

THE MOTLEY COUNTY NEWS

MATADOR, MOTLEY COUNTY, TEXAS, THURSDAY, AUG. 27, 1925

NUMBER 26

THE PEOPLE OF WHITFLAT COMMUNITY ARE DOING

The people of the Whiteflat community believe in law enforcement as indicated at a meeting last Sunday night just the preaching services to very important questions relating to the welfare of the community was acted upon. These were that a fund of one hundred and fifty dollars be raised by subscription to be a reward for any information that will lead to the arrest and conviction of a person selling, giving away or distributing intoxicating liquors in the Whiteflat community. This has had very little effect with the bootleggers but the men are taking this measure to make the life of such a person and to try and see if young people of their community are protected from the greatest extent.

Another matter was that a petition be circulated among citizens of the community and was signed by over fifty people to the business houses of the community to remain closed all day and that no business be transacted on that day in the case of necessary merchant signed the petition and it was also signed by practically every person in the community. If the petition is carried out it will insure that on the Sabbath there will be no east from a business.

Jameson, president of the Community Club, said, "Citizens of Whiteflat are in earnest about both propositions and mean to do everything in our power to make Whiteflat the right community and one in which will be safe to raise boys up to be the right kind of men." We strive to abide ourselves and we stranger to be the same will not do so volunteer endeavor to see that we expect to co-operate law enforcement officers raising of this money as a for the conviction of the on law breakers is but an of our intentions."

C. Trawick and family home Tuesday from a vacation in various New Mexico and Colorado.

GET TOGETHER MEETING OF FARMERS AT SPUR

On September 4th and 5th the Texas Agricultural Experiment Station at Spur and the Spur Chamber of Commerce will be host to the farmers of Northwest Texas. The Spur station has developed into one of the best known experiment stations in the state and is best known for its development of the Spur and Dwarf fetehita. At the present time in addition to their work with grain sorghums they are doing very important and interesting work with cotton in developing a type that is best suited to this section of the state.

Every farmer in the county who is interested in improving his products should avail themselves of the opportunity to visit the station at this time.

The general program for the two days is given below:

1:00 p. m. Meet at Experiment Station Headquarters.

1:30 p. m. Tour station fields and inspect various plots with guides explaining all work.

6:00 p. m. Supper served on grounds.

7:00 p. m. Address by a leading agriculturist of the state.

Five minute talks by three visiting delegates from each county.

Informal round table discussions by all present on problems affecting west Texas farmers.

10:00 p. m. Go to bed on lawn of station. Bring cot or quilts for sleeping on ground. In case of bad weather there will be plenty of large buildings for shelter.

September 5th.

6:00 a. m. Breakfast in town or bring your own.

8:00 a. m. Automobile tour of Fair grounds, Chicken hatchery, alfalfa farms and leading farms of county.

12:00 N. Dinner at the Old Spur Ranch Headquarters.

As the entertainment facilities are limited only twenty-five farmers from this county can be accommodated. Any one who wants to go should get in touch with County Agent T. P. Metcalf at once and make arrangements for this trip. Information of those going must be received by Tuesday September 1st.

W. J. Whitworth and W. Y. Higgins returned Monday from Burk Burnett, where they have been as delegates to the Panhandle association of Odd Fellows Lodge. They state that they were successful in securing the 1926 meeting of the Association for Matador.

FROM OUR EX- CHANGES

The Fort Worth & Denver surveying corps arrived in Childress about noon Wednesday and pitched their camp on the railroad reservation just west of the Young Men's Christian Association building. Active work in making the survey for the branch line to run from Childress to Wellington, Shamrock, Wheeler and Canadian, started this morning. Childress will be headquarters for Corps No. 1.

The new branch of the Denver Road, proposed north from Childress, is going to make a far different county out of Childress. At this time there are no towns of importance in the north half of the county, or that portion which lies north of the Red River. The north half of the county is very rich from an agricultural standpoint and with rail facilities will soon be as thickly populated as the south portion.—Childress Index.

Within the last few days several loads of six-inch pipe has been going through town to the Texas well northeast of Crowell, which indicates that something is going on there. It is understood that the drillers have reached a depth of more than 2,400 feet. They should be reaching a formation that is interesting to every one wanting to see a well brought in here. And at the rate they have been going since they got started after the fishing job with favorable conditions hereafter it will not be many weeks until another thousand feet will have been reached.—Ford County News.

JAMES MARQUIS DEAD

Our town and community was sorely bereaved last Sunday morning, August 23rd, when intelligence reached us, of the death of our friend and townsman James Marquis, following an operation late Saturday evening at the Floydada Sanitarium.

James Marquis was born in Lexington, Burleson county, Texas, May 28, 1881, died at Floydada, Texas August 23, 1925, age 44 years, 5 months, and 26 days. He came to Wheeler county a number of years ago, later moved to Matador, where he lived to make many friends, many of whom were present making the large congregation that attended the funeral services, which were conducted at the Methodist Tabernacle, by Rev. Smallwood, his pastor, who was assisted by the other ministers of the town. He leaves to mourn his death, a fine family, his wife and six boys, also three sisters.

Brother Marquis was a member of the M. W. A. and I. O. O. F. fraternities and was a faithful member and appreciated by all the brothers.

He joined the Methodist church more than twenty years ago and in the faith held and cherished by all true Christians.

After the funeral address at the church he was laid to rest by the loving hands of his brother Odd Ellows.

May God bless his family in our prayer.

MOTLEY COUNTY IZAAK WALTON LEAGUE

Mr. and Mrs. E. T. Neil of San Saba, were here Monday afternoon of this week for the purpose of organizing an Izaak Walton League. A petition of sixteen signers were secured, as charter members. The chapter will be known as the Motley County Izaak Walton League.

Petition as follows:
H. K. Ford, H. F. Pipkin,
L. C. Harp, Vice President,
Jack Luckett, N. J. Reilley,
Harry Willett,
Elmer Stearns President,
A. B. Echols, A. J. Spangler,
J. E. Russell,
G. C. Mitchell, Secretary,
Jack Catlin, P. O. Adams,
T. J. Sanders, Eug. Sanford,
D. E. Pitts, Treasurer,
E. W. McKenzie, E. M. Suddeth,
L. M. Guthrie.

WEEKLY NEWS SUMMARY

Sonora—A two day's meeting of the sheep and goat men of this territory has just been closed at the Experiment Station near here. Over two thousand persons were in attendance at this meeting. E. Youngblood and J. M. Jones both of A. & M. College were the principal speakers.

Brady—The Brady Chamber of Commerce Egg Demonstration farm may now be said to be in actual operation. The half-dozen eggs representing the first out of the farm are on exhibition in the show window of the Board Mercantile Co. and are creating considerable interest.

Plainview—The first district meeting of the West Texas Farm Bureau was held here August 20-21. The district comprises thirty-eight counties immediately surrounding Hale County and more than 2000 farmers attended this meeting. Col. Clarence Ousley was the principal speaker.

Cisco—The Williams Service Company, airplane transportation and mail service, to operate between Fort Worth and Los Angeles has notified the Cisco Chamber of Commerce that the company will use the Cisco aviation field for landing passengers, mail and freight. The company will have a representative here shortly to install the forty acre tract secured for the landing field in Cisco.

Loraine—In a special election held here this week, bonds amounting to \$30,000 were authorized for the purpose of improving and extending the water works system.

Mineral Wells—The first bale of cotton for the 1925 season was brought here today by W. W. Harrington of the Pleasant Valley Community. After being ginned the bale was auctioned off in front of the Chamber of Commerce Building by the Davidson-Caldwell Hdw. Company for \$23.65. The bale weighed 420 pounds, bringing a total of \$99.33.

