

Matador, Tex.
Subscribe for the
WE BUY
COAL,
FEED,
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POULTRY,
EGGS AND
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pay as high as
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the chart by a letter
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© 1934, GULF PETROLEUM CO.

"There is glory enough
for any man to live and
die a Texan"

MATADOR TRIBUNE

SUCCESSOR TO ROARING SPRINGS NEWS
COMBINED WITH THE MOTLEY COUNTY NEWS BY PURCHASE, MARCH 14, 1934
Matador, Motley County, Texas, Thursday, May 17, 1934

The Tribune Embraces
The Roaring Springs News
and the Motley County News in
One Publication of Complete
Circulation



MOTLEY COUNTY NEWS VOL. 15, NO. 12

CLASS OF '34 TO BE PRESENTED DIPLOMAS TOMORROW NITE

MOTLEY-DICKENS COUNTIES' OLD SETTLERS ASSOCIATION MAKES PLANS FOR MEETING AT ROARING SP'GS AUG. 23rd

TRAIL DUST

There is something a little piti-
ful in watching old friends meet
and long been separated. It is
sad to see this true if they are
not twenty or more years
older since they parted.
The meeting held in each
town and the voice is
heard that has echoed ac-
ross the hall of many mem-
bers who have remembered
the jagged patterns
of the past. There is the
sense that words will
be resumed where it was
left off. Two lives that
have once held a great am-
bition now find that
they have drifted farther apart
than they knew.
The old grey of a thousand
years as a spectre be-
hind the memory of a laughing
man and the form stand-
ing and battered by the
fierce wind of fate. The
that once rang clear and
may have become the whim-
per of an old man in a world
of less destiny.
Looking backward with a scruti-
ny exacting to be comfort-
ing. I have passed littered with
things begun and never
completed. Many hours of
some mighty precious
and thoughtlessly as
they were ready to bloom
achievement. Somehow the
enthusiasm burned itself
out instead of re-kindling,
on to build another fire,
who placed their shoulders
where I quit, have
the heavy wagon of pur-
sue through the quagmire of
and up the slopes of suc-
cess. I have been unusually
lucky in turning my bridges,
er, and in many cases wish-
had left them intact. An
ling slave to a secret stub-
born, have, at the crack
whip, lunged frantically at
secure to the stump of
stability.
I dreamt, life, writing
with a pen of pain and
places the characters in
that too deep into the
of a poverty-stricken
where the fiendish dea-
th of a child's disease has left
a shapeless form of a son,
his tears, with the mind
baby, it was necessary for
to shoulder the bur-
den of the world and leave his
The sun a few years old-
er and always been
his imbecile bro-
ther with him of eve-
ning work was done
after the boy had gone,
able one, unable to
name, cried pitiful-
ly. The sunlight had
warped world he
wished came but
could not play with him.
I am assured by him
that he will stay the tears
and whose bread is
perish who does not re-
sist the blade of reality
who do not understand
the deep understanding
of the world.

MEETING TO BE HELD AT ROARING SPRINGS SCHOOL

The eleventh annual re-union
of the Motley-Dickens Counties'
Old Settlers Association which is
held on the third Thursday in
August of each year, will be held
on the Roaring Springs school
grounds, August 23 instead of
Roaring Springs which has been
the location of the meeting each
year since the organization of
the Association 11 years ago.
C. C. Haile, president of the
Old Settlers Association met with
the Roaring Springs trustees
Tuesday and obtained permis-
sion to use the school grounds.
Permits for concessions will be
sold and 50 per cent of the pro-
ceeds will go to the Roaring
Springs Athletic fund. No free
barbecue will be attempted this
year owing to the increase in at-
tendance causing inability to se-
cure provisions for visitors.
Rights will be sold to sell bar-
becue and lunches as well as
other concessions.
The change in location of the
meeting was made in order to pro-
vide ample shade and seating fac-
ilities as well as parking space
for automobiles.
It was estimated that over 3000
members and visitors attended
the meeting last year and an even
larger attendance is expected this
year because of the variety of
program which will be provided.
Sons and daughters of the old
settlers of Motley and Dickens
counties will provide the major
part of the program this year.
An invitation will be extended the
Matador Band to give a concert
at the meeting.
A meeting will be held Friday
June 15 to appoint committees
that will make final arrangements
for the re-union.
President Haile declared that
plans have been made to have en-
tertainment on Wednesday after-
noon before the Thursday pro-
gram which would include base
ball, horse racing and a ball
Wednesday night.
Another feature of the program
this year will be a display of old-
time pictures and souvenirs of the
past which will recall early day
memories of Motley and Dickens
counties.
An assurance of plenty of shade,
seats, parking space and drink-
ing water is made to visitors this
year with the change in location.

ESSAY "MY HOME TOWN" IS FACTS OF MATADOR

The essay, "My Home Town,"
which won the decision of the
judges in the contest sponsored
by the Motley County Chamber of
Commerce is facts concerning the
city of Matador.
Miss Mary Echols, author of the
essay entered the contest at San
Angelo, conducted by the West
Texas Chamber of Commerce
yesterday.
It is doubtful if any city the
size of Matador is able to equal
the remarkable record evidenced
in the document and chances of
winning high place in the San
Angelo contest are held to be
very good.

My Home Town

By Mary Echols
My home town, Matador, Texas,
was founded in 1887 and organiz-
ed in 1891. The town was nam-
ed by a Mr. Lomax, who for
many years lived in Spain. After
coming to this community, he
called it Matador, a Spanish word
meaning bull-fighter. After the
settlement of the Matador Ranch
the development of Matador was
rather rapid.
Matador is located in the
Great Plains and Panhandle areas
it is situated a little south of the
geometrical center of Motley
county and is about twelve miles
off the cap-rock. The town is
nested in a small valley and
makes an extremely attractive
view from the surrounding high-
er lands. The scenery about Ma-
tador is really beautiful.
Matador is the county seat of
Motley county. It is the trading
and social center of the nearby
communities. The population is
about fifteen hundred. Although
the town is rather small, there are
many advantages to be enjoyed
by its inhabitants.
One of these advantages is the
efficient means of transportation
available. State highway 28
which is federal highway 70, and
which connects Lubbock and
Texas, passes through Matador.
State highway 18 also passes
through Matador. There is one
railroad, the Quanah, Acme and
Pacific. Buses also supply de-
sirable transportation.
Another advantage of Matador
is the valuable gravel pits. The
town is surrounded by fertile
farming lands and suitable graz-
ing regions. About one mile
from the town are located the
headquarters of the Matador
Land and Cattle Company, the
second largest ranch in Texas.
The value of the farm products,
including grain and cotton is
increased by the fact that there are
three active gins in Matador.
There are about one hundred
business firms in Matador. A
large percentage of their build-
ings are fire proof. In fact, Ma-
tador has the lowest rate of fire in-
surance of any other town of
West Texas. These firms prove
that Matador is a prosperous
town. The best of buying and
selling advantages are offered.
The two banks of Matador, the
First State Bank and the First
National Bank, are substantial
banks, and their past record can-
not be surpassed by those of other
small banks in this part of the
country.
There are two fine schools in
Matador, a high school and a
grammar school. The modern
buildings are worth about \$120-
000. The gymnasium is one of
the finest and is said to be one
of the best west of Fort Worth.
Although the grammar school
building was built on the verge
of the depression, not one teacher
in the Matador Public Schools has
failed to receive his or her salary
when due. This is a record of
which any town might be proud.
Matador High School is outstand-
ing in scholarship achievements
and athletic records. Five years
ago thirteen schools in this dis-
trict belonged to the Southern
Association of Colleges and Sec-

COWBOY BAND IS WELL RECEIVED

Presents Musical Concert in
High School Auditorium
A large and appreciative audi-
ence heard the world-famous
Simmons' Cowboy Band when
that organization gave a concert
at the high school auditorium here
Friday night.
Everyone was well pleased with
the performance of the band
which included mass numbers,
sectional numbers, solos and fan-
cy stunts.
Johnny Reagan, world-famous
cowboy from England, was the
featured performer and lived up
to expectations in handling the
riata as well as the bull whip.
A part of the proceeds from the
concert went to the Matador
Band to be used in helping finance
a trip for the organization to the
West Texas Chamber of Com-
merce convention in San Angelo
this week.
The band arrived in Matador
Friday afternoon and was met by
Roy Reeves and bandmaster Fred
Rattan, both of whom are former
members of the organization.
The band is on the last leg of a
tour over Northern and Western
Texas and will return to Abilene
shortly.

