

"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

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TRAIL DUST

By DOUGLAS MEADOR

Golden mist hangs in the silence resting as a gossamer veil on tall pines which have touched the hems of passing clouds and the lower mountains put out their altar lamps of day. A soft breeze passes above the narrow valley as from a punka swung to the stars and washes the gold from the towering shadow left in relief on the eschutcheon of evening; peace as the inheritance accumulated by countless centuries, is delivered to trusteeship of the heart. Mountains are the stiles which angels use at the doorway of heaven.

It doesn't require much courage to destroy a convention and but little effort to step on a flower which has grown in an otherwise barren field.

Looking back now I am left to believe that adventure asked me along to open the gates, but it was a nice trip, even if some of them were difficult to fasten after we had passed through.

Only a fragment of the old road remains like the tattered rag of a once bright garment. A stretch of white clay leading into the desert as a defeated man seeking some friendly solitude in which to perish beyond the cold, pagan eyes of strangers. Time has beaten away the last wheel mark of a journey long ended and the dust is gone like ashes from a fire cooled these many years. Something tore a place in my heart as I passed the deserted road I had once traveled with my mother; we can not go that way again.

Nothing seems more tragic than a spring which has gone dry, unless, perhaps, it is a broken violin, or a man who has ceased to cherish his friends.

Fiction continues to lead many youths in search of romance connected with the life of a cowboy but fails to associate the paramount element of labor beginning and ending with daylight while the chuck-wagon is moving. It usually requires a horse-whipping from the hands of cupid to bring the adventurer to look in at the window of truth and see the impossibility of supporting a wife on a salary less than automobile payments.

Dawn is that delightful time of day when many people who should be at work, reach up and make a few adjustments on the alarm clock

After the meeting was over we walked in sep-rate trails along the wagon road and moonlight filtered through idle clouds swinging as white lanterns in the summer night. Holding hands across long carpets of mesquite grass between the beat-out paths, words became meaningless sounds with the organ and the choir's singing still echoing in canyons of silence. Near her door the moonlight glistened on a tear falling into the dust and her lips moved without speaking like the quiver of a wounded bird. Life placed some weights in the scales; a journey to far-off California; a soft hand and startle eyes and a voice as gentle as the patter of rain on tall prairie grass. But there was no decision to make in the fixed orbit of ambition, only a changeless course to pursue, so the door closed softly, forever, and I was standing alone in the brittle night, a youth with dreams his master.

Home after a vacation is like the forgiving wife who welcomes the return of her restless spouse, after he has been disillusioned by an attractive but irresponsible siren.

Shells scattered along a deserted shore are as the broken lives of men who fight the depredations of fate without the shield of someone to love.

BIG COTTON OUTLOOK IS PRICE SKID

Government Estimate Brings Price Down Over \$2 Bale

Cotton prices skidded more than \$2 per bale Monday when the agriculture department forecast a 15,593,000 bale cotton crop for this year, based on conditions as of Aug. 1 and on acreage in cultivation on July 1.

Last year's crop was 12,398,082 bales.

The estimate was the first issued for the new season by the government.

Texas Crop

In Texas this year, the estimate showed 12,538,000 acres in cultivation and forecast a crop of 4,314,000 bales. The Texas crop is 82 percent normal.

The condition of the nation's crop on Aug. 1 was figured at 81-3 percent normal, and the total acreage was fixed at 33,429,000.

Cotton broke more than \$2 a bale on the New Orleans market when the government estimate induced frantic selling of futures.

From Washington came the report that the Senate agriculture committee Monday voted unanimously to report out a general bill within a week after the covering of the next session of Congress. The action came after the high estimate was released.

Childress First Bale

The first bale of 1937 cotton was ginned in Childress county at noon Friday. It was grown by J. P. Spurlock on his farm south of Kirkland. The bale weighed 410 pounds and Spurlock was offered 12 cents per pound for it. A premium of more than \$40 in cash and merchandise, raised by the Childress chamber of Commerce was given to the grower. It was the earliest cotton ginned in Childress county in several years. Last year the first bale was ginned on August 11.

Trench Silos Being Filled

Work of filling trench silos has started in several sections of the county according to Frank A. Buckley, county agent, who stated that a silo of 100 ton capacity on the Sample-Springer farm located south of here in the Darden Canyon community was being filled. It was contemplated that another silo of like capacity would be dug and filled in the near future on this farm.

It was also learned that L. A. Stearns and J. F. Anderson, both farmers of the Darden Canyon community were filling a huge 200 ton silo, owned jointly, and had recently purchased a new silage cutter with which to cut the feed.

ON VACATION

Elmer Stearns, cashier of the First State Bank here, together with Mrs. Stearns and their daughter Frances, left Wednesday of last week for Salt Lake City, Utah, that being the first stop in their itinerary which covers a three weeks vacation trip.

After leaving Salt Lake City, other points of interest which they will visit during the trip include Yellowstone National Park and Cheyenne, Wyoming, and Denver, Colorado Springs and Manitou, Colorado.

WHITEFLAT VISITORS

Recent visitors in the home of Mr. and Mrs. J. D. Morris of Whiteflat, include Mrs. Frank Driver of Sterley, Mr. and Mrs. Jeff Morris and children of Amarillo, he being a grandson of Mr. and Mrs. Morris, a son-in-law, Mr. J. M. Williams of Dallas, and Mr. and Mrs. Leg Ribble of Crowell; Mrs. Ribble being Mrs. Morris' sister.

Mrs. Lawrence Bryan and children of Childress, are visiting relatives here this week.

Uruguayan Pioneer Seeks U. S. Training



Hoping to gain new ideas and experiences to take back to the women of her country, Miss Alicia Lopez Ibarburu of Montevideo, Uruguay has applied for and been awarded a scholarship at Texas State College for Women this fall. A pioneer in physical education for the girls of Uruguay, she wishes to gain more preparation for the work. In her application she expressed a desire that "the traditional generosity and hospitality of the United States can give me and my fellow women this opportunity which will mean so much to the development of women in society and to the creation of tighter relations between our countries."