Amherst—Amherst votes bonds amounting to \$50,000 for a water works system. The election was carried by a large majority.

Contracts will be let shortly.

Priona—The Priona Star, published by John White, Secretary of the Commercial Club, is said to be the newest weekly newspaper published on the plains. The paper is now being printed in Clovis, pending the arrival of the machinery for the new plant.

Artesia, N. M.—The first high line for power transmission in this section has recently been completed from Roswell to Artesia. This line carries 33,000 volts and the juice will be turned on this week. This system will enable Hagerman, Dexter and Lake Arthur to have the same class of service as will be maintained here.

Munday—According to H. F. Barnes, agent for the Wichita Valley Railroad, who has just returned from Boulder, Colorado, the receipts at Munday exceed those at Boulder Colorado, a city of 16,000 population by more than \$60,000 per year. Mr. Barnes says this is due to the extraordinarily large amount of agricultural products shipped from this territory.

Lubbock—W. D. Benson, Sr. of Breckenridge who has a large amount of property here, let contracts this week for a two story brick building in the business section of Lubbock which has been needed here for a long time with stage lines operating in every direction out of Lubbock.

CARD OF THANKS

We take this means of thanking our kind friends and neighbors who were so kind and helpful in the sad loss of our beloved husband, father and brother.

Mrs. Jim Marquis and family,
Mrs. Lillie Armstrong,
Mrs. Howard Finley,
Mrs. Burrell Sewell,
Noble and Marshal Marquis.

SATURDAY ANOTHER GOOD DAY

Last Saturday was another busy day for Matador. People were here from every where. The streets lined with automobiles and the sidewalks were almost impassable. The merchants of the town all report a good business.

SCHOOL STARTS SEPTEMBER 14th.

The Matador graded school will start Monday morning, September 14th. Owing to the fact that it is impossible to finish the new building by that time, the board has decided to start the High School on October 5th, which should give ample time for its completion. The teachers for the respective grades and also the High school have already been employed, and a bigger and better school, also a larger enrollment is expected this year than we have ever had before. The teachers for the Graded School are:

Primary, Jessamae Cornelius,
First, Nina Campsey,
Second, Tara Moore,
Third, Ida May Cregg,
Fourth, Ruth Barrett,
Fifth, Beulah Sheridan,
Sixth, Ona Dean,
Seventh, Rachael Roberts,
Eighth, J. F. Jordan, Principal

High School,
Ruth Montgomery, Language and History,
Frances Canon, English,
Ruth Hartgraves, Science,
W. C. Jones, Mathematics, Principal and Athletic Coach,
A. J. Spangler, Vocational Agriculture and Superintendent,
Music and Expression,
Under the supervision of, but not paid for by the school,
Pattie Hightower, Music,
Edna Germany, Expression,
Colored School
Mabelle Bremby.

BRIDGE PARTY

Friday afternoon Miss Marie Luckett assisted by her charming mother and sister entertained a few of her many friends with a most delightful bridge party.

Cool and spacious rooms with many bowls of bright hued flowers made each guest feel that it was indeed a treat to be there.

As the evening shadows rapidly lengthened dainty refreshments were served in two courses to Mesdames Harry Campbell, Frank Eiring, U. L. Willie, Roy Burleson, Fred Bourland, O. J. Day, A. S. Edmondson, Sidney J. Thomas, Eargle, H. O. Ward, and Dr. Hughes, of Roaring Springs, Misses Ollie Echols, Grace Moore, Erin Campbell, Marie Chalk, and Nannie Mae Parton of Dallas, Hazel Walten and hostess.

Mr. and Mrs. Randall Whitworth one of Matadors newly wedded couples, returned Friday from a three weeks honeymoon in various parts of New Mexico and Colorado.

ARRANGEMENTS FOR MOTLEY COUNTY FAIR STARTING OFF FINE

Interest in the Motley County Fair and the various community fairs over the county continues to increase. During the past week the women appointed their department chairmen and have worked out a very elaborate premium list. Those women who have been selected for the various departments are:

Cooking—Mrs. Homer Sheats, chairman and Mrs. Ed Williams and Mrs. J. R. Moore, assistants.
Canning and perservig—Mrs. A. E. Groves, chairman with Mrs. W. E. Herring and Mrs. F. C. Bourland as assistants.

Sewing—Mrs. J. H. Sample, chairman and Mrs. Elmer Stearns and Miss Amy Glenn, assistants.

Miscellaneous—Mrs. P. E. Knight, chairman with Mrs. E. W. McKenzie and Mrs. Jack Luckett as assistants.

Junior Department—Mrs. G. E. Hamilton, chairman and Mrs. R. P. Moore, assistant.

It is expected that during this week the committee appointed to get up the premiums will visit the merchants and they will select the various things they want to give premiums on and that this list will be published in the paper next week.

Mr. Pitts the "Concession Man" has engaged a number of good entertainment concessions and the fair finances are in excellent shape. Mr. Harp who has charge of the entertainment program reports that a number of excellent features are being considered and that every one who attends the fair will be well entertained. Announcement will be made soon, as to some of the features.

Several of the communities have announced dates for their community fairs and are planning on bringing in good exhibits to the county fair and it is desired that every community in the county will hold a community fair and bring a large number of individual exhibits as well as a full community exhibit.

One of the features of the fair will be the exhibit put on by the Women's Home Demonstration Clubs of the various communities. Each community club is expected to have a club exhibit at the fair in which the work done during the year by the club will be shown. The girls clubs as well as the boys agricultural clubs will also have exhibits which should be of interest to the people over the county as it will show what is being done by the young people.

Become a Patron

Prudence, safety, and economical management matters of consideration, the our methods must best you. Besides there is the further consideration of knowing how to handle your business satisfactorily and expeditiously.

Deposit with us.

First National Bank

MATADOR, TEXAS

Most Folks Like Chickens



Rich man, poor man, beggar man, big man, little man
old man, young women, children.

You-Us-Everybody.

That's why the market is seldom glutted.

That's why it pays to raise them.

If you are not "fixed for it" like you'd like to be let us help you arrange it for you.

FIRST STATE BANK

Matador, Texas

"There is no substitute for Safety"

MOTLEY COUNTY NEWS

GROVER C. MITCHELL, Editor and Publisher

Published Thursday each week

Subscription Rates \$1.50—Strictly in Advance

Entered as second class matter at the post office, Matador, Texas, under act of Congress, March 3, 1879.

Four weeks constitute an advertising month. Where advertisements are inserted and no instructions given same will be run until ordered out and charged for accordingly.

THE AMERICAN CREED

"I believe in the United States of America as a government of the people, by the people, for the people; whose just powers are derived from the consent of the governed; a democracy in a republic; a sovereign nation of many sovereign states; a perfect union, one and inseparable, established upon those principles of freedom, equality, justice and humanity for which American patriots sacrificed their lives and fortunes. I therefore believe it is my duty to my country to love it; to support its constitution; to obey its laws; to protect its flag; and to defend it against all enemies."

A twenty year ago column in the News wouldn't do because mention might be made of a beautiful young lady at that time that are rather accent flappers today.

Clem Calhoun, of Jones county was appointed District Attorney for the Ninth Judicial District by Gov. Ferguson, Monday of this week to fill the vacancy caused by the resignation of Tom Davis.

The Motley County Fair dates are set for September 25-26, and it is our opinion that it would be good policy to set aside a day as clean-up day. The weeds should be cut and burned, and the streets should be given some attention. The appearance of our town has to visitors will be a big boost.

When a lawyer makes a mistake he has a chance, of course to defend a lawsuit. The doctor's mistakes are cured for by the undertaker, but the editor's mistakes are criticized by everybody in the community, unless he can use his fists to a good advantage.