Gasoline Tax Law Proves Effective

AUSTIN, May 16—The new
Texas gasoline tax enforcement
law rounded out its first full year
of operation with a smashing 20-
per cent increase in revenue to the
state during the first quarter of
1934, the Texas Good Roads As-
sociation announced today from
quarterly figures of Comptroller
George H. Sheppard.
Combined gasoline tax collec-
tions for the months of January,
February and March exceeded the
total for the same period last
year by \$1,289,872, the comptrol-
ler reported. This brought the
full 12 months' recoveries to more
than \$4,250,000 above the previous
period.
It was on March 21, 1933 that
the potent new law was written
into the statute books as an em-
ergency measure. Scores of re-
mote refineries were humming
day and night, turning out motor
fuel of which the taxing authori-
ties had no knowledge. Thou-
sands of tank trucks were radiat-
ing out on the very highways
whose income they were stealing,
carrying bootleg, tax-free gaso-
line to every corner of Texas.
Every gallon of it which was
sold deprived the common school
fund of one cent, the bond-
refunding fund of one cent and
the highway fund of two cents.
A new law was proposed mak-
ing bootleg a felony and giving
the Comptroller adequate funds
for enforcement. The Texas
Good Roads Association and the
Texas Gasoline Tax Committee,
which backed it, voiced the be-
lief that this lawless traffic was
robbing the taxpayers of at least
\$4,000,000 yearly. Actual recov-
eries have exceeded this figure.
During the nine months it oper-
ated in 1933, the law "picked-up"
more than \$3,000,000.

MANY ATTEND BAPTIST MOTHER'S DAY SERVICES

The special "Candle Light Ser-
vice" held Sunday evening at the
local Baptist church was well at-
tended. Every available seat in
the building was occupied.
The program which had been
planned in honor of Mother's Day
comprised special musical num-
bers, appropriate readings and
fitting text.
To Quanah Hospital
Mr. and Mrs. E. F. Springer
were accompanied to Quanah,
Sunday, by Mr. and Mrs. Tom
Harris and Mr. and Mrs. George
Springer of Roaring Springs.
Mrs. E. F. Springer, remaining
at a Quanah hospital, underwent
an operation Monday and is re-
ported to be progressing nicely.

Producers Accept Cotton Adjustments

Of the 540 Producers who
signed 1934-35 Cotton Acreage
Reduction Contracts, 425 had
signed the acceptance of their ad-
justment Wednesday, and most of
the others had expressed willing-
ness to sign, according to John A.
Groves, County Chairman. As
soon as all adjustments have been
accepted or refused the new tabu-
lations will be sent to the State
Board of Review for approval.
Early next week, committees
will interview non-signing pro-
ducers in order to give them a
final opportunity to accept their
adjustments. Committees and
others who have worked in the
campaign have expressed great
appreciation for the hearty co-
operation which has been given
by producers even in the face of
considerable sacrifice on the part
of many.

On Fishing Trip

The lure of foreign waters
pictured with colorful stories of
fisherman's paradise has led a
group of Matador business men
on their way to the Don Martin Dam
on the Sabina river 100 miles in-
to Old Mexico from Eagle Pass,
Texas.
The expedition consisting of
Mitchell Glenn, Harry Willett,
Boyd Willett, Hubert Gilbreath,
Emmitt Donovan and Alvin
Stearns left Matador Tuesday by
way of San Angelo, where they
will attend the West Texas Cham-
ber of Commerce convention be-
fore resuming their journey into
Old Mexico.

ATTEND CREAM MEETING

A. A. Tipton, operator of a Ma-
tador cream-buying station and
Mr. Ackron, manager of the Four-
Corners store, who also purchas-
es cream, attended a school of
instruction conducted by the
State Cream Inspector and De-
partment of Agriculture, at Spur
Wednesday night.
Mr. Tipton received one of the
highest grades of the entire class
comprising some 75 cream buyers
of this district, in the cream
classification tests conducted at
the meeting.
The purpose of the meeting was
to instruct cream buyers to aid
farmers in producing better and
more profitable cream.
After June 1 cream will be
purchased only on grade A basis
and the purchase of 3rd grade
cream will be prohibited.

MANY ATTEND C. OF C. CONVENTION

ENTIRE BAND GOES TO VIE
FOR HONORS AT SAN
ANGELO
Matador was well represented
Wednesday at the West Texas
Chamber of Commerce convention
held in San Angelo this week.
The entire membership of the
Matador Band of 25 members and
director Fred Rattan left for the
convention city Tuesday morn-
ing.
Judge and Mrs. C. L. Glenn
left Sunday for Abilene and San
Angelo where they visited rela-
tives until the convention. Mr.
Glenn is Motley County Director
of the West Texas Chamber of
Commerce.
Mrs. Bob Echols, her daughter
Mary Echols, who is winner of
first place in the "My Home
Town" speaking contest and
Ethel Williams, winner of the pos-
ter contest, both of whom will
enter like contests at the con-
vention, accompanied Henry Pipkin
to San Angelo, Tuesday.
Other members of the local or-
ganization attending the con-
vention are: C. M. Glenn, Harry
Willett, Claud Harp, Hubert Gil-
breath and Alvin Stearns.
The delegation is expected to
return today.
Joe Spears of Flomot, was trans-
acting business here Saturday.

NEW WHOLESALE GASOLINE PLANT IS OPENED HERE

Airolene Corporation Locates
In Matador; Retail
Through Minden
The Airolene Gasoline Corp-
oration of Tulsa, Okla., and Sham-
rock, Texas have made arrange-
ments with the local Mission Gas
and Oil Co., for their whole-
sale storage facilities and have
opened wholesale distribution of
gasoline and kerosene in this ter-
ritory.
J. R. McKinley of Dallas will
have charge of the wholesale of-
fice. Mr. McKinley will move his
family here as soon as the school
term is completed in Dallas.
Regarding the new location of
his company, Mr. McKinley de-
clared, "We are well pleased with
our location here and feel that
Motley county offers great oppor-
tunities for the sale of our prod-
ucts. We decided on this location
after considering several other
towns in this section.
"I find the people of Matador
very friendly and obliging and I
am glad to make my home here."
Retail sale of the Airolene prod-
ucts is being made by the Mis-
sion Gas & Oil Co.