County Agent On Soil Tour Of Panhandle

A&M Short Course Is Cancelled Because Of Paralysis

County Agent Frank A. Buckley left Tuesday for Chillicothe Experimental Station to attend Field Day in connection with the work county agents have been doing in an effort to control a mildew disease which threatens to destroy the maize crops of west Texas. Attention was to be centered on the study of disease-resistant strains of maize, according to Mr. Buckley.

After leaving Chillicothe, Mr. Buckley plans to go to Lubbock where he will join in a tour of soil conservation projects, from Texas Technological College, extending through the panhandle-plains area of Texas, in conjunction with a group who have attended a three day vocational agriculture session there.

The Texas A. & M. college Farmer's Short Course which county agent Buckley had also planned to attend next week, has been cancelled upon recommendation of Dr. George W. Cox, said, "and I can't but advise that crowding some 1,300 boys and girls together would be attended with some hazard."

F. M. Law of Houston, president of the college board of directors, announced the cancellation of the short course. "There is no outbreak of the disease in this section," he said. "In view of Dr. Cox's recommendation, however, there is no recourse for us except to cancel the short course."

Dr. Cox recommended that the gathering be postponed, at least until the second week of September, but college officials decided that postponement was inadvisable.

COACH AND MRS. TERRELL RETURN HERE WEDNESDAY

Coach and Mrs. R. P. Terrell arrived here Wednesday night, from Ft. Worth, where they were called last week due to the critical illness and subsequent death of Coach Terrell's grandmother. Their anticipated trip to California has therefore been cancelled. Coach Terrell stated, due to the limited time remaining before the football squad goes into training.

DOCTORS OF 4 COUNTIES HERE TODAY

Physicians Meeting For First Time In Motley County

In the neighborhood of 20 prominent West Texas doctors are expected here today as members of the Hardeman, Foard, Cottle and Motley counties Medical Societies, when their organization holds its annual convention in the basement of the Methodist church. It is the first time a convention as been held in this county during the 20 years since the society was originated according to Dr. A. C. Traweck, vice-president. A program has been planned for the evening beginning at 7 o'clock. Dr. Traweck declared, after the visiting physicians have been the guests at a special "Henry Pipkin" barbecue in the city park.

Prominent Doctors

A number of prominent west Texas physicians will deliver papers during the program. Dr. Traweck said, including Dr. Sam Dunn of Lubbock who will attend the meeting. Dr. Mildred Hannah of Quannah is secretary of the organization. The Hardeman, Foard and Motley counties Medical Society is affiliated with the Panhandle Medical Association as well as the state organization.

Matador is honored in being selected as the convention city by the doctors and extends a cordial welcome.

FLOMOT'S GRID TEAM TRAINING

Coach Jackson Takes Footballers West For Eleven Days

Twenty-four Flomot High school football players with the manager, coach and cook leave for fall training camp at Fort Sumner, New Mexico August 10 and remain until the 21.

Leo Jackson, star linesman on the Floydada High school team in 1931-32 and letter man at W. T. S. C. at Canyon, is coach of the Flomot team this year, succeeding Coach McWilliams who has gone to Ralls.

The Flomot team is expected to be as tough as ever, with a good chance of being tougher than last year. Coach Jackson said that only two men were lost from the team that went to the regional last year, they are a halfback and an end, both positions are expected to be filled with an experienced man.

The Flomot school board is furnishing the transportation to and from the camp-site, while the Athletic council is furnishing the "cents" while the boys are in camp. Clinton Hamrick is going as cook according to the plans now made.

Coach Jackson wouldn't admit that his team will win the district with ease but he undoubtedly has enough faith in the boys to keep one eye on the district flag. The prospects for a great team are good, he admitted.

The boys making the trip are Truett Pritchett, J. C. Martin, Steve Thomas, (co-captain) Bill Bynum, Wilmer Marler, League

(Continued On Back Page)

METHODISTS TO HOLD WHITEFLAT MEETING

A revival meeting will start Sunday, August 15, at the Methodist church in Whiteflat according to information furnished the Tribune Tuesday. The meeting will be held by Rev. H. W. Barnett of Pyron, Oklahoma, who is the father of Rev. Lloyd Barnett present pastor of the church at Whiteflat.

Inspiring spiritual messages are assured throughout the meeting and a cordial invitation is extended everyone to attend. The revival will continue for two weeks.

Jurist Is Visitor



Associate Justice, A. J. Folley, of the Court of Civil Appeals, Amarillo, above, was in Matador Thursday, shaking hands with friends and receiving congratulations upon his recent appointment from the place of district judge of 110th Judicial District by Governor James V. Allred.

The vacancy filled by Judge Folley was the one made when M. J. R. Jackson of Amarillo, former associate justice, was appointed to succeed the late Chief Justice R. Walker Hall, who died in May.

Judge Folley said he always felt at home in Matador and that he was proud of the many friendships existing here. He has recently moved from Floydada to make his home in Amarillo.

Lions Donkey Diamond Tilt Teams Chosen

Half Soxs Practice To Defend Title On August 20

The die is cast. Thirty six star players have been chosen to take part in the Lions Donkey baseball game here Friday night August 20th. Eight men still remain in the substitute list and are expected to be selected by the two captains before the game. Lion Jim Peler, captain of the Half Soxs, told a Tribune reporter in an exclusive interview last night, that his men were in pink (some in the red) of condition and he felt victory to be only a matter of time. He said Lion J. Solon (Gone With The Wind) Lea would probably pitch. He cited the fact that Henry K. (Lost Horizon) Ford would add little to the opponents strength.

On the other hand, Lion Clyde Bartlett, aggressive captain of the Knaves, publicly declared there was no hope for the other team and that he wished they had something to offer in the way of opposition. "One man," he said, "H. H. (It Can't Happen Here) Courtney, will make them eat out of his hand."

The selections made Tuesday are as follows: Bartlett's Knaves; Buckley Edmondson, Ford, Harp, Hughes, Pipkin, Albert Traweck, Willie, Geo. Sprinifer, Craven, Robinson, Doss, Caarlisle, Weldon, Laughlin Daffern, Smith and G. E. Hamilton.

The Half Sox include: Campbell, Fish, Harris, Lea, D. E. Pitts, Whitworth, Denison E. F. Springer Bishop, Stanley, Meador, John Hamilton, Terrell, Peeler "Rusty" A. Day, Dobkins, C. A. Pitts, Jacobs, and Glenn.