The business men of Matador have most all agreed to close their respective places of business from 10:30 until 11:30 am daily, during the revival meeting that is being conducted at the Methodist church. This policy will no doubt result in making the meeting a better success, and shows that the business men of Matador are doing their part to make it a success.

There is not a week passes that some tourist passing through our city don't stop at the News office for a copy of our paper. They all state that they have heard so much about Motley county, that they want to know what is going on out here. A newspaper is the best means on earth of letting the outside world know what kind of a town and country we have, and we want to do our part to let them know what a wonderful farming country we have in Motley county. The class of advertising and the amount carried, also speaks a good word for the town and country.

Less Guthrie, Harrison Williams and G. T. Edwards have established a real estate office in the First National Bank building. It is the purpose of these men to do a big business in the way of boosting and booming Motley County and bringing new comers to the country. There are thousands of acres of fine farming land in Motley county that is being used for nothing but grazing purposes that should be put on the market. And there are thousands of people looking for such places. Fifty percent of the tillable land in Motley county put under cultivation will no doubt double the valuation of the remaining fifty percent. Business in every line would be increased. New business concerns would be established in our town, and things in general would begin to loom up and look big for Motley county. Who is going to be first to start the ball rolling?

A SURPRISE SHOWER

A unique shower was given on Monday afternoon of last week, by Mrs. Bill Moore, honoring one of the recent brides Mrs. Jack Edwards. In the afternoon one of her friends, Miss Thelma Thornton, visited Mrs. Edwards and took her for an extended drive. When they returned the bride was astonished to find her home filled with a host of friends. She was met at the door by Mrs. Bill Moore who led to a table filled with many useful and beautiful gifts for the bride. After a few words of thanks to her hostess and friends the bride unrapped the gifts and passed them around for inspection. Mrs. Moore was assisted in her role of hostess by Mrs. G. T. Edward and Mrs. Eddie Russell.

A book of "Recipe's for the Bride" was passed around and each guest was asked to write a recipe. Music was furnished by Miss Birdie Watson on the Player Piano for the entertainment of the guests.

Refreshments of Chicken Sandwiches, Fruit Salad and ice tea was served to the following guests. Mesdames Claud Warren Frank Eiring, O. J. Day, Farris Fish, Roy Barleson, Bert Edmondson, Lee Guthrie, T. P. Metcalfe, M. L. Patton, L. J. Barkley, L. B. Patterson, M. P. Fulkerson, Phillip Graves, Warren Clements, Eddie Russell, Bert Estes, D. C. Fulkerson, Charlie Barton, A. A. Harp, H. S. Watson, Felix Thornton, G. F. Edwards and Frank Patton and Misses Amy Glenn, Rebecca Fulkerson, Grace Barton, Birdie Belle Wnter, Rachael Bertha and Opal Patton, Frankie and Judine Watson, Erma Graham, and Thelma Thornton. The out of town guests were Mrs. R. M. Gordon and Miss Birdie Watson, of Fort Worth.

The guests departed at a late hour wishing the bride much happiness and thanking their hostess for a delightful afternoon.

TEXAS—OKLAHOMA FAIR

Wichita Falls, August 26. The Texas-Oklahoma Fair, October 3 to 8 inclusive, will probably have the largest display of livestock in the southwest this year, according to R. E. Shepherd, fair secretary.

Breeders from the middlewest and the southwest are sending entries and much interest is being manifested by exhibitors now on the Mid-West Fair Circuit, of which the Texas-Oklahoma Fair is a member.

The large airy hangers with plenty of water available have proven a popular place for display of livestock. Several breeders from other states have shown at the exposition for the past two seasons and will return again this year.

\$25.00 REWARD

It shall be unlawful for any person or peace officer, or State ranger, to search the private residence, actual place of habitation, place of business, person or personal possessions of any person, without having first obtained a search warrant as required by law.

Any person violating any provision of this act, shall be deemed guilty of a misdemeanor and upon conviction shall be punished by fine of not less than \$100.00 nor more than \$500.00 or by confinement in the county jail not more than six months, or by both such fine and imprisonment.

I am having this published that the general public may know just how hard the law is making it in peace officers and how boot leggers are being upheld by those that make our laws. In the face of this law I will pay a reward of \$25.00 to any person, giving evidence that will lead to the arrest and conviction of a bootlegger. Claud Warren, Sheriff.

A. J. Spangler, returned Sunday, from Austin, where he had been for the past week attending State Conference of Teachers Vocational Agriculture, 150 in attendance. Mr. B. B. Malby, regional director for the Federal Board for Vocational Education stated to the conference that the total sum of the project labor incomes of the boys carrying a project as part of their high school work in Vocational Agriculture in Texas was last year 1.83 times the total sum of all the salaries paid to the teachers of Vocational Agriculture in the State of Texas.

NOTICE

STATE OF TEXAS COUNTY OF MOTLEY

Whereas, by virtue of the tax list and assessment roll of Roaring Springs Independent School District in Motley County, Texas, I, G. F. Stephens, Assessor and Collector of taxes for said district did on the 10th day of March 1925, levy upon the following described land and premises lying and being situated in Roaring Springs Independent School District of Motley County, Texas to-wit:

Lot Numbers 3, 4, 9 & 10, Blk 3 Clifton Addition, Town of Roaring Springs, Years Delinquent 1922-1923, Taxes \$4.50, Cost \$1.90 Total \$6.40. Owner J. T. Bynum.

Lot Number 2, Block Seven Town of Roaring Springs, Texas Yrs. Delinquent 1923, Taxes .80, Cost .62, Total \$1.42. Owner, C. Hill.

Abst No. 545, Cert. No Unk. Sur No 76, Original Grantee, Matador Cattle Co. 276.5 acres, Abst No. 101, Cert No 85, Sur. No. 99, Original Grantee, John Gibson, 80 acres, Yrs. Delinquent 1922-23 Taxes \$195.20, Cost \$39.49, Total \$234.69, Owner, L. Hope.

Lot Number 19, Block 37 Town of Roaring Springs, Texas, Years Delinquent 1922-23 Lots 3, 4, 37, Block 43 Town of Roaring Springs, Texas Years Delinquent 1922-23, Taxes \$2.00 Cost \$1.13, Total \$3.13. Owner unknown.

Taxes \$1.00, Cost .94, Total \$1.94, Owner, J. L. Sanders.

The above described property having been levied upon as aforesaid and will be sold to satisfy said taxes. I will proceed to sell all the right, title and interest of the said owners in and to said property on the 1st day of September, A. D. 1925, same being the first Tuesday in said month, between the hours of 10 o'clock A. M. and 4 o'clock P. M. at the Roaring Springs Townsite Office, in the Sommer's Building in the town of Roaring Springs, Texas; said sale to be made for cash. Dated this 5th day of August A. D. 1925. G. F. Stephens, Assessor and Collector of Roaring Springs, Texas Independent School District.

NOTICE TO CONTRACTORS

Scaled bids will be received by the Commissioners Court of Motley County, at the Court House, Matador, Texas, up to 2 p. m. September 14th, 1925, for the furnishing of material and erecting of two steel bridges on new road leading south from Matador. Contractors required to furnish own plans and specifications other information obtainable from County Judge.

A certificate check for 5 per cent of amount of bid payable to the county Judge shall be filed with each proposal and successful bidder will be required to furnish surety bond made by some reputable surety company doing business in Texas for full amount of contract price.

The right to reject any or all bids received. By order of Commissioners Court of Motley County, August 11th, 1925.

C. L. GLENN,
County Judge.

JUST RECEIVED

A large shipment of Fall and Winter hats, and Ladies Ready to Wear, Call at our store and see Them.