NOTICE

There seems to be some undue
criticism over the county in re-
gard to approval of Relief Pro-
jects and the retaining of Relief
Funds in the county.
All Projects are first submitted
to the Local Relief Office then
sent to the Austin Office for ap-
proval. No individual is respon-
sible for the submission or ap-
proval of any project. The Pro-
jects submitted thus far have
been submitted by representative
groups from the various towns
and localities over the county.
Fortunately these groups are in-
terested in the progress and wel-
fare of their community to the ex-
tent they are willing to donate
their time and services. Any one
can obtain the heights of a curb
sitting critic, but it takes a real
man to move out and do some-
thing worth while.
As a means of correction I wish
to say there has never been any
Relief Funds returned to the Aus-
tin Office from this county. Fur-
thermore no one in the county has
ever attempted to delay approval
of projects. At the present time
application in the Austin Office
and it is needless to say that it
would take time to approve them.
True facts should be obtained at
all times before criticism is made.
(Signed) E. F. Luker, Certify-
ing Officer.
(Approved) Homer Sheets,
County Administrator.

STUDY CLUB HAS LUNCHEON SATURDAY

The members of the Junior El
Progresso Study Club, enjoyed a
lovely luncheon at the Motley
Hotel, Saturday, May 12, which
marked the termination of the
first year of the organization.
The program consisted of a vo-
cal solo, "Mother Machree," by
Mrs. A. L. Jordan accompanied
at the piano by Mrs. W. R.
Moore; a reading, "An Old Face,"
by Mrs. B. F. Harbour; a piano
solo, "Mighty Lak a Rose," by
Mrs. W. V. McCown; and a talk
by Mrs. Farris Fish, President of
the Senior El Progresso Club,
who was a guest at the lunch-
eon.
Members present were: Mes-
dames Frank Bryan, C. B. Groves,
W. R. Moore, Marvin English, Al-
vin Stearns, A. L. Jordan, B. F.
Harbour, Chas. Keith, W. N. Pip-
kin, W. V. McCown, Harry Du-
vall, Hubert Gilbreath, E. O.
Bond, Ben Meador and Miss Lor-
ene Fryar.
The club adjourned for the
summer, to meet again the 19 of
September.
Charlie Keith made a trip to
Lubbock, Friday.

HIGH RECORD IS MADE

Auditorium Is Crowded For
Baccalaureate Sermon
Sunday
When the 29 members of the
1934 Senior Class of the Matador
High School are presented with
diplomas tomorrow night at the
High School Auditorium, 13 girls
and 16 boys who comprise the
class will step forward into the
world with visions fastened be-
yond the horizons of a high school
education.
The class, which is, incidentally,
the exact size of the graduation
class of 1933, contains a number
of members who have already
shown marked degrees of abil-
ity, and the entire body is a
source of pride to the citizen-
ship of Matador. Some of the
students are making plans to en-
ter higher fields of education,
while others are looking with
wistful but determined eyes
toward the world of business and
profession. The faith and best
wishes of Matador rests upon this
splendid class of '34.
At the impressive Baccalaure-
ate services held at the auditori-
um Sunday morning there was
scarcely standing room remain-
ing after the audience was placed.
Members of the class to receive
diplomas and special honors to-
morrow night are: Wilson Bar-
ton, Fred C. Bourland, Charlie
Brown, W. E. Burleson, J. S. Bur-
nam, Coyt Carlisle, Hope Clem-
ents, Leora Darsey, Lena Mae
Davis, Sylvia Day, Paul Fuller,
Willie Sue George, Lemma Groves,
Zenobia Haney, Jack Harris,
Tommy Kennedy, Ruth Kingery,
Beavis Kingery, Orvell Kuyken-
dall, James Henry Murrell, Ray
Patton, Troy Perkins, Bill Plumb-
lock, Ida Belle Seigler, Richard
Simon, Jerry Tudor, Doris Watts,
R. L. Watson and Ethel Williams.
One of the highest records in
the history of the school has been
attained in the ending term is
indicated by the following ac-
count:
Students with no demerits all year:
Tommy Berryman, Ione
Chambless, Dorothy Fulfer and
Clotelle Wille.
Perfect attendance all year:
Joeda Berryman, Tommie Berry-
man, Selbia Burleson, Geneva
Cooper, Dorothy Fulfer, L. C.
Groves, Marjoria Moore, Dora
Ratcliff, Clotelle Wille.
No demerits last six weeks: Jo-
eda Berryman, Tommie Berry-
man, Mary Jane Briggs, Lyman
B. Campbell, Frankie Drace, L. C.
Groves, Marjoria Moore, Inez
Pharris, Verlon Bagland, Clotelle
Wille, Geneva Cooper, Margaret
Cornett, Sibyl Daffern, Dorothy
Fulfer, L. V. New, Dora Ratcliff,
Allie Faye Williams, Viola Wag-
ley, Beavis Kinney, Ida Belle
Seigler, Lester Thornton, Ethel
Williams, Sibyl Seiff, Selbia Bur-
leson, Ione Chambless, Mary Ech-
ols, Evelyn Fulkerson, Pearl Rig-
by and Elwood Rushing.
The graduation program for the
Matador Elementary School will
be held at the auditorium tonight
at 8:15.
BAPTISTS ATTEND
FT. WORTH MEET
DELEGATION LEAVES TUES.
FOR CONVENTION
A delegation of Matador Bap-
tists consisting of Rev. and Mrs.
A. L. Jordan, Mrs. M. P. Fulkerson,
Mrs. Scott Bolton and Mrs.
W. H. Rattan left Tuesday morn-
ing for Ft. Worth where they will
attend the Southern Baptist Con-
vention which opened there Wed-
nesday.
The convention city was host
to between 14,000 and 12,000 Bap-
tist messengers, the largest crowd
of churchmen to which Ft. Worth
has ever welcomed. The meeting
will last through Sunday night.
Rev. Jordan will return home
in time for Sunday services.
Mr. and Mrs. Claude Harp and
daughters visited in Paducah and
Kirkland, last Thursday.

drainist, life, writing
with a pen of pain and
places the characters in
that too deep into the
of a poverty-stricken
where the fiendish dea-
th of a child's disease has left
a shapeless form of a son,
his tears, with the mind
baby, it was necessary for
to shoulder the bur-
den of the world and leave his
The sun a few years old-
er and always been
his imbecile bro-
ther with him of eve-
ning work was done
after the boy had gone,
able one, unable to
name, cried pitiful-
ly. The sunlight had
warped world he
wished came but
could not play with him.
I am assured by him
that he will stay the tears
and whose bread is
perish who does not re-
sist the blade of reality
who do not understand
the deep understanding
of the world.
ET TODAY
Lions Club will
banquet-luncheon
last Tuesday, the
day, at 12:30 to-
ment was decided
the large num-
bers who
nelo Tuesday to
Texas Chamber
vention.
Craig Sweet-
teacher in the
is spending the
home of Mrs.
LF GAS

CANNING PLANT PLANNED HERE

COOPERATION OF CHAMBER
OF COMMERCE WILL BE
SOUGHT
Prospects for a Community
Canning plant, to be located in
Matador, were intensified Wed-
nesday as Miss Ruby Mashburn
of College Station, District No. 1,
Home Demonstration Agent of
the Extension Service met with
the Commissioner's Court to dis-
cuss the possibility of securing
some local aid for the project.
The state is offering to furnish
cans and part of the equipment
needed, the remainder to be fur-
nished by the locality in which
the project is located. It would
be necessary for Matador or the
county to raise funds for build-
ing rent, cooking vat and fuel for
the plant. Also the services of
an overseer would have to be fur-
nished. It is estimated that the
cost to the county would be about
\$1200, for the season.
In event the cannery is estab-
lished, food to be canned will be
brought here and processed for a
toll. Labor will be furnished by
the state.
Miss Mashburn will meet with
officials of the Motley County
Chamber of Commerce for their
consideration in aiding the pro-
ject today. She will also meet
with the Matador Lions Club to
explain the proposition.
Dr. and Mrs. Pascal Fish of El-
ectors, spent Sunday in the home
of Mr. Fish's parents here, Mr.
and Mrs. I. F. Fish.

