Pay Interest and

past four years."

Those familiar with school

Association Has

Association Formed in 1918

CAFE CHANGES NAME

\$14,874 on Bonds

An exceptional financial record

for the Matador schools was dis-

MATADOR TRIBUNE

COMBINED WITH THE MOTLEY COUNTY NEWS BY PURCHASE, MARCH 14, 1934

Matador, Motley County, Texas, Thursday, January 10, 1935

"Nothing on Earth is so Powerful as the Truth."

MOTLEY COUNTY NEWS VOL. 15, NO. 46

TRAIL DUST ANNUAL CHAMBER OF COMMERCE BANQUET FEB. 12

TRIBUNE VOL. 8, NO. 44



The smoke clouds from the long-cooled altar of ambition are closed by Superintendent B. F. as remote as the haze of the Tunnell in an address to the Mot-Milky Way and obscured by the ley County Chamber of Comshadows of too many yesterdays, merce last Tuesday, when he de-but the footlights once reflected clared that the school had comagainst my younger dreams. Howthat fires the spirit of an actor, get had allowed \$100 for interthat fires the spirit of an actor, get had allowed \$100 for interwhether or not the outstanding ation. Every member is urged to that fires the spirit of an actor, get nad anowed stood to the drone of a jar-fly also could take care of the obligations and the drone of the purpose feeling could take care of the obligation of the purpose of the p and the drone of a jar-fly also falls short of the proper feeling an orchestra should leave as the curtain rises. Neither does a naturally skittish saddle horse naturally skittish saddle horse a few made to mature February lst, had been paid.

Set purposes before tax collections could issue, involving to the purpose of constructing a new school building, shall be cancelled, as result of a suit filed by some over 20 qualified voters of the district of passage of the Universal Ser-

The small boy whose pockets been able to pay every teacher in usually contain everything from full on each pay day and we have live toads to fishing hooks could also met all interest obligations hardly be criticized by his mod-ern mother if the contents of her this we have payed \$14,875 of our hand-bag were quickly emptied bonded indebtedness during the on the dressing table.

Thinking of it now, it seems im- financial conditions in other counpossible and a little foolish that ties in this section declared that one could cling so long and so the Matador Independent Schools hopelessly to a few words spoken are in better condition than any by a friend. It seems incredible in this part of Texas. that they would glow when all else was darkness and that they would remain sweet when all else Local Farm Loan was bitterness. The friend has, perhaps, forgotten, I never shall, these words: "You look the partyou will wear success well when you have it and you will." It has been a salve that I have used to an arrest had been obtained to an arrest had been obtained been a salve that I have used sparingly after a stinging lash about my countenance.

playing slight favorites with man the stockholders of the Matador Life is cruel and relentless, than the lesser animals and the National Farm Loan Association, ancient instinct of self-preservat- with offices in the First State ion continues to raise its blood- Bank building here, was held at left for Lubbock Monday, to enrimmed eyes before the eternal the courthouse Tuesday morning, gage in the Federal CCC work.

animal world is framed with the merciless hand of man in the account of a trapper who caught two polecats in the same trap. total of \$295,950 in leave made in two polecats in the same trap. When the man came to his trap he found that one of the animals had eaten away the head to the had eaten away the head to the head to the had eaten away the head to the in search of food, with the snap interest rate of 41/2 per cent of those invisible steel jaws. No

The greatest idea of this age, thoughts, it is so simple as to Black Cat Cafe. away the wealth of old men who Beauty Shoppe. remained at home. There would be no profit, everyone would lose, operator, having been employed that 207 foundation patterns were

We may be far from the end in Brownwood before coming fitted, of which 107 were for nonof war, yet an enlightened peo- here. ple are quick to accept new ideas

Mandamus Suit Delays Roaring In Past 4 Years Springs School

> Petition by Voters is Presented to Trustees Asking that Election To be Held on Bond Issue.

District Judge, Jack Folley issued a writ of mandamus to the Post American Legion in the Odd of 34 during 1933. trustees of the Roaring Springs Fellows Hall here Monday night ever, sage-brush and mesquite, the provisions in the year's bud- as audiences go, lack the applause as audiences go, lack the applause got had allowed \$100 for inter-In the address, Mr. Tunnell and held here last Thursday.

beginning of the adverse economic conditions in 1930 we have Thieves Get Truck Wheels and Tools in

at the home of Solon Lea, managday night and removed the two Lea slept. A car jack and some

Hamburger King Cafe by mar- ty would receive a total of \$100,- company truck, direct to their auders the same night, who re-Annual Meeting moved several packages of cigaettes, chewing gum and candy.

Ago Has Closed 334 Loans; late yesterday evening. \$1,170,728 Now in Force.

Four County Boys The regular annual meeting of Go To CCC Camps

Four boys from Motley county at which Judge C. L. Glenn, Sec-They were: John L. Deason of A vignette from the unhappy retary and Treasurer delivered Flomot; Floyd Barnett of Roaring 40 Schools Invited

had eaten away the head to the shoulders of the other. Agony, pain, terror and hunger, to be pain, terror and hunger, to be part of the other away the head to the shoulders of the other. Agony, pain, terror and hunger, to be per cent interest. Money is loans to be part of the other away the head to the spon-week, after the appointment of ing were, County Relief Chairman value of nearly \$40,000 were presoned by the Matador Lions Club who will have charge of the work or and Miss Irene or cent interest. Money is loans to the other away the head to the appointment of ing were, County Relief Chairman value of nearly \$40,000 were presoned by the Matador Lions Club who will have charge of the work or and Miss Irene or cent interest. pain, terror and hunger, to be followed by the friendly stranger, death, claimed the little animals death, claimed the little animals interest rate of 41% per cent The association was formed in Pratt, home demonstration agent. cept. earthly account is left of the misery and shameless tragedy riding
ery and shameless tragedy riding
ery and shameless tragedy riding
enumeration since that time has commonly supposed to prevail general business conditions are ery and shameless tragedy riding the color of this winter the cold winds of this winter the cold winds of this winter the cold winds of the Agricultural statistics in the cold winds of this winter night, but perhaps in that ledger where the fall of a sparrow is where the fall of a sparrow is recorded. It is probable to as-

recorded. It is probable to assume that the skunks were mates or friends and the thought brings shudders of horror.

