

companied him home sit. Harley and Roy Small-ahlahma visited re- E. L. Smallwood night.

ENDID EYESIGHT ICE AGAIN

as leading optical o has been serving for many years, Dr. will be at the Mat- Monday P. M. Sept.

his new electric in- at, projects on a movie, and the finest ware in the state. local references upon

E. HARRISON ENTIST

Paducah Pharmacy acah, Texas

ER Y

5

CROWELL !

box 69c

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\$1.14

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grind on 35c

12c

19c

1 Post Toastie all for 35c

22c

lb. pkg. 39c

13c

25c

22c

10c

10c

19c

37c

Therefore every tree which bringeth not forth good fruit is hewn down and cast into the fire.—Matthew 3:10

Matador Tribune



WHEN A MAN ASSUMES A PUBLIC TRUST HE SHOULD CONSIDER HIMSELF AS PUBLIC PROPERTY.—Jefferson.

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

MOTLEY COUNTY NEWS VOL. 16, NO. 30

TRIBUNE VOL. 9, NO. 29

Matador, Motley County, Texas, Thursday, Sept. 26th, 1935

TRAIL DUST

By DOUGLAS MEADOR

Her hair was like spun silver in the firelight and I always thought of queens when she in soft lavender and lace, smiled as I rose and placed her chair before the fire. There was a bright gleam in her eyes from the often dreaming of futile dreams and the unhappiness of loneliness sounding in her heart. She was humble and grateful in the forest of that great house, when the hush of evening embraced the palm trees.

Red, sweet apples were convenient in the bowl that reflected against the polished surface of the mahogany table. Our light, irrelevant conversation drifted away after I had filled my pipe the second time and the silence grew mellow in the interlude. The hours passed as swift-flying birds high over-head when at last she would rise and stand by my side until I lowered the book, then with the speaking of one word, she would leave and climb the stairway. The scraping flanks of time became smooth in passing that gentle heath while months and years crowded into the procession. Memory is shocked as yellow grain in the field after harvest and a sad wind blows across the stubble, for the earth has summoned all that will return from her life. The silence would come too close now and I would wait too late for her whispered good-night.

Many Hear Address Cotton Expert Mon.

Advises Solid Stand Behind Program Of A. A. A.

Three hundred and fifty farmers and business men from all over Motley county and parts of adjoining counties crowded into the Matador Courtroom Monday afternoon to hear M. A. Pillers, of Wheeler, district advisory Cotton Committeeman, as he expounded the Administration's Adjustment program and defended it against the attacks of special interests.

Someone has said that pain is the stern guardian that protects our lives from destruction, which is the same capacity occupied by perplexing anxiety in its relationship with the soul. A controlled portion of vexation washes away the seed of evil and strengthens the soil for more wholesome growth.

Perchance age has made some changes while I have been absorbed in the none-too-gentle art of fencing with that extremely agile wolf in the immediate vicinity of my doorstep, but I am a little afraid of the discovery that pleasure no longer has its source from the old springs. The spell of a strange city at night with its lights and the clamorous pulsations of a cold, mechanical heart, no longer stoke the smudg-pot of my ambition, nor can I longer shake off the yoke of reality with gay shows and music.

For a long time after marriage, I was convinced of a certain degree of mental telepathy existing between my wife and myself. Often I would start to speak and she would finish the sentence for me and I was amazed. Later, however, the explanation came to me that possibly she knew all my thoughts, all my stories and their routine.

There is so much knowledge in this great world and it is possible to glean only minute particles in one passing as the dust of gold catching in a miner's clothing. Today I have learned two truths widely separated but significant according to my private conception of value. I did not know before that Jesus had a brother and that his name was James. I had always thought of The Great Nazarene as an only child.

BOY IS KILLED IN AUTOMOBILE ACCIDENT THUR.

Tragedy Results When Roaring Springs Superintendent Is Blinded By Sun

Gerald Mitchell, 8, son of Mr. and Mrs. Elbert Mitchell of the Tee Pee Flat community was fatally injured last Thursday evening when struck by an automobile driven by W. A. Lewis, superintendent of the Roaring Springs School. The boy in company with other children failed to hear the automobile approach and Mr. Lewis, blinded by the low sun, was unable to see the child in time to avoid the tragedy.

Farm Groups Of County Combine To Increase Aid

All local Agricultural Organizations have combined efforts in a concerted campaign to solve some of the major problems of Motley county farmers. This has been made possible through the County Farm Demonstration Council

The Council is composed of representatives from the Cotton Production Control Association, the Corn-Hog Control Association, and from each of the several Community Agricultural Associations. It is by means of the County Council that the farm program of Texas Extension Service is carried on in the county and communities in conjunction with the county agent. The work outlined by the County Council is carried to each community by its Council member and is carried on by the Community Agricultural Association.

