

"The chains of habit are generally too small to be felt till they are too strong to be broken"
—Johnson

Matador Tribune

So many gods, so many creeds,
So many paths, that wind
and wind,
When just the art of being kind
Is all this old world needs.
Ella Wheeler Wilcox

Tribune Vol. 11, No. 31

Matador, Motley County, Texas Thursday, October 7, 1937

Motley County News Vol. 18, No. 31

TRAIL DUST

By Douglas Meador

A thick mist, like the dust of doom, belched at intervals from surly clouds and drifted across the muddy ruts before a petulant norther. It froze quickly into a soft sleet on the windshield of my reluctant car, and the wind tore the oilcloth curtains loose from their bailing-wire mooring. The road seemed as two endless brown strands clinging to eerie hills scattered over an ominous Sunday afternoon. We were on our way home for the weather was not auspicious to romancing.

At an intersection of a faint, dismal road, we were hailed by a group of workmen bearing an injured man, requiring medical attention. He was a thin man with sunken eyes who whimpered when they placed him in the back seat. The leg of his mud-covered overalls had been slit to the knee and a splinter of the broken bone was cutting through the skin; blood was running into his shoe. Pain lay on his face as fear in the eyes of a beaten animal, and each jostle in the long, rough road, brought another tear to the brink of his rough cheek. Before the journey had ended he said, "It was Sunday and I did not want to work today."

With the eternal stars above, the night is a sea whose remote shores are hidden in the apprehensive horizon of distance and the premonitory night wind is as a banished vaticinator seeking the hatch to a placid course. It is only when the gleaming harbour lights of home break through the garrison of darkness that the silken sails of the heart are filled in a fervent intensity to hasten anchorage at the redeeming haven.

So many ingredients are used in the batter which may dry into stones and shape the course of a life that it is hardly prudent to designate the good and bad. A man's unwarranted lies with reference to his writing achievements caused me to leave the plow handles after trading a doggie calf for a second-hand typewriter. Why I have continued to strive for the man's imagined success is often a matter of discussion at meetings of my contemporaries.

These old hands continue to fumble battered keys, one of which might open a door to the secluded glen where a field lark is singing in the crimson morning with a voice attuned by the splendid harp of freedom, and jar-flies pause their noisy castanets to time the introit silence. It seems that the islands of peace are bounded by towering palisades or slippery shores as the river of life flows closer to the sea.

My respect for advice has made negligible progress after a lifetime of testing things already proven by the experiences of others. From the white morning in my childhood when I placed my tongue against the frost on a galvanized water-trough, until yesterday when I became satisfied with the veracity of a wet paint sign, there is a problem for the student alienist.

Plundered beneath the crunching feet of progress, the temples of yesterday's glory are sacked of their final treasure as the territory of the old range wagon becomes ribbed by the tracks of snorting chariots.

Recently the round-up was staged at a point barricaded by rocky hills and deep canyons which filtered through only the customs and accommodations of half a century ago. The remuda grazed quietly on a mesquite flat a short distance away and hoofs clattered above the din of howling cattle as cowboys circled the round-up. The cook looked at the sun and placed his filled dutch-ovens over the coals. It was as if time had moved on forgetting a small portrait of the past, when a roaring engine churned the blue sky far over the dust of cattle and the odor of sour-dough biscuits baking for hungry riders. A steel bird migrating with the unsatisfied spirits of man to some temporary nesting ground, had charted a perfect trail across the last frontier.

Local Eleven To Plainview Tilt Friday

Hold Turks For 0-0 Score But Lose In Decision

After seeing two conference games charged against their 1937 account, and failing so far to win a game this season, the Matador Matadors, will move up a bracket and try a class A team Friday when they meet Plainview on the city boy's own bermuda grass. Although little is known of Plainview's power this season, sport fans hardly expect the Matadors to make much headway because of their showing so far. However, it was pointed out that since the tilt is not a conference one, that some players not eligible in other games may establish a chance in the outcome.

Terrible Turks Win

Turkey's High School Turks were granted the conference decision because of penetrations Friday after the Matadors held them to a 0-0 score at the end of the fourth quarter. The game had a small following from Matador and failed to satisfy the expectations of most of the fans who made the journey.

The game between Spur and Flomot Friday attracted a large crowd which witnessed Flomot's defeat to the tune of 18-0 in what was declared as one of the severest contested tilts of this conference group.

MISSIONARY TO MAKE ADDRESS

Dr. Walton Moore, a returned missionary from China will speak at the Baptist Church here Sunday morning at the 11 o'clock hour due to the absence of Rev. Henry Weldon, regular pastor.

Dr. Moore, whose home is Abilene, will bring a most interesting address from the Far East which will include actual conditions in a war terrorized land. The evening services Sunday will be conducted by the ladies of the church and will include a mission program. A cordial invitation is extended everyone to attend both services.

INTEREST IN BEAUTY SHOP IS PURCHASED

Through a deal culminated last week, Mrs. Solon Lea purchased the interest of Miss Dora Jameson in the Modern Beauty Shop located in the Rogue Theatre building here and assumed full management of the enterprise. The partnership was dissolved through mutual consent and Miss Jameson will probably open a beauty shop elsewhere, it was announced yesterday.

The Modern Beauty Shop will be operated in the future without any change in personnel, Mrs. Lea declared, however she will probably devote full time to the shop in aiding the other two operators, Mrs. Noble Groves and Mrs. A. P. Hodges.

CALLED BY ILLNESS

Mr. and Mrs. J. A. Groves with their son Donald and grandson, G. W. Fuller, left Monday afternoon for Espanola, New Mexico to be at the bedside of their granddaughter Lajuan, 4 year old daughter of Mr. and Mrs. Clarence Groves.

The child has been suffering for almost two weeks from a severe attack of the flu and resulting complications.

Few come to my humble pueblo

but I am thankful that most of them are my friends.

A last match is more effective

struck to the wind, and invincible hearts often light their candles of achievements from the conflagration of adversity.

SPEAKS TODAY



MRS. U. L. WILLIE

Mrs. U. L. Willie, above, prominent in Matador Social circles and Past Matron of the Matador Chapter of the Eastern Star, will deliver an address on the early history of the organization. She will also trace the history of the local chapter from its beginning until the present time.

Eastern Star Meeting Here

Members of the Order of The Eastern Star who attend the meeting this afternoon at 3 o'clock, will be favored by a special feature, according to an announcement made by those in charge of the activities of the organization, and a special invitation is made for full membership attendance.

Mrs. U. L. Willie, Past Matron, will give a composition on the founder of the Order, Robert Morris, giving the early history of the organization, on world-wide lines, followed by a sketch of the local Chapter's beginning and character sketches of the Charter Members. Matador Chapter was the sixtieth Chapter to be organized in the State of Texas and the date of the Charter was October 9th, 1900.

Refreshments will be served.

Brother To George Gray Buried Here

Charles Cook, 28, half brother to George Gray and step-son of C. B. Whitten, was buried beside his mother in the Quannah cemetery Monday afternoon, as the result of an automobile wreck near Beaumont when he was fatally injured.

Mr. Cook, who was a member of the Quannah Methodist Church, lived here four years during his youth, attending the Matador School. He moved away with his family in 1920. He was a graduate of the Quannah High School. Mr. Cook was unmarried.

Besides Mr. Gray and Mr. Whitten, others from here who attended the funeral services Monday, were Mr. and Mrs. A. D. Beauchamp, accompanied by Mrs. J. W. Lawrence and Mr. and Mrs. Pat Sheridan accompanied by their son, Patsy.

City Tax Levy Is Printed This Week

Property owners in the city of Matador need not be alarmed at the tax levy ordinance published in this issue of the Tribune. Taxes are not being raised, the rate remaining the same as last year. The law requires that an ordinance levying taxes upon all property be published each year and this publication is for the current year of 1937.

LEAVE FOR PHOENIX

Mr. and Mrs. Hansel Jackson and daughters Janice and Janell, left recently for their home in Phoenix, Arizona, after having been detained here while recovering from injuries sustained in an automobile accident. While here, they visited Mr. Jackson's aunt, Mrs. Jno. Smith, and other relatives.

LIONS HEAR ADDRESS ON SOCIAL AID

Representative For State Welfare Is Here Tuesday

Mrs. Viola Perkins, representative of the State Relief Commission, of Plainview, district 17, made a brilliant address before the Matador Lions Club at the Methodist church basement Tuesday in explaining the various functions and problems of the organization. Mrs. Perkins, accompanied by Mrs. Ralph Douglas, as assistant administrator and Mrs. Rita Groves, local welfare worker, were guests at the luncheon, served by the Methodist ladies.