In to substitute or yet-to-be-chosen list are: Sample, Sheats, Stearns, A. C. Traweck, Tunnell, Willett, McKenzie and Cantrell. The Lions' net proceeds from the game will be used in financing the new Scout hut.

TO NEW MEXICO

Mrs. Fred G. Simpson together with her children, Misses Helen and Betty Jo, and Fred G. Jr. left this morning for Carlsbad, New Mexico, for a trip through the caverns. From there they will go to Ruidoso for a few days camping, before returning home.

COUNCIL BUYS MOTOR GRADER FOR STREETS

Rev. Jordan To Hold One Day Service

Former Pastor Will Preach At Baptist Church Sunday

Rev. A. L. Jordan, former pastor of the Baptist church here and now pastor of the First Baptist Church of Gainsville, will conduct both church services here Sunday, according to an announcement made by local pastor, H. M. Weldon, early this week. Rev. Jordan closed a revival meeting in Gainsville Sunday and departed for New Mexico early Monday where he will spend a short vacation. Upon his return he will stop to visit his parents who live near Floydada and during his stay there he will drive to Matador to conduct both preaching services here Sunday. He was expected to pass through Matador sometime Monday but friends believed he had traveled a southern route into New Mexico and probably would not be here before Sunday.

The revival meeting being held at Flomot by Rev. H. M. Weldon of Matador, will close Sunday evening, Rev. Weldon declared yesterday and he will probably spend a vacation after that time. Church officials said yesterday they expected a large attendance to hear Rev. Jordan during both the Sunday services.

Rev. Jordan, who was pastor of the local Baptist church for four years, moved to Gainsville early in 1936 after he had accepted the pastorate of the church there.

LOCAL GRID TEAM PLANS TRAIN CAMP

Captain Brown Says Team Going After Regional Place

Between 18 and 20 boys who will defend the Matador Matadors football traditions for the 1937 season, will leave for training at Roaring Springs on August 26, according to Bodie Brown, captain of the team. Captain Brown said the Matadors have a better line prospect for the 1937 season than last year and that he is looking forward to another regional championship.

Coach R. P. Terrell, who is vacationing in California, is expected to return to Matador about the 20th of this month and complete final plans for the two-weeks extensive training which the boys will conduct before school starts. Bert Ezzell of Tipton, Oklahoma, who will be principal of the Matador High School this year, will also act as assistant coach and will be here to start training with the team, it was declared.

Better Weight This Year
Captain Brown pointed out the fact that the line this year would have more weight than last season with an average of between 160 and 170 pounds, which should aid the Matadors' bid for regional championship.

The grass on Matador's new football field is declared in the best of shape and the team is anxious to try it out, Brown said. Oscar Vinson, member of the Matador school board, said yesterday that the school term here would probably start on September 13.

GO TO CHURCH SUNDAY

Work To Be Started Immediately For Improvement

Matador is to have improved street conditions. A deal was culminated last Thursday whereby the City of Matador purchased a 40-horsepower Adams motor-grader to be used exclusively on the streets of the city. The equipment had been used by Dawson county and was traded to the dealer on a later model machine, making it possible for the council to realize a wide saving from the original price. Lucius Lancaster started from Lamesa with the machine Monday morning and arrived here Tuesday afternoon. The equipment is geared to travel about seven miles per hour. It is understood that grading and improving the streets of Matador will be started in the immediate future.

Work Is Needed

The purchase of the street grading equipment is the result of efforts on the part of Mayor G. T. Edwards to better the city's street condition, urged since he entered office over a year ago. "I am ashamed of Matador's streets," Mayor Edwards declared, "and I realize the impossibility of a paving program at present, but I sincerely believe we have a piece of equipment that will greatly improve condition and enable us to keep the streets in good shape. Of course we would prefer to buy a new grader instead of a used one but it was out of the question. We have saved more than two-thirds of the cost, which is a considerable item for a city of this size. Street conditions here are deplorable and we feel that the citizenship will profit from the improvements which the grader will make possible."

Kittens Warn Cowboy Snake Near His Bed

Two Big Rattlers Are Killed On Porch During Week

C. C. Smauley, cowboy on the Matador ranch located on the Larquey line-camp west of Matador is feeding four orphan kittens around the house a little better since Monday night. The weather was so hot he moved his bed roll out on the porch to sleep where the four kittens were playing. About 3 o'clock in the morning he was awakened to hear the kittens making an unusual noise. He heard a rattle snake close to his bed and lay motionless for a moment until he could see, then he discovered the rattler coiled only a few feet away. It was between his bed and the door. Making an exit into the yard he went around the house and entered from a back door where he lighted an oil lamp so the light reflected on the rattler. Shooting through the screen door he poured seven shots into the reptile, then remained with rifle in hand beside the lamp until daylight. The rattler measured four feet and nine inches. It is the second rattle snake Smauley has killed on his front porch within the last week, another measuring over five feet in length. He has also killed a third rattler in the yard during the time.

Many Rattlers Seen

An unusually large number of rattle snakes have been seen and killed on the Matador ranch this year, the cowboys declare. The Larquey line camp is one of the oldest buildings in this country and it is believed a den of rattlers is located under the floors.

Dr. and Mrs. E. W. McKenzie returned home Wednesday following a vacation trip to Louisiana, returning by Hot Springs, Arkansas for a few days rest.

White Star News

Mr. and Mrs. Elect Clark of Celest, Mrs. Joe Clark of Sunset, Mr. and Mrs. Walter Hughes of Roaring Springs and Mr. Oscar Sinclair and mother of Paducah, were recent visitors in the Hugh Vinson home.

Messrs. Custer and Boy Sharp, with their families, attended the funeral of their little cousin at Spur Tuesday.

Cecil Slover spent last week in Whiteflat visiting his cousins, Richard and Bessie Jean Green.

Rev. Huff of Whiteflat conducted services at the 11:00 o'clock hour Sunday.

Miss Bessie Jean Green of Whiteflat is spending this week with Cecil and Wanda Slover.