Levelland Lobos To Try Matadors Tilt Here Friday

WPA Wage Fight On Relief Rolls As Work Started

SAN ANTONIO, Sept. 21.—With several thousand men engaged in swinging picks and shovels on dozens of projects in Texas, state Works Progress Administration officials today had plunged well into the second phase of the program intended to eradicate relief rolls in Texas.

Big Crowd Expected For First Home Game

One of the largest crowds ever to attend a football game in Matador is expected here Friday afternoon, when Coach Stanford's Matadors meet the Levelland Lobos in their opening home game.

MATADORS HOLD CROWELL'S TEAM WITH 0-0 SCORE

High School Eleven Begin Season Scrapping

Coach Harvey G. Stanfords scrapping Matador High School Matadors served warning on district 4B foes last Friday night by holding a powerful Crowell eleven to a scoreless tie. Playing as if the game were a championship affair the Matadors roundly outplayed and out fought the Cats.

Diamond J Food Store Will Open In Guthrie Bldg.

Former Judge Of Motley County To Enter Grocery Business With Opening Saturday

Announcement in this issue of the Tribune places the opening of the Diamond J Grocery as Saturday, September 28th. The new store which will be located in the Guthrie building, former location of the Chevrolet automobile agency, will be under the management of J. F. Jordan, former Motley county judge.

SATURDAY TO BE MATADOR DAY AT LUBBOCK'S FAIR

Attendance Records Are Broken At Opening

LUBBOCK, Sept. 23.—All time attendance records are being smashed here this week at the Panhandle South Plains Fair, and there is a reason.

Meeting Of Red Cross Committee Is Held Monday

St. Louis Branch Representative Visits Matador To Outline New Plans

A meeting of the committee of the local chapter of the American Red Cross was held in the office of the First State Bank here Monday afternoon. Paul Partridge, a representative of the Red Cross, St. Louis branch, outlined new activities of the organization which will be started within a short time.

Culture Club Has Opening Meeting

The Berle Self-Culture Club met Wednesday, September 18, in its initial meeting for the year, which was called by the president, Mrs. D. P. Keith, who entertained the group in the home of her mother, Mrs. A. M. Bourland.

Youth Injured In Fall From Bicycle

Jackie Robinson, son of Mr. and Mrs. Jack Robinson, was critically injured when he fell with his bicycle here Sunday. Immediate medical examination revealed, besides sprains and painful bruises, that his right arm was broken.

Fribune Goes To Whiteflat School

Last week the Whiteflat School became a paid subscriber of the Matador Tribune where the publication will be used each week in English classes.

Visitors: Guests during Saturday and Sunday in the home of Mr. and Mrs. Tunnell, were the former's parents, Mr. and Mrs. A. R. Tunnell, also Mr. and Mrs. Dick Tunnell, all of Van, Texas.

Local Youth Gets NYA Aid At Canyon

R. C. Jeffers, Matador High School Graduate, class of '34 was selected to receive N. Y. A. aid at the West Texas Teachers College, Canyon, last week.

Special Election Called Saturday

A special election for the purpose of electing a State Senator for the place of the late Arthur P. Duggan of the 30th Senatorial District will be held throughout Texas

INJURY RESULTS FROM FALL THUR.

Mrs. C. L. Glenn was seriously injured late Thursday afternoon when she fell in the yard of her home here, striking her hip against a concrete curbing.

New Management Will Open Cafe

The former Andrews Lunch Room located on the south side of the square, which has been closed for several weeks, will open Friday under new management and under the new name of the Modern Cafe.

IMPROVING

Carl Sanders, who underwent a serious appendicitis operation at the Traweek Hospital recently, is reported greatly improving and believed to be out of danger.

TRANSITION

My Daddy isn't dead. He's in the sunshine. And in the dull days He's in the stars that shine— The March wind— And the sand that blows. He's in the storm cloud, and the dawning. And even in the rainbow after summer showers. All these he loved— And more. He isn't dead. —By P. E. F. B.

GROCERY STORE OPENS SEA FOODS DEPARTMENT

A modern sea-foods department has recently been opened in Bob's Foodway Grocery here. A special case equipped with both ice and electric refrigeration has been installed and a complete stock of fresh fish and oysters offered to the public.

TO NEW ORLEANS

Mrs. Tom Spears left Sunday for New Orleans, to meet her husband who arrived there yesterday from Santa Paula, in South America, where he has been employed for the past several months with a gin company.

Saturday Matador Day

Saturday, September 28, has been set aside as Matador Day at the Panhandle South Plains Fair according to a letter received last week from A. B. Davis, manager of the exposition, by Tom Harris, secretary of the Motley County

or 23 4

MATADOR TRIBUNE
Successor to the Roaring Springs News

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

Published Every Thursday
By The
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DOUGLAS MEADOR,
Editor.