Almost as terrible, comes the limit of the l

perhaps in the history of the world, according to my far from world, according to my far from accurate judgement, is the one advanced by a man from Oklahoma, vanced by a man from Oklahoma, to end war. Like all great to end war. Like all if applied to all nations, would be one of the world's greatest blessings. The idea is this: In case of war all private wealth and property would be subject to conscript the same as men. Battles would be paid for as they would be for the tournament as the form they would be for seem absurd. Its effectiveness, The cafe is under the manage- phasized in the work of the club graved. if applied to all nations, would ment of Mrs. I. B. Edwards, of girls. Sixteen of the 18 ward- In additional control of the second control conscript the same as men. Date Miss Idell Jones, daughter of and slips made by foundation in basket ball technique, were fought and with the blood Rev. Jones of Whiteflat, has acpatterns. More than 100 of each Guests in Matador H. of slain men would be drained cepted a position in the City were made, and 73 dresses and the same number of slips were Miss Jones is an experienced exhibited. Reports also show

club members. Bedroom improvements were per David.

Competition may be the life of business but the radio fails to observe the code according to my wife when she wants to talk to me.

Many Schools Invited

At a meeting held in the direct-diversity of the Lions Club, arborated and ownerless dogs should be licenstresses were added, 778 pieces of linen were provided, and furniture was reconditioned.

NEW ARRIVAL

Mr. and Mrs. C. B. Groves and mot, Whiteflat, Fairview, Quita-diversity of the first State Bank other directed towards the dog. It is mainly the stray dog that keeps dogs should be licenstresses were added, 778 pieces of linen were provided, and furniture was reconditioned.

NEW ARRIVAL

Mr. and Mrs. C. B. Groves and mot, Whiteflat, Fairview, Quita-diversity of the first State Bank of Intelligent measures directed towards the dog. It is mainly the stray dogs should be irrected towards the dog. It is mainly the stray dogs should be reposited. At a meeting held in the direct-double of the first State Bank of Intelligent measures directed towards the dog. It is mainly the stray dogs should be reposited. At a meeting held in the direct-double of the first State Bank of the firs ple are quick to accept new ideas and his majesty, Mars, could be dealt with effectively by the product of the

American Legion in **Important** Meeting Here Monday Night:

Matador School Dist. Has Exceptional Financial Record

Next Meeting of Veterans; Primary Objective of '35 Achieved.

At a meeting of the Fleming

of passage of the Universal Ser-The election will possibly be vice Act by Congress. The act management of the Elks Cafe at 631. Profits on option cotton held the proper arrangements. The

Communists Want Marchers Post Adjutant, M. S. Patton home called attention to the warning of the Nation Commander of the Robbery Here Tues. Legion, Frank N. Belgrano, against marches on Washington to er of the Lea Ice Company, Tues- after he found confirmation upon principal office is located at Cole- payments \$202,407 is yet to be rerear wheels from the ice truck Communist plot to start a vete- pounds of fur bearing hides, in- al checks amounting to about Nominating committee, Farris

tire tools were also removed from Adjutant Service Certificates they also shipped 600 pounds of were paid in full at this time, cow hides.
veterans residing in Motley coun-

75 BIRTHS, 14 DEATHS, 32 MARRIAGES IN COUNTY Vital statistics of Motley county disclosed 75 births recorded in Motley county dur-

ing 1934, showing consider-

able population increase ag-

HALF MILLION IN

Much of '34 Pay

FEDERAL MONEY

BY '34 PROGRAM

OF RABIES DANGER

AUSTIN, Jan. 8.—Rabies is

months show a higher number

the more dangerous it is.

ainst the 14 deaths. Dan Cupid lost some points with 32 hits against a score Of the 75 births recorded,

Former Postmaster Mgr. Paducah Cafe ion, according to a statement by Frank A. Buckley, County Agent.

47 were girls and 28 boys.

in which T. L. Bryan, former tracts amounted to \$107,805, while one or more guests so that the ar-Matador postmaster, assumed the cotton parity payments are \$25,- rangement committee could make

MANY HIDES SHIPPED

Adjusted Service Certificates Hide and Fur Company, whose Of the total 1934 government principal speaker of the evening feet from the room in which Mr. ing this session of Congress. coon, from Matador Monday checks totaling \$25,631

Lea slept. A car jack and some Adjutant Patton declared that if night. In addition to these hides, cluded in this amount.

central warehouse at Coleman.

ATTENDS RELIEF 5 th Basket Ball MEETING TUES. Meet Jan. 25-26

To Participate In **Annual Event Here**

and non-club families, according mailed and it is believed that in Springs who has been appointed STATE HEALTH DEPT. WARNS gross sales in 1934 were better to figures compiled by Miss Clara the neighborhood of 20 will ac- for the south half of the county.

one an enjoyable two days and

Trophies to be Awarded Almost as terrible, comes the realization that man has, time and again, destroyed the head of a friend or mate in an effort to gain liberty after the jaws of a trap had snapped on both of them.

\$191,485 have been paid in full.