"People were starving," Mrs. Perkins declared, "despite the misconception of many who were not in a position to know the seriousness of the plight of unfortunates during the depression. Our problems were greater than our facilities for handling them and our money alleviate them, when the Federal government came to our aid."

Back To The Counties

"The government distributed supplies of commodities and furnished money until conditions were relieved and then returned the problem to the states, the counties and communities. The poor and unfortunate have always been our problem and will continue, although the depression changed the position for many who had in former times given to the poor and placed them on the receiving end."

Mrs. Perkins outlined the well-planned program of the public welfare agency of the state and its full cooperation with county agencies in relieving social problems.

Returns To Club

Arvil (Hook) Craven, who has returned from Amarillo to make his home in Matador, was re-admitted to the club. J. H. Sample was presented with a key membership. Lion Sweetheart, Rachel Patton, rendered an enjoyable piano solo as a feature on the program. Marvin Patton was a visitor at the meeting.

Lion Henry Pipkin made a brief address in behalf of the Big Bend National Park for which he is funds campaign chairman for Matley county. The program was sponsored by Lion D. D. Denison.

70 PIECE TECH BAND IS HERE

Matador school students were treated to a choice musical feast yesterday morning when the Lubbock Technological College 70-piece band rendered a concert in the Matador school gymnasium. The concert was attended by the entire school.

The Tech band was on its way Oklahoma to fulfill engagements there according to Earl Martin, Matador School Band Leader, who completed arrangements for the concert with the Tech band officials last week.

Mexican Fined For Pilferage Of Shoes

A Mexican cotton-picker pled guilty to pilferage of a pair of shoes valued at \$2.39 from A. A. Tipton here Saturday night and was fined \$13 before Justice of the Peace Henry Pipkin Monday. The Mexican, accompanied by companions entered the cream station where Mr. Tipton represents a shoe agency, while he was busy with another customer. Not waiting until their turn to be waited on, two of the Mexicans departed immediately, to be followed later by their companion. Directly after they had gone the shoes were missed and officers notified. The Mexicans were captured sometime during the night.

Although refusing to admit stealing the shoes, the offenders are declared to have paid the retail price of the merchandise at the time the fine was paid.

IN MATADOR



MARVIN JONES

Congressman Marvin Jones, above, was a visitor in Matador today as he accompanied Mr. and Mrs. E. W. Hardin of Amarillo, enroute to Paducah.

Mr. Jones said he expected to come back to Matador in the near future when he would have more time to spend visiting with friends here.

Two Hurt As Car Plunges Over 20 Feet

Blinding Headlights Cause Driver To Leave Highway

Two women driving east on Highway 28 narrowly missed fatal injuries when the 1933 Ford V-8 coupe in which they were riding plunged more than 20 feet over an embankment, near the Peace river bridge Saturday night. Both women, Dimples Wiatt and her mother Lillian Wiatt, were treated for injuries at the Traweck Hospital here. They were brought to town by Mr. and Mrs. Foster Fulfer who drove upon the scene of the accident a short time after it had happened. In addition to severe lacerations both women were badly bruised about the body and the mother received a scalp injury which required six stitches and also injuries about the eye and face. The younger woman was treated for a severe cut over the right eye.

The daughter, who was driving the car, said she was blinded by glaring headlights of an approaching machine and could not see where she was going.

The two women were on their way home to Oklahoma City after a visit in Santa Fe, New Mexico. The automobile was badly damaged and brought here for repairs. The two women declared they planned to resume their journey tomorrow.

Matador Hardware Is Starting Sale

It is not the Spanish revolution or the invasion of China that people are talking about around here. Claud Harp of the Matador Hardware Co. made it known publicly this morning that his store was preparing to participate in one of the greatest selling events ever to take place in his store. His store is to participate in National True Value Week from Friday October 8 to Saturday October 16th.

Under the supervision of one of the worlds largest buying and distributing organizations in the Hardware field, nearly one thousand independently owned stores are launching this tremendous Money Saving Sale. The vast resources of this great concern have been concentrated on this national event. Only in this way could these phenomenal values be made possible.

A great change has taken place around Matador Hardware. Colorful streamers and pennants are being put up to give the store more Sale atmosphere. There is a great hustle of getting in and arranging new stock. On Thursday a big illustrated broadside will be distributed which will show a number of the sensational values

Cotton Outlook Is Aided By New Loan

Paducah Man Selected For Warden's Job

Jim Canon Is Named For Game Warden In 6 Counties

Jim Canon, Cottle county farmer, was appointed state game warden by the Texas Game, Fish and Oyster Commission at Austin Saturday to fill the vacancy made through the death of Austin Aulds here last week. Mr. Canon is well known in the neighboring county-seat where he has made his home for over 23 years, and his appointment was made after consideration to many applications from the six counties served by the wardenship.

Visiting here Monday, Mr. Canon said he felt that he would receive cooperation from land owners and sport lovers alike in the enforcement of the State's game laws and regulations.

Asks Laws Studied

"I would suggest," Mr. Canon said, "that hunters and property-owners study the game laws carefully and obey them in all instances since they are devised to protect the game for the future and at the same time allow sportsmen the maximum of pleasure. Naturally, I will enforce the law according to my oath without favoritism. I enjoy hunting personally and believe I can understand the position of all true sportsmen."

Mr. Canon, who is appointed to serve Cottle, Motley, Floyd, King, Dickens and Crosby counties, has not named a deputy here. He will make his headquarters at Paducah.

Girl's Mouth Burned When Acid Tasted

Liquid Left In Soda Pop Bottle Cause Of Accident

Estelle Stafford, Matador High School junior, suffered painful burns Friday afternoon when she started to drink a bottle of soda water at the Fairview filling station east of Matador, only to discover the bottle contained sulphuric acid. She was rushed to the Traweck Hospital here where medical aid was administered. She returned to school Monday.

The bottle containing the acid had been kept on a shelf near the storage of soda water and is believed to have been accidentally placed in the pop ice box by someone thinking it to be a bottle of soda water. Frank Stafford, owner of the station and the girl's uncle, also tasted the acid afterwards, thinking that perhaps the pop was soured. He also received burns about the mouth and gums.

Acid Burns Dress

Fortunately, neither the girl nor her uncle swallowed any of the poisonous fluid, but the girl's dress was burned by spilling the acid after she had tasted it. Due to immediate administration of counteracting home antidotes, physicians believe both will recover without serious effects excepting a painful experience.

RETURNS HOME

Mrs. A. A. Tipton returned home Friday, from Brady, where she has been visiting during the summer in the home of her daughter and family, Mr. and Mrs. Nolan Fulkerson.

New Marketing Plan Includes Loans On Cotton Of Shorter Staple

QUICK SERVICE AIDS CLASSING

To Relieve Tension; Aid Conditions

Practically all cotton produced in Motley County will be eligible for a government loan under the new schedule announced this week by the U. S. Department of Agriculture. Announcement was

Two Matador Gins, the West Texas Gin and the Farmers Co-operative Gin, announce two-day cotton classing service for loans, the classing being done at Quanah.

first received in this county through a telegram received Monday by Frank A. Buckley, county agent, from Congressman Marvin Jones of Amarillo, who has been leading the fight for a loan program which would be of more value to west Texas than the one previously announced.

Six Rates available

The new schedule provides for a loan of seven cents per pound for cotton of strict low middling grade and shorter than seven-eighths inch staple; six cents per pound for low middling shorter than seven-eighths and eight and one-half cents per pound for strict low middling seven-eighths.

These rates also apply to the equivalents of the grades mentioned. The rates originally announced will remain in effect; namely, nine cents per pound for middling seven-eighths or better; eight cents per pound for thirteen-sixteenths middling, and seven and three-quarters cents per pound for low middling seven-eighths. All cotton of low middling or better in grade is now eligible for a loan at one of the six rates available regardless of staple length.

More Government Classers

Another favorable development of the loan program, which was also advocated by Congressman Jones, is the recent appointment of several government classers for service in west Texas, one of whom is located at Quanah. It is hoped that the official classification of west Texas cotton, which is necessary for the completion of the loans, will be materially expedited by the improved classing service.

Jack Bradshaw To New Place Friday

Jack Bradshaw, who for the past three years has been employed at Bob's Oil Well as bookkeeper has joined the force of government employees in the office of County Agent Frank A. Buckley, assuming his duties there the first of the month.