National Editorial Association
MEMBER

MEMBER
West Texas
Press Association

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NOTICE TO THE PUBLIC
Any erroneous reflection upon
the character, standing or repu-
tation 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-
ly 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."**

Whiteflat News

By
Miss Ruth Simpson

J. C. Harris returned last week
from Ennis where he visited his
children for the last several
months.

Mrs. Mose Damron attended the
football game at Wayland College
Wednesday night of last week.

Mrs. W. R. Tilton visited her
sister, Mrs. Percy Merrick at
Children last week.

Mrs. and Mrs. A. E. Butterfield
of Childers visited in the home
of their daughter, Mrs. Tom Tilton
and family last week.

Recent guests in the home of
Mrs. Austin were her sisters, Mes-
dames Leslie Stewart of Tulsa,
Oklahoma and Harold Cassatt of
Fayetteville, Arkansas. Also her

parents, Mr. and Mrs. A. J. Card-
well of Fayetteville, Arkansas.
Mrs. W. R. Rosson and grandson
Jimmy Morehead, of Ennis, were
guests last week in the home of
Mr. and Mrs. C. E. Harris.

Miss Idell Jones left Sunday
evening for Abilene to enroll as a
student in McMurray College.
W. R. and T. G. Tilton attended
a wolf drive held near Quanah
last week in which 300 dogs were
in the chase. Several hundred
spectators and participants attend-
ed this chase, and seven wolves
were caught.

Mr. and Mrs. Bruce Browning
and Roscoe McWilliams spent last
week-end with relatives and
friends at O'Brien, Knox county.

Born to Mr. and Mrs. Ernest
Whitaker, September 20, 1935, a
daughter.

Mr. and Mrs. D. E. Rattan also
announce the arrival of a daughter
in their home on September 21,
1935.

Miss Eunice Browning is recover-
ing from an attack of appendi-
citis.

The younger set enjoyed a Musi-
cal at the home of Mr. and Mrs.
J. D. Morris, Friday evening.

Mrs. Maud Dean returned Friday
from a two week's visit in Anson.

Mr. and Mrs. Joe Bloodworth
were hosts Friday evening to the
42 Club which included the follow-
ing guests from near-by com-
munities: Mr. and Mrs. Frank
Montgomery of Flomot, Mr. and
Mrs. L. W. Guthrie of Barton, Mr.
and Mrs. W. E. Ellithorpe, Mr. and
Mrs. Herman Ellithorpe, Mr. and
Mrs. Marvin Bloodworth, Mr. and
Mrs. Marvin Grace, Mrs. A. L.
Grace and Mrs. Frank Stafford
all of Fairview.

Mr. and Mrs. Guy Kimbell and
family visited relatives at Cross
Roads, New Mexico last week-end.

Mose Damron, who is attending
Wayland College, Plainview, spent
last week-end here.

Fairview News

By
Miss Ruth Simpson

Mr. and Mrs. W. M. Fuller and
family moved Monday to a farm
near McAdoo.

Mr. Austin Phillips returned
home Sunday after a stay of nearly
two months at Eunice, N. M.

Mr. and Mrs. W. E. Ballard and
children made a business trip to
Paducah Saturday.

Mrs. Ida Cooper and Mr. Arthur
Cooper of Floyd county visited rel-
atives in this community last
week-end.

Mr. and Mrs. Charley Morton
and family visited Mrs. Morton's
sisters, Mesdames Frank Stafford
and Marvin Bloodworth last week-
end. R. C. Morton visited friends in
the V. A. Rattan home Saturday.

Mr. and Mrs. Carl Lane moved
into the L. B. Archer tenant house
the first of the week.

Misses Hazel Ellithorpe, Hope
Clements, Emma Lesta McKee,

and Ruth Simpson were Paducah
visitors Saturday.

Mr. and Mrs. A. A. Groves gave
a "42" party in their home last
Saturday night. A large crowd en-
joyed the party.

Mrs. Jack Andrews and son,
Wilburn, were guests in the V. A.
Rattan home Friday of last week.

Mr. T. E. Phillips and Mr. and
Mrs. Clyde Phillips of Petersburg
visited in the home of their son
and brother, Austin Phillips.

Mr. and Mrs. Emmett Lawrence
visited in the Crump home in
Whiteflat last Sunday.

Mr. and Mrs. Ed New of Mada-
dor were guests of Mr. and Mrs.
Frank Stafford last Sunday.

A number of Fairview citizens
attended a 42 tournament in the
home of Mr. and Mrs. Joe Blood-
worth of Whiteflat last Friday
night. All reported a fine time.

FAIRVIEW CHATTERBOX

Vol. 2, No. 7 Sept. 26, 1935

Edited by the students of Fair-
view School.