Continued on page 2

MATADOR TRIBUNE
Successor to the Roaring Springs News

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

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DOUGLAS MEADOR,
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HOWARD HAMILTON,
Business Manager.

Member
National Editorial Ass'n.

MEMBER
West Texas
Press Association

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NOTICE TO THE PUBLIC
Any erroneous reflection upon
the character, standing or reputa-
tion of any individual, firm,
concern, or corporation that may
appear in the columns of The
Tribune will be gladly corrected
when called to the attention of
the editor. It is not the inten-
tion of this newspaper to wrong-
fully use or injure any individual,
firm, concern or corporation and
corrections will be made when
warranted as prominently as was
the wrong published, reference
or article.

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

**POLITICAL
ANNOUNCEMENTS**

We are authorized to announce
the following names for public
office, subject to the Democratic
Primary in July 1934.

For State Representative
11st District:
BOB ALEXANDER
(Re-election)

For District Judge
110th Judicial District:
KENNETH BAIN
(Re-election)
A. J. FOLLEY
H. C. BRUMMETT

For District Attorney
110th Judicial District:
ALTON B. CHAPMAN
TONY B. MAXEY

For County Judge:
W. R. CAMMACK
(Re-election.)
TOM A. McDONALD

For Sheriff and Tax Collector
and Assessor:
J. E. SKINNER
(Re-election.)
S. W. (Sam) WEATHERALL
J. C. (Jess) McBRIDE

For County Clerk:
MARY E. JONES
(Re-election.)
JACK ROBINSON

For County Treasurer:
MRS. JOHN SMITH
(Re-election.)
MR. ANNIE TUDOR

For County Attorney:
JOHN A. HAMILTON.

For Commissioner Precinct No. 4
O. O. LOVE
T. E. LONG
(Re-election.)

For Commissioner Precinct No. 1
J. S. LAMBERT
(Re-election.)

For Commissioner Precinct No. 2
W. Q. Montgomery
Fede Blackshear, (Re-election)
A. K. (Kim) Wilkinson

For Commissioner Precinct No. 3
Claud McDonald
W. E. Thomas (Re-election.)
R. E. Florence

"My Home Town" . . .

Continued from Page 1
Secondary Schools. Today only
Matador and one other of these
schools have been able to main-
tain the standards necessary for
membership. In the past year
Matador High School was second
place in district three class "B"
football, first place in county
basket-ball, and first place in
district track and field meet.
There are three modern, broad-
minded churches, the Methodist,
the Baptist and the Church of
Christ, which are presided over by
capable, intelligent ministers.
The water system of Matador

is complete. The supply is plen-
tiful and pure. The sewer sys-
tem and fire department furnish
efficient, valuable services to the
citizens. Judicial services ren-
dered are of the highest. There
is a good post-office, jail, city-
hall and courthouse.

The various civic organizations
in Matador are of inestimable
value. The Chamber of Com-
merce boosts the town and always
stands back of the people and
their projects. The Lion's Club
erected the city park, aids the
athletic fund, sponsors the Boy
Scouts and provides permanent
relief for the needy. Besides these
there are lodges, missionary socie-
ties and study clubs.

For recreation there is the Ro-

gue Theater, the golf club, bridge
clubs, the recreation club, the city
park which furnishes amusement
for both young and old, and the
Roaring Springs swimming pool
located in a delightful spot about
twelve miles from Matador.

All of these things and many
others which I have failed to men-
tion make Matador a good town
—a town of which anyone might
be proud, but there is one thing
which seems most important to
me—the people. The people make
the town! The citizens of Mada-
dor are straightforward, friendly
and progressive. One never feels
as if he were a stranger while in
Matador. The people are ever
ready to help their town and fel-
low-citizens.

There are many beautiful
homes which are surrounded by
attractive yards. Matador is
noted for its cleanliness.

Anyone might boost his home
town, but Matador really, is a
good town—a progressive town.
This fact was never better pro-
ved than during the recent de-
pression, a crisis. The town lost
not one business firm, instead it
gained three new ones, two groce-
ry stores and a shoe shop. Nei-
ther bank was forced to close its
doors and endanger the savings
of the people. There was little
direct charity. Those people who
continued to prosper to a certain
extent shared with those who did

not. All worked together for the
benefit of the town, and Matador
is coming out of the depression a
better town than ever before.
The spirit of the citizens will
make Matador a bigger and a
better town in the future.

**MOVIE CHATTER
By A Rogue**

Well sir, Warren Clements got
lucky last week end in getting
the 500 pounds of flour which
we gave away last Friday night
at the Theatre. There was really
a crowd there too, folks; better
come early next Friday night in
order to get a seat.

We really have a treat for you
this week-end. The picture we
are playing is "Devil Tiger," a
jungle story, with wild animal
shots and thrills galore. Its really
an authentic jungle piece, directed
by Clide Elliott of "Bring 'Em
Back Alive." In addition to giv-
ing away the 500 pounds of flour,
we will have the "Merry Millers"
on the stage. This bunch of mu-
sicians, as most of you know,
make stringed instrumental music
with violins, banjos, base fiddles,
guitar and the piano. Along
with a variety of musical num-
bers on this weeks program they
plan to have some tap dances and
songs. This is a real treat for
the show-goers of Matador.

Sunday and Monday we have
another treat in store for you,
that's Joe E. Brown in "Son of a
Sailor," and when you say Joe E.
Brown, you've said a mouthful;
and when you've said a mouthful,
you have certainly said a lot.
Well, anyway, Joe E. is plenty
good and you'll like this last pic-
ture of his.

**City Oil Salesmen
See Conoco Movies**

Adventures of a typical Amer-
ican family on a motor vacation
trip under the guidance of the
Conoco Travel Bureau and un-
usual views of some of the na-
tion's top-notch scenic regions
were highlights of a motion pic-
ture program Thursday night,
which attracted approximately
700 members of Continental Oil
Company's local marketing group
and guests to a special meeting at
the Rogue Theatre.
A number of the city's leading
businessmen, not connected with

this Company's activities, were
also on hand as a result of an in-
vitation by Bob Robertson, local
representative for Conoco, and
Chas. S. Ritchie, commander of
the huge Travel Bureau bus which
rolled in Thursday afternoon, car-
rying the new Conoco talking pic-
tures and a number of officers of
the marketing division covering
this area.

Although the main purpose be-
hind the arrival of the big red,
green and white bus and the
showing of the new films is to
better acquaint the public with
the services offered the tourist
by the Conoco Travel Bureau,
considerable time is also being
spent in explaining a number of
new merchandising methods
which Continental has recently
adopted.

The Conoco Travel Bureau,
Ritchie explained, has grown, in
four years' time, from a small
branch serving a few hundred
people to the largest free travel
service in America. It was found-
ed by Continental in response to
the demands of motor vacation-
ists and everyday travelers who
wish to be certain they are tak-
ing direct, trouble-free routes to
their destinations and yet see the
most interesting sights found in
the country they journey through.

The Bureau's second major aim
is to increase tourist travel to
all of the nation's scenic regions.
Through approximately 18,000
Company and dealer service sta-
tions, and hundreds of newspapers,
hotels and chambers of commerce,
the Bureau is distributing at-
tractive maps and literature fea-
turing this city and its surround-
ings as well as numberless other
interesting points in America.

This unusual service, to which
every motorist is entitled without
spending a cent—even for post-
age—goes farther than literatur
distribution. In the Bureau's
central offices in Denver, more

than a hundred carefully train-
ed employes consult daily road
reports from every state in the
Union; note even the shortest de-
tours, and incorporate this in-
formation into the routes they
mark on all maps sent out.