Directors elected for 1935 are: Homer Sheats, G. T. Edwards, ing the year, 1,050 families were benefited by the Extension Service through efforts of the club women and the home demonstration agent. This is 85.5% of the ion agent. This is 85.5% of the held last January. Eight members 1,228 farm families in the county. In addition to the farm food given suitably engraved gold bas-

Members of the visiting squads whereby R. E. Campbell, manager up to a year. The average perwill be guests in hospitable Matador Cash Grocery, acid in man is forty days, tho this dor homes while in attendance at quired the interest in the busi- period is usually shorter in childthe tournament and local cafes ness of his partner, Julian Ed-ren or following bites on the face. a student in Texas Tech, at Lubthe tournament and local cases of his partnership was The closer the bite is to the brain bock, where have allowed special rates for mondson. The partnership was The closer the bite is to the brain bock, where the more dangerous it is. visiting coaches and their teams, formed last April. An entrance fee of \$1 will be Mr. Edmondson will continue in The disease may be controlled

Farm Census Work Begins in County

The survey, which is declared of the principal field crops and to September, than from October year after year. vegetables, value and class of to March in this climate, because livestock, poultry and eggs.

New Equipment at Rogue Theatre State Laboratory during the cool

After being closed since Mon- as having rabies. day night, the Rogue Theatre here Rabies is primarily a disease of Carter, attended the funeral of has installed new sound equip-dogs and in this way is transmit
T. J. Simpson at Crosbyton, last ment which will be in operation ted to man. It is kept alive in Saturday. tomorrow night.

declared that the new equipment and skunks is comparatively rare which he purchased in Oklahoma and is but occasionally transmit-City, is of the most modern de- ted to man.

serve the code according to the supplicity of the tournament wife when she wants to talk to men she wants to talk to men

Committees Named Tuesday

AT M. E. CHURCH

Baptist Ladies to Serve

At the regular meeting of the Motley County Chamber of Commerce held at the Texan Cafe, Is Yet to Come Tuesday, definite arrangements were completed for the Annual A total of \$499,015 has been re- Chamber of Commerce Banquet ceived or is now due Motley coun- and Harry Willett, president of ty producers in connection with the civic organization named the the 1934 programs of the Agri- committees which will serve for cultural Adjustment Administrat- the affair.

Plates at 50 Cents

Prices decided for the plates Rentals on the 25,668 acres was set at 50 cents and every A deal was completed last week rented under the 528 cotton con- member urged to invite at least of youth that once floated a brave gold banner woven of fine silken thread, hangs the limp, white rag, stained by tears of circumstances and tattered by the winds of adversity.

| Mr. Bryan moved his household | Payments under the branch of the Elks Cafe at provides for the conscription of capital, industry, and man power in time of war and the use of everyone, whether a member or more qualified voters may present a petition anytime before the sale of the bonds is made, asking for such an election.

| Mr. Bryan moved his household | Payments under the branch of the Elks Cafe at provides for the conscription of capital, industry, and man power in time of war and the use of everyone, whether a member or not and tickets will likely be of-each in the service of the nation without special preference or profit.

| Mr. Bryan moved his household | Payments under the branch of the Elks Cafe at provides for the conscription of capital, industry, and man power in time of war and the use of the nation without special preference or profit. effects to Paducah this week, contracts will total \$11,345. The the Methodist church as has been where he will make his future 521 farmers and ranchmen who the custom in the past and the sold 12,216 cattle to the govern- meal will be served by members ment in the emergency drouth of the Baptist ladies societies.

program received \$159,601 for these cattle. The 13 sheep sold Senator Grady Woodruff, brother brought \$26 and the 5 goats of J. L. Woodruff, member of

his arrival in the capital of a man, Texas, shipped over 1200 ceived. Seventy-two second rent- named to serve for the affair: which was standing about fifteen ing this session of Congress.

coon, from Matador Monday checks totaling \$25,631 are in
lege truck ran's march on Washington durcluding wolf, badger and racstanding to about fish, R. E. Campbell, and D. E.
coon, from Matador Monday checks totaling \$25,631 are in-Henry Pipkin, Homer Sheats, Payments for the tax exemption Rev. D. D. Dennison; program certificates valued at \$134,600 is committee: J. L. Woodruff, L. C. yet to be received. The two cents Harp, B F. Tunnell; invitation per pound advance on option cot- committee: G. E. Hamilton, Ben ton estimated at \$20,000 is still D. Meador; ticket sale committee; due. The remaining \$6,807 in R. E. Campbell, T. B. Edmondson, corn-hog payments should be re-

Value of Advertising Realized by Conoco

Newspaper advertising will again form the backbone of Continental Oil Company's 1935 sales lief office attended the regular promotion program, the largest in meeting held at Lubbock Tues-One of the principal facts disclosed at the meeting was that while the names of all unembed has been selected to carry Conwas announced here today by L. ployable relief clients were to be immediately forwarded to Austin,

"Proof of the value of newsthe names would not be removed paper advertising, backed by from the relief rolls in the local quality products and outstanding quality products and outstanding Homer Sheats, Gene Luker, Mrs. per cent in the sale of Conoco Ora Patterson and Miss Irene Germ Processed Motor, Oil as compared to the previous year.

"As a mater of fact, Conoco's than for any year since 1929-a fact that leads us to believe that lands, farm values, acres and yield More dog bites occur from April by a larger advertising program

> "This year marks the sixtieth dogs run abroad more freely at anniversary of Continental Oil this season of the year, and many Company, and we expect 1935 to dogs are killed needlessly. How- be the best in our history."

> > Mr. and Mrs. Tom King, accompanied by Mr. and Mrs. Harry

Nature mainly by the dog and Mr. Simpson was an early resi-L. H. Dirickson, local manager, the dog family. Rabies in cats dent of this county.

