together with his father W. J. Whitworth, returned Friday from a trip to Buffalo, Lewisville and Dallas.

ENTERS BUSINESS COLLEGE

Mr. Howard Traweck, son of Dr. and Mrs. A. C. Traweck, of Matador, Texas, entered Draughton's Business College of Lubbock, Texas, July 29th, where he is taking a course in Typing. He is also attending Texas Tech.

SIDELIGHTS by MARVIN JONES

Just now a tremendous fight is being made by processors and industrial groups against the Agricultural Adjustment Act.

Hundreds of suits are being filed to contest the validity of the act and to prevent the collection of the processing fees from which funds are obtained for carrying on the farm program. The recent decision of the United States Supreme Court has given encouragement to the hope of these groups that they may be able to stop the collection of these fees and thus destroy the farm program.

We are all hoping that they may not succeed.

It has been my privilege to handle in its passage through the House practically all the farm legislations of the Administration.

As a result of this legislation, not only have farm prices been materially increased but hundreds of millions of dollars have been paid to farmers in rental and benefit payments as a means of restoring price parity. More than one hundred million dollars have been restored to the farmers of Texas.

In my judgment, this has been of great advantage to the entire country in tending to restore balanced conditions.

Soon after the court decision referred to, we introduced in the House a measure ratifying the entire previous agricultural program and changing the original act in such a way as to remove, in so far as possible, any question of the legality of the act in the future. This measure has already passed the House and is now undergoing a fight in the Senate. Before this is printed, we hope it may have passed the Senate and

AUTOMOBILE JUNK YARD

Gathered from restless roadways of the earth That led them singing over hills and plains.

These way-worn cars, like things of mortal birth, Whisper through gaping doors and broken panes Their bright, incredible tale of years ago— Lost hours upon the highway, reckless, free.

When whirling hills swooned backward row on row, And waves ran past, like plumes, along the sea. The steering wheel, disconsolate, recalls impatient feet

Speeding past mountains, streams and waterfalls. Where laggard summer and late autumn meet Like lovers, in a parley, long denied; The metal heart will never throb again To find for ghostly lovers, side by side, A silence in the night, where dark trees strain To hear their words. No startled midnight town Will quiver with these motors whirring by: To dust again the weary cars go down.

Even as men, with all their dreams, must die. —Anderson M. Scruggs, in Holland's for August. Anderson M. Scruggs lives in Atlanta, Ga.

will be in conference between the two houses.

I believe it is all-important that the farm program be continued in the interest of the entire country. The united manner in which the farmers have stood by this legislation has been encouraging to all those who have had a part in its enactment.

We have come a long way from the fear, uncertainty and distressed farm conditions that prevailed at the beginning of the program. We cannot afford to surrender what has already been accomplished.

Chevrolet Sales Largest Since '29

Detroit, July 11.—Chevrolet sales and production in June were the largest for that month since 1929. W. E. Holler, vice president and general sales manager, reported today. Sales in the United States totaled 97,862 units. Total production, including Canada and exports, was 122,300.

"These figures," Mr. Holler announced, "not only surpass the sales and production totals for any other June since 1929, but with a single exception exceed the highest totals for any month in years."

"For the third time this year, June gave us a monthly production in excess of 100,000, the other two months being March and April. In no other year since 1929 has even an entire year had three 100,000-car months such as this year already has at the half way mark."

"As we enter the second half of the year, we have already built more than 60 per cent as many cars as we produced in all twelve months of 1934—a year in which Chevrolet startled the industry by registering more cars in the last six months than in the first half."

"Sales of the Master de luxe models in June greatly exceeded Standard model sales. However, the lower priced Standard models, improved this year with the addition of the Master blue flame engine, is a tremendous success. To date, 1935 Standard sales show an increase of 107,727 units over the same period last year."

FRESH BREAD Everyday
Cakes, Pies, Rolls, Buns, Cookies and All kinds of Fancy Pastry Work including Decorative Icing on Special Orders

When You Buy Bread, Demand Matador Bread!

City Bakery
MATADOR

HOLLYWOOD By Marshall Fiske

When "Break of Hearts" comes your way see it, especially if you enjoy good acting. Kathryn Hepburn's acting is almost wasted on the trite story, nevertheless see the picture if only for the sake of its great histrionics.

Rockefeller's money is to be invested in the movies in the very near future. But before that happens, mergers will take place. Their money is not to be squandered in executives' salaries, however, hence the mergers. One man's salary then will do what three or four others have done in the past.

"La Cucaracha" was the first short that became instantly successful on account of its wonderful coloring.

"Becky Sharp" is the first full length picture to be done by this new Technicolor method its story is not nearly as absorbing as its coloring. It starts out with faint, pastel shades and ends in a gloriously-colored sequence—a riot of brilliant rich colors.