HENRIETTA SHUCK CIRCLE HAS MEETING ON MONDAY

The Henrietta Shuck Circle of the Baptist W. M. S. met Monday afternoon, August 9, in the home of Mrs. Delbert Groves, with seven present.

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Matador, Texas

The Devotional included a song by the group, "I Am Thine O Lord", followed by prayer and reading of the minutes.

Mrs. J. D. Craven, circle chairman, discussed the introductory chapter of Tidwell's "The Bible Book by Book", of which the group is beginning a study.

Refreshments were served to the following members and visitors: Mesdames Craven, Lloyd Fulkerson, Jack Edwards, B. F. Harbour, Jack Bradshaw and the hostess, and Miss Evelyn Fulkerson.

TO CLOVIS

Mr. and Mrs. R. P. Moore and daughter, Marjoria, accompanied by Mrs. Homer Sheats drove to Clovis, New Mexico, Monday where they visited Mrs. L. F. Davis and family, former Matador residents.

Mr. Moore and Marjoria, who returned home Tuesday, were accompanied by Miss Lena Mae Davis, who will visit them, and other relatives, here this week, and also by Paul Daffern, who is visiting relatives here.

Mesdames Moore and Sheats remained with Mrs. Davis, their sister, for a few days visit.

MOVIE CHATTER
By A. Rogue

"TOPPER"

Topper? What is Topper? That is the name of the picture for Wed-

nesday and Thursday nights and you'll agree it's tops after you have seen it. "Topper" is one of the cleverest novelties to arrive on the screen in a long time. You'll laugh, cry and howl with glee. Remember "audioscopics" shown some time back? It's funnier than that. Look what stars are in the cast: Cary Grant, Connie Bennett, Billie Burke and Roland Young. Bring your buddy while time is good.

"TRAIL DUST"

For Friday and Saturday one of the Clarence E. Mulford's best sellers, "Trail Dust", starring William Boyd and Jimmy Ellison. Paramount has been putting out some real westerns, so come out and see this one. If you like Zane Gray, then try Clarence E. Mulford.

"WAKE UP AND LIVE"

If you want to "Wake Up And Live", come out Sunday and Monday to see the picture by that title. It's one of the gayest hits of the year and, by the way, it has more laughs than Heinz has pickles. It's star-studded; it has song, music and romance. Walter Winchell makes his big appearance, also Ben Bernie and Alice Faye. For the fun comes Patsy Kelly, Walter Catlett, Ned Sparks, Grace Bradley and Jack Haley. See it or miss half your life.

Hospital Notes

Miss Allie Traveek underwent an appendicitis operation Tuesday of this week.

Mrs. C. D. Davis, Matador, was admitted Tuesday, August 10, for a major operation.

Naoma Pierce, 5, of Roaring Springs, was dismissed Monday following an operation for appendiceal abscess on July 30th. Her condition was extremely critical when brought to the hospital, but is progressing satisfactorily at this time.

Born to Mr. and Mrs. F. L. Miller, Matador, on August 7, 1937, a boy named Walter Leonard.

Leon Clloyd, Flomot, was operated on for appendicitis on August 6th.

Mrs. Lewis Clifton underwent a major operation on August 5th.

Mrs. Agnes Kelling of the Polley community was dismissed Thursday following a major operation.

Mrs. James Renfro, Matador, who had undergone a major operation, was dismissed from the hospital last Friday.

Mrs. S. J. Hall has been confined to her bed at home from an appendicitis attack, for about ten days.

Little Miss Eldora Jameson is confined to her bed at home with a severe throat infection.

Clay Gilbert is confined to his bed at home, in a critical condition following an attack of pneumonia.

GIRL SCOUTS ENJOY CAMPING ACTIVITIES

A group of Matador Girl Scouts, led by Miss Maxine Green under the sponsorship of Mrs. Marvin Patton, returned home Thursday from a camping trip to Roaring Springs on Tuesday of last week.

According to the leaders, the girls have been busy applying sunburn lotion since their return. Nevertheless, all report an excellent time, even with rain one night. The girls are all enthusiastic about scout life and the trip was instructive in a number of ways, including the art of cooking out-doors. With the exception of one, all the girls who could not swim, learned to do so during the camping expedition.

The Girl Scouts will meet this evening at 8 o'clock at the home of Mrs. Marvin Patton, and all girls between the ages of ten and eighteen, who are interested in becoming a scout, are invited to attend the meeting.

In connection with the camping trip, the scouts express special appreciation to Bob's Foodway for a discount on the food sold them for the encampment.

LEAVE FOR HOME

Mrs. Lillie Reilly and daughter Patricia, who have been visiting here since Friday in the home of Mr. and Mrs. A. J. Daffern and Mr. and Mrs. T. J. Daffern, left for her home in Phoenix, Arizona, Wednesday. Mrs. Reilly is a sister to the Messrs. Daffern.

They accompanied Mrs. R. C. Daffern and her daughter Irene of Plainview, who visited here for the day Wednesday, to their home and will continue from there to Phoenix.

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DOUGLAS MEADOWS
 Editor



MEMBER
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 Press Association

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

"THE REST OF THE RECORD"

BY JAMES V. ALLRED
 Governor of Texas

SAN LUIS POTOSI, MEXICO,
 August 7, 1937

In Texas we boast of our southern hospitality; in Mexico, the people don't boast of it; they live it! From the moment when Mrs. Dominguez, wife of the Mexican vice-council at Laredo, presented a beautiful bouquet to Mrs. Allred as we crossed the international boundary until now, I have never witnessed such courtesy, such hospitality as has been extended to us on every hand.

As I told you last week, the Mexican Government invited us to be their guests, even furnishing transportation over the railroad. We have now passed through the capital cities of three Mexican states and at each one great crowds, including the Governor, the Mayor, representatives of the military and the business men have met us at the station with a band, presented beautiful bouquets to Jo Betsy (my wife), and given us the very best of entertainment as long as we were with them. Of course, we realize this is an honor they are extending not to Jimmie Allred, but to the Governor of Texas; and that's why I'm prouder

than ever before of the high honor the people have bestowed upon us.