Miss Mollie Barton and W. 1

tre performance equal to the best, contain the germ of rabies. Rabies Burleson were married on Sunmay occur in persons with ex- day, December 30, 1934, at Silver

Partners Interest saliva. The incubation period of Mr. and Mrs. Wilburn Barton rables in man is usually from 40 of Flomot, and the groom is the A deal was made last week to 70 days, but it may be longer son of Mr. and Mrs. J. C. Buri-

AATADOR TRIBUNE

Combined With the **lotley County News** Purchase, March 14, 1934 their assembly program which will be given the following week

Published Every Thursday Tribune Publishing Co.

Matador, Texas Entered as second class matter at the Post Office, Matador, Tex-March 3, 1879.

> DOUGLAS MEADOR, HOWARD HAMILTON. Business Manager.

National Teditorial Association rity, a policeman, Harold Camp-

MEMBER West Texas Press Association

SUBSCRIPTION RATES: \$1.00 Per Year. 3 Months 25c reviewed. CASH IN ADVANCE

NOTICE TO THE PUBLIC Any erroneous reflection upon thy Hamer from White Star into the character, standing or repu- their class. tation of any individual, firm, concern, or corporation that may Tribune will be gladly corrected when called to the attention of Tuesday and Wednesday of last the editor. It is not the inten- week ion of this newspaper to wrongly use or injuse any individual, firm, concern or corporation and corrections will be made when warranted as prominently as was the wrong published, reference

"THERE IS GLORY ENOUGH football conference. He present-FOR ANY MAN TO LIVE AND ed to the Memphis High School DIE A TEXAN."

NOTICE OF TRUSTEE'S SALE football WHEREAS, On the 16th day of Miss Mary March, 1928, A. B. Smith execut- the fourth grade, has been select ed a deed of trust conveying to ed to coach the senior girls bas-Annie Clifton Hughes, in the pay- Jr., had helped the girls some be ment of a debt therein described fore Christmas in Vol. 8, Page 11, in the deed of an extended time. trust records of Motley County. All of the students are prepar-

ed in the payment of said indebt- hard but that is when the studedness and the same is now ents are rewarded for good work wholly due, and the owner and by exemptions. holder of said debt has requested the undersigned to sell said property to satisfy said indebtedness

NOW, THEREFORE, Notice Is Hereby Given That on Tuesday, the 5th day of February, 1935. If you have an itching skin, get a between ten o'clock A. M. and bottle of BROWN'S LOTION from four o'clock P. M I will sell said your druggist today; a liquid rem County Court House in Motley IGO,

Witness my hand this 10th day and \$1.00 bottles. E. H. Small, Trustee.

ICE

Costs Less Than

Spoiled Food---

Count the food you throw away as doubly expensive. It's a loss you can prevent by keeping your ice box properly filled. Ice preserves all foods perfectly and at small

Foods will spoil in a warm kitchen dur-

ing cool weather the same as in summer.

LEA ICE CO.

Independent Manufacturer of Ice

Protect your food with ice.

SAGA OF THE PRAIRIE

ALLIE FAYE WILLIAMS, Editor

Senior Report The senior class is planning

after the Junior assembly. Don't miss the program. Junior Report Don't miss the assembly pro-gram Friday 11. The Junior class ried Christmas.

as, under the Act of Congress, is giving a play, "Two Crooks and a Lady." The remainder of the program is to be a surprise. The characters for the play are: Miller, the Hawk; Albert Willis, Lucille, his accomplice, Dorothy Willett; Mrs. Simms-Vane, Allie Faye Williams; Miss Jones, her companion, Geneva Cooper; Police The following girls are coming Mrs. Whitworth distributed the Inspector, Beryl Blackshear; Gar- out: Helen Simpson, Helen Ed-

> One of the members of the Junmisfortune of loosing his house

In History III Monday of this ternational events of 1934 were

Sophomore Report The Sophomores welcome Doro-

The Sophomore class is sorry to report that Mary Jane Briggs

appear in the columns of The and Clefa Mae McCain have left Miss Ouita Dobbs visited school

General News

Supt. Tunnell, chairman of District 4, Class B football, attended a high school and community assembly at Memphis, Monday from 10:00 to 11:00 o'clock a. m., representing this Cyclones the District 4 championship trophy. The trophy

a trustee, the real time for the girls to have an apherein described, to secure pointed coach. R. E. Campbell,

Boyd Perkins, a member of the said deed of trust being recorded Senior class, is out of school for

whereas, Default has occuring for mid-term examinations
next week. Examinations are

real estate at the door of the edy for ITCH, ECZEMA, IMPET-County, Texas, to the highest bid- LETE'S FOOT, TETTER, POISON IVY, BARBER'S ITCH, MOS-Said real estate is described as QUITO or CHIGGER BITES follows: In the County of Motley, Itching and infection are checked State of Texas, 145.14 acres of by the first application. land, more or less, out of Survey use messy salves and bandages Thirteen (13,) F. P. Knott Sur- BROWN'S LOTION is sold by SIMPSON DRUG STORE, 600 sold with MONEY BACK GUAR-

January 10, 1935 MATADOR HIGH SCHOOL dor Junior boys will play the MISSIONARY SOCIETY MEETS Whiteflat team in basket ball. Roaring Springs Junior boys will

meet and play White Star, here It seems that 1934 was the year for marriage for recent graduates. It is reported that W. E. Burleson, a graduate of '34, and Mollie Bar-

Girls Sports Report The basket ball girls have a dent, Mr. J. W. Perry. coach at last. Miss Mary Hamilhas consented to be the coach. twenty Ruth McBride, Elmerine Russell, refreshments were passed Lucretia Estes, Virginia Edmond-