Mr. Bradshaw acts in the capacity of Special Clerk in lieu of an Assistant in Cotton Adjustment, filling a vacancy made by the recent resignation of H. M. Cantrell. He will also be treasurer for the Motley County Agricultural Association.

Call Meeting Of Legion On Monday

A call meeting of the Fleming Post American Legion will be held here Monday night, it is announced by officials of the organization.

The purpose of the special meeting is to arrange an Armistice Day program and complete plans for the celebration next month. All members are urged to attend the meeting.

TO WORKERS MEET

Members of the local Baptist church who drove to Roaring Springs Tuesday, to attend the meeting of the Floyd County Workers Conference, included Mr. and Mrs. R. E. Campbell and Mesdames A. D. Burlison, Scott Bolton, Vernon Doss, H. M. Weldon, A. A. Tipton, and Mrs. D. P. Keith.



Celebrating Eight Years of Friendships and Service

We Invite You
TO BE OUR GUESTS
SATURDAY

Hot Coffee

A representative of White Swan Coffee will serve piping hot coffee all day Saturday.

Cakes - Crackers

Free cakes and crackers will be served by a representative of Merchants Biscuit Company.

Delicious Sandwiches

A representative of Armour & Co. will serve Armour's spiced star sandwiches Saturday.

Cheese and Salad Dressing

A special representative of Vernon Meat Co. will serve Kraft Cheese and Salad Dressing.

A WORD OF APPRECIATION . . .

Words cannot adequately express my feeling of appreciation for your patronage through the past eight years, so this sensational Anniversary Festival is being staged in your honor . . . with prices which really talk. You have been kind with your loyalty and I shall strive from day to day to merit a continuation of your friendships and your patronage.

Sincerely, your friend
R. E. CAMPBELL

GLADIOLA FLOUR WINDOW

Guess at the number of pounds of flour in our window. For the nearest correct answer we will give

1—48 pound sack of Gladiola FREE!
For the next best answer, 1-24 pound sack free. Special prices on flour during festival.

GROCERY AUCTION

Six Large Baskets

REGULAR \$2.00 VALUES

These six large baskets of groceries will be sold to the highest untied bidders. For further details inquire at the store.

NO LIMIT TO QUANTITIES **These Prices Effective Saturday and Monday, October 9th and 11th** NO LIMIT TO QUANTITIES

Coffee White Swan 1 lb. jar 32c 2 lb. jar 63c 3 lb. can 89c	CRACKERS 2 pound box — A-1 grade 17c	LETTUCE head 4 1-2c
Soap BIG 4. You have used the flakes try the bar — 6 giant bars— 23c	COOKIES Ginger Snaps — 2 lb. pkg. 23c	COMPOUND Armour's Texturated 8 pound carton 89c
WHITE SWAN 16 oz. Can 25c	BACON Wilson's certified sliced lb. pkg. 39c	JOWLS fresh dry salt lb. 19c
PORK & BEANS 4 for 25c	OLEOMARGARINE Durkee's lb. 21c	SAUSAGE mixed lb 19c
OATS WHITE SWAN 3 pound package 19c	Salad Dressing Kraft's Pint—24c Miracle Whip Qt.—39c	HAM Cured Armour's Star, boneless center cuts pound 47c
CORN WHITE SWAN or OUR DARLING 34c value 2 for 25c	50c value 1 Post Toasties, 1 Huskies, 1 Post Bran, 1 Grape Nuts ALL FOR 35c	LUNCHEON MEAT Spiced Armour's Star pound 29c
Syrup White Swan 5 lb can 34c 10 lb can 64c	FLOUR 48 Pounds sack Min-i-Max \$1.59 48 pounds Light Crust \$1.79	SPRING LAMB CHOPS lb. 31c ROAST lb. 26c
SPUDS U. S. No. 1 Grade 10 pounds 18c	K.C. BAKING POWDER 25c can — 17c 50c can — 29c	Apples Fancy Delicious, size 150 Reg. 30c doz. 2 doz. for 25c
Tomatoes 3 no. 2 cans 22c 6 no. 2 cans 43c 12 no. 2 cans 85c	NAPKINS 80 count embossed, asst. colors 2 pks. for 15c	JELLO All flavors 3 for 19c
Macaroni or Spaghetti, 6c boxes 3 For 10c	Dressed Fryars Drawn Free ib. 23c	CATSUP COLUMBINE 16 oz. tin 10c
Matches 1 Carton — 6 Boxes 17c	June Pullets Minorca and Hybrids 500 at ea. 65c	

Hill Billy Shortening We are glad to announce that we have taken the agency for this new Texas product. "Hill Billy music on the air, Hill Billy Shortening everywhere. It tickles your feet, it tickles your tongue; Wherever it is used, its praises are sung." TUNE IN 12:15 KRLD Friday and Saturday

Store No 1 **CAMPBELL'S FOOD MARKET** Store No 1
MATADOR MATADOR
One Price . . The Lowest
R. E. CAMPBELL, Owner and Manager

MATADOR TRIBUNE

Successor to the Hoaring Springs News

Combined With the
Motley County News
By Purchase, March 14, 1934

Published Every Thursday

By The
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Matador, Texas

Entered as second class matter at the Post Office, Matador, Texas, under the Act of Congress, March 3, 1879.

DOUGLAS MEADOR
Editor

MEMBER
West Texas
PRESS ASSOCIATION

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

Ordinance

THE STATE OF TEXAS COUNTY OF MOTLEY CITY OF MATADOR
AN ORDINANCE ENTITLED AN ORDINANCE LEVYING TAXES UPON ALL PROPERTY, EXCEPT SUCH AS EXEMPT, WITHIN THE CITY LIMITS OF THE CITY OF MATADOR, TEXAS, FOR THE CURRENT YEAR, 1937, AND DECLARING AN EMERGENCY.

Be it ordained by the City Council of the City of Matador, Texas, that there is hereby levied for the year 1937 on all real estate situated in and all personal property owned within the City Limits of the City of Matador, Texas, on the first day of January, of the current year (1937), except so much thereof as may be exempt by the Constitution and Laws of the State of Texas or the United States, the following taxes, to-wit:

1. An ad valorem tax of and at the rate of 15 cents on the one hundred dollars cash valuation thereof, estimated in lawful currency of the United States, for the general fund of said City of Matador.

2. An ad valorem tax of and at the rate of 20 cents on the one hundred dollars cash valuation

thereof, estimated in lawful currency of the United States, for the purpose of providing funds for the maintenance of the streets and alleys of said City of Matador.

3. An ad valorem tax of and at the rate of 45 cents on the one hundred dollars cash valuation thereof, estimated in lawful currency of the United States, for the purpose of paying the current interest and to provide one year's sinking fund for the Water-works Bonds of said City of Matador.

4. An ad valorem tax of and at the rate of 20 cents on the one hundred dollars cash valuation thereof, estimated in lawful currency of the United States, for the purpose of paying the current interest and to provide one year's sinking fund for the Funding Warrants of said City of Matador.

All taxes hereby levied shall be paid on or before January 31st, 1938. If any person fails to pay all the taxes hereby imposed upon him or his property on or before the 31st day of January, 1938, a penalty of eight percent (8%) of the amount of his taxes remaining unpaid after said date, shall be payable thereon. All taxes hereby levied shall become delinquent, if not paid on or before January 31st, 1938, and shall bear interest at the rate of six percent (6%) per annum from the date of their delinquency.

The Tax Collector shall calculate and charge all such penalties and interest on all delinquent tax statements or delinquent tax receipts issued by him.

The fact that it is now time for the taxes for the current year of 1937 to be paid creates an emergency and an imperative public necessity requiring the reading of this ordinance at three separate meetings be dispensed with, and it is done, and the same is passed by the City Council of the City of Matador, Texas this 5th day of October, 1937, and shall become effective from its passage and publication.

G. T. Edwards, Mayor, City of Matador, Texas

ATTEST:
T. B. Harris
City Secretary.

CARD OF THANKS

We wish to take this means of expressing our sincere appreciation for the many acts of kindness words of sympathy and the beautiful floral offerings tendered during the illness and death of our beloved husband and father, F. M. Jinkins.

Your many acts of friendship have been a great blessing during our dark hours of bereavement and it is our prayers that the blessings of God may rest upon each of you.

Mrs. F. M. Jinkins and Family.

Championship Looms Former Grid Mentor

With the possibility of two more conference victories for his team, Harvey G. Stanford, former Matador coach, now coach of the Las Vegas Nevada Wildcats has hopes for a state championship title, for the Wildcats, according to communications received here by J. R. Whitworth.