We spent one day at Monterrey, capital of Nuevo Leon. It is quite modern and somewhat Americanized. We saw many Texas people there, most of them tourists, of course. We visited one of the most beautiful and modern hospitals I have seen anywhere, the gift of a fine old Mexican gentleman, a Mr. Muguercia. One of the finest glass factories in the world is located in Monterrey. It is almost unbelievable to see how they melt sand in furnaces, then drop it in red-hot pieces into various kinds of moulds where it is shaped as it cools into bottles, vases, pitchers plates and glassware of every character. As I watched this preparation put through the burning fire, yet emerge fine-spun and clean and beautiful, it made me wonder if sometimes human beings aren't put through a torturing, searing fire—a great sorrow, for instance—that they emerge, tested and tried, finer, cleaner character.

American money is of course, more than Mexican money. You exchange one dollar American money for \$3.60 Mexican. I got \$36.00 in Mexican bills and silver for a ten dollar bill. It made me feel quite "flush" to have so much money in my pocket. I owed Jo Betsy ten dollars when we left Texas so I paid her the same amount in Mexican and still had \$26.00 left. Your money seems to go farther here, everything is considerably cheaper.

Our next stop was Saltillo, once the capital of Texas when we belonged to Mexico. It is a beautiful little city of 60,000, nestling a mile high in the mountains, nice and cool in the daytime and almost chilly at night. I was surprised to find it quite an educational center. They have just started an experimental agricultural school there, trying to teach the sons of farmers to whom the Mexican Government has recently given lands the practical side of farming, stock raising and dairying. It is remarkable to see how these people, who were torn by revolution and war less than twenty years ago, have progressed; and how hard they are trying to better conditions for the underprivileged classes here.

We have met many wonderful people here, some of them educated in Texas. On every hand were evidences of culture and refinement—a wonderful art gallery fine school buildings and music everywhere. The people are overly friendly. They are completely wedded to the "Good Neighbor" policy of President Roosevelt; they love almost as much as we do and they adore their own President, Lazaro Cardenas. I felt like saying in Saltillo, "Thank God for a people with friendship in their hearts and music in their souls."

As you perhaps know, a fine new highway has been completed all the way from Texas to Mexico City. It is wide open, a marvelous drive and perfectly safe. Since things are so much cheaper, I want to suggest to all of you who can that you make plans to spend a vacation down here some time in the future. You will enjoy it. My wife's mother and my oldest son, Jim Boy are with us, and they, too, are having the time of their lives. Like every other boy of his age, Jim Boy is full of curiosity. He has been all over the train to find out how things work, turning off lights, turning on water, etc.,

but he is a little timid about scouting around these Mexican places much.

The Mexican Government sent consul Dominguez from Laredo with us, and the American Government ordered Bill Blocker, our consul at Monterrey to accompany us throughout our stay. They have insisted on our staying at the American Embassy in Mexico City so we are looking forward to a grand time this week. I'll try to have something more interesting to tell you next week.

M. E. Church Plans Special Services

Special services to be conducted along the lines of olden times, will be in progress Sunday morning at the Methodist Church, when all departments of the Church School will meet together for devotional and lesson periods, according to plans made by the pastor, Rev. D. D. Denison.

Rev. Denison announced that services for the evening hour would be in charge of the women of the church, who have prepared an impressive program to be presented.

Rev. and Mrs. Denison, together with their son James Dickey, are spending this week and next, at Pliska, in Hall county, where Rev. Denison is conducting a revival meeting in the first pastorate he ever held following his ministerial preparation. However, he expects to return to Matador Sunday morning to fill the pulpit here at the morning hour for the 11:00 o'clock services.

FINAL RITES FOR DAUGHTER OF GRADY WOODRUFF HELD

AUSTIN, Aug. 9.—Funeral services for the baby daughter of Senator and Mrs. Grady Woodruff of Deatur were arranged for this afternoon at Deatur. The infant died here last night. Her twin brother, physicians said, was doing fairly well. The babies were born Aug. 5.

Senator Woodruff is a brother to local townsman, J. L. Woodruff.

DATES ARE SET FOR SOUTH PLAINS FAIR

LUBBOCK, August 9, The dates for the 24th annual exposition of the Panhandle South Plains Fair Association were announced as September 27 through October 2, following a meeting of the Board of the Fair Association here the past week.

Because of the late start, preparations were begun without delay and the directors stated that the fair this year would include all the features of those in the past, with all departments enlarged and with several departments added. Negotiations were immediately started with two outstanding carnival companies now playing in Kansas with the exception that one of the two will be signed for the midway attraction.

The directors, among other things, decided to present a program of horse racing in spite of the unexpected difficulties on that score, and instructions were given to secure the best entertainment available for an outstanding program of free attractions.

One of the departments to receive special attention will be that for swine. High market for hogs and the high cost of feed, it was explained, have combined to reduce the swine population of the

South Plains to its lowest in years. Directors were informed that many farmers have urged that swine exhibits be stressed in the belief that it will tend to revive South Plains pork production.

Air Express Claim June Is Best Month

June was the best month this year for General Air Express, affiliated express company of TWA, with shipments moving over the coast to coast system increasing 11 percent over last year, E. A. Hecker, general express manager, reported today to John B. Walker, vice president in charge of traffic. During the banner month, Hecker reported, poundage and revenue both showed six per cent gains over the month of June last year. Heavier shipments of department store merchandise and foodstuffs were recorded on the Skysleeper and Skylub transcontinental flights, Mr. Hecker said.

An all-time high of 32 per cent increase in TWA air express shipments via General Air Express was recorded for the first six months of 1937 as compared to the same period in 1936, the General Air Express manager reported. The six-months gain in poundage was nine per cent over last year while revenue jumped 21 per cent.

CASA MANANA SET PROVES BAROMETRE

FORT WORTH, Aug. 7. Every night the Fort Worth Frontier Fiesta has a special weather bulletin indicating the state of the weather for the next 24 hours. The weather profit goes to work when the huge Colonial mansion for the "Gone with the Wind" episode of Casa Manana is apparently set on fire. If the smoke hangs low, rain is certain within 24 hours; if it rises, skies will be clear. Stage hands say it never fails.

Go To Church Sunday

GO TO CHURCH SUNDAY

DON'T Let yourself go this Summer!



Look cool... look poised... BE cool and poised! It's delightfully easy to be fresh and charming with one of our Permanents... economical too! They last!