This picture will, in time, cause all pictures to be made in colors. But new problems will arise—in lighting, in make-ups, in combinations, in backgrounds, etc. After you once see this colored picture, the ordinary black and white pictures that you have seen for years, suddenly strike you as flat, drab and "blash". Like a silent picture now-a-days, after you are accustomed to the talkies, you wonder why you ever tolerated it.

Binocular sound is also to be introduced soon on the screen, then you will be able to tell, even

though your eyes be closed, from what part of the screen the sound comes. As it is now the sound comes from everywhere, and in no place in particular. The mirror must be held up to nature—that's the aim and goal.

When Marion Davies finished her first picture under the First National Banner, "Page Miss Glory"—she gave her director, Mervyn Le Roy, a diamond-studded watch, a similar one to Pat O'Brien and Dick Powell, while Mary Astor received a diamond bracelet. The propmen, electricians and others each received handsome bill folds with money in them.

Mae West gives many of her co-workers on her set a small diamond ring. But in spite of all that Mae West is slipping with the great public. She has more lady friends now than ever before, at first they were all jealous of her power at the box office—they all gave her the cold shoulder would not attend the premieres of her pictures—but now it is "Oh Mae

dear", "Oh Honey" the bars have been let down when you lose your jealous enemies, you in turn have lost something.

See the "Scarlet Pimpernel" when it comes your way. It is very well worth your while. Leslie Howard and Merle Oberon have the leading roles. It is a costume picture during the time of the French Revolution and it will linger in your mind long after you have seen it.

Leslie Howard has always struck me as a person not really of this age, but rather of the eighteenth century, when people placed a greater stress on the refinement of living than is now in vogue. Mr. Howard can wear costume and still not be self-conscious in people do not like costume pictures for this very reason that it, nor does it look silly—not harmonizing with this age. Many spoils the illusion as the actors wear their clothes with so much self-consciousness.

Also see "The Unfinished Symphony" this is a rare treat not only

for music lovers but for the layman as well. The music, the character of Schubert, and the circumstances of his Unfinished Symphony—it's all so beautifully portrayed—you will be the richer in spirit for having seen it. If you want to laugh see "Ruggles of Red Gap" it will make you think too, and take your mind off of your troubles, temporarily at least.

Methodist Church
D. D. Dennison, Pastor
Church School 9:45 a. m.
Preaching 11:00 a. m.
Evening Services 8:15 p. m.

DR. W. E. HARRISON
DENTIST
Office Over Paducah Pharmacy
Paducah, Texas

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YOUR present car will probably cover the down-payment on a new Ford V-8—then only a small amount per month for 12 months to own this smart new car outright

Every Ford V-8 regardless of price or model gives you all the features listed here, and many dollars' worth of "extras" at no extra cost. With all that—this Ford V-8 costs less to run than any Ford car ever built. See your Ford dealer today.

AUTHORIZED FORD DEALERS OF THE SOUTHWEST

- IN EVERY FORD V-8 REGARDLESS OF PRICE, YOU GET:**
1. Same Wheelbase, with Big Roomy Body
 2. Safety Glass All Around
 3. 6.00 x 16-inch Air-Balloon Tires
 4. Fenders Matching Body Color
 5. Same 85 h. p. V-8 Engine (power, smoothness, 4-cylinder economy)
- ALSO—easy terms, both sensible and fair, through the dependable, authorized Ford Finance Plan—Universal Credit Co.

FORD V-8

THE AIR—Fred Waring and His Pennsylvanians, Every Tuesday Night, 8:30 to 9:30 P. M.—Columbia Broadcasting System

FEATURING



The SUCCESSES Of The SOCIAL SEASON

New things are constantly popping up on the social calendar, and one of the most prominent among these are the head-dresses as done by the operators of the City Beauty Shop. Keep your coiffure one step ahead of the crowd by giving us your patronage.

Call 157-J For Appointments.

City Beauty Shop

Mrs. A. E. Westmoreland, Manager

The ICE PARADE!

Tune In
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WOAI KPRC
at 8:30 P. M. each Monday evening. Hear the glorious voice of Charming

SENORA MILLA DOMINGUEZ
star of Broadway and Radio, supported by a cast of 30 Artists.
Learn about the new Modern AIR CONDITIONED Refrigeration with ice.

A beautiful, modern Ice Refrigerator is awarded each week to the winner in the big Refrigerator Contest. Full information on how you may easily win this splendid prize is given on the ICE PARADE—or gladly supplied by us on request.

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MATADOR, TEXAS
Ice is the Only Conditioned Air Refrigeration



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