Coach Stanford's team won their first conference game of the season by a score of 19-0 in a game with Cedar City, and another victory over a Carbon, Utah, team with a score of 31-14.

MOVIE CHATTER
By A Rogue

MUMMY'S BOYS

And now comes Wheeler and Woolsey in their latest all laugh hit, "Mummy's Boys." They go to Egypt for a riot of murder, mystery and romance. Barbara Pepper is the little lady who furnishes the heart interest. Bring your buddy.

DANIEL BOON

The many fans of George O'Brien will be thrilled to know they can see him again Friday and Saturday in one of his best pictures entitled "Daniel Boon." Here is a stirring tale of the pioneer who pressed the white man's boundaries beyond the Ohio river. See them pushing westward to the Kentucky wilderness with the greatest hero of the trail who was mighty on the warpath, dangerous in love, and both feared and loved by the Red man.

EASY LIVING

For those who are seeking an easy living should come to the Rogue Sunday or Monday and see just how this can be arranged. Besides this there are laughs galore with a swell cast headed by Edward Arnold (he's good in a big way) and Jean Arthur. Just watch Jean Arthur go places in the movie world. See "Easy Living", packed full of fun and romance.

Friends, Relatives Here For Funeral

Among out-of-town relatives who attended the funeral of F. M. Jinkins here Friday were Mr. and Mrs. J. C. Ivester, Doc Ivester and son, Jack, all of Sayre, Oklahoma, and Mr. and Mrs. John Jones of Blair, Oklahoma, the Messrs Ivester and Jones being nephews; Mrs. Kate Potts of Abilene, a niece; an only surviving brother, Mr. S. L. Jinkins, together with Mrs. Jinkins, their son Sanford Jinkins, and daughters Mrs. Hunter Sooter of Lubbock, and Mrs. Jess Merrick of Lamesa,

accompanied by their husbands. Mrs. F. M. Jinkins' sister and her husband, Mr. and Mrs. C. O. Roy of Crosbyton, also attended the funeral as did the following relatives of H. M. Solomon, Messdames N. W. Williams, W. H. Henderson, Lula Moore and Mrs. J. S. Solomon, Miss Lillie Solomon and M. L. Solomon, all of Floydada.

Friends from out-of-town who were present included Mr. and Mrs. Oscar Visson of Lubbock and Mr. and Mrs. J. F. Jordan of Becton, all former Matador residents, Mr. and Mrs. R. L. Glenn and Mr. and Mrs. W. B. Clark, all of Floydada. Mrs. C. T. Jinkins' mother and sister, Mrs. W. M. New and L. V. New of Lubbock; Mr. and Mrs. Arthur Payne of Paducah and Judge and Mrs. Whatley and family also of Paducah.

WHITEFLAT SCHOOL NEWS
By Willena Wilkinson

We have just received a large stock of books including dictionaries, and other school necessities.

Mr. Taylor, accompanied by Messrs H. M. Murphy, T. G. Tilson, and J. L. Beard, Deputy State Superintendent, made a business trip to Austin Tuesday of last week.

Miss Faye Mayes spent the week-end at her home in Paducah.

Mr. Sexon has started training the boys for basketball.

Our new typing chairs and art equipment have been received.

Robert Morgan of Spur spent the week-end in the home of Mr. and Mrs. Taylor and his sister, Miss Viola Morgan.

Several of the high school students were entertained by a social given by Mrs. Bill Dunning Friday evening.

Seventh Grade News
The members of the seventh grade met Wednesday, September 29, to elect officers and to decide on a class motto, colors and flower.

The following officers were elected, Jonnie Belle Willis, president; Elsie Lou Cook, vice-president; Billie Marie Turner, secretary; H. L. Morris, treasurer and L. M. Cox, reporter.

The American Beauty rose was chosen as class flower, with old rose and gold as class colors. The motto selected is "Not To The Top But Still Climbing."

There are sixteen pupils in the seventh grade, who hope to accomplish many things during the year under the sponsorship of Miss Clark.

—Reporter

Go To Church Sunday

Miss Ruth Moore left Monday for a vacation from her duties at the West Texas Utilities office, and is visiting in Clovis, New Mexico this week as the guest of Miss Lena Mae Davis.

EXPERT ...

Auto Repair

24 - -HOUR SERVICE

Have Your Car Repaired While You Sleep

COMPETENT MECHANICS

The most modern precision Shop Equipment

Every Job Guaranteed

BOB'S OIL WELL GARAGE

For Road Service Call 111

These Are Your Mileage Merchants



Four Corners Store

Dobbs City Merc. Co.

Bob's Oil Well

York's Service Station

Highway Service Sta.—Flomot

Fairview Service Station

L. B. Robertson

Commission Agent Matador, Texas

COOPERATION...



The many awards earned by cooperation are distributed wherever tasks are accomplished and the benefits are divided between the agencies participating.

The cooperation between a banking institution and the development of a country has its mutual award in progress which advantages the bank and its customers.

The First State Bank is proud of its part in the development of Motley county and also of the consistent cooperation it has been able to provide customers in maintaining progress and bridging the many emergencies which attain a more personal nature.

If you are not already a customer we will be pleased of an opportunity to serve you.

First State Bank

MATADOR

DEPOSITS INSURED BY The Federal Deposit Insurance Corporation WASHINGTON, D. C. \$5000 MAXIMUM INSURANCE FOR EACH DEPOSITOR \$5000

WE'LL GIVE YOU \$200 TRADE-IN ALLOWANCE on Any Old Kind of a Lamp

On the Purchase of This Beautiful New Model 143

Coleman LAMP

Good news—for those who hurry! Bring in your old lamp (any kind) and trade it in for \$2.00 on a modern Coleman Mantle Lamp. It's a special offer to introduce the New Model 143!

It's a wonderful new lamp in beautiful ivory and gold finish, and new Glasstex shade—just the lamp you need. Lights instantly—gives high candlepower, eye-saving light. Come in today—bring your old lamp—save \$2.00 and get the finest lamp Coleman ever made.



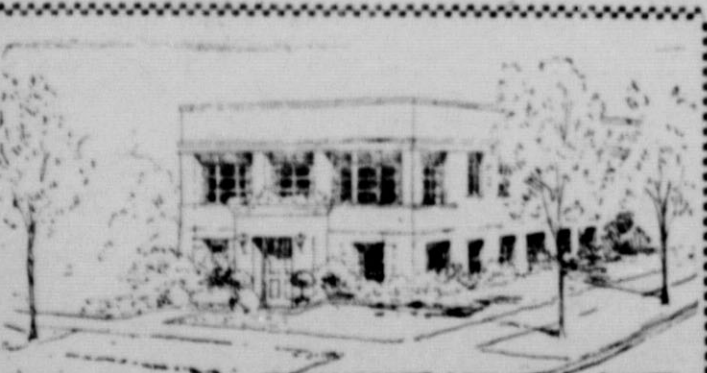
Burton-Lingo Co.

MATADOR, TEXAS

Quality Foods Cooked In Wholesome Style

Bob's Cook Shack

— WE NEVER CLOSE —



Completely Equipped For OBSTETRICS, PEDIATRICS And General Medicine

Newest Type X-Ray Equipment Phone 59 Day and Night Service

TRAWEEK HOSPITAL

A. C. Traweck, M. D. Albert Traweck, Jr., M. D.

Personalized Service
WHETHER YOU NEED FREE AIR OR A NEW TIRE LET THE PERSONALIZED SERVICE OF OUR TIRE SPECIALISTS SAVE YOU MONEY. YOUR NEIGHBOR. The Independent U.S. Tire Dealer

No matter what brand of tires you are now using we invite you to take advantage of our friendly check-up service without obligation. Like many other local car owners you'll find that this service keeps your tires in tip-top condition... saves you time and trouble on the road besides assuring maximum mileage. See us today.

For SAFE MILEAGE and Plenty of it
LET US EQUIP YOUR CAR with World-Famous

U.S. ROYALS

- SAFER FROM BLOWOUTS... every ply is a safety ply.
- SAFER FROM SKIDS... sure-gripping Cogwheel Tread.
- SAFER FOR MORE MILES... patented TEMPERED RUBBER.