TELEPHONE FOR APPOINTMENT

MODERN Beauty Shop

OUR PERMANENTS DEFEAT SUN, WIND AND WATER

Life Begins in Summer Time
 AT THESE COOL LANES
HOT SPRINGS
 NATIONAL PARK, ARKANSAS

STOP AT THE NEW *Lake Catherine*
EASTMAN
 HOTEL AND BATHS

This fine hotel will give new meaning, add new zest to your vacation or health-holiday. Every modern comfort and luxury while you enjoy your favorite sport, drink and bathe in the curative waters, or bask in the sheer delight of peaceful RELAXATION! 500 outside rooms, quiet and secluded in the Eastman's own vast private park, yet, right at the head of Bath House Row, convenient to all activities.

SPECIAL SUMMER RATES
 1937 1938

Regain Health **47** BUBBLING FOUNTAINS OF YOUTH *Enjoy Summer*
 DRINK AND BATHE IN THE HEALTH GIVING MINERAL WATERS



for MEN who Appreciate
 Perfectly Laundered
 Shirts

Trust a man to pick a laundry where quality is the first consideration, for quality laundering shows up best in shirts! Smooth, unwrinkled collars—fresh, clear colors—smooth finishing touches—all the marks of careful work are found in shirts returned by SPUR LAUNDRY. Women who know how to please the man-of-the-house always look on this better laundering!

Spur Laundry



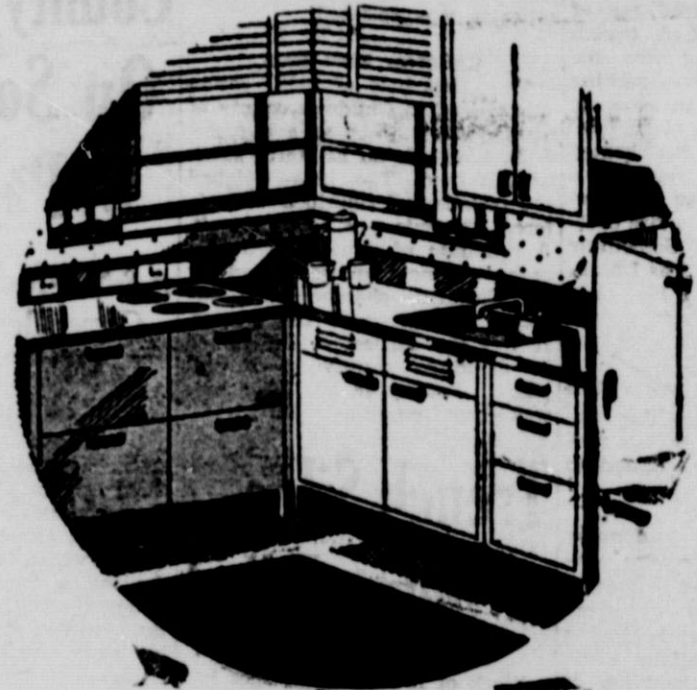
BIGGER PAYLOADS

Handle more for less money with a GMC

GENERAL MOTORS TRUCKS & TRAILERS

Matador Buick Co.
 MATADOR, TEXAS

THE VANISHING HOUSEWIFE!



Name the Woman NOT in this All-Electric Kitchen (She has Time on Her Hands for Other Things)

\$500 "Name-A-Housewife" Contest Closes August 14

EXPERT TO JUDGE ENTRIES

Dr. Charles Earle Funk, Funk & Wagnalls New Standard Dictionary, will be the judge in the "Name-A-Housewife" contest. This famous expert on words and writer of dictionaries has consented to serve in the campaign to secure a more appropriate name for the modern West Texas woman. Entries will be sent to Dr. Funk immediately upon close of the contest. He will select the 13 winners.

STILL TIME TO ENTER

It must be a single word but may be compounded from several suggesting economy, efficiency and the leisure derived through use of Electric Service. All women are eligible to send in as many entries as they like. (Employee families and advertising agencies ineligible.) All entries become the property of this company. Entries will be received until midnight, Saturday, August 14. Each entry should be accompanied by a brief letter telling why you think it more appropriate for the modern West Texas woman.

FIRST PRIZE
 Super-Duty Frigidaire.

SECOND PRIZE
 Choice of Hotpoint Electric Dishwasher or Thor Electric Washing Machine.

THIRD PRIZE
 Sunbeam Mixmaster.

TEN PRIZES
 of Smaller Electric Appliances.

MAIL

"YOUR ELECTRIC SERVANT CONTEST"
 West Texas Utilities Company

(Name Preferred)

This is my entry in the contest to find a substitute name for "housewife."

My substitute is _____

My brief letter explaining "why" is attached hereto.

(Name) _____

(Address) _____

West Texas Utilities Company

MORE FREEDOM



From Summer Heat and Drudgery

USE BAKERY BREAD EDDY'S BREAD

Baked Fresh Daily Pure—Uniform Delicious—Handy and Inexpensive

Ask for it in Matador, Dickens, Roaring Springs, and Whiteflat

EDDY'S BAKERY

LOCALS

Hugh Gray of Cee Vee, teacher in the Matador High School, was here Thursday transacting business and visiting with friends.

Mr. and Mrs. L. R. Bishop and son returned home Wednesday evening from a vacation trip spent in Atlanta Georgia.

Mr. and Mrs. Elmer Jameson and family left Thursday for a vacation trip to New Mexico and Colorado. They expect to return home in about ten days.

Miss Ruth Groves, accompanying Mr. and Mrs. Kenneth Givens of Childress, visited in Amarillo Sunday as the guest of Miss Mary Sitton.

Mrs. L. R. Smith spent last week at Roby, where she visited her parents.

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 also consider trade for good livestock. If you are planning to go to a business college here is an opportunity to save money. Phone one-two-three, or call at the Matador Tribune office for further information.

Miss Rebecca Fulkerson is taking a week's vacation from her duties as clerk at Matador Dry Goods, and is visiting her brother and his wife, Mr. and Mrs. Darius Fulkerson, at Sweetwater.