Editor-in-chief, Hulan Phillips
Assistant Editor, Estell Stafford
Feature Editor, E. D. Lawrence
Reporters, Nellie Ray, Margie
Ballard, Vernell Markham,
Justine Rattan, W. E. Ballard
Junior.

Marshmallow Roast

The boys in the seventh, eighth,
and ninth grades went on a marsh-
mallow and "weenie" roast last
Friday night. They had a wonder-
ful time. Guests were Avin Ship-
man, Fred Lawrence, Donald
Groves and Givens Lawrence. The
boys rode horseback.

Basketball Games

Last Thursday afternoon the
girls' basketball team played a
hard game against the outsiders.
The score was a tie, 6-6. The out-
siders' team was captained by
Pauline Cooper and included Leota
Hickson, Hope Clements, Lillie
Mae Smallwood, Emma Lesta Mc-
Kee, and Ruth Simpson. The girls'
team, captained by Estell Stafford,
included Nellie Ray, Chioye Fuller,
Delora Markham, Beatrice Small-
wood, Gay Wolf, and Beatrice
Nichols. The girls hope to play an-
other game Thursday of this week
and challenge all of the community.

The boys' senior team are trying
to match a game for the week-end.

Exams Begin

This week is examination week
for the older pupils. A few lucky
ones are rejoicing that they are
exempted.

New Curtain Hung

The entire school is proud of
the new curtain for the stage. It
was made possible by the mer-
chants of Matador, Fairview,
Roaring Springs, and Plainview.

Temperature Chart

The Sixth grade has been keep-
ing a record of the temperature
for the last month. The lowest
temperature they have put down
is 73 degrees, and the highest, 89
degrees. They look at the thermo-
meter every morning and at noon.

Visitors

The primary room reports the
following visitors during the past
week: Mrs. W. M. Fuller, Mrs. J.
W. Clower, Mary Bell Nichols,
Jackie House, L. B. Archer, Jr.,
and little Miss Lancaster.

Students Moved

The entire school raises the five
members of the Fuller family,
who have moved to the Plains. It
is hoped that they can return after
the first of the year.

MOVIE CHATTER

By A Rogue

"When A Man's A Man"

Coming Friday and Saturday to
the Rogue one of those famous
novel of Harold Bell Wrights,
"When A Man's A Man" starring
George O'Brien and Dorothy Wil-
son. The western fans will be more
than pleased with this most un-
usual western. Those of you who
saw George O'Brien in "Ever
Since Eve" or "Frontier Marshal"
can be assured of a picture that
will please as readily in "When A
Man's A Man". George O'Brien
ranks very high, as a western
player and you will be more than
pleased with this picture.

Also "Tarzan, the Fearless" for

Friday and Saturday

"Going Highbrow"
If you want to laugh and laugh
some more be on hand at the
Rogue Sunday and Monday and
see "Going Highbrow" with Zasu
Pitts and Guy Kibbert. This is
undoubtedly the funniest laugh
hit of the month. Several who
have seen the picture twice say
they'll probably go a third time,
and is that saying something?

**JOINT MEETING OF
CIRCLES HELD TUE.**

The combined circles of the
Baptist Women's Missionary Union
met in a general meeting Tuesday
afternoon, September 24 with Mrs.
E. F. Springer, with the members
of the Young Women's Circle hav-
ing charge of the program.

The year's financial report was
given. Four hundred and three
dollars and twenty-eight cents
have been donated this year as
gifts. After the business meeting,
Mrs. Springer, the leader took
charge and the following program
was presented:

Song: "Faith of Our Fathers", by
the assembly; Scripture from Luke
10: 38-42; Prayer; Song: "Jesus
Calls Us"; "Stewards of Person-
ality and Talents", Mrs. W. F.
McCaghren; "Stewards of Influe-
ence and Time", Mr. A. L. Jordan;
"Stewards of Opportunity and
Possession", Mrs. J. D. Craven; "Re-
wards of Stewardship", Mrs.
Springer; Song: "Trust and Prove
Me"; Prayer.

Before adjournment, the hostess
served refreshments of chocolate
and cookies to the thirteen ladies
present.

Next week on October 1, the

Young Women's Circle will meet
with Mrs. Johnnie Brian.

B. Y. W. C. MEETS

(Delayed)

The Young Women's Circle of
the Baptist church met Tuesday
afternoon, September 17, with
Mrs. A. L. Jordan.

The new chairman, Mrs. E. F.
Springer, presided, and following
a short business meeting, Mrs.

SUFFERS STROKE

W. R. Dirickson is reported to be
in a critical condition, following
a stroke of paralysis at his home
Sunday evening.

JESS MITCHELL
for
State Senator



A successful business man,
well educated, forceful pub-
lic speaker, a man physically
fit and morally respectable.
A proven patriot of West
Texas, ability already proven
in numerous instances. He
is capable and will be alert
to every need of West Texas.
He is supported 100 percent
by his own county.