EXCLUSIVE CONOCO PRODUCTS

BOB'S OIL WELL
MATADOR

MAKE IT A REGULAR HABIT TO STOP FOR OUR PERSONALIZED SERVICE

HIGH SCHOOL NEWS

Vol. 1 Thursday, October 7, 1937 No. 3

Jean Harp - - Editor Home Economic Box Supper Is Success

Everyone enjoyed the box supper that was sponsored by the girls of the home economics department. One of the most interesting features of the evening was the style show. Some of the latest ready-to-wear garments from Willett's Dry Goods Company, Matador Dry Goods Company, and the Western Dry Goods Company were modeled. During the evening Mrs. Whitworth read and Mr. Martin's band played. The proceeds are to be used in buying new equipment for the home economics department. Lela Carpenter, Kara Hunsucker, Doris Whatley, and Frances Eames modeled some lovely frocks for Willett's Dry Goods store. Myrnavae Barkley, Marion Clements and Tom Nell Darsey modeled some late fashions in Ellie Don dresses, for the Matador Dry Goods Company. Pauline Oden, Frances Carpenter, Evelyn Lea, Virginia Estes, and Mary Ola Tipton modeled for Western Dry Goods Company. The Junior class parent, Mr. R. Campbell, was the auctioneer.

Back The Team. Win Or Lose!

Mr. Gray: What is Hno3? Fred G. Oh, er, it's right on the tip of my tongue. Mr. Gray, Well, spit it out, its sulfuric acid.

Juniors Welcome 8 New Students

The Junior class welcomes eight new students this year. They are: Jodie Jameson and J. W. Hough from Whiteflat; Delora Markham and Chloey Fuller from Fairview. Madeline Bannister from Roaring Springs; Doris Whatley from Goodlett; Harold Faulkner from Pursley; and Louvaline Barton from Flomot. Miss Rister is our sponsor, and Mr. and Mrs. R. E. Campbell are our class parents. Juniors Appoint Committees The juniors had a class meeting Wednesday afternoon and organized a social committee, Chapel committee, and Finance committee. The students on the social committee are Estell Stafford, Doris Whatley, Bobby Echols and Louvaline Barton. The students on the chapel committee are Virginia Estes, Doris Whatley, and Jimmie Lee Irby. The students on the finance committee are Kara Hunsucker, Mabry McMahan, and Houston Schweitzer.

Juniors To Offer Program At Chapel

At nine o'clock, Monday morning, October 11, the junior class will present a very interesting program in the high school auditorium. A variety of entertainment has been planned; the program will consist of short comedies, pantomines, and violin, piano, and voice numbers. The

Rogue Theatre MATADOR, TEXAS

WEDNESDAY - THURSDAY Buddy Nites BERT WHEELER ROBERT WOOLSEY IN Mummy's Boys FRIDAY & SATURDAY GEORGE O'BRIEN With Heather Angle IN Daniel Boone SUNDAY & MONDAY JEAN ARTHUR EDWARD ARNOLD Easy Living Sunday Matinee 2:30 Nights 7:00

following students will have part in this program: Madeline Bannister, Francis Barton, Louvane Barton, James B. Cooper, Vernon Chambliss, Bob Echols, B111 Eggleston, Virginia Estes, Chloey Fuller, Kara Hunsucker, J. W. Hugh, Jimmie Lee Irby, Jodie Jameson, Jeanette Jinkins, Orval Latimer, Delora Markham, Mabry McMahan, Houston Schweitzer, Betty Jo Simpson, Estell Stafford, Opal Vivian, Doris Whatley, and Howard Faulkner.

Sophomore Class To Stage Social

The social committee, Kenneth Simpson, Marie Hunsucker, and Norman Harp, with the president, Elmer Gene Jameson, met Friday afternoon. They decided that the first social would be October 23. The class has permission to have four socials during the school year, but arrangements will be made later for the other socials. The sophomores are glad to have Lena Mae Cudd of Memphis Texas, to enroll in the class. This makes the class one of the largest in school.

Matadors, Lick the Bulldogs!

GRADE SCHOOL NEWS

First Grade News: The first grade has an enrollment of 24 children. This week Bobby Rae McMahan was absent because of illness. Billy Vaughn was absent one day. Second Grade News: The second grade has an enrollment of 36. This week the children decorated their room with circus decorations which made the room look very artistic and colorful.

Third Grade News: This week the third grade studied a farm life unit. The whole class went to the lunch room and churned butter in an old fashioned churn and had bread and butter sandwiches. While studying this unit the class also went to see John Farris Fish's chickens and ducks. The third grade won the Child Welfare book by having the most mothers at the Child Welfare Meeting.

Fifth, Sixth and Seventh Grade News: The boys of the fifth, six and seventh grades organized a junior football team this week. The girls are planning to organize a pep squad soon. English clubs were organized in the fifth, six and seventh grades; these clubs are to meet once a

week. Each grade elected its officers for the year.

School Orchestra Plays At Assembly

The program that the high school orchestra presented in assembly on Monday morning was well received by the entire student body. The orchestra played the full thirty minute period. The students and faculty members appreciate the good work Mr. Martin and his band members and orchestra members are doing.

SENIORS HAVE WEINER ROAST

As the first of the two socials it is allowed this semester, the senior class had a weiner roast on Friday evening. There were about thirty there, including those invited from other classes. Mrs. Tunnell, Mrs. Ezzell, and Mr. Ezzell, the class sponsor, went with the class. Come on, boys, we are with you!

GENERAL NEWS

On Monday during the day, the seniors had their pictures made. Mr. and Mrs. Earl Anderson of Clarendon were the photographers. The students were happy to

have Mrs. Clements, Mrs. Willett, and Mrs. Ezzell visit during assembly program Monday morning. Estell Stafford, a junior student was injured painfully Friday afternoon when she accidentally drank battery acid from a soda pop bottle.

JOKES

Miss Faulkner: "Jimmie Lee, is that milk pasturized?" Jimmie Lee: "It ought to be; I put it through the food chopper twice."

Miss Rister: "Boyd, haven't I seen that face somewhere before?" Boyd: "No'm. It has always been where it is now."

After making a speech, Mr. Ezzell spoke to a group of noisy boys (Boyd, Buddy, Kenneth). Mr. Ezzell: "You boys made so much noise that I couldn't hear my own speech!" Fred G. "Oh, that's all right, Mr. Ezzell. You didn't miss much."

HISTORY

I think that I shall never see, A test as hard as history. It always makes me twist and squirm And wonder if I'll pass this term. It makes my hair turn just like snow, For it always asks what I don't know. Exams are flunked by fools like me, Especially when it's history. Bobby Echols (?)

FIGHT 'EM, MATADORS!

Matador has one of the finest football fields in West Texas. Our high school belongs to the Southern Association of Secondary Schools and Colleges of which only 291 of the 837 fully accredited high schools are members. That the libraries of the high school and grade school combined consist of over 2000 volumes. There are 85 boys and 70 girls in Matador High School; so there is no need for the girls to worry. That we have what promises to be one of the best bands in Texas. It now numbers 42 members.

Curry Takes Over Turkey Enterprise

TURKEY - Hubert Curry of Crosbyton has leased the Turkey Enterprise from Willis Walker, the owner, and assumed the editorship and management Oct. 1. Curry has been associated with his father in the publishing of the Crosbyton Review for a number of years. W. T. Hays Jr. who has edited and published the Enterprise for the past several months goes with the Review at Crosbyton.

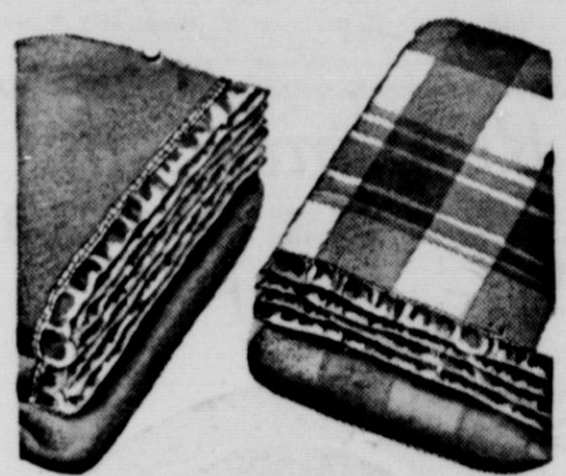
Y. W. A. Report

The Y. W. A. met with Miss Grace Barton on Tuesday evening Sept. 21st, with thirteen members present. Two new members,

Mrs. Ray Patton and Miss Pearl Rigsby were welcomed into the organization. The program consisted of the introduction in the book Lottie Moon and the first chapter of the book, given by Miss Ruby Spears, president of the Y. W. A. and Miss Bertha Castevens. After the program quilt blocks and patterns were cut out and work begun on a quilt top for Buckners Orphan Home. Just before the circle adjourned Miss Barton served a delicious sand-

wich plate. The next meeting of the Y. W. A. is to be with Miss Adele Burleson. DRIVE TO QUANAH Mr. and Mrs. Jack Robinson drove to Paducah Thursday night where Mr. Robinson accompanied relatives to Quanah in order to have a medical examination made of his left eye. Mr. Robinson's eye had caused him considerable pain but declared the condition somewhat improved yesterday.