We handle the Famous 'Regent' Shoes

Call and See Them

MRS. A. W. FORD
First National Bank Bldg
MATADOR, TEXAS

Newell, of Lubbock Texas, Traveling Salesman out of that place was a Monday visitor in town. We were raised in the same part of Oklahoma that Mr. Newell came from and have known him practically all our life, and was naturally glad to learn that we had located in this section of the country.

The News family spent Saturday night and Sunday with friends and relatives at and in the vicinity of Paducah.

NOTICE

The Trustees of the Whiteflat Independent School District will receive bids for Depository of School funds, August 29th, at 3 p. m.

R. L. Jameson,
President of Board.



Insure Your Outing

Enjoy your holiday hours free from worry. Many an amble ends in the ambulance, but proper insurance protection will foot the bills.

This agency can sell you a complete sportsman's policy that covers all hazards of hunting, fishing, riding, playing golf, tennis or other games including loss of equipment through fire or theft. It is just exactly what you need. It will be in the Hartford Fire Insurance Co.

Matador Abstract Company,
First National Bank Bldg,
Matador Texas.

A PHONE IN THE HOME
Makes us all one family. The
Very Normal
See Us
MATADOR TELEPHONE

MEADOR'S MARKET
FRESH AND CURED MEATS
DOUG MEADOR, Proprietor
Matador, :: :: Texas

The Best Motor
is refined from the best Crude

Amalie Motor Oil

Are refined from 100 per cent Pure Pennsylvania Crude Oil, the highest grade and priced oil yet discovered.

Don't buy Motor Oil without knowing of Crude Oil used in its manufacture.

Ask any oil man how he would make a lubricant than 100 per cent Pure Pennsylvania Amalie Motor Oil.

GUTHRIE FILLING STATION
MATADOR, :: :: TEXAS

Floor Coverings

Just arrived a number of new patterns
RUGS and LINOLEUMS—
Let us show you these Rugs.

Refrigerators and Freezers

We still have plenty of REFRIGERATORS and ICE CREAM FREEZERS

Canning Time

Fruit canning time is now here. We have plenty of FRUIT JARS, CAPS and RINGS.

Homer Sheats.

CHEVROLET

The Chevrolet has announced advertising campaign with its large dealer.

This is a full effort to obtain national distribution. It is probably the most extensive advertising campaign in the automotive industry.

Under this plan the company in reality is advertising each of its dealers with a highly efficient advertising campaign. It is probably the most extensive advertising campaign in the automotive industry.

The co-operative plan does not apply to the national advertising used by the Chevrolet company in the principle of the county. It is paid for from advertising appropriation company without dealers. The dealer receive gratis the service of the company displays supplement advertising plan.

In brief the plan is to change a small amount of money to the Chevrolet Advertising Fund. To company then adds contribution from its budget.

The company plan advertising campaign in every space, purchase, send art work, send to the new printer advertising, and pays bills. Thus are relieved of detail.

Considerable angle of guarantee to each dollar which is spent will be spent for newspaper space, all of which being more than the Chevrolet contribution to the Chevrolet Advertising Fund.

Furtherance of the Chevrolet Advertising Fund. The Chevrolet Advertising Fund is the largest of the five largest companies in the United States.

14 field men are sent out from the Chevrolet Advertising Fund to do strategic pinning the country.

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CHEVROLET NEWS LETTER

The Chevrolet Motor company has announced a co-operative advertising campaign in connection with its large dealer organization.

This is a further move by the Chevrolet Motor company in its effort to obtain the most economical distribution of its product. It is probably the most comprehensive and efficient of the great advertising campaigns in the automotive industry. Approximately 5,000 newspapers are being used.

Under this the Chevrolet Motor company in reality has become the advertising department of each of its dealers whom it provides with a highly efficient and consistent advertising campaign.

In addition, it becomes possible to key local advertising with national advertising and thus broadcast a single advertising message at one time in both national and local publications.

The co-operative feature of the plan does not apply in a financial way to the national advertising used by the Chevrolet Motor company in the principal magazines of the country. This advertising is paid for from the general advertising appropriation of the company without expense to the dealers. The dealers continue to receive gratis the sales literature and the effective window display service of the company. These displays supplement the unified advertising plan.

In brief the plan is this:

The Chevrolet Motor company charges a small amount for each car shipped to dealers and credits it to the Chevrolet Dealers' Advertising Fund. To this fund the company then adds a substantial contribution from its own advertising budget.

The company plans the dealer advertising campaign, buys news paper space, purchases and prepares art work, sends the advertising to the newspapers, directs the printing and display of the advertising, handles inquiries and pays bills. The dealers are relieved of a vast amount of detail.

The angle of the plan is to guarantee to each dealer that the dollar which he pays into the fund will be spent in his district newspaper or outdoor advertising space, all of the costs of the advertising being more than covered by the Chevrolet Motor company contribution to the fund.

In accordance with the plan, the Chevrolet Motor company, which is the largest advertiser in the United States, has sent out from its own organization 14 field men who are to bring the dealers in personal contact with the organization, working out advertising problems and assist in idealizing the dealers' advertising consistent with the program of a united appeal.

Individual requirements of dealer are analyzed and he is given the choice of media in his territory. The dealers are given a personal touch with the advertising plan and are given approval of all newspaper advertisements.

The guarantee to the dealers that their contribution will be for advertising space in their district is regarded as second only to the feature of "personal appeal," said J. E. J. J., advertising manager of Chevrolet Motor company. It could be understood that the Chevrolet Motor company's advertising is locally directed.

ON LEAF WORM AND BOLL WORM

Cotton leaf worm infestation has spread rapidly in the past few months ago. The cause is the excessive heat which has been considered one of the main reasons for the increase in the number of worms expected to be present in the cotton fields.

It is not possible to repeat the same results for four or five years in a row. The reason for this is that the cotton plant is not a perennial and the soil is not a permanent source of nutrients.

The leaf worm is a pest which is not a native of this country. It was introduced from Europe in 1864. It is a very voracious feeder and is one of the most destructive pests of the cotton plant.

will, perhaps, be cheaper. It should be applied at the rate of about four pounds per acre. If the cotton growth is very rank, this should be increased to five or six pounds.

Lead arsenate should be applied at about the same rate as calcium arsenate. This will make the lead arsenate treatment very expensive. Paris green, if used, is best diluted at the rate of one part of Paris green, one part of flour and from one to five parts of lime. It is important to add the lime to decrease the danger of burn the foliage. The flour causes the poison to stick to the leaves better. This mixture should be applied at such a rate that about two pounds of Paris green per acre is used.

The same mixtures may be applied in the form of a liquid spray but this method will be impractical, except in very unusual cases.

The dust method will obtain the results desired and will be very much cheaper. If spraying is to be done, about one and one half pounds of either lead arsenate or calcium arsenate should be used in fifty gallons of water. If Paris green is used only one pound should be mixed with fifty gallons of water and it is advisable also with Paris green to add the milk of lime obtained from slacking one pound of quick lime in a small quantity of water, this being strained through cheese cloth before adding.

Spraying with stock dip, or with mixtures of white arsenic and soda or arsenite of soda or any other soluble arsenical is apt to destroy the plant growth and is not recommended from this office. We do not recommend the burning of lights to trap the parent moth.

Severe damage by the boll worm has already been recorded from one section in South East Texas. It is quite likely infestation by this worm will be severe in a number of areas.

This is the worm that does in to the bolls. When full grown, it is somewhat over an inch long. It varies in color from almost black through the various shades of green to almost white, some individuals being a pinkish color. This has led many persons to fear that the pink boll worm has appeared. The pink boll worm never attains the size mentioned.