Mr. and Mrs. Buck Patton and children of Plainview, formerly of Matador, visited here Sunday with his parents, Mr. and Mrs. M. L. Patton, and other relatives. With them was a recent addition to the family, being a young son just three weeks old.

Mr. and Mrs. Joe R. Meador of Paducah, were Matador visitors a short while Thursday.

Mr. and Mrs. J. T. Spears and daughter Ruby, left Friday for Mineral Wells, where they plan to remain several weeks.

We have stored near Matador, baby grand piano, small upright and a good practice piano, will sell for amount against them. For information, write at once to G. H. Jackson, Credit Manager, 1101 Elm St. Dallas Texas. 3t pd.

Mr. and Mrs. J. H. Sample returned home Sunday from a vacation trip spent at Manitou Colorado, and other interesting points near there.

Fred G. Simpson and son Kenneth, returned home Saturday evening from Creed, Colorado, where they have been on a fishing trip for the past two weeks.

Mrs. Edith Sanders and children left Sunday for a visit at Dalhart in the home of her sister and

family, Mr. and Mrs. Ed Bishop, Mrs. George Springer and daughters are visiting relatives in Montrose, Colorado, having accompanied Mr. and Mrs. Garlin Murphy of Roaring Springs on a trip into that state.

Mr. and Mrs. Alvin Stearns of Meadow, former Matador residents, are visiting relatives here this week.

Maurice Reilly, who has been vacationing with his mother, Mrs. M. J. Reilly, in Vancouver, B. C., returning home last week in order to join local gridsters for football training.

LOST—Ice bag near Bob's Oil Well. Reward for return to Leon Ice Co.

Mr. and Mrs. Ben Keltz and son Benny, of Whiteflat together with Mrs. James Holladay and daughter of Vernon, and Messrs and Mesdames Harold Campbell and Robert Darsey, left last week for a vacation trip to Carlsbad Caverns in New Mexico.

Mrs. Lucile McNabb and small daughter of Quanah, are visiting here with her parents, Mr. and Mrs. A. D. Beauchamp.

Miss Sibyl Daffern had as her guests this week, Misses Helen Christine Smith and Estelle White both of Vernon.

Mrs. Dick Davis and children of Lawton, Oklahoma arrived here Sunday for a visit with her parents, Mr. and Mrs. W. Y. Higgins.

Mr. and Mrs. A. M. Bourland and grandson, W. T. Marshall are visiting in New Mexico for about ten days, having left here last week, making a trip through Carlsbad Caverns on Friday.

Scott Bolton made a business trip to Turkey Wednesday.

Mr. and Mrs. Ben Meador, with A. A. Tipton, Burrell and Mary Ola Tipton, returned home Sunday evening from Ruidoso, N. M., where they vacationed after a trip through Carlsbad Caverns on Friday.

Mr. and Mrs. Russell Surles and family of Dallas, visited here Tuesday evening and Wednesday with Mrs. Surles' brother and

wife, Mr. and Mrs. J. R. Whitworth. They were enroute to their home following a vacation spent in several western states.

Misses Ruth Groves and Maisey Reeves visited with friends in Floydada Tuesday evening.

Mr. and Mrs. Arvel Craven of Amarillo visited relatives here Sunday evening and Monday.

Mr. and Mrs. Floyd Jordan of Becton, who visited here this week will return to their home Sunday.

Mr. and Mrs. Dub Drace left Friday of last week for a week's vacation trip to be spent in New Mexico and Colorado, having gone from here to Ruidoso, N. M.

Mr. and Mrs. A. A. Harp and sons left Monday morning for a vacation trip to be spent at various points in Colorado, including Colorado Springs.

Mr. and Mrs. F. M. Jenkins, Mr. and Mrs. C. T. Jenkins and daughter Kitty Jeanette, and Mrs. Ethel Payne and sons left Friday for Pagosa Springs, Colorado, where they are spending a vacation.

Mr. and Mrs. Noble Groves, with the former's brother, L. C.

Groves, left Monday on a vacation trip, with tentative plans to spend most of the time in the vicinity of Denver, Colorado.

Mr. and Mrs. C. C. Swearingen and children left Wednesday for a week's vacation trip which they plan to spend in the mountains of New Mexico. They were accompanied by Miss Hope Clements and J. E. Jameson Jr.

Mr. and Mrs. Ivan Stanley, accompanied by Ken Rector, all of McLean, were recent visitors here with Mrs. Stanley's parents, Mr. and Mrs. A. A. Groves.

Mrs. W. J. Drace is visiting in Amarillo this week, having accompanied Mr. and Mrs. Dub Drace to Plainview Friday.

RETURN HOME

Mr. and Mrs. A. L. Fryar returned home Sunday from Tucumcari, N. M., where Mr. Fryar together with his partner, L. J. Barkley have engaged in the purchase of wheat during the past month.

GO TO CHURCH SUNDAY

Flomot Team . . .

(Continued From Page 1)

Clay, Talbot Brown, Raymond True, Billy Landry, Francis Martin, Dale Bourland, Thayne Ammonett (co-captain), Wesley McDonald, Orville Marler, Losey Gilbert, Duane Wedeman, W. B. Gilbert, Vernon Cobb, Lee Maples, John Pigg, Howard Standifer, Malcom Turner, Denver Anderson, J. H. Webster, and the manager, Quinn Martin.

The co-captains, Steve Thomas and Thayne Ammonett, were elected at a meeting Sunday. Pete Woods former Floydada High school star and candidate for the W. T. S. T. C. team is to accompany Coach Jackson and his team. The schedule for Flomot is September 17 White Deere at White Deere.

October 1 Spur at Flomot.
October 15 Paducah at Flomot.
October 23 Floydada at Flomot.
November 5 Matador at Matador.
November 11 Lockney at Flomot.
November 25 Quitaque at Quitaque.