Warm for Winter COTTON AND WOOL MIXED Bed Blankets

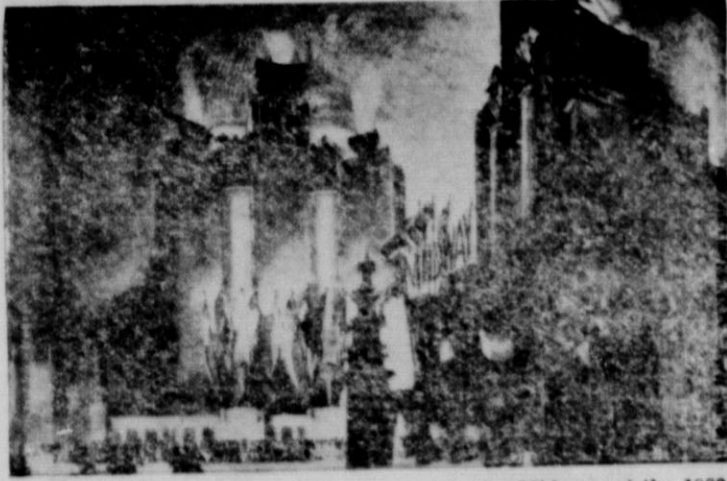


NEW SHIPMENT... Cotton and Wool Mixed Blankets, Priced \$1.75 to \$2.98 Double Blankets All Wool Car Robes \$4.95 to \$7.50 Western Dry Goods Co.

BUY NOW FOR SCHOOL 59c Friday and Saturday Only 59c THIS CERTIFICATE IS WORTH \$4.41 This certificate and 59c entitles the bearer to one of our Genuine Indestructible \$5.00 VACUUM FILLER SACKLESS FOUNTAIN PENS. Visible Ink Supply. You SEE the Ink. A Lifetime Guarantee with each pen. All sizes for ladies, men, boys and girls. THE PEN WITH A LIFETIME GUARANTEE The New Plunger Filler—Vacuum Zip—Only One Pull and Its Full This pen holds 200% more ink than any ordinary fountain pen on the market! You can write for three months on one filling! No repair bills! No lever filler! No pressure bar! Every pen tested and guaranteed to be unbreakable for life! Get yours NOW! THIS PEN GIVEN FREE if you buy one in the city for less than FIVE DOLLARS! This certificate good only while advertising sale is on. \$1.50 PENCILS TO MATCH ABOVE PENS, 29c SIMPSON'S DRUG STORE MATADOR, TEXAS BUY NOW FOR SCHOOL This Pen Will Be \$5.00 After Sale

OIL HEAT.. MODERN COMFORT THIS Winter Inexpensive STOP! DON'T MAKE ANY ARRANGEMENTS FOR YOUR WINTER FUEL SUPPLY UNTIL YOU INVESTIGATE THE Oil Burning SUPERFEX Heaters WITH PATENTED FEATURES WHICH NO OTHER OIL BURNING HEATER CAN OFFER—THAT IS WHY THEY ARE SO SATISFACTORY AND CHEAPER TO OPERATE— Read What These Users, Your Friends And Neighbors Say About The SUPERFEX... Two years ago I bought from the Matador Hdw. & Furn. Co. a Superfex Oil Burning Heater. It is the best heating stove for cleanliness, convenience, safety, and easiest to control temperature that I have ever used. I can recommend this heater to anyone wishing a better heating system. (Signed) W. W. CLEMENTS Sometime ago I bought from the Matador Hdw. & Furn. Co. a Superfex Oil burning heater for my home. We are well pleased with this heater and can recommend to anyone who desires a safe, economical, clean, controllable and convenient heating stove. We also use one of these heaters in the Matador Auto Co's show room. (Signed) D. E. PITTS. Five years ago I bought from the Matador Hdw. & Furn. Co. a Superfex Oil Burning Heater. We like this heater very much as it is cleaner, cheaper to operate, healthier, easier controlled, safer and more convenient than any heating device that we have ever used. (Signed) ELMER STEARNS Three winters ago I bought from the Matador Hdw. & Furn. Co. a Superfex Oil Burning Heater. I am entirely satisfied and would not take twice amount paid for this heater if no more were available. I can recommend this heater to anyone interested in buying as it is the cleanest, most economical, safest and easiest controlled heater I have ever used and I have used Natural gas for heating purposes for several years. (Signed) JOE BLOODWORTH Five years ago I bought from the Matador Hdw. & Furn. Co. a Superfex Oil Burning Heater. I would not do without one of these heaters as it is cheaper to operate, cleaner, more convenient and best of all you can leave the room or house any length of time and on returning the temperature of room is the same as when leaving. (Signed) J. E. RUSSELL Two winters ago I bought from the Matador Hdw. & Furn. Co. a Superfex Oil Burning Heater. After one year's use we were convinced that the Superfex Heater was much more convenient, cleaner, cheaper to operate than any heating system that we ever used. We bought another Superfex the following winter. We also had all the wood we needed for fuel during this time. I can recommend this heater to anyone who wants the best in heating comfort and controlled heat. (Signed) U. L. WILIE. Burn Low-Cost Fuel Oil There are two types of Superfex Heaters—the radiant heat type, and the Heat Director shown above which in addition to combining both radiant and circulating heat also DIRECTS the heat where you want it. Several sizes, heating capacities 2,850 to 9,770 cu. ft., depending on size and climate (equal to several ordinary rooms).

FORTY ACRES OF FUN AT S. F. IN '39



This artist's sketch of the entrance to the Midway at the 1939 Golden Gate International Exposition, to be held on Treasure Island in San Francisco Bay, gives an idea of the pyrotechnic and electrical display which will greet millions of visitors to the World's Fair fun zone. Amazing as well as amusing, the Exposition's forty-acre Midway will be a sportive Pageant of the Pacific.

BUILDING TESTS WALLS FOR FAIR

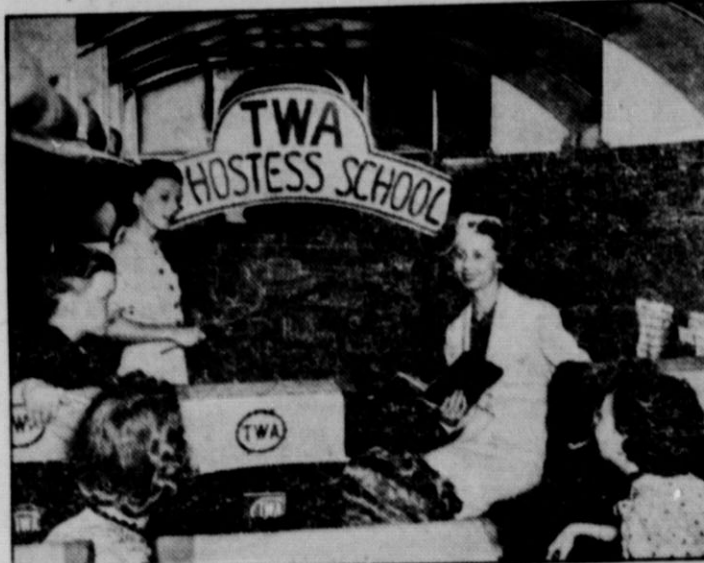
NEW YORK (Special).—Although the opening date of the New York World's Fair is still almost two years away, the Fair site already has one building that mystifies all persons who pass that way and one that is of great interest to the contractors and builders of the whole country. The big sign says it is the "test building."

The building can be made to do a lot of things just short of a late dance step. It can be made to twist, heave, buckle, sag or otherwise contort, all at the will of the Fair's engineers. It has a sawed-off tower arrangement on one end. Some sections of its walls are dazzling under the sun and are obviously encrusted with bits of broken glass. Its four walls, in fact, comprise 43 different set-ups of material, supports and surface coatings. When its day is done it will be made to collapse by the turn of a screw.

The unique building is typical of nothing other than itself, say Fair officials, since it is just a set of walls, upon which to try out the merits of various types of wall coating and stucco treatments.

The durability, appearance and structural peculiarities of walls are of great importance to the Fair, since its 300 buildings will require around 15,000,000 square feet of such enclosure.

First "Flying Schoolhouse" Opens



A \$125,000 TWA Skysleeper plane is used as a school for training TWA air hostesses.