Except in its very young stages, this worm feeds almost entirely within the boll and so does not, at this time, get enough of any poison that has been applied to kill it. When very small it feeds up on the cotton foliage and poison applied at that time will result in a considerable degree of control. Many new individuals at this time of year, however, are hatching every day and application of poison to be effective must be at intervals of from four to five days, over a considerable period. Hence it is doubtful if results obtained will pay for the cost of poison and application.

If poison for the boll worm is applied it should be done the same as directed for the leafworm. In some sections complaint is being made of the bolls rotting. This is, in most cases, due to some disease of the cotton and those experiencing this difficulty should communicate with Dr. Taubenhans, Plant Pathologist, Experiment Station, College Station.

BAPTIST DOUBLE AID TO MISISTERS

(By Carey Snider)

Relief of aged ministers has been given twice the support of Texas Baptists in the last five years that it received the preceding twenty years. Dr. F. S. Orner, general secretary of the Baptist General Convention of Texas has announced. Figures which have just been compiled show gifts to ministerial relief, home and foreign missions and state missions during the last 25 years.

In the twenty years period starting in 1901 Texas Baptists contributed \$959,238 to home missions while during the last five years gifts have aggregated \$819,775. Foreign missions received \$1,206,152 from Texas Baptists during the twenty years preceding the opening of the Baptist 75 Million Campaign, which has been succeeded by the Cooperative program of Southern Baptists. In the last five years the gift to foreign missions have reached \$1,261,068 or a total of \$55,000 more than during the twenty year period. State missions during the twenty year period have received \$2,269,992 while while the gifts during

the five year period aggregated \$1,294,261 which was a little more than half as much in five years as was contributed in twenty years, an actual gain of 140 percent in the average of gifts in the two periods.

Although Texas Baptists have contributed hundreds of thousands of dollars to the cooperative program, which embraces work outside their local field, during the last five years the gifts to local work on the home field of the Texas Baptist churches aggregated more than \$16,000,000. The increase in gifts during the last five years is accounted to the interest which has been manifest in the cooperative work of Southern Baptists, Dr. Groner said. More Baptists are contributing to the general work of the denomination than in their history, he declared.

Claude Brain, of Whiteflat transacted business in Matador Tuesday.

O. Ferguson of Roaring Springs purchased a Ttar touring car from the Matador Buick this week.

Pearl and Mabel Pirtle and Alat Cadell of Flomot were Matador visitors Wednesday.

Walter Montgomery was a business visitor in Flomot Tuesday.

G. S. Craven, Ike Cowan and Grady Crowley made a business trip to Amarillo Tuesday.

Mrs. E. A. Sanford who had been visiting in east Texas for some time returned home this week.

John Russell is a proud possessor of a new Ford Touring car.

Richard Seay of Silverton was here Monday.

Mr. and Mrs. Leslie McAdams and family of near Crowell passed through Matador, Monday afternoon enroute to El Paso, and parts of old Mexico. They stopped for a few minutes visit with the news family.

Ira Bacon, of the Mergenthaler Linotype Company was a Friday visitor in our city and called at the News office to look over our machine, pronouncing it in first class shape.

Ford

Announcing Important Changes in Bodies and Chassis

Added Beauty and Utility
Closed Cars in Color

No Increase in Prices

All-steel bodies on Tudor Sedan, Coupe and open cars. Bodies and chassis both lowered. Larger, more attractive fenders, affording greater protection. New improved transmission and rear axle brakes on all types. One-piece ventilating windshield on closed cars; double ventilating type on open cars. Curtains opening with all doors on Touring car and Runabout. Closed cars in colors, with upholstery of finer quality to harmonize; and nicked radiator shells. Many other refinements now add to the beauty and quality of these cars. See your nearest Authorized Ford Dealer today for complete details.

Ford Motor Company
DETROIT, MICH.

We are equipped To do any and all kinds of JOB PRINTING

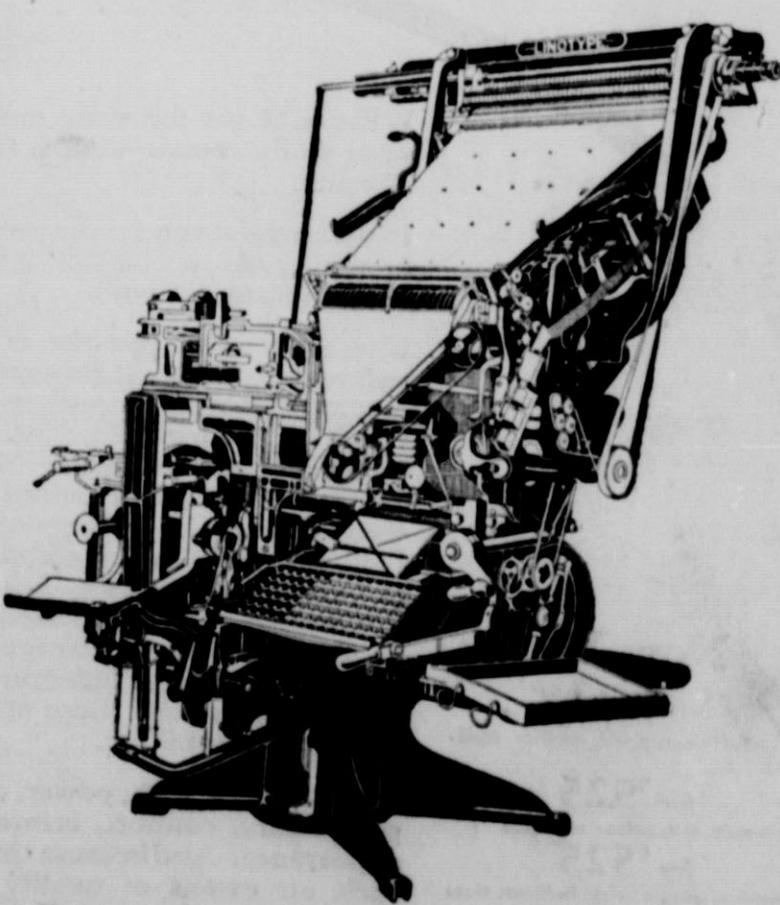
Neat and Clean in Appearance and all Legable-Good Printing Is Our Motto

Give us a Chance at Your Next Job of Printing

OUR PRICES ARE RIGHT

Subscription rates \$1.50 per year. Start the year right by having the News in Your Home. Also The News and Semi-Weekly Farm News For one year \$2.25. Daily and Sunday Star-Telegram, Three months \$1.90. Renew your subscription at this office.

The Motley County News



PUZZLE OF WHY THEY

S

FORD NEWS LETTER

To give the motorized police of New York an intimate knowledge of the construction and operation of the 722 Ford cars recently purchased by the city, a special Ford school has been established by the New York Police Academy at 28th street and Lexington avenue. More than 2,800 police sergeants and patrolmen detailed to the motor division of the police force are enrolled in the Ford school

in a course which completely covers every phase of the Ford engine, electrical, clutch and drive system.

"Fords are rapidly taking over the important features of the police department's patrol work," Police Inspector John J. Soonan explains, "and it is our intention to make every officer as familiar with his Ford as he is with his revolver."

Sixty especially selected men of

the division, in addition to their week's instruction in the Ford school of the Police Academy, spent a week in the Ford Motor Company plant at Kearny, N. J., to learn Ford Methods in shop work and construction. They will have charge of the precinct police garages.

After his training of six eight-hour days in the police Ford every sergeant and patrolman is competent to make minor repairs on his car which may become necessary while on patrol. The precinct garages will be equipped for all major repairs and each car will be kept "tuned up" to meet the requirements of metropolitan police work.