Motorists who apply for free
Travel Bureau service also re-
ceive a special "Passport" which
helps them keep a careful ex-
pense record of their trips, iden-
tifies them wherever they may
be and secures additional priv-
ileges for them at all Conoco
stations. Each station acts as a
field branch of the Bureau and is
prepared to furnish valuable local
information to all tourists. All
cottage camps and hotels throug-
hout the country have been cata-
logued and described in free lit-
erature now being sent out by the
Bureau.

Some idea of the popularity
the Bureau has attained may be
secured from the number of mo-
torists served during 1933. During
this period 196,145 groups of
Travel Bureau tourists drove more
than 665 million miles. These
groups represented every state, as

well as Mexico and the
Canadian province. Of
59,000 groups were from
or through Texas, and
16,500 groups living in
state were given assist-

**The
Renée
Beauty Shop**
Matador, Texas

Wet Set
Dry Set
Shampoo
Hot Oil
Henna Rinse
Henna Pack
Guaranteed Permanent
the Lowest Prices.
\$1.00 And Up
Give Us a Try
Mrs. Solon Lee,

BETTER LIVING CONDITIONS
Are Made by

Better Churches
Are the Churches of Matador
Getting Your Support?

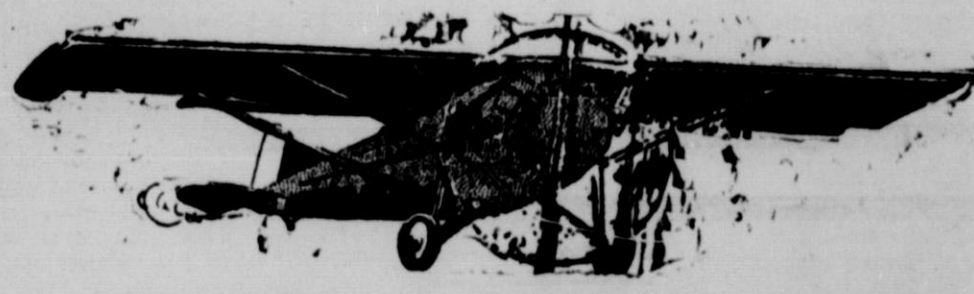
"The Community Without Churches is on the Verge
of Disaster."—Theodore Roosevelt

A Cordial Welcome Awaits You at

FIRST BAPTIST CHURCH

**INTRODUCING
TO MOTLEY COUNTY..**

**Airolene
Gasoline**
(Independent Products)



WITH THREE POINTS LANDING

The Airolene Gasoline Corporation take pride in
offering their product to gasoline users of Motley county.
Airolene Gasoline has won friends with its super-
ior quality in every section where it has been offered
for sale.

The drivers of motor cars are not deceived by un-
founded claims of the performance of gasoline. The
only claim that appeals to the user is the response of his
motor.

We ask you to try a tank of Airolene Gasoline today
and prove to your own satisfaction that our claims of
superiority are founded on actual performance which
you can realize in your own motor car.

YOU WILL LIKE AIROLENE

Airolene Gasoline Corp.

Wholesale Distributors
HIGH GRADE GASOLINE AND KEROSENE
J. R. McKINLEY, Agent Phone 13
Matador, Texas
Offices at Shamrock, Texas and Tulsa, Okla.

ANNOUNCEMENT

We are now connected with the Airolene
Gasoline Corp., Manufacturers of Independent
Petroleum Products, of Shamrock, Texas, re-
finers of high grade gasoline We have given
these products a thorough test, and can recom-
mend them to our customers on a money back
gaurantee.

We invite you to try this gasoline.

**MISSION GAS and
OIL Co.**

"ONE CALL DOES IT ALL"

—Phone 13—

**FUNDAMENTAL
OF ANY LAND
THE SOIL.**

**AGRICULTURE HELD
SUNDAY**

Thirty or
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Hotel dining
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Baptist Chu
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Guests in t
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Mrs. Chas. M
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T. F. Collins

**When You
BEER**

Ask For
**SUPERIOR
IN TEXAS
BEER**

BUY IT IN MATADOR AT
**COUNTS LUNCH RO
TEXAN CAFE
HAMBURGER KING
HENDERSON CAFE**

Maker & Brase
Wholesale Distributors
Roaring Springs

**Six-F
not a cram**



in user comfort on
the Ford V-8. Wide
of ribs. Ample leg
being cramped.
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analyze it.
engine construction
oom, as the diagram
"doubled-up" saving
in a line to waste it.

V8

FITTING A PRICE CLASS

ROARING SPRINGS SECTION

MATADOR, TEXAS, THURSDAY, MAY 17, 1934.

THE CORNER STONE OF
ACHIEVEMENT AND
PROGRESS IS FAITH.

BACCALAUREATE SERVICES HELD

ROARING SPRINGS C. OF C. IS ORGANIZED

Thirty or more prominent citizens and business men of Roaring Springs met in the Travelers Hotel dining room Tuesday night for the purpose of organizing a Chamber of Commerce. Inspirational talks were made by Rev. W. O. Cooley, pastor of the First Baptist Church; Rev. T. M. McBrayer, pastor of the Methodist Church; Prof. W. A. Lewis, Supt. of schools; T. A. McDonald, principal of the grammar school and S. W. Weatherall. The following officers were elected: J. F. Hughes, president; M. S. Thacker, vice-president; S. W. Weatherall, treasurer and J. D. Mitchell, secretary. Several committees were appointed and a spirit of cooperation predominated throughout the entire meeting.

E. W. Edwards, popular fuel and feed dealer is in Marlin this week for treatment for rheumatism.

Guests in the home of Albert Smith, Sunday, were Mr. and Mrs. Chas. McLaughlin and family of McAdoo and Mr. and Mrs. T. F. Collins of Floydada.

PERCY GODFREY IN SANITARIUM

Percy Godfrey was rushed to the Traweck Hospital, Saturday, for an appendicitis operation. Although his condition was considered very serious at first, he is rapidly improving at this time.

W. C. King Home

W. C. King, who went to Mineral Wells several weeks ago returned to his home here Friday. Mr. King had suffered a severe attack of lead poisoning and although not entirely recovered, is very much improved.

Mr. and Mrs. Looney Henson and family of Lubbock, visited Mother's Day in the home of Mr. and Mrs. A. J. Henson of Roaring Springs.

Among the out-of-town attendants at the Baccalaureate service Sunday, were Miss Florence Cooley and Mr. and Mrs. Keith Caldwell and little daughter of Pampa.

Homer Sheats of Matador was in Roaring Springs Tuesday, looking over the Relief work being done on the projects under way here.

CLIFTON-HALL

In the home of Rev. W. O. Cooley Tuesday evening, Miss Callie Mae Clifton was married to Mr. Earnest Hall of Dickens county. Mrs. Hall is the daughter of Mr. and Mrs. J. B. Clifton of Roaring Springs and was born and reared in this community. She is admired by her many friends for her sunny disposition and devout Christian character. Mr. Hall is a promising young farmer of Dickens county. Their many friends wish for them a long and happy life.

Mr. and Mrs. J. A. Brawley made a trip to Eastland during the week. They were accompanied on their return trip by Mr. Brawley's father who will visit them several weeks.

Mr. and Mrs. W. A. Conn and family of Spur passed through Roaring Springs Sunday, en-route to Bird's ranch to spend Mother's Day with Mr. and Mrs. J. W. Conn.

Mrs. S. M. Newberry and daughter, Fannie Sue, visited in the home of Mrs. Ruth Smith Sunday.