The Irene Eldridge Missionary Society held its first general meeting of the afternoon at the Methodist parsonage with Bro. and Mrs. Den-

ison as host and hostess The meeting was called to order by the president, Mrs Floyd Bond. Mrs. James Neblett led in a beautiful consecration and pledge service. Mrs. Bond read an interesting letter from our council presi-

Mrs. Houston Schweitzer was enrolled as a regular member ton, who teaches the fourth grade, bringing our membership up to

new year books and Mrs. U. L. Wilie was appointed chairman of mondson, Katy Lynn Humphries, the year book committee. Sev-Camella Wilkerson, Eloise Mar- eral items of business were atior class, J. D. Allen, had the tin, Bonnie Mae Willis, Velma tended to and some interesting Willis, Nancy Morris, Julia Davis, games were enjoyed after which Next Tuesday the meeting will week, interesting national and in- son, Mable Turner, Louise Ed- be at the church and we will bemondson, Frances Carlson, Ger-aldine Lebow, Virginia Vinson "Orientals in American Life," to and Sibyl Daffern. be taught by Mrs. Harry Willett.

Announcing... Change of Ownership

IN MATADOR CASH GROCERY

Julian Edmondson, who has been associated with me for the past year as a partner has decided to quit the grocery business. I have purchased his interest in the store and am hoping you will give me a chance to serve you with the best of staple and fancy groceries at the lowest prices.

Julian Edmondson will continue with the store.

We have a motto we shall strive to live

One Price --- The Lowest

Specials For

Saturday Jan. 12

FLOUR To Close Out 48 Lbs.	\$1.49
Crackers Box	22c
Corn Flakes Box	10c
SOAP Toilet—Skillet Free. 5 For	23c
SYRUP Tyler Maid or Lasses Time. Gal.	55c
SYRUP Ribbon Cane, Gal. Pure E. Tex. 1/2 Gal.	596 306
COCOA 2 Pound Box	23c
MELO Makes all Water Rain Water, Can	5c
EXTRACT S1.00 Bottle	39c
LINIT Starch, Pkg.	76 206
K. C. Baking Powder 50c Can	35c
- Francisco	

ADOR CASH GROCER



FROM A NEWS ANGLE ADVERTISING IS AS IMPORTANT AS ANY READING MATTER THAT APPEARS IN A NEWSPAPER. ADVERTISING IS NEWS—NEWS OF MERCHANDISE AND SERVICE THAT RANKS HIGH IN THE SCHEME OF READING VALUES. PEOPLE LOOK FOR AND READ AD-VERTISING JUST AS THEY DO THEIR FAVORITE SECTION OF THE PAPER.

TO BE CONSISTENT THEN, ADVERTISING MUST BE NEWS AND APPEAR IN A NEWSPAPER. IT MUST BE IN COMPANY WITH MATERIAL THAT AIDS AND SUPPORTS ITS PURPOSE. IT MUST EMPLOY NEWS AND OTHER ADVERTISING AS ALLIES-NOT OPPONENTS. THAT IS EXACTLY THE TYPE OF MEDIUM WE TRY TO PLACE AT YOUR DISPOSAL IN THE PRESENTATION OF YOUR MERCHANDISE AND YOUR SERVICE. WE ARE PRODUCING A NEWSPAPER THAT HONEST-LY DISPENSES THE NEWS—NEWS THAT IS READ -NEWS THAT IS BELIEVED. AND THAT, TOO, IS THE TYPE OF ADVERTISING WE MAKE AVAIL-ABLE. ADVERTISING THAT IS READ AND BE-LIEVED-NOT ONLY BECAUSE IT IS GOOD AD-VERTISING, BUT BECAUSE IT APPEARS IN GOOD COMPANY. THAT IS AN UNBEATABLE COM-BINATION IF YOU SEEK PROFITS IN BUSINESS.

HOW ARE THOSE RESULTS ACHIEVED? SIMP-LY BY PUBLISHING A PAPER THAT IS MODERN, FAIR, ALERT AND READABLE. A NEWSPAPER WITH A GOAL OF SERVICE TO ITS READERS, ITS TOWN AND ADVERTISERS. A NEWSPAPER THAT FULFILLS EVERY DUTY TOWARD ITS PUBLIC.



FINE COMMERCIAL PRINT-ING WILL ADD CHARACTER TO YOUR BUSINESS AND MAKE A FAVORABLE IM-PRESSION WHEREVER IT GOES ...

YOUR PRINTING PROBLEMS ARE OUR PROBLEMS ...

MATADOR TRIBUNE

—A MATADOR INSTITUTION—

ADVERTISING DOES NOT COST-IT PAYS

THE F WEALTH

G. L. Go Oper

G. L. Ge peration fo Lubbock morning. M are glad to nicely at th

entertained the Method visitors fro their home twenty you occasion an pastor and

Lea

Baske

hosts. Refr

ed by the

basket ball every spare skill coach team. Prof the senior strenuous w a winning

Mr. and daughter, Sunday. T by Marion Mr. and Matador v M. S. Th trip to Da

ROARING SPRINGS SECTION

Matador, Motley County, Texas, Thursday, January 10, 1935

THE CORNER STONE OF ACHIEVEMENT AND PROGRESS IS FAITH.

G. L. Godfrey Has **Operation Monday**

G. L. Godfrey underwent an are glad to learn that he is doing nicely at this writing.

League Social

Rev. and Mrs. Aubrey Ashley entertained the young people of the Methodist church and several visitors from other churches, in occasion and declared the new pastor and his wife as delightful good family hosts. Refreshments were served by the hostess.

Basket Ball Teams

All divisions of the school's basket ball teams are spending every spare minute practicing for the basket ball season. Mrs. Maude Long is showing great skill coaching the senior girls' team. Prof. Fred Cole is running the senior boys through some strenuous work and hopes to have a winning team this season.