The only departure from the standard Ford equipment on the police cars will be the use of solid tires which cannot puncture and cripple the car in a critical moment.

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AMARILLO TRI-STATE EXPOSITION

Much has been written and said of the Tri-State Exposition and its various features, probably out emphasis enough being laid upon the farm exhibits.

In this one department, and that probably the real foundation of all others, the fair has an exhibit, daily being added to, of which its directors, are already justly proud.

There is an outstanding reason for this. The Panhandle, so long considered barren as to volume of farm products, is just now coming into its own in this respect. With a dozen varieties of crops now in full bloom, it is said to have the greatest crop prospects of any section of the state.

With such conditions existing,



Housework and Headache

There's relief for you housewives who suffer from aches and pains.

When lack of fresh air, working over a hot stove and the odor of cooking make your head throb, your back ache, your limbs tremble, just take 1 or 2

DR. MILES' Anti-Pain Pills

They'll relieve you quickly and safely.

Your druggist sells them at pre-war prices—25 doses 25 cents. Economy package, 125 doses \$1.00.

R

A farm exhibit setting forth the achievements, and pointing towards still greater possibilities, cannot be estimated with anything like an intrinsic value.

For this purpose the fair board has set aside a building which will be devoted solely to agricultural purposes. This year it will be equipped with new flooring for the greater convenience of those in charge of the other booths.

A total of twenty-six counties have already been signed to show. This does not count the three booths which have been reserved by the West Texas Teachers College at Canyon. All will bring their products, and the college will show the work of its four-year course. A special feature of the last named will be the daily moving picture. There is room but for about half a dozen more counties and those wishing to enter are asked to notify O. V. Vernon, Secretary or U. N. Oliver, President, at once.

This agricultural display and demonstration is laying the foundation upon which a great show

C

is being built for 1925.

Other features are the races, the livestock entries, carnival attractions, the foot ball game on the first day; and last but probably one of the most popular—the popularity contest.

All combined are promising to make the dates of September 26 to October 1st memorable ones in Amarillo and the Panhandle.

Alcohol is all right in its place, but where is its place? There is nothing better to preserve a dead man, and nothing worse to keep a live one.

Claud Warren is having Mrs. Callison's rent house in east Matador, remodeled and painted, which will be occupied by Mr. and Mrs. Bill Moore.

A. A. Harp and family, L. C. Harp and family, L. V. Pryor and family took their lunch to the Springs, Sunday and report a very enjoyable time. They also visited an old friend, J. C. Bell and family, of Roaring Springs.

Claude Stearns, of the Stearns ranch, visited his brother and family, Mr. and Mrs. Elmer Stearns, the first of the week.

Amarillo Tri-State Exposition

SEPTEMBER 26th., OCTOBER 1st. INCLUSIVE

The third Tri-State Exposition will be held in Amarillo, September 26 to October 1st inclusive.

The Chicago Cadet Band and the Amarillo Band will furnish music for the entire 6 days. The Chicago Cadet Band has played for the Dallas Fair for a number of years. Clarence A Wartham Carnival Company and Band will also be a big attraction.

Automobile and motorcycle racing and three days of horse racing.

Due to the fact that we have our buildings and grounds in excellent condition the exposition will be much better than ever before. The crop conditions throughout the Panhandle assure us of an excellent agricultural exhibit.

Here Are the new Improvements!

These improvements make Sheetrock even better than before. A special surface sizing makes decorating easier. A new core of gypsum... air cells reduces heat transmission... rigidity makes stronger walls. Ask for IMPROVED Sheetrock.

SHEETROCK

The FIREPROOF WALL BOARD

Higginbotham Bartlett Lbr Co

A

THE LITTLE STAR CAR

Twinkle, twinkle, little Star. You're a wonder little car. Far above all other makes. You shine from Red Seal power to brakes.

All the features that one finds in higher grades of other kinds. Three speeds forward and reverse. A car to fit the porr man's purse. Like your name-sake in the sky.

You shine on earth to please the eye; Designed for comfort, work or speed, The guiding Star for every need.

As you twinkle your success, Giving more and costing less; In Artice Lands or Tropics sunny, Little Car YOU ARE WORTH THE MONEY.

R

MATADOR CHEVROLET CO. DEALERS IN THE LITTLE STAR CAR

The World's Greatest Automobile Value!

for Economical Transportation



What you get for your money—that is what really counts—that is the definition of value.

In a Chevrolet you get the greatest amount of quality at low cost that it is possible to obtain in any car built.

Chevrolet offers you the most for your automobile dollar. It possesses 83 distinct quality features. It possesses construction typical of the highest priced cars—a powerful, economical motor—dry plate disc clutch—selective three speed transmission—sturdy rear axle with pressed steel, banjo type housing—semi-elliptic springs of chrome-vanadium steel—beautiful streamline bodies, with closed models by Fisher, finished in handsome colors of Duco whose luster and color last indefinitely. Compare these features with those of any car that you may wish to buy.

Chevrolet gives you power, durability, dependability, comfort, economy and fine appearance. And because this car provides such an extent of quality at low cost, Chevrolet has become the world's largest builder of quality cars with sliding gear transmission. See these remarkable values today.

**New Low Prices
New Quality Features**

MATADOR CHEVROLET CO
MATADOR, TEXAS

Quality at Low Cost

Now You Can Get

—a fully-equipped, quality touring car for \$525

—a racy, streamline roadster for \$525

—a fine coupe with balloon tires and disc wheels for \$675

—a Fisher Body Coach seating five people comfortably for \$695

—a handsome sedan, beautifully upholstered and with full equipment and appointments for \$775

All prices f. o. b. Flint, Mich.

MEMBER TEXAS QUALIFIED DRUGGISTS LEAGUE

Legally Registered Pharmacist

It is our aim to cooperate with your family physician in protecting your health interests. Not only in drugs we supply you, but in all other merchandise as well. Visit our store when in town and make yourself at home.

Simpson's Drug Store

Member Texas Qualified Druggists' League

Read the League's message in Farm and Ranch Holland's Magazine.

AND PERSONAL NEWS

ed, just been in good shape. cash. For par News office.

nd family are a New Mexico.

L. McWilliams, here last week.

a business vis week.

n Williams, of on busines.

lomot, purchas from the Mat- urday.

bern Barton, of Saturday.

of Quannah, is here now.

f Flomot, was Saturday.

son Eugene of re Saturday.

rle Carpenter, as here last

nd family went week.

r, and children, iting her mot- and Mrs. R. N. wn.

Martin, of Flo- week.

it for Lubbock to return in a

tin., of Flomot

as in Flomot on

eepe Flat, was

Whiteflat, was Saturday.

isted relatives

of Northfield, itor here Sat-

r Flomot was here

en made a busines trip Sunday.

B Morris, of Flomot, his week.

ite, of Memphis, was a itor Sunday.

es of Flomt, was here

able Mae Smallwood, of Mr. and Mrs. L. B. is on the sick list this

rs. Harry Willett who ff to market at Dallas, is returned home Sun-

dwards is a proud pos- new Chevrolet Coupe- ler, of Northfield, was week.

Hitt, of Wichita, was itives here this week.

on, of Whiteflat, was week.

white and green gold white Sapphire set, on side walk between and Mr. Gravens. n to the Baptist Par-

J. C. Johnson.

rs. H. B. Watson and rankie went to Plain- sday for a few days

Large Ice Box, of quality, Capacity 600 includes water cool- Will sell at a bar-

Joe Cook, Matador, Texas.

Mrs. Lizzie Clements returned Saturday from Flomot, where she had been on business. She assessed the Flomot Independent school district.

Van R. Wheeler has accepted a position with the Matador Hardware and Furniture Company. Mr Wheeler will move his family over and begin work soon.