His desire is to give consistent, conscientious, constructive
service to the State and especially to West Texas, looking to-
ward making this area the best part of this great Lone Star
Empire.

A VOTE FOR JESS MITCHELL IS A VOTE FOR
ALL OF WEST TEXAS

**LET'S GO WITH
CONOCO**

**MOHON SERVICE STATION
DOBBS CITY MERC. CO
DALTON & ASHFORD
BOB'S OIL WELL
YORK'S SERVICE STATION
WHITEFLAT S. S. AND GARAGE
HIGHWAY SERVICE STA.—Flomot
FAIRVIEW SERVICE STATION**

L. B. Robertson
Commission Agent
Matador, Texas



**THE OPENING DATE IS
SATURDAY, SEPTEMBER 28th
OF A**

New Grocery Store
IN MATADOR
YOU ARE CORDIALLY INVITED

A PERSONAL MESSAGE —

Altho our store will be small, we believe you
will find it modern in every respect and we believe
you will find our drive-in frontage convenient.
We shall attempt to offer high class groceries at
fair prices and we will appreciate a portion of
your patronage. Low prices necessitate strictly
cash transactions.

J. Floyd Jordan

FREE!

Six baskets of food will be given
away at this store on the opening
day—one basket to go on each of the
following hours: 9:30 a. m.; 11:30 a.
m.; 1:30 p. m.; 3:30 p. m.; 5:30 p. m.
and 7:30 p. m.



J

Food Store
J. Floyd Jordan



The End of a Perfect Day

What better ending could there be, tonight or
any night, than a snack of cheese or even meats
on Matador Bread? Spread butter on the evenly
textured slices, make your sandwich... and
bite! There's the flavor you expect in home bak-
ed bread, wholesome and delicious. It's grand
for the midnight snack, and good at any time!
And it's a quick, easy-to-prepare, nourishing
lunch! Ask for it by name. Your grocer has a
fresh supply, delivered every day!

Matador Bread
Baked by City Bakery
UNDER NEW MANAGEMENT

**NEW Furniture
FOR AUTUMN COMFORT**

Your home will take on new and richer beauty if a few carefully chosen pieces of
new furniture are added... why wait, with present prices so temptingly low?
And terms so easy?



A Suite to Truly "Glorify" Your Bedroom

It is foolish to delay the purchase of a new Bedroom suite, when a value like this is
offered! Note the style... the illustration merely hints at the charm and loveliness of
this splendid suite. Beautiful veneers over finest construction! Bed, Chest, and choice
of Dresser or Vanity.

FROM \$37.50 UP

**WHY WAIT LONGER TO LET US INSTALL THAT NEW SUPER-FEX
OIL BURNING HEATER? A CLEAN INEXPENSIVE
COMFORT FOR YOUR FAMILY AND A SAVING IN FUEL EXPENSE TO YOU.
LET US EXPLAIN DETAILS OF THE SUPER-FEX.**

Matador Hardware & Furn. Co.
"WE HAVE IT, WILL GET IT, OR IT IS NOT MADE"

ROARING SPRINGS NEWS

By Mrs. J. D. Mitchell

TAILOR SHOP MOVED

E. E. Jackson, who has had his Tailor Shop in the Texan Theatre building, moved Friday to the building occupied by the Hi-Way Cafe. Mr. Jackson also purchased the Paul Braddock place south of town and is moving his family there this week.

CELEBRATES BIRTHDAY

Little Miss Ramona Freeman celebrated her seventh birthday Saturday afternoon by entertain-

ing about forty of her little friends in the home of her grandmother, Mrs. J. F. Freeman. Games were played and enjoyed by the happy group and delicious refreshments were served by Mrs. Freeman. A large number of nice useful gifts were presented the little hostess.

LOCAL THEATRE OPENS

The Texan Theatre, which was leased to H. H. Holcomb of Seymour, several weeks ago, was opened to the public Wednesday evening of this week, presenting "The Hoosier Schoolmaster". Mr. Holcomb has charge of several

shows in this part of the country and will present one show each week here for a time.

SINGING HELD SUNDAY

A gratifying number met for the regular singing, Sunday in the Baptist Church and several good song leaders were present. The Flag Springs class meets in Flag Springs church next Sunday. These classes are to be hosts to the Motley County Singing Convention which meets October 20, in Roaring Springs.

Mrs. M. S. Thacker, with her children Joyce and Joe, and accompanied by Marion Alice Mitchell, W. J. and Mike Hoyle and Hollis Godfrey visited friends and relatives in Floydada Sunday. Mr. and Mrs. Glen Dobkins transacted business in Matador Monday.