Mr. and Mrs. Lem Miller and daughter, Wanda, visited Spur Sunday. They were accompanied by Marion Alice Mitchell.

Mr. and Mrs. Tom Swim were Matador visitors Saturday. M. S. Thacker made a business

trip to Dallas Friday

town Thursday

Mrs. A. J. Meadows was a visitor in Spur Saturday.

Mr. and Mrs. Lee Bell with ment, history, philosophy, psy-

visited in Matador Saturday. Mrs. Ben Lyle Crites of Rusk, ogy, 4,407; sociology, 834. is visiting friends here this week. Of the students enrolled

White Star News

WHITE STAR NEWS

Tuesday of this week Coach Spencer received seven new basket ball suits for his juniors. Their suits are purple and white. The Matador juniors defeated our juniors by a large margin last

Jesse Spencer visited his brother, Jake, here Thursday night. Boll pulling is about over here. Derwood Amonett has been suffering from a cold this week.

STUDY OF GOVERNMENT MOST POPULAR AT TEX. U. AUSTIN. Jan. 8.-Government

The Best of

> Fresh and Cured Meats AT MODERATE PRICES

> > Located in **Commercial Grocery**

MEADOR MARKET DOUG MEADOR, Mgr.

Visitors From N. M. proved to be the most popular social science course at the Unifershman work. This large percent, is accounted for Jal, N. M., are visiting rel-the number of students enrolled mentary course in government, springs was shopping in Matador operation for appendicitis in the atives and friends here this week. for the various social science one in economics, and one in phil-Lubbock Sanitarium, Monday Mr. King is recuperating from an courses and the grade records osophy or psychology, each of morning. Mr. Godfrey is a prom- attack of blood poisoning in his made in each course which has three semester hours, are requirment farmer and ranchman in our hand caused from a slight injury just been made by the registrar's ed for all students who expect to community and his host of friends on his fore finger. His many office. Registrants in the social obtain the bachelor of arts defriends hope for his speedy re- science departments enrolled for gree. Junior students accounted Judge A. E. Payne of Floydada, quired for a particular course, graduate, special and first year

was a business visitor in our this showed a total of more than seven thousand enrollments. A total of 174 courses are offered in the seven departments, anthropology, economics, govern-

their home Friday evening. About their sons moved to Baileyboro their many friends here regret to lose this were as follows: A Registration by departments were as follows: Anthropology, 1,215 semester hours; economics, Mr. and Mrs. Riley Scrivenor 5,016; government, 5,595; history, 2,255; philosophy, 1,779; psychol-

Of the students enrolled in social sciences, 45.5 per cent passed. while 10 per cent failed their courses. The remaining 5.5 per cent were accounted for by withdrawals.

Of the total number of semester hours registered for, 15,315 were accounted for by sophomore students and students who had



WE HOLD IT

Thrift laundry service. Talk n't improve its obvious per-You will do well to sider its convenience with weather ahead. Why not test its real merit now?

SPUR LAUNDRY Sconomy and Efficiency has

one in economics, and one in phil-21,101 semester hours of work. for 19.5 per cent of the registrat-With three semester hours re- ion, senior for 7.0 per cent, and

Stomach Gas One dose of ADLERIKA quick

y relieves gas bloating, cleans out BOTH upper and lower nowels, allows you to eat and leep good. Quick, thorough action yet gentle and entirely safe

ADLERIK

CITY DRUG STORE

· Personality



ATTRACTIVE

veloped when the hair is properly arranged in one of the many new styles of hair dressing by a trained oper-

We invite you to try

Renee

Springs was shopping in Matador Monday.

Your Personal **Appearance**

Important

pressed clothing is the most

how new your clothes will look after we have cleaned and pressed them

We Solicit a Trial

See our samples of new suit material.

> TAILOR MADE CLOTHES ARE

NOT EXPENSIVE

JACKSON

The Tailor Roaring Springs ******************



FURS WANTED

We have opened a branch house in Matador and solicit a chance at your accumulations of furs. Specializing in

WOLF. BADGER,

> We Also Deal In Cow Hides

TEXAS HIDE

Matador, Texas Located West of City Bakery

Announcing...

AUTOMOBILE REPAIR SERVICE

I wish to announce to my friends that I have recently taken charge of the automobile repair department at the Mission Gas and Oil Company's station and solicit a part of your patronage. I believe my past record as a mechanic here will justify your confidence in my ability.

I am fully equipped to handle all kinds of automotive repairing and will charge only moderate prices.

T. T. Stringfield

AT MISSION GAS & OIL CO.

Second Hand Implements At Real Bargain Prices-See Us While

They Last TWO- ROW AVERY LISTER FWO-ROW ROCK ISLAND LISTER, DRAG BOX THREE-ROW ROCK ISLAND LISTER ONE-ROW OLIVER LISTERS

TWO-ROW JOHN DEERE CULTIVATOR TWO-ROW JOHN DEERE GO-DEVIL

SETS OF SECOND HAND HARNESS SECOND HAND HORSE COLLARS





The WEST TEXAS UTILI-TIES COMPANY is duly appreciative for the patronage and co-operation received from its customers and friends the past year.

Our aim has been to render a superior service at constantly

reduced rates. In expression of our gratefulness for the patronage received, we have continued our policy of rate reductions. Our customers are now able to enjoy a dependable electric service at rates below the state's average.

Our hope of reward is in YOUR INCREASED USE of service. Your continued increase in patronage and your co-operative influence in obtaining full information so as to understand your power company's problems will combine our efforts in the future development of West Texas and reduced cost of electric service.