Mrs. Lourena Ferguson left Saturday to take a position in an insurance business in Dallas.

Miss Lois Goodwin, who has been in Houston attending the Anderson-Clayton Cotton School, spent Monday night in the E. E. Moss home. Mr. and Mrs. J. P. Moss accompanied her to Lubbock Tuesday.

Mrs. E. E. Moss, Mrs. M. S. Thacker, Mrs. Andy Hurst and Miss Andys Ratliff were shopping in Lubbock Wednesday.

Mrs. J. M. Freeman and daughter, Jimmie Joe, of McAdoo, were in Roaring Springs Saturday.

Mr. and Mrs. H. V. Overstreet and son Buddy, of Paducah, visited in the home of E. A. Overstreet Sunday.

Press Thompson was a business visitor in Matador Tuesday.

Mr. and Mrs. C. W. Pate and children and Horace Perry motored to Post Sunday to visit Mr. and Mrs. Oliver Thomason and family.

Mrs. John Smith of Matador, attended the Methodist Sunday School and Baccalaureate Services here Sunday.

Mr. and Mrs. R. L. Armand were the guests of Mrs. Armand's parents, Mr. and Mrs. Mid Long, Sunday.

Mr. and Mrs. J. P. Moss were in Spur Saturday visiting Miss Onie Bouroughs, who is in the Nichols Sanatorium recovering from an appendicitis operation. A. B. Nichols is spending the week with home folks. His sons Jack and Beryl will return with him, to Novice, when school is out Friday.

Miss Evelyn Farmer, of Drasco, is visiting her many friends in Roaring Springs.

Mr. and Mrs. C. W. Winn who have been visiting in Matador, are the guests of Mrs. A. Freeman.

Mr. and Mrs. Walter Carpenter and daughter, and Mrs. W. A. Carpenter of Matador, attended the Baccalaureate Services here, Sunday.

SENIOR CLASS IS GIVEN BANQUET

Sunday afternoon at 1:00 o'clock the seniors and faculty of the Roaring Springs High School were guests at a luncheon given by the mothers of the seniors, in the dining room of the Travelers Hotel. The senior sponsor, Miss Bessie L. Medlen, and the class president, Walter Warren Keahey made the farewell addresses. Those present were: Rev. and Mrs. W. O. Cooley, Mrs. T. E. Long, Sr., Mrs. Clyde Davis, Mrs. Willie Garrett, Mrs. Hall, Mrs. Walter Keahey, Mrs. A. J. Smith, Miss Bessie L. Medlen, Mrs. Jim Martin, Clara Hall, Johnny Williams, June Cooley, T. E. Long Jr., Adelle Smith, Melton and Guyton Garrett, Brandon Dawson, Iris Glenn, Bruce Slayden, Maurice Campbell, Edna and Lila McDorman, Dale King, Lewis Davis, and the ushers Ted Weatherall and Marion Hurst.

Mrs. Robert Ely and daughters, of Abilene, and Mrs. Arlie Arpenter of McLean, are the guests of Mrs. Medlen and Miss Bessie.

Mrs. Carrie Thacker, Wilma Thacker and Mrs. Bertha Daniels were visiting in Spur Saturday.

Mr. and Mrs. Guy Braselton and children spent Sunday in Quanah visiting their parents.

Word has been received that Mr. and Mrs. J. W. Cooper and sons, Willis and Gus, will move to Roaring Springs in the near future.

A telegram was received Sunday from Mr. and Mrs. J. A. Goodwin who are in El Paso, stating that the fishing was fine and inviting their friends to join them.

Miss Ruby Turner, of Wichita Falls, is visiting home folks in the Flag Springs community.

Mrs. John Smith and Alta, of Matador, were Roaring Springs visitors Tuesday.

LARGE MELON CROP PLANTED

J. J. Davis, who lives out in the Flag Springs community was in town Thursday and reported that he is planning to raise an immense watermelon crop this year. Mr. Davis really knows how to grow melons and has planted more than 17 acres this year. A special order for seeds costing \$6 per pound was made by Mr. Davis this year.

TO QUANAH

M. S. Alvey went to Quanah, Saturday, to be treated in the sanitarium there. His many friends hope for his rapid recovery.

Miss Evelyn Farmer of Meridian, is visiting with her many friends here this week.

White Star News

The play, "Always in Trouble" was presented to a large audience Friday night. Music was furnished by Robert Hill and Archie Montgomery.

Walter Irvin made a business trip to Floydada Saturday.

Dan Darsey and Virginia Vinson received Elementary diplomas at the White Star Commencement exercises Tuesday evening.

Prof. Spencer's pupils presented a colored comedy entitled "Dr. Doctor!" and a short play entitled "Charlotte Ruse" - at the closing exercises of the school Friday.

When You Buy BEER

Ask For

SUPERIOR BEER

IN TEXAS

BEER



BUY IT IN MATADOR AT

COUNTS LUNCH ROOM

TEXAN CAFE

HAMBURGER KING

HENDERSON CAFE

Backer & Braselton

Wholesale Distributors

Roaring Springs

The Point to Impress

is that a wife doesn't have to go to heaven to see the angels her husband talks about in his sleep. You'll be impressed with the distinctive quality of our wet wash service. All work at this laundry is guaranteed by modern methods and skilled hands. Price, too, is such as reflects our cooperative conduct. For the thrifty housewife our wet wash service at 3c a lb. will prove a beneficial attraction.

SPUR LAUNDRY

Economy and Efficiency has made this the wife-saving station.

Six-Footers... Not a cramp in a Carload!



... in utter comfort on the Ford V-8. Wide of ribs. Ample leg being cramped. measures roominess in som. Not in terms of ampers, which means no analysis it. engine construction som, as the diagram "doubled-up" saving in a line to waste it.

See how much less space is occupied by the V-8 engine as compared with the ordinary "six" or "eight." Less space for the engine means more space for the passengers.

The Ford V-8 front seat is adjustable. It quickly and easily adapts itself to a six-foot-two husband or a five-foot-two wife. It ends forever that source of strife.

Before you buy any car at any price, drive the Ford V-8.

SEE YOUR NEAREST FORD DEALER

V8 \$515

YORK'S SERVICE STATION

Roaring Springs

When you need gasoline, may we suggest this station? We sell only Conoco gas, noted for the extra mileage it gives. And our service is always courteous... your windshield washed, your radiator filled, your tires inflated... FREE! You'll like this service... try it!

You'll be Convinced

We ask that you try our Cleaning Service just once. One try and we'll know you'll use our service all of the time. We use only the finest. We most scientific methods. For absolute satisfaction. Try Us

Quick Service

HAVE YOU SEEN THE NEW SPRING SAMPLES?

JACKSON THE TAILOR

QUICK SERVICE

This Electric Laundering Equipment

ECONOMIZE

Will Save MONEY for You

A THOR combination ironer and washer will enable you to reduce your household budget. Let THOR save money for you!

— In fact, the Electric Washer and Ironer will save enough to pay their entire cost in a very short time... and then go on saving you money year after year.

Clothes laundered this way last longer, look better, and are cleaner than when washed by oil-fashioned methods. Statistics compiled by a leading woman's magazine prove that the Modern Electric Washer lengthens by three times the average life of garments and linens. Just think what the savings in this one factor alone will mean... besides the saving in cash, time and labor.

Ask for a complete demonstration of our Home Laundry Equipment. Prices and terms are sure to please you.

Do you know that your increased use of Electric Service is billed on a surprisingly low rate schedule... and adds only a small amount to your total bill?

West Texas Utilities Company

LOCALS

FOR RENT—Modern 4-room house. Apply Tribune Office.