Mrs. G. L. Godfrey and Cecil Godfrey made a business trip to Lubbock Thursday. They were accompanied by Mrs. Lillie Rambo, who was enroute to her home in Brownwood, after an extended visit with relatives here. Mr. and Mrs. Sam Lesley of Dumont were visitors here Thursday.

County Attorney John Hamilton of Matador, was here on official business last Thursday.

Mr. and Mrs. Emmet Faver and family left Tuesday for Sudan, where they will make their home. Mr. Faver has a position as ginmer in that town.

M. S. Thacker made a business trip to Silverton Thursday.

Mrs. Delma Meacham with her daughter Marion, of Paducah, visited her mother, Mrs. Fred Henry this week.

Judge and Mrs. G. E. Hamilton of Matador, were here during the week visiting friends and looking after business interests.

Rev. A. B. Bradley made a business trip to Plainview Monday.

Miss Bessie Medlin was a Matador visitor Friday. Mr. and Mrs. Watt Keys made a trip to Floydada Sunday and were accompanied home by Mr. and Mrs. W. J. Whitaker, who have been visiting relatives there.

S. N. Haynes of Lubbock, architect for the school board here, attended to business here Thursday. Pete Coffman, who has been employed near Childress, spent the week-end with home folks.

Marion Hurst, Freddie Dawson and Dale King attended the football game in Abilene Thursday. Miss Sada Gabriel of Spur, visited relatives here this week. Mrs. R. E. Long returned Thursday from an extended visit in Mineral Wells.

SCHOOL TALK

By B. F. Tunnell
Supt. Matador Schools

At a meeting of the Board of Trustees of the Matador School District held about two weeks ago, it was found that the district's tax valuations could be lowered by 10 percent and still provide the necessary revenue to operate the schools of the district for the usual nine months session. This 10 percent reduction was unanimously voted by the board, each tax payer being given this reduction in the valuation of his taxable property as shown on the tax rolls of the school district.

This reduction in school taxes makes the fourth consecutive reduction given during the last four years, each year representing something like a general 10 percent reduction. The property valuations of the district stood at \$2,700,000 in 1930-31, and for the coming year it is \$1,700,000. These reductions have been given, and at the same time the total bonded indebtedness of the district has been reduced from \$141,375.00 to \$126,000.00 at the present time. All bond maturities and interest installments have been met as due, and all of the teacher pay rolls have been met with cash, although the board has found it necessary to borrow funds for a few months in the early part of the school year to meet the running expenses of the school. Last year was the first time in many years that every obligation of the district was met when due without borrowing a single penny.

This is, beyond question, a most excellent record for any kind of an institution, and especially a public school system, and one in which every member of the school board, the superintendent, and tax payers have had an important part. The total reduction in the school system's budget is just about equal to the total reduction in taxes. The State contributes a little larger share of the school costs now than in 1930-31.

When it is recalled that the total amount paid in teachers salaries in 1930-31 was a little more than \$20,000, and that the present year's budget apportions about \$14,000 for that purpose, it is seen that a major part of the reduction in the budget has been the result of a reduction in teachers salaries. This is mentioned for the reason that these reductions cannot be come the permanent policy of the community unless the State increases, materially, its contribution to school costs for teachers' salaries must necessarily be raised as living costs continue to rise. Thus, the general reduction in school taxes for the past three or four years has been necessary because of the fact that people have not been able to pay as high taxes as were expected prior to the advent of the depression. However, economies have been worked out in the school system that will be permanent, the transfer of high school students to this district from other districts brings added financial help to us, and hence, we may safely assure the tax pay-

ing public that in all probability local school taxes will never again be as high as they were in the late twenties. Of one thing, I am positively sure: every member of the Matador School Board wishes to give the community value received for every penny it puts into the schools of the town, and I feel that this official body deserves, and richly so, the gratitude of all for the fine showing they have made and are making with the financial business of this school district.

BABY GIRAFFE IS WITH BIG CIRCUS CHILDRESS OCT. 4

The great Hagenbeck-Wallace and Forepaugh-Sells Bros Combined Circus will present afternoon and night performances in Childress on Friday October 4th.

To commemorate the combination of the famous old Forepaugh-Sells Bros show with the largest trained wild animal circus in the world, many startling new features have been added for the 1935 program. These include Maria Rasputin, sensational European wild animal trainer and daughter of the famous Russian monk, Grigori Rasputin who ruled the Romanoffs with the power of his hypnotic eyes prior to his demise in 1916; Bert Nelson, youngest of the wild animal subjugators, with more than a score of fighting, jungle-bred lions and tigers; John Hellert, renowned German trainer of savage beasts; Maximo, comedian of the slack wire; the famed Christiani troupe of bareback riders in somersaults from horse to horse; the Flying Codonas, the Hills and a great group of aerialists; Rudy-noff, noted equestrian and his educated horses; the Merckels, who walk upside down on lofty mirrors in the dome of the big tent; "Cheerful" Gardiner and twenty performing elephants; scores of clowns led by Earl Shipley, Paul Jerome and Pul Jung Cloon; Acrobatic Trio; dozens of pretty acrobats, a huge oriental spectacle and a big contingent of Indians, Cowboys and Cowgirls from the Pawnee Bill Ranch at Old Town, Oklahoma.