Sparkling diamond rings observed by company officials on the third finger, left hand, of 18 pretty TWA hostesses in the last

are about to proceed to the airline base for final selection and training. Molitor expects the summer school to continue for six weeks.

Regular classroom work under the supervision of Miss Thelma Jean Hiatt, first air hostess employed by TWA in 1935, is conducted daily in one of the new \$125,000 Skysleeper planes. The text book is the TWA air hostess manual comprised of 100 single spaced pages, together with 100 bulletins covering general instruction.

The curriculum covers the proper manner in which air passengers are greeted at the door of the planes; how to stand in the aisle to talk to passengers; the correct way to serve hot food prepared in the plane's buffet; how to make up berths; the correct make-up of face and nails; number of inspection trips within the cabin during flight; and scores of other "do's" and "don'ts."

Other topics covered inside the "flying classroom" include instruction on the TWA Skysleeper and Skyclub construction; cabin steam-heating system; why and how an airplane flies; and in general, the rudimentary facts concerning the pilots' duties and procedure of flight.

GO TO CHURCH SUNDAY

EXTRA!

\$1.00 NEW LAMPS for OLD!

ALLOWED FOR ANY OLD LAMP FOR A LIMITED TIME

Ends Nov. 30

HERE'S a real money-saving opportunity to equip your home with those world-famous Aladdin Kerosene (Coal Oil) Mantle Lamps. Bring in any old lamp, any sort or condition, and we'll give you the surprisingly liberal allowance of \$1.00 on it, to apply upon the purchase price of any style Aladdin you may select. Bring in as many as you please, as long as you buy an equal number of Aladdins.

Certainly, you can now well afford all the joys and comforts Aladdin light will bring to every member of your household. Why strain your eyes under the faint, yellowish glow of the old style flat-wick lamp, when you can have this modern *white light* at such a substantial saving? Don't wait—act today!

If you act **QUICK** you may secure this "Amazing New 1937 . . . \$4.95

Aladdin Kerosene Mantle Lamp

All Aladdin Lamps have these outstanding features — Burn kerosene (coal oil) for 50 hours on a single gallon. Give an abundance of soft, mellow, white light—near sunlight in quality. Absolutely safe. Burns 99% air. Very economical. No odor, noise, smoke or trouble. No generating. Lights with match in a moment. Simplicity itself.

for **\$3.95** only

Cash, and any old Lamp of any kind, sort or condition.



Many Handsome Styles of TABLE • HANGING • BRACKET AND FLOOR LAMPS in a Great Variety of Colors and Finishes from which to Choose.

DON'T WAIT! Bring in Your Old Lamp NOW!

HIGGINBOTHAM-BARTLETT CO. MATADOR, TEXAS

Keep them HEALTHY

LET 'EM EAT MORE

Eddy's Bread
Ask For It At
Whiteflat, Matador, Roaring Springs, and Dickens
EDDY'S BAKERY
Matador, Texas

Notice--
Cotton worth ten cents per pound on any of our truck chassis.

The Junkmobile Co.
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LUBBOCK, TEXAS

UNCLE SAM'S GIFT TO THE NATION
THE EVER-POPULAR
HOT SPRINGS
NATIONAL PARK • ARKANSAS

Bathe in these Famous Thermal Waters OWNED AND SUPERVISED BY THE UNITED STATES GOVERNMENT

Bathe your way to health in the mineral waters of this famous government-supervised spa. Through a treatment of baths and through drinking the mineral waters thousands have found relief from rheumatism, arthritis, neuritis, gout, diabetes and other diseases. Nervous disorders disappear in the vigorous outdoor life of Hot Springs, that features golf, horseback riding and hiking.

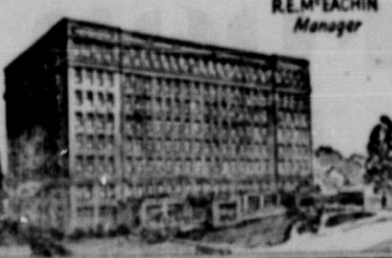
Come and Play—Regain Health

Stop at MAJESTIC HOTEL
BATH HOUSE AND APARTMENTS

The Majestic offers a wide choice of accommodations from single rooms, with or without bath, to beautifully furnished 2, 3, and 4 room apartments, assuring maximum comfort amid attractive surroundings. Rates are surprisingly moderate from \$1.50. Two restaurants serve excellent food.

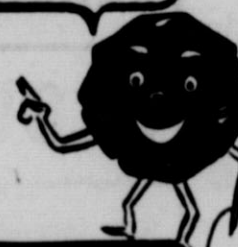
H. GRADY MANNING, Pres. SOUTHWEST HOTELS INC.

Write for free Descriptive Literature



R.E. MEACHIN, Manager

DON'T WAIT



Order Now!

TELEPHONE 114J
TRY A LOAD OF COLORADO COAL THIS WINTER.

It's the most economical coal you've ever used.

L. R. Bishop Feed Store

MATADOR, TEXAS

FOR PERFECT LOW COST
LAUNDRY SERVICE

There's real economy in our service! Better laundering methods save clothes and time; lower prices put dependable service within reach of even the most limited budget!

FLOYDADA

STEAM LAUNDRY



\$5.00 CASH PER TON

FOR **Scrap Iron**

MATADOR IRON And Metal Co.

Member Waste Metals Trade Association Of America



JUST BECAUSE YOU ENJOY BEAUTIFUL THINGS...

You'll take the same pride in Spur laundered things as you take in your lovely silver, your best china, your newest gown. "Pride of Possession" is just another reason why so many women are turning to Spur laundering... especially since it costs not a penny more than ordinary methods!

Spur Laundry

WANT ADS

FOR SALE— Scholarships in two large Texas commercial colleges. May be applied at face value on any course offered. These scholarships will be sold at substantial discount for cash. Will opportunity to save money. Phone one-two-three, or call at the Matador Tribune office for further information.

WANTED— Good milk cow to milk for feed and care. Clyde Bartlett at Burton-Lingo Co.

FOR SALE— Weaning pigs. Ready for delivery on November 1st. Elbert Reeves. 2t. pd.

FOR SALE— Part or all of my farm 2 miles east of Matador. W. D. Herring, 907 M St Plainview, Texas. 3t. pd.

WANTED— Dead, dry wood cut for heater. See I. W. Cutler at Simpson's Drug. 2t. pd.

LOCALS

Mesdames George Springer and E. F. Springer were visitors in Lubbock, Monday.

Mr. and Mrs. U. L. Willie and daughter Miss Clotelle, accompanied by Miss Maxine Greene, were the guest of friends at the Lubbock fair Friday.

Mrs. W. W. Thedford of Lubbock visited here during the week-end in the home of her sister-in-law, Mrs. J. S. Lambert.

Mr. and Mrs. G. G. Wilson of Littlefield, spent Sunday here visiting Mrs. Wilson's parents, Mr. and Mrs. J. T. Spears.

Mr. and Mrs. Oscar Fulkerson and daughter Mary Jean of Quanah, spent the week-end here with their parents, Mr. and Mrs. D. A. Fulkerson.

Mr. and Mrs. Frank Eiring and daughter Frances, of Plainview, were week-end visitors here with friends and relatives.

Miss Pauline Rister was the guest of friends at Lubbock during the week-end.

ing the week-end.

Mr. and Mrs. Lee Smallwood of Levelland visited here Sunday with Mrs. Smallwoods' parents, Mr. and Mrs. J. T. Spears and other relatives.

Misses Lucille and Mildred Meador, with their brother, Joe Berry, visited friends in Lubbock during the week-end.

Miss Dorothy Willett, student at Texas Tech, Lubbock, spent the week-end at home with her parents, Mr. and Mrs. Harry Willett.

Mrs. Lottie Hunsucker is visiting with relatives at Lubbock, having gone there Saturday.

Mr. and Mrs. Pat Sheridan and son Patsy visited with relatives at Amarillo during the week-end, going to Quanah to attend funeral services of Charles Cook, before returning home.

Mrs. Leland Jinkins and son of Amarillo returned to their home Friday, following funeral services here of F. M. Jinkins.

Mrs. L. F. Davis of Clovis, New Mexico arrived here Monday to look after business interests and for a visit with friends and relatives.

R. E. Campbell, Jr. who is attending Texas Tech, Lubbock, spent the week-end here with his parents, Mr. and Mrs. R. E. Campbell.

Mr. and Mrs. Bill Pipkin and children, accompanied by the former's parents, Rev. and Mrs. C. D. Pipkin, visited in Lubbock Sunday.