WE HAVE in the vicinity of Matador one baby grand piano, also an upright piano. Would like to get someone to take up balance due. Will accept school vouchers. G. H. Jackson, Credit Manager, P. O. Box 26, Dallas.

MEN WANTED for Rawleigh Routes in Motley county and N. Hall county. Matador. Write

immediately. Rawleigh Co., Dept. TX-370-SB, Memphis, Tenn.

Mrs. Earnest Fisher and children of the north part of the county were visiting here Saturday.

Mr. and Mrs. J. H. Sample, accompanied by Mrs. G. S. Craven, Vernon Craven, Mrs. I. F. Fish and Keith Patton were visitors at the A. K. Jones ranch near Paducah, last Friday.

Bill Bryan of Four Corners, attended to business here Saturday.

Mrs. A. L. Barton of the Barton community, was shopping here Saturday.

Howard Traewick, who is attending Texas Tech at Lubbock,

spent the week-end here with his parents, Dr. and Mrs. A. C. Traewick.

Dell Tudor of McCamey, visited his mother, Mrs. Annie Tudor, here last week.

Forrest Campbell, who is attending Texas Tech at Lubbock, visited his parents, Mr. and Mrs. R. E. Campbell, here over the week-end.

Mrs. Annie Tudor visited in Floydada, Saturday.

Green Bostic of the Echols ranch, transacted business in Matador, Saturday.

Claude Wilson spent the week-end with his parents in Sweetwater.

Miss Mary Keith is visiting in the home of G. C. Keith and family of Pep, Texas.

Mrs. Marvin English and son, Bobbie, are visiting relatives in Abilene this week.

Misses Tommie Tudor and Lora Cammack visited in Wake, Saturday.

Mr. and Mrs. John Lawrence, who lives east of town were shopping in Matador, Saturday.

Mrs. Lawrence Bryan and small son, Jimmie, visited her parents in Paducah, last week.

Mrs. D. Childers of Whiteflat, shopped in Matador Saturday.

Mrs. J. J. Roddy of Formly, is visiting in the B. F. Tunnell home this week.

Mrs. Ed Bishop of Dalhart, is

visiting in the home of her parents, Mr. and Mrs. Harrison Williams, here this week.

Mrs. A. A. Harp visited Mrs. B. F. Tunnell in Quanah, Sunday.

Mrs. Tunnell is in a Quanah hospital where she underwent an operation Tuesday, May 8. Mrs. Tunnell is reported to be rapidly improving.

Oscar Williams and daughter, Margaret, of Pampa, are visiting in the Harrison Williams home here this week.

Whiteflat Flashes

The rain which came Monday morning was enough to enable farmers to begin planting.

Jewel Truett of Petersburg was here recently, visiting friends and relatives.

Mr. and Mrs. Verne Austin spent the first part of the week in Plainview.

Fred C. Bourland attended the West Texas Chamber of Commerce Convention in San Angelo, this week.

Mother's Day services were observed at the M. E. Church Sunday A. M. and at the Mission Church Sunday evening.

Mrs. Jim Anderson died Thursday night and was interred in the Whiteflat cemetery Friday P. M. E. Higginbotham conducted the

funeral service.

Mrs. Clayton Raynes and Miss Lorena Willis of Clovis, N. M., spent the week-end with their mother, Mrs. J. F. Willis.

Miss Oma May Jameson was hostess to the young folks Saturday night at the home of her brother, Ed Jameson. Every one present enjoyed the occasion very much.

A group of school girls, accompanied by Mesdames L. A. Carlisle and Geo. Sims and Miss Vickers spent last Saturday at Roaring Springs.

Mr. and Mrs. C. W. Winn spent several days here visiting relatives last week.

Mr. and Mrs. Truett Patrick visited relatives at Commerce last week.

Northfield News

Hollis Courtney of Childress, is visiting relatives here this week.

Mr. and Mrs. R. V. Herring and his mother visited Mr. and Mrs. D. T. Florence Sunday.

Mr. and Mrs. J. W. West returned home with Mrs. C. M. Payne from Kirkland, where she had been visiting.

E. G. Crowell of Childress visited Mr. and Mrs. J. A. Tipton, Sunday.

Mr. and Mrs. A. L. Barley entertained the young people of Northfield, with a party at their home Friday night.

Mr. and Mrs. W. W. Worsham and B. F. Simpson are visiting relatives near Tucumcari, New Mexico.

Mr. and Mrs. R. C. Fisher, accompanied a large number of pupils of the Northfield school on a trip to Palo Duro canyon last week.

Mr. and Mrs. J. B. Spray and Mr. and Mrs. J. D. Spray visited in Whiteflat Sunday.

Mr. and Mrs. H. H. Courtney entertained a dance at their home Saturday night.

Mr. and Mrs. G. A. Ashford spent Sunday with Mrs. L. E. Knipe.

Mr. and Mrs. W. P. Bethany and Mrs. W. M. Wells visited in the home of Mr. and Mrs. C. Kincannon, Sunday.

Mr. A. W. Kennedy is very ill at this time.

Communists Among First Dallas Settlers

There was Communism in Dallas in the 1850s, and Fort Worth missed it only because Athur Brisbane's father and Victor Prosper Considerant, a Frenchman,

believed the town to be "closer to the frontier and farther from Austin" than Dallas was.

A multitude of interesting facts about that early-day experiment in Communism, or probably more properly, Socialism, have been gathered by Dr. W. J. Hammond, head of the department of history in the Texas Christian University.

The famous Mrs. Bloomer, who gave her name to a now famous item of women's wearing apparel, was a member of the colony. The late Athur Brisbane father of the Hearst columnist, helped locate the colony. It once had a population greater than the main section of Dallas. It lasted—but to begin at the beginning.

France, and Belgian and Swiss followers of that school believing that society should be organized into co-operative units, decided about 1850 that they might found such units in Texas. Considerant, French leader of the movement, came to America to pave the way. He got both money and enthusiasm from the elder Brisbane. The later came with him to Texas to locate the colony. They came by boat as far as Ft. Smith, Ark., bought horses there, and made their way to Dallas on horseback.

The colony survived from 1854 to 1857. At one time there were 500 members. One of them was Mrs. Bloomer.

Mrs. Bloomer set New York agog in 1850 when she advocated a voluminous sort of trousers for women. When she arrived in

Dallas wearing the "bloomers"—the good town were agog at her backfence buzzing, she couldn't stay the

She said the 1854 "Phooey" to the Dallas

went to the outskirts to consult with the "Reunion" colony.

her over in some way man finally settled with a disgusted better than hoop

Subscribe for the

Dora's Beauty Shop

PRICE LIST

Wet Set

Dry Set

Shampoo

Hot Oil

Henna-Rinse

Henna Pack

Shampoo and

Eye lash dye

Facial (Plain)

Facial (Bleach)

MISS DORA

Phone No.

A Measure Of Progress

There is no better measure of the progressiveness and intelligence of a community than to inquire as to its practice in collecting, treating and disposing of its sewage. A city may thrive and prosper for a time, but it's very growth and expansion will be its undoing unless it has adequate Sanitary Disposal facilities. Failure to intelligently dispose of human waste has been responsible in a large measure to the spread of epidemics of Typhoid and other Contagious Diseases. Protect your Home and Family by connecting to the Sanitary Sewer System.

SOUTHWESTERN SEWER CO. "GUARDIAN OF COMMUNITY HEALTH"

Firestone LEADERSHIP

The Ultimate Test of Leadership is Performance

FIRESTONE has maintained its leadership in tire development by producing a new tire for 1934 with a wider tread, flatter contour, deeper non-skid, greater thickness, and more and tougher rubber, which gives greater non-skid safety, more traction, greater blowout protection, and more than 50% longer non-skid mileage.