We feel that we have established a foundation by our past experiences and achievements for a greater public service. As we close out the year of 1934 and make our plans for service in the future, we pledge our entire organization-to the 160 towns and communities we serve-in a continued improvement of our service.

West Texas Utilities

LOCALS

CUT FLOWERS-For all oc- this one all Mrs. Lemmie Day.

Memphis, Tenn.

dles of 1933 feed and 20 tons of the best. heads. Priced reasonable. Also good used farm implements. Located 4 miles east of Flomot. R. O.

LUBBOCK AVALANCHE-Delivered at your door about 7:30 a. m. Price 60c per month, or 15c per week. Leave orders at Simpson's Drug Store. 2t-c-17

trip to Paducah last Friday.

drove to Quanah Saturday. Mrs. K. Jones and Misses Sadie and Ramza Gabriel of Roaring play-grounds.

visited friends here Sunday.

transacting business in Matador Thomas on the sick list this week Frank Cunningham was W. L. McWillims of Whiteflat

transacted business here Tues-Leonard Crowell of Flomot was

dor Tuesday. Mr. and Mrs. M. E. Thompson drove to Paducah Sunday.

B. F. Turner of Flomot was in

Matador Wednesday. W. W. Bain of Northfield was transacting business in Matador

Wednesday. Owen Williams of Roaring

Monday Mrs. Harry Cmpbell, who went to Wichita Falls Monday, for medical treatment, is expected home today.

MOVIE CHATTER By A Rogue Man Trailer

For Friday and Saturday have a real treat in store for you -especially for the western fans. Columbia presents Buck Jones in "Man Trailer," with Cecilia Parker. A very thrilling story of the west; the outlaw gang who rob the Wells-Fargo safe; the battle against the outlaws, and last, the right man wins out and finds love

Here Comes the Navy Join the world and see "Here Comes the Navy" with James Cagney and Pat O'Brien. Here is a team that is sure to win your heart; a story full of wit, humor and romance. Those who have seen it say "swell," or "I'd like

DR. E. W. MCKENZIE DENTIST

OFFICE AT RESIDENCE Matador. Texas

•••• Get The

Top Price

For Your

Cream

We pay the top market prices for your cream and offer you prompt service.

Give Us a Trial

Agency Spur Creamery

to see it again." If you liked

The Rogue has been closed 4tc-10 down the last several days for the purpose of installing new MAN WANTED for Rawleigh sound equipment. Much improve-Route of 300 families. Write to- ment is in progress at this writ-Rawleigh, Dept. TXA-495- ing, and by Friday night the complete equipment is expected to be installed-thus giving Mata-FOR SALE-15,000 heavy bun- dor a real show house, as good as

Flomot News

its work after a brief holiday. night was well attended. The Flomot school has resumed school work in general is show-Jack Robinson made a business ing improvement. The school lunch room is proud of its new Mr. and Mrs. Frank A. Buckley cabinet and the primary room has

Springs were Matador visitors Joe Speer, who has been on the Miss Vera Shepherd of Spur be up and about the place again. Thomas farm. Mr. and Mrs. R. H. Tanner, ac-Miss Lucille Meador visited companied Miss Lois Tanner to Molly Gunn and Aunt Lizzie friends in Lubbock this week- Ft. Worth Saturday, where the Martin on the sick list this week. latter will re-enter school.

> We are sorry to report Junior Monday. vith pneumonia. Mrs. Davidson has been on the

sick list this week.

On Friday afternoon the Flolooking after business in Mata- mot senior boys playing without were injured in a car wreck the services of Bebe Gates, stellar forward and scoring ace of the team, defeated Gasoline 24-19 on H. L Smith of Roaring Springs the Flomot grounds. Bond of Bob transacted business here Tues- Gasoline and Titus of Flomot business in Amarillo Friday. were the leading scorers. At the girls were beating South Plains South Plains Friday. on the latters court by a one-sided

> On Monday afternoon the Flomot senior boys defeated the Edgy month in a number of years. team 42-16. Gilbert, Flomot forfourteen field goals for his team. These teams hope to meet again on the Quitaque gym in the near

Rev. Mall Harder and wife of Ralls, visited in the Flomot community this week and Rev. Har- A. M. Pace and children of Bowie der preached at the Baptist were recent visitors with Mr. and church on Monday night. Con- Mrs. Frank Edwards. sidering the bad weather the ser- | Earl Higginbotham was on the

vices were well attended. "Son of a Sailor," "Come on Marines" and "She Learned About Sailors," I'm sure you will like ing at Quitaque Tuesday. Our this one.

The post office was moved bers of the B. S. U. on New Year's moved on January 1st to the Baker on January 1st to the Baker on January 1st to building.

A house on the farm of Miss building.

C. D. Willingham is operating Ada Shands, occupied by J. C. part on the program.

Mrs. W. H. Rattan visited in Turkey Saturday Prof. S. M. Williams attended Rev. A. C. Jones and family the meeting of the executive returned Friday of last week from

council of the league in Matador, Saturday. Prof. Merriot of Fairmont was Flomot visitor Monday. ill with pneumonia in the Turkey last week.

sanitarium. greatly improved. The Stamps Quartet concert at

The average daily attendance is now running well above 200 and Turkey visited relatives in Flo-bock rendered a very enjoyable mot Sunday.

visit to South Plains Sunday. Mr. and Mrs. Harrison George some new desks. A new set of have moved into the Kuykendall see-saws has been added to the house in North Flomot and Mr. George will be connected with the Kuykendall Grocery Co.