Mr. and Mrs. L. A. Stearns and sons, Claude and Alvin, were shopping Floydada, Tuesday.

Mrs. W. R. Tilson and daughters Ruth and Ophelia of Whiteflat, were through here, Saturday en- route to Plainview to take Mrs. Tilson's mother, Mrs. T. A. Wil- liams, who will visit there a few days.

N. F. Shands and family, of Mineral Wells are visiting his sis- ters, Mrs. H. S. Watson, Mrs. M. F. Fulkerson, Mrs. E. Fulfer, and Miss Ada Shands.

Mr. and Mrs. L. V. Pryor and three sons, of Kirkland spent two days with Mrs. Pryor's brothers, A. A. Harp and L. C. Harp.

Miss Ruth Tilson, of Whiteflat, is spending the week with Miss Erin Campbell.

Mr. and Mrs. Bob Echols and children enjoyed a watermelon feast with Elmer Stearns and fam- ily, Monday night.

Pink Close, of Kirkland, was over Friday and Saturday look- ing aftr his interest in the Mada- dor Hardware and Furniture Com- pany.

Mrs. R. M. Gordon and Miss Birdie Watson, of Fort Worth, are visiting their brother H. S. Wat- son and family.

Mrs. Earnest of California is visiting her daughter, Mrs. Bob Echols.

Harry Campbell and family of their ranch, west of town were pleasant visitors here Sunday.

R. C. Mann who has recently been with the Matador Hardware and Furniture Company, has moved his family to Electra, where he has excepted a position with the Farris Brick Company.

Loans, Real Estate and Insurance Vendor's Lien Notes Bought Direct from Owners

JAMES H. NEBLETT,
Office at Travlers Hotel,
Phone 43

Roaring Springs, - Texa

City Bakery

The place to get
**Fresh Bread, Home Made
Candies, Jelly Roles and
All Kinds of Cookies**

FRATERNAL ORDERS

MATADOR LODGE
No. 824

Visiting Masons Welcome
FRANK ERING W. M.

L. O. O. F.

Subordinate Lodge, Meeting
Nights Each Tuesday

L. B. Patterson, N. G.
C. Y. Guthrie, Secy.

ENCAMPMENT: Meeting nights
Second and Fourth Thursday of
each month.

C. B. Cudd, C. P.
C. Y. Guthrie, Scrib.

CHURCHES

METHODIST CHURCH
(L. E. Smallwood, Pastor)

Prayer meeting, Wednesday even-
ing 8:30.

Women's Missionary, Tuesday at
3 p. m.

Irene Eldredge Missionary Soci-
ety, Wednesday at 3 p. m.

Official Board meets the last Fri-
day evening of each month.

Sunday School at 10 a. m.
(T. T. Jameson, Supt)

Junior League—4 p. m.
Senior League—7:45 p. m.
Preaching 8:30 p. m.

Mrs. Harry Campbell and Miss
Erin Campbell were shopping in
Floydada, one day last week.

The Specialist

Whether in the commercial,
financial or professional line, the
specialist is the one who is
mostly in demand. Why?

Because he has mastered his
particular line in every detail.
Naturally those whose vision is
defective consult an eyesight
specialist.

The Optometrists the recognized
eyesight specialist. Legally
recognized and certified by
the state.

We keep your glasses properly
adjusted.
**Dr. Wilson Kimble,
Eyesight Specialist,
Floydada, Texas.**

Dr. McKenzie
Dentist
Matador -:- Texas

Auto Repairing
First-Class Work

Living Prices
AT

CHEVROLET GARAGE
South of Carter Hotel

Your Patronage Solicited
Gene Perkins

**Feed, Grain and
Coal**
the best the market affords

I will treat you right while
selling for cash.

L. Barcher.
Monteith's Old Stand

**UNDERTAKING
SUPPLIES**

COFFINS, CASKETS
ays In Stock

LEONARD CROWELL Flomot, Texas

T. J. Sanders
Attorney at Law

Office over First State Bank
Matador -:- Texas

JUST RECEIVED
A NEW AND

Complete Line Of

Fall and Winter

DRESSES

Come in and

See Them

Prices Are Right

**Matador
Merc'ile Co.**

We are in receipt of a letter this
week from J. W. Hamilton, of Los
Angeles, California, stating that
he had not missed a single copy
of the News since he has been
there. He also complimented us
very highly on the new paper
we were running. Mr. Hamilton
stated that after this week we
could discontinue the paper at his
present address, and drop it in
the postoffice at Matador.

MONUMENTS

Direct From Factory To Ceme-
tery. No Local Agents Com-
mission To Pay, As We Sell
Direct To You, Write Us For
Prices.
Clarendon Monument Works
CLARENDON TEXAS
J. C. McCARLEY, Owner

Kodak Finishing
Quickest Service
Best Quality
Wisons Studio
Floydada Texas

HOMER SHEATS
Undertaker
Motor Ambulance and Hearse
SERVIC AY or NIGHT
Office Phone Res. 13
H. L. Forrester. Licensed Embalme
Mat adoor Texas

THE CITY MEAT MARKET
FRESH MEATS
Always on Hand
L. M. FRIER, Prop.

ATTENTION
Patton's Tin Shop wishes to announce that they are now
ready to take hold of jobs under the following:
REFRIGERATORS, WELL DIGGING, TOWER BUILDING
WINDMILL REPAIRING, TIN WORK, PLUMBING
TANK BUILDING ETC
South Side of Square
MATADOR - - - - - TEXAS

JUST RECEIVED
NEW and COMPLETE LINE of
Diamonds, Jewelry, Watches Clocks
Cut Glass and Silver-ware,
PRICED RIGHT
J. H. BRADSHAW
With Simpson Drug, 1st. Door N 1st. State Bank

We carry a FULL and COM-
PLETE Line of
Drugs
Druggist's Sundries, Toilet
Articles, High Grade Cigars
Candies, Cut Glass and
Jewelry
City Drug Store
Phone 140

Call Up
PHONE NO. 26
For Good Things To Eat----
Groceries, Fresh Vegetables,
And Fruits
A Clean Stock of Goods
Prices in Accordance with the
Pocketbook and Present Conditions
**MATADOR GROCERY
COMPANY**

DANDRUFF
CAUSES THE HAIR TO FALL OUT--
AND THE HEAD TO BECOME BALD
Dandruff is a germ disease and known as a scaly
form of Tetter or Eczema. This microbe lives on the
salty substance of the skin and robs the hair of its
proper nourishment, causing it to fall out and the
head to become bald. Get rid of dandruff before it is
too late. Wash the scalp well with hot water and soap,
dry with a soft towel and apply Hooper's Tetter-Rem
(Don't scratch), rubbing it in well. Then steam the
head with hot towels. Ask your barber for Hooper's
Tetter-Rem scalp treatments. Hooper's Tetter-Rem is
positively guaranteed for all scalp and skin diseases. Two
size 75c and 50c. Sold and guaranteed by
CITY DRUG STORE

**MATADOR TRANSFER
AND STORAGE**
QUICK AND CAREFUL SERVICE, REASONABLE CHARGES
JIM MARQUIS, Prop.
OFFICE PHONE 174, RESIDENCE PHONE 183

REAL ESTATE
We have established a real estate office in Mat-
ador and are in position to supply your needs in
all kind of City Property and Real Estate.
**LIST YOUR LAND AND PRO-
PERTY WITH US**
Motley County Real Estate Company
Over First National Bank
MATADOR : : : : TEXAS

THE WESTERN DRY GOODS CO

Is ready to supply your needs in almost everything in New Fall clothing, etc, such as:

Silk and Woolen Dresses of latest designs and newest material \$11.00 to \$32.50

The newest models in Modart Corsets—Corsettes, girdles and Wrap—arounds \$2.50 to \$7.50

The prettiest line of novelty Dress Goods obtainable \$1.50 to \$5.75 per yard.