Performances will be presented at 2 and 8 p. m. with doors open one hour earlier in each instance to permit leisurely inspection of the world's largest and finest traveling wild animal menagerie which boasts among other zoological marvels a baby giraffe.

The Hagenbeck-Wallace and Forepaugh-Sells Bros Combined

Circus is a railroad show, moving on two trains of double-length steel cars.

SINGING CONVENTION AT FLOMOT NEXT SUN.

Announcement is made of the Fifth Week Singing Convention to be held at Flomot next Sunday with a cordial invitation to the general public to attend. The conventions have grown rapidly in popularity and the prospects for next Sunday indicate a greatly increased attendance.

BAPTIST INTERMEDIATE DEPARTMENT REPORT

The Intermediate Department of the Baptist church met in regular session Sunday morning with 27 present of the 50 enrolled. There were 153 Bible chapters read during the week, and a collection of \$4.84. The department was glad to welcome one new member to the membership.

All members of this department are urged to be present next Sunday, which is promotion day, in order to be conducted to their new classes.



WE'RE SO SORRY

that we have to spring this chesnut on you: A local boy asked his sweetie whether she'd let him kiss her hand. "Sure, kid, hop to it," she said, "but don't burn your nose on my cigarette".

Regrets are unknown when you bundle up your wash each week for our Thrift Service. Here's a service that is truly convenient and satisfying. You are relieved of all wash day labor at a cost that is decidedly reasonable considering the service you receive.

SPUR LAUNDRY

Wm. H. (BILL) EVANS

FOR
STATE
SENATOR
30th DISTRICT



"If other parts of the State get a hog, West Texas should have a ham especially when we produce the animal!"

Special Election
September 28th, 1935

OF LUBBOCK COUNTY

You're Sure to be Satisfied with



bought under our
**2-DAY MONEY-BACK
GUARANTEE**

You have double security when you buy a used car from us. First, you are protected by our reputation as authorized Ford Dealers and successful merchants who are in business to stay. And now you have the added protection of a 2-Day Money-Back Guarantee on all cars selling for \$100 or more.

Drive the used car of your choice for 2 days. If you are not entirely satisfied, we will refund your money without question any time within the 48-hour period.

Here's your chance to get the late-model car you've always wanted at the price you want to pay . . . with your satisfaction made doubly sure. See us at once while our selection of good used cars is complete. Small down payment. Easy terms. Your car taken in trade.

Matador Auto Company

USED CAR VALUES

1934 Master Chevrolet Coach, looks like new, motor completely re-conditioned, new rubber. A real buy.

1934 Ford V-8 Tudor, good rubber, looks good and is good. This car is a bargain.

1933 Chevrolet Coupe, motor re-conditioned. Good paint and upholstery. This is a six wheel job.

1933 Chevrolet Coach, good paint and upholstery. A-1 condition mechanically.

1930 Chevrolet Coach, new paint job, good shape mechanically. This car is a good buy for somebody.

1930 Ford Model A Coupe in good shape. This car will give you plenty of service.

MATADOR AUTO COMPANY

Call Us Collect

SEALE & McDONALD
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W. H. SEALE
Floydada, Texas,
Phone 120

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**FOR A STREAMLINED
SILHOUETTE**

See The New MisSimplicity

If you are interested in having a figure that meets the modern mode, that is as fresh and new as streamlining, let us help solve your problem.

Our garments will give the utmost in silhouette-shaping satisfaction. In many styles and shapes from misses to large figure sizes.

THE GOSSARD
Line Of Beauty

**WESTERN
Dry Goods Co.**

Priced
\$2.95
To
\$5.00

**WEST TEXAS
Gin Company**

Reliable Ginners

You will find since our recent improvements that we have one of the best equipped gin plants in West Texas. We have a plant that any city would be proud of.

Our services and workmanship is the best to be had any place.

Watch the samples and the turn-out and you will know where to gin.

We have just finished a large warehouse and will be able to furnish you with meal, cake, mixed feed and hulls, either sacked or bulk, at reasonable prices.

We will be pleased to have the public come down and look over our plant and see what we have.

We thank the farmers for their past business and ask you to call again.

JOE M. GAINES, Mgr.

LOCALS

Dr. and Mrs. J. F. Hughes of Roaring Springs transacted business here Tuesday.