Mr. Scott has moved into his sick list for some time is able to home in Flomot from the Robt. We are sorry to have Aunt

Al Clements was in Quitaque

Turkey Monday. Odis Crowell left Sunday for Amarillo to resume his studies in Amarillo Junior College Cheston Franks and wife, who

Christmas Eve have sufficiently recovered to be able to return Robert Thomas was transacting

Chester Hawkins, accompanied same time the Flomot senior the girl's basket ball team to Flomot merchants report that

business activity is better than it has been for the corresponding

Whiteflat Flashes

Clean Clothes Wear Better

wear faster. The dirt deadens fabrics and ruins their, life. You will find that your clothes not only have better appearance but that they will wear longer if you have them cleaned regularly.

Keep your clothes in the best of condition with the aid of a cleaning service that is unusually thorough, yet gentle, inexpensive and fast,

Avail Yourself of the Security Against Loss by Fire When Your Clothes Are In Our Shop

City Tailor Shop

MELVIN MEASON, Mgr. Matador

NOT THE BEST ON EARTHBUT JUST AS GOOD!

Conoco

Bronze Gasoline And

Germ Processed

Motor Oil

TRY OLD "SUNSHINE"

"WE MAY DOZE, BUT WE NEVER CLOSE

Flomet basket ball team (girls) day afternoon. defeated Whiteflat team in a Earnest Wayne Barbee is very game here Thursday afternoon of and son visited relatives at Olney Dallas visitors last week. Mr. and Mrs. Roy McCary and

Mrs. Gerahart, who has been children of Chattanooga, Okla., were recent visitors with relaton the sick list for some time is visited in the home of S. M. Mc- ives at Mansfield, Ark. Cary Christmas.

the school auditorium Saturday of Plainview visited in the W. L. winter with her mother, Mrs. E. Circle met Tuesday, January 8, at McWilliams home last week-end musical program at the auditor-Vivian Pyron returned from a ium Friday night of last week.

isit to South Plains Sunday.

Mr. and Mrs. Verne Austin en-

rogram

Friday and Saturday Buck Jones in Man Trailer' With Cecilia Parker A Columbia Picture

Sunday and Monday "Here Comes the Navy"

With James Cagney and Pat O'Brien A Warner Bros. Picture

ROGUE THEATRE Matador, Texas

tertained the young people, members of the B. S. U. on New Year's ing from an attack of influenza.

the Phillips filling station which has been operated formerly by all the household goods of Mr. last week. Allen, Friday afternoon of

The members of the Epworth here. interscholastic Comanche, where they attended League met with members of the funeral of Mrs Jones' mother, other leagues at Quitaque, Sun- as is visiting her parents, Mr. Flomot basket ball team (girls) day afternoon.

Mr. and Mrs. Hamp McCary during the holidays. Mrs. Guy Kimbell and children

Mrs. Mary Merrill of Wichita Mr. and Mrs. J. N. McWilliams Falls came Sunday to spend the

Peter Humphries of Littlefield visited relatives here last week.
R. L. Elms of Stratford visit-

Mr. and Mrs. Scot Robbins of Amarillo are visiting relatives

Mrs. Cliff Johnson of East Tex-Mr. and Mrs. Tom Tilson

Mrs. Kelly of Quitaque visited her parents, Mr. and Montgomery this week.

B. Y. P. U. MEETS

the following: Mesdames Eargle, McCaghren, Jordan, Dub Drace, Springer, Pipkin, Harbour and Miss Grace Barton.—Reporter.

The Baptist Young Women's

Subscribe for the Tribune.

Mrs. Bill-Pipkin discussed the chapter of "Judging the Evidences of Conversion."

Mrs. E. F. Springer will be

The meeting next week will

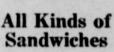
Refreshments were served to

meet with Mrs. Alvin Stearns.

leader next week

When You Are Hungry

cooked meals-Home-made



Sandwiches

Real Coffee

The BLACK CAT CAFE

Formerly Count's Cafe Mrs. I. B. Edwards, Mgr.



F. F. F. SERVICE STATION

MOHON SERVICE STATION

DOBBS CITY MERC. CO.

DALTON & ASHFORE

BOB. JOIL WELL

YORK'S JERVICE STATION

WELLEFLAT S. S. AND GARAGE

HIGHWAY SERVICE STA .-- FLOMOT

L. B. Robertson

Commission Agent

Matador, Texas



The lower the mercury drops, the more you'll like Special Winter-Blend Conoco Bronse Gasoline. EXTRA HIGH TEST: It gives an explosive mixture at 50° below zero. It starts at any temperature at which the starter will crank the motor. LESS CHOKING! After a short warm-up, you can pick up smoothly, without using the choke! SAVE RONEY! Save your battery. Get more mileage. Drive into your Conoco dealer's today and try a tankful. You are going to like it! CONTINENTAL OIL COMPANY - Established 1875



TRY THIS BETTER WAY OF STARTING YOUR CAR IN EXTREMELY COLD WEATHER

Automobile makers recommend this method of starting in cold weather, except for cars with automatic starters. Try it for a quick. easy start without danger of "flooding" by too much choking.

CONOCO

USE WINTER

GRADE OIL

Leave ignition OFT. Polledudeout all the way

Fish donn your clutch



2. Open hand-throttle onethird. Leaving ignition OFF, step on starter for several motor revolutions.



3. Push choke bork in.



'If your motor does not start instantly on Special Winter-Blend Conoco Bronze Gasoline, it needs mechanical service.

of fear r only conta wealth, is but I wi has given phant day boots for ten dollar

There i

hungry loc

who have

twilight.

ocean abo

of their liv

from the

stars, brea

darkness a

spite its p

tiny, is the

audible la

For year

squandere

fortunes.

with the

convinced plentiful Strippe

bewilder

someone emy pass

favor.

caustic r hide. T walls of to rinse exception a man w shame. burial a chanced eton of White sh

flame of

only silv salt complain