Harold Renfro and Mack Brumbac arrived here Friday from Ft. Warren Wyoming on a furlough from army camp, and are visiting friends and relatives.

Mrs. A. P. Hodges and Miss Martha Dell Scaff drove to Ft. Worth the first of the week for a visit with relatives of the former.

W. F. Jacobs and Miss Vivian Estes attended the South Plains fair at Lubbock Thursday.

Mr. and Mrs. Clyde Pipkin and children of Dalhart, arrived here Tuesday for a few day's visit with relatives and friends.

Elbert Reeves drove to Lubbock Sunday and accompanied Mrs. Reeves home from a sanitarium where she recently underwent an operation. She is reported doing nicely.

J. D. Gaines who has been in an army camp at Ft. Warren, Wyoming, arrived home last week for a furlough visit with his father, Joe Gaines and other relatives.

Whiteflat News

Mrs. F. Z. Martin returned Saturday from Ropesville where she has been visiting relatives for two weeks.

Ray Hanna of Wichita Falls was a Whiteflat visitor Sunday.

Mrs. Sam Houston of Houston, is visiting her mother, Mrs. E. D. Smith.

Miss Ila Acker who teaches school at Wake, spent the week-end here with her parents.

Mrs. Hubert Taylor had her tonsils removed at Traweek hospital Saturday.

Mr. and Mrs. Bruce Browning of Edging, were visitors here Saturday.

Mr. and Mrs. Carl Martin of

Memphis spent Sunday in the home of Mrs. F. Z. Martin.

Mr. and Mrs. Bill Dunning entertained the younger set with a social Friday night.

Rev. and Mrs. Jesse Terry of Plainview passed through here Monday and stopped for a short visit with friends.

Mrs. Loyd Barnett returned recently from Lubbock where she was called to the bedside of a sister who was in a hospital in that city.

J. Tom Hamilton and Gerald Brakebill of Seminole, Oklahoma, were recent visitors with relatives.

Mr. and Mrs. Lee Hanna of Plainview spent Sunday with Mr. and Mrs. Earnest McWilliams.

Recent Arrival Of Son Is Announced

Mr. and Mrs. B. F. Harbour of Olney, Texas, former residents of Matador, are proud parents of a son, Bruce, born October 4, 1937, according to announcements received here by friends this week. The young man weighed 7 pounds 10 ounces.

EL PROGRESSO CLUB TO MEET

The new club year will begin for the senior El Progreso Study Club next Thursday afternoon, October 14, when the first fall meeting will be held in the home of Mrs. J. R. Whitworth for "President's Day."

Quotation: "Let us stand by our duty fearlessly and effectively."

Presentation of Incoming Officers by the Past President, Mrs. U. L. Willie.

President's Message, Mrs. M. J. Reilly.

Songs: "Texas Our Texas," and "Hail, Hail, the Gang's All Here," led by Mrs. George Springer; accompanist, Mrs. J. H. Neblett.

Introduction of Programs for Year, Mrs. E. W. McKenzie.

Discussion of Roll Calls for Year, Mrs. D. E. Pitts.

A business session will conclude the program.

—Reporter

England Is Subject Junior's Club Meet

The sub-junior El Progreso study club met in the home of Lela Carpenter Wednesday afternoon for a program on England, led by the hostess.

The house was called to order by the president, Evelyn Lea, and the minutes read by the secretary, Jonita Smart. Each member answered the roll with a personal roll call subject. The program was then turned over to the leader, and these parts given: London, by Evelyn Lea, and Kingdom, by Marie Hunsucker.

Delicious refreshments of sandwiches, olives and lemonade were served to the following members, Tom Nell Darsey, Mary Ola Tip-ton, Myrnae Barkley, Marion Clements, Marie Hunsucker, Juanita Mize, Zona Ruth Scaff, Aileen Russell, Evelyn Lea, Ruth Rushing, Jonita Smart, Frances Carpenter, and the hostess. Also a visitor, Mrs. Walter Carpenter, and club sponsor, Mrs. E. W. McKenzie.

The next meeting will be held with Marion Clements on October 20.

IN HOSPITAL

Homer T. Jinkins who is a patient in the Traweek hospital here where he has been confined to bed due to an attack of pneumonia, is reported in a much improved condition.

Leland Jinkins, who returned to his home at Amarillo Sunday, following the funeral of his father, F. M. Jinkins, on Friday, arrived here Tuesday to remain during this week.

EXTENDED LOAN PLAN ARRANGED

AMARILLO, Oct. 4 —Recognizing the exceptional conditions obtaining in the wind and erosion area of the Southwest and the necessity for a lending arrangement which must be adapted to the needs of that situation, the Farm Security administration in Region XII, with headquarters at Amarillo, has been authorized, under special circumstances, to make loans to farmers with repayments extending over a period of 10 years.

This announcement was made

ROY BURLISON

General Insurance

First State Bank Building

Matador, Texas

this week by Regional Director L. H. Hauter, following receipts of a communication from Secretary of Agriculture Henry A. Wallace, who outlined the following reasons and objectives for this federal agency to make long-term loans:

Follow Suitable Agriculture

1. An economic unit sufficiently large to maintain a family on a satisfactory basis while following the type of agriculture most suitable to the land in this region.

2. Control by the borrower through lease or otherwise of an economic unit for a sufficient length of time to restore the land to its suitable use and to warrant the borrower in making improvements of the soil or equipment which are necessary for the effective operation of the farm or ranch.

3. The provision of suitable foundation herds which may be used for the development of the family unit with principal emphasis on livestock.

4. The provision of credit for a sufficient length of time in order to permit borrowers with small means to put into effect the above mentioned practices.

5. A system of repayments which will recognize the variability of farm returns in the region.

Mr. Hauter said the new long-term loan policy will enable farmers to follow more closely those programs designed to salvage eroded lands and return them to their best economic uses. Under such a policy it will no longer be necessary for a borrower to gamble on large acreages of cash crops, such as wheat. It will also enable those farmers living on farms or ranches, which are too small for their operations, to locate adjacent land over a period of years with an option, where feasible, to purchase the land at the termination of the lease.

GO TO CHURCH SUNDAY

John Best of Buffalo, arraigned-pleaded "not innocent," and was ed in court for intoxication, fined \$10.



\$245

Sketched from stock. Ask to see style 231.

STEP LIVELY PLEASE

And you'll feel like doing just that in these gay little walking oxfords of black or brown suade. Trimmed in calf, they give that tailored feeling to your smart new tailor ensemble. And they're just the thing for all you busy-bodies who go around a lot.

Harry Willett & Co.

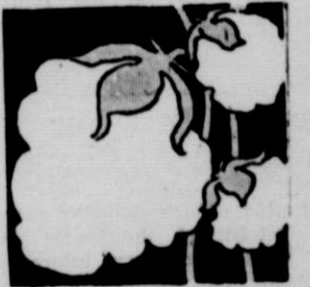
MR. FARMER---

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COTTON LOANS



WE ARE NOW GETTING COTTON CLASSED AT QUANAH WITH A 2-DAY SERVICE. ALL DELAYS HAVE BEEN SHORTENED BY THE GOVERNMENT FURNISHING MORE CLASSERS

LOAN PRICES

7/8 Middling and better	Loan Price	9c
13-16 Middling and better	Loan Price	8c
7/8 Strict low Middling	Loan Price	8 1/2 c
7/8 Middling Spot		
Low Middling 7/8	Loan Price	7 3/4 c
Strict Low Middling 13-16	Loan Price	7c
Low Middling 13-16	Loan Price	6c

We invite you to come in and inquire for further information at either of the under-signed gins. You will find us always at your service.

West Texas Gin Co.

JOE M. GAINES, Mgr.

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... And Romanticism requires perfect grooming! Romantic colors demand hair that does justice to smartly fashioned hats.

Style-conscious as we are, we have already prepared to help you achieve the beauty that you... and fall fashions... desire.

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Mrs. Solon Lea, Manager

SPECIAL INVITATION

To Visit Us in Our

New Home

WE WISH TO EXTEND A SPECIAL INVITATION TO EVERYONE TO VISIT US IN OUR NEW HOME IN THE LUCKETT BUILDING. WE WILL COMPLETE MOST OF THE MOVING TODAY.

WE HOPE THE NEW LOCATION WILL AID US TO SERVE YOU BETTER AND THAT YOU WILL FIND IT CONVENIENT TO VISIT US RIGHT AWAY.

Lea Implement Co.

SOLON LEA, Mgr.



JOHN DEERE QUALITY IMPLEMENTS AND SERVICE