Rogue Theatre
MATADOR, TEXAS

WEDNESDAY — THURSDAY
Buddy Niles

"TOPPER"

Cary Grant, Constance Bennett

FRIDAY & SATURDAY

"TRAIL DUST"

Clarence E. Mulford's
Wm. Boyd, Jimmy Ellison

SUNDAY & MONDAY

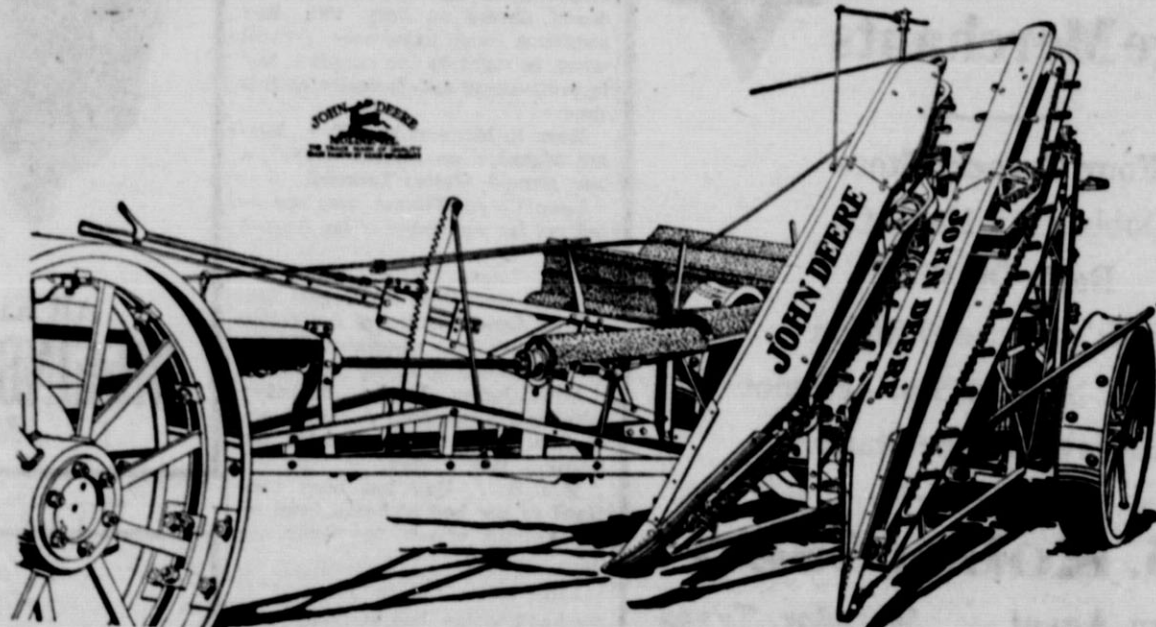
"WAKE UP AND LIVE"

Walter Winchell, Ben Bernie
Alice Faye, Patsy Kelly

Sun. Mat. 2.30 Nights 8.00 p.m.

Hitch Your Tractor To A Star...

The Best and Most Practical Row Binder You Have Ever Seen



JOHN DEERE POWER ROW BINDER

THE FAST-WORKING COST-REDUCING, LABOR-SAVING BINDER THAT IS SETTING NEW RECORDS FOR SPEED AND ECONOMY . . .

It's Power-Driven—The fast-working John Deere will operate in any field where a tractor can be used. Bad weather, poor ground conditions or down feed do not seriously interfere with good work. You don't have to depend upon traction of a bull wheel for power—smooth, positive power is supplied by the tractor through the power drive shaft. With proper tractor power, you can travel three or three and one half miles per hour, even in heavy feed.

'CUT 8 ACRES IN A HALF DAY'

Gentlemen:
I cut 100 acres of Hegari and Kaffir with my John Deere Power Row Binder. I did all of the cutting in high gear with my John Deere General Purpose Tractor.
At this tractor speed, I cut as high as eight acres in a half day. This is practically twice as many acres as I could have cut with a ground-traction corn binder in the same length of time. A man can cut on the average around twice as much with this binder as he can with a horse binder.
Yours truly, J. L. Beard
Lubbock, Texas

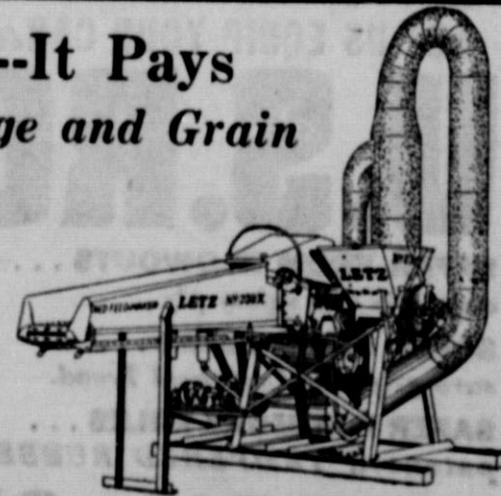
Built for Hard Work—The John Deere is built to stand the hardest service in any field condition. Every part has the strength necessary to a power-driven machine. High-grade materials and proper design throughout, strong, hot-riveted frame, high-grade, anti-friction bearing equipment and high-pressure grease gun oiling system assure long life, light draft and low upkeep costs. The sturdy wheels that carry the machine turn on roller bearings.

A Letz Mill Does Not Cost--It Pays
Prepares All Feeds---Fodder, Ensilage and Grain

Chop, store and feed more roughage. Save grain, hay, silage. Substantially increase live stock profits by cutting feed handling—feed preparing—feed storage costs to a minimum. Just one machine will enable you to do this—a Letz.

Whether chopping hay fodder, filling the silo, or grinding grain, it makes better feed. Feed that's more uniform, palatable, profitable.

A Letz pays back its cost the first year used—and more. A Letz really does not cost—IT PAYS. Season after season, it solves the biggest problem of all—the feed problem.



Lea Implement Co.

"Good Farming Deserves Good Equipment"

WHITES



The Biggest Savings of The Season!

Because you can count on white shoe days until late September and because these cleverly designed, ultra smart styles have been selling for \$1.19 to \$3.95, we feel certain you'll want to take advantage of these values.

WHITE and COLORED Shoes and Sandals

\$1.19 Values	Now	59c
\$1.98 Values	Now	99c
\$2.45 Values	Now	\$1.23
\$2.95 Values	Now	\$1.48
\$3.95 Values	Now	\$1.98

HARRY WILLETT & CO.
"The Store of Friendly Service"

ONE RACK . . .

Values to 2.95

Summer Dresses Close

Out!

1.00

HARRY WILLETT AND COMPANY
"The Store of Friendly Service"