These achievements are made practical by the Firestone patented process of Gum-Dipping, providing greater adhesion between the plies of the high stretch cords and between the Gum-Dipped body of the tire and the tough, massive non-skid tread. It also provides greater strength, longer flexing life, and greater protection against blowouts.

Gum-Dipping made it possible for Firestone to design, develop and put on the market the first successful balloon tire in 1923. This tire was the pattern used by all others and completely revolutionized the tire industry and set new standards for the automobile industry.

Firestone also developed the first all-rubber non-skid tire, and has always been first to give motorists the benefits of new discoveries in non-skid design, providing more traction and greater non-skid safety.

For fourteen years leading race drivers have driven to victory on Firestone tires, built with Gum-Dipped high stretch cords. They have trusted their lives to Firestone Leadership—as they know that the patented Firestone construction features provide them with greater safety—longer mileage—and greater blowout protection.



The New FIRESTONE HIGH SPEED TIRE for 1934

Table with columns: SIZE, PRICE, and other specifications for Firestone tires.

Protect yourself and family by driving in today and replacing your smooth, thin, dangerous tires with the new Firestone High Speed Tires for 1934.

MORE THAN 50% MORE NON-SKID MILEAGE

Firestone Tires are Track Tested on the greatest paving ground in the world—they have won this classic for fourteen consecutive years.

Firestone Tires are ROAD TESTED on the toughest test cars, day and night every day in the year, over all kinds of roads and highways.

See these new Firestone High Speed Tires made at the Firestone Factory and Exhibition Building at "A Century of Progress"—Opening May 26

Matador Auto Co. FORD AGENCY

ONLY ICE

ADVANTAGES SAFE! QUIET! PURE! CLEAN!

LEA ICE CO.

Independent Manufacturer of Ice

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WHAT FIGURE FAULT Is Yours?



Often the cause of headaches, indigestion and other annoying symptoms comes from backache which is caused by a strain of the sacroiliac joints. These annoyances and many others can be relieved by means of wearing a Spencer Individually Designed Corset.

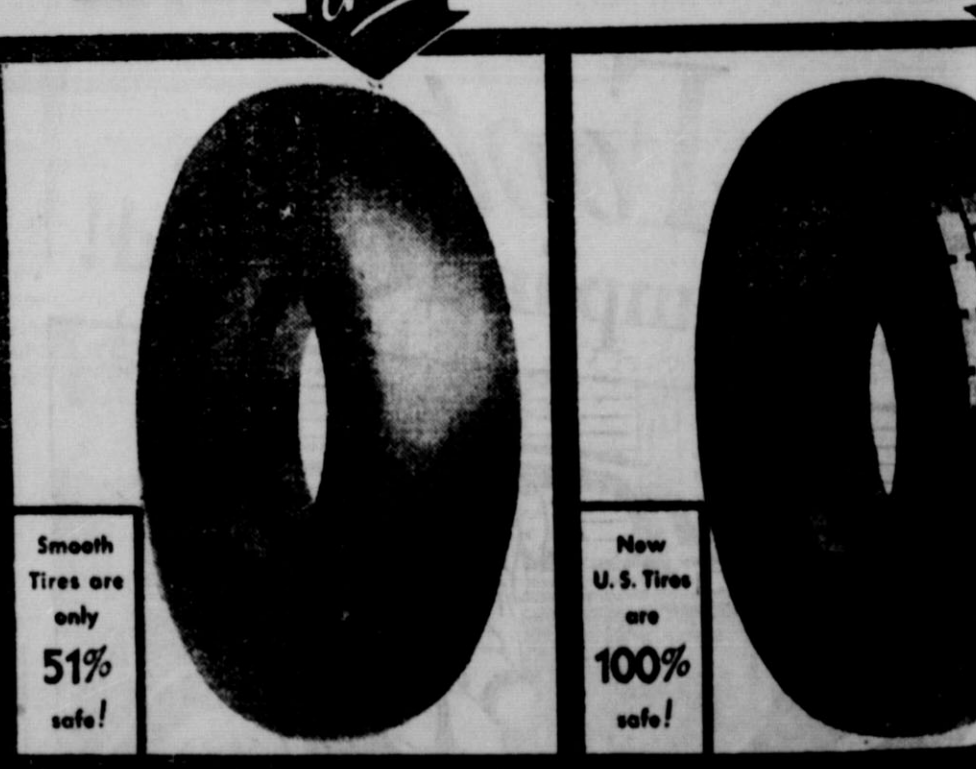
Before your Spencer is designed a detailed analysis of your figure is made by a trained Spencer corsetier in the privacy of your home. She describes every curve and from this study of your figure a smart garment is designed. This corrects or prevents the development of your personal figure faults. All Spencers are washable and guaranteed to hold their lovely lines as long as worn. They are NOT expensive.

You can secure an individual fit in this wonderful garment by calling 901G.



Mrs. Robert Mayfield PHONE 901G WHITEFLAT, TEXAS

IF YOUR TIRES LOOK LIKE THIS YOU NEED



Equip now with America's Safest while prices are Low

Every mile you run on bald tires, you run a DOUBLE RISK. Because bald tires are only half as safe as new tires. Take a look at these sharp, clean-cut, non-skid treads on this U. S. Tire, and you'll see why. This is the famous COGWHEEL tread design, based on one of the oldest and surest principles known in engineering... the COGWHEEL principle. This non-skid tread lasts longer, because it is built of TEMPERED RUBBER, the toughest tread rubber ever placed on a tire. Here's the biggest EXTRA feature in the tire world... the TEMPERED RUBBER TREAD.

BOB'S OIL WELL L. B. ROBERTSON, Mgr.

LET'S GO WITH CONOCO

COOPER SERVICE STATION MOHON SERVICE STATION DOBBS CITY MERC. CO. WALKER CHEVROLET BOB'S OIL WELL YORK'S SERVICE STATION WHITEFLAT S. S. AND G. HIGHWAY SERVICE STA.

L. B. Roberts Commission Agent Matador, Texas

There was a time when the Indians did not come to the springs to picnic. They came to the springs for water, and water was scarce in an arid country. The Indians who had been crawling as their tired bodies were parched and hungry might be fed, now with the bread which is plentiful in the Indian market now in lonely unmarked graves might have found the bones of their race. It was because of their life much they were able to produce their bread already pre-

understanding, we can appreciate the miracle of the bread which is made with little thought. It is a step back a hundred years to what is now history. It is a step back to what he knows, he has promptly branded a "miracle" with impossible to produce. It would be difficult to a group of 49ers, for that from two slender cones of two contraposted side by side, a mysterious would make one of the other freeze time. It would be difficult to explain how a string of hundred miles away be made to light a house as

relish the idea of an old astute Englishman, whom I barely knew, who I could sit in my and listen to the air listen to the breathing of a woman in New York. A shadow passed over his keen blue and he would think to himself: "All this is my own must humor him. I think I shall Napoleon, I will be he is Napoleon."

The message of courage to the mockingbird of the uppermost of the lone Hackberry some. The sun-morning finds the bird as a musical well. A little heart too to remain silent, of defiance to the all is not right

when the sun becomes a prayer that one more day of pain has been granted. I must look be- things for hap- turn much from little

attain the height that will allow for of their friends.

ILLY ILL

son of Whiteflat in the Plainview hos- light weeks, suf- ble rheumatism, a serious condi- light following a yesterday after-

six blood trans- administered aid recovery.

Mr. Richard- A. & P. rail- for Friday look- of the company.

"There is glory for any man to die a Texan"

VOL. 8, NO. 11

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