Novelties, Notions and Trimmings for all.

CALL AND LET US SHOW YOU

THE WESTERN DRY GOODS COMPANY

WHERE A DOLLAR DOES ITS DUTY

THE WESTERN DRY GOODS CO

Is now ready to supply your needs in almost everything in New Fall Merchandise, such as:

Shoes, Oxfords and Slippers for men, women, boys and girls.

BOY'S LONG—PANT SUITS AND TROUSERS.

Dress Shirts and Work Shirts in abundance.

A big long table loaded with all kinds of men's and boy's Work Pants in Kahki-duck, Brush-duck, Cotton-striped, Hong-Gong, etc.

We Will Take Pleasure In Showing You Our Stocks.

THE WESTERN DRY GOODS COMPANY

WHERE A DOLLAR DOES ITS DUTY

Community Correspondence

WHITEFLAT MUSINGS

Miss Tommie Mergus, of Margaret is a guest in the John Lisenby home this week.

Mrs. Homes Casey, son Leon, and Mr. Woodard, Mrs. Casey's father, of Spur, visited in Fort Worth last week.

Mr. and Mrs. Homer Kingery and Vernon Smith, of Flomot, were weekend visitors here.

Mr. and Mrs. Lum Robinson and sons of Paducah, passed through here Wednesday enroute to Colorado.

Mrs. Jim Clowson was quite ill Sunday.

The Methodist people have just closed a revival meeting. Rev. Joe McReynolds, of Hale Center did the preaching. He was assisted with the children and young people by his sister Miss Ollie Belle. There were about thirty conversions.

The A. A. Watson family left Friday for a visit in Wichita Kansas.

Arthur Martin, of Matador, was a weekend visitor here.

Mr. and Mrs. Couch are the proud parents of a big boy.

Raymond Casey was out from Matador, Sunday.

Mr. and Mrs. William Winstead were visitors in Floydada, Thursday.

FLOMOT NEWS

Mr. and Mrs. L. Y. Jameson, and Mrs. C. H. Robinson, of Whiteflat were visitors in our little city last Thursday.

We would be very glad to see another good rain.

Ike Grundy had visitors from Memphis last week.

Mr. and Mrs. Homer Kingery were weekend guests of their parents at Whiteflat.

Mr. Bell and daughter, Mrs. Davis, left for their home in Van Zandt county, Saturday morning.

The Singing School closed last Friday. They entertained the community with a concert Friday night, everyone enjoyed it very much.

Mr. and Mrs. Roy Hyatt and son of Wichita Falls, are visiting in the home of Mrs. Hyatt's parents Mr. and Mrs. Bryant, this week.

Mrs. Allen was a business visitor in Matador last week.

Mr. and Mrs. Reid and children of Littlefield visited in the home of Homer Kingery last week.

The Methodist meeting started Sunday morning with Rev. C. D. Pipkin doing the preaching.

Helen Tindel, who played the nuptial march and Miss Bonnie Hunter, who sang, "I Love You Truly," entered, carrying arm bouquets of sunburst roses.

The bride's costume consisted of rust crepe romaine with lace. She carried an arm cluster of sunburst roses and lace ferns, which blended their golden shades with her costume. Following the ceremony the bridal party stood in line with the bride's parents for an informal reception, after which Mr. and Mrs. J. Randall Whitworth left for points in Colorado where they will spend their honeymoon, returning Sept. 1 to Matador where they will make their home.

The bride is the only daughter of Mr. and Mrs. J. A. Caswell and comes from one of the oldest and most honored families in this part of the state. She possesses every fine trait desired in a true woman. The groom is from a prominent family, and is a progressive young business man of Matador, where he is assistant cashier of the First State Bank—The Troup Banker.

Al Clements and family left Friday for San Angelo, where they will visit relatives.

Mrs. Gabe Garrison who underwent an operation at Floydada a few weeks ago is very ill and was carried back to the Sanitarium, Sunday.

CASWELL—WHITWORTH

Of interest to a statewide circle of friends was the wedding of Miss Margaret Caswell to J. Randall Whitworth, which took place here Monday morning at the home of the parents of the bride. Rev. George Cravy officiated, using the double ring ceremony.

The nuptial vows were taken before an improvised altar where pedestal baskets filled with beautiful pink bridesmaid roses and maiden hair fern guarded the archway.

Preceding the ceremony, Miss

TO ALL COUNTY SUPERINTENDENTS

Due to confusion caused by announcements from this office concerning the dates of county examinations for August, and a general demand for another opportunity for building under the old certificate law, I am authorizing a special examination to be given to builders under the old law only on Saturday, August 29. You will be expected to give these examinations to every such builder applying, and to waive registration requirements.

In order that as many as possible may hear of the examinations and avail themselves thereof, you are requested to announce the examinations on as many opportunities as you may have. The questions will reach you in a few days and you are requested to follow the schedule, which will accompany it. Examinations should be conducted in the same manner as other authorized examinations, and the papers sent to this office as soon as possible after the ex-

aminations are over. Bear in mind that these examinations will not be open to applicants for the elementary and high school certificates of the second class.

Yours very sincerely,
S. M. N. Marrs,
State Superintendent.

BARBECUED

Come to the City for Barbecued Beef every day. 35 cents. This is the best meat you can buy. L. M. Frier, Prop.

Residence Lots

I have a number of choice residence lots for sale, located in the Walton Heights Addition, near the new school building.

Good water and splendid location. Priced right.

Harrison Williams.

TAN-NO

THE SKIN BEAUTIFIER
Protects, Improves, Beautifies
Prevents chapping and roughening of the skin in cold weather. In the sun, it keeps the skin soft and smooth. As a beautifier it tints, whitens, and softens the skin. It is the best toilet counter. It will bring a sample with six regulars. Baker Laboratories, 31 Linden Ave.

JENKINS GROCERY & PRODUCE

If its Groceries you want we have it. If its produce to sell we will pay you the highest market price.

Will appreciate very much if you will give COURTEOUS TREATMENT—FAIR L. S. Jenkins, Manager

BANG! BANG!

Chicken And Dove Season
Sept. 1st.

We Have What You Want
Guns AND Ammunition.

HUNTERS HEADQUARTERS

PLENTY OF TWINE AND
KNIVES IN STOCK

"WE HAVE IT, WILL GET IT, OR IT
NOT MADE

MATADOR HDW. & FURNITURE

L. C. HARP, Manager.

MATADOR, TEXAS

1900



1925

25 Years of

Firestone Service

to Highway Transportation

25 years of anticipating the requirements of motorists—making manufacturing processes more certain—producing a higher standard of quality—25 years of unswerving adherence to the Firestone pledge, "Most Miles per Dollar"—summarizes Firestone's record of service to car owners.

Firestone factories have grown from a small building approximately 75 x 150 feet to mammoth plants having floor area of over 60 acres—from a capital of \$50,000 to over \$50,000,000—from an annual sales volume of \$100,000 to over \$100,000,000—all in the short period of 25 years.

This Firestone record could only have been made through furnishing the public with outstanding values and is, consequently, your assurance of quality and lowest prices.

If you would like to know more of this wonderful record, ask your Firestone dealer to send you an illustrated folder.

With today's high cost of crude rubber and other raw materials, Firestone's opportunity to serve the public was never better, due to its great volume and special advantages in buying, manufacturing and distribution.

Matador Auto Co

AMERICANS SHOULD PRODUCE THEIR OWN RUBBER... *Abbott*