Mrs. J. R. Baker and small daughter of Muleshoe, returned to their home Saturday, after having been here at the bedside of Mrs. Baker's mother, Mrs. W. H. Rattan Rev. and Mrs. D. D. Denson returned home Saturday evening

Mrs. A. Watson returned home the latter part of last week, from Dallas, where she had gone to purchase additional millinery for her shop.

Mrs. W. V. McCown and Mrs. A. L. Fryar drove to Plainview Monday and were accompanied home by Miss Emma Lou Jones, a cousin of Mrs. McCown's, who will visit here in her home.

Mr. and Mrs. Clyde Bartlett had as their guests during Sunday, Mr. Bartlett's mother from Santa Anna Also a brother, Leon Bartlett.

Mrs. R. A. Day and son E. A. are visiting relatives in Dallas this week, where Sylvia is taking a course in Beauty Culture.

E. E. Jackson of Roaring Springs transacted business here Wednesday.

Mr. and Mrs. A. E. Westmoreland visited during the week-end, with their daughter and husband, Mr. and Mrs. Lamar Guthrie at Tipton Oklahoma.

Mr. and Mrs. John Owen of Turkey, who formerly resided in Matador, visited and transacted business here last Thursday.

Mrs. Lawrence Bryan and children, Jimmie and Norma Jean, of Childress, former Matador resident, visited here the past week.

Mrs. B. F. Tunnell with her sons B. F. Jr. and Billy, and accompanied by Mrs. M. J. Reilly and son Maurice, and Miss Mary Hamilton drove to Wichita Falls Saturday.

Mr. and Mrs. Frank Earing of Plainview, former Matador residents, transacted business and visited friends and relatives here Monday and Tuesday.

Mr. and Mrs. W. T. Patton and children, accompanied by Mr. and Mrs. A. P. Hodges, visited friends at Roaring Springs Friday evening.

Mrs. F. M. Jenkins, together with her daughters, Mrs. Ethel Payne, and Miss Mary Jenkins, drove to Plainview Tuesday of last week.

Mr. and Mrs. Solen Lea drove to Knoxville Saturday for the purpose of conveying their son J. L., who received medical examination and treatment for appendicitis.

Mrs. W. M. Graham, together with her daughter, Mrs. Ben Edwards, drove to Floydada and Plainview, Wednesday of last week.

Mr. and Mrs. Tom Patton of Hale Center, visited relatives here Sunday.

Mrs. Joe Tom Jackson and small daughter of Afton, visited relatives here Tuesday.

Mrs. A. L. Barton and son Wilson, who are living on a ranch near Vaughn, New Mexico, are home for a few days visit and to look after business matters.

ACTIVITIES BEGIN FOR SOROSIS CLUB

As an appropriate beginning for the year's activities, the Sorosis Club met Saturday morning, September 21 for a breakfast and discussion on Federation Day, at the Motley Hotel.

The two tables at which the ladies were served, were joined crosswise, and centered with a bowl of fragrant roses, about which four lighted candles in silver holders burned.

The menu consisted of fruit cocktail, fried chicken, gravy, hot biscuits, jelly, cinnamon rolls and coffee.

Mrs. B. F. Harbour presided as Toastmistress of the following program: Club Song, "My Country's Flag", by the assembly, with Mrs. A. L. Jordan leading.

"Year's Plans for Community Service", Mrs. C. B. Groves. "Why A Woman's Club", Miss Lorene Fryar, President of the club.

Sextet composed of Mesdames Chas. Keith, A. L. Jordan, J. D. Craven, J. W. Drace, John Hamilton, and Miss Lorene Fryar, with Mrs. Ben Meador as accompanist.

The following ladies were present: Miss Lorene Fryar, Mesdames Floyd Bond, Frank Buckley, J. D. Craven, J. W. Drace, Ben Edwards, Marvin English, C. B. Groves, John Hamilton, B. F. Harbour, A. L.

All of the members declared this one of the most interesting programs that we have had in our club.

PHILHARMONIC SOCIETY

On Sept. 23, 1935 the Philharmonic Society met in the home of Mrs. R. P. Moore with Mrs. John Russell as Hostess.

Mrs. J. R. Whitworth was the leader of a very interesting and worthwhile program on the great song writer and composer, Carrie Jacob Bonds.

The program was given as follows, Mrs. Whitworth told about the early life of Carrie Jacob Bonds and other facts about why she wrote some of the well known songs that are so well loved and that are sung by young and old.

A duet "Perfect Day" was very effectively sung by Mrs. Geo. Springer and Mrs. D. D. Denison, accompanied by Miss Mable Jameson.

Then Mrs. Whitworth continued with the story of the life of this great woman, and then gave a musical reading "The Little Worm Out Shoe" and then read the words of several of the songs that this great song writer has sung so many times.

The program concluded with a violin solo "I Love You Truly" played by Miss Mable Jameson accompanied by Miss Roberta Jameson.

All of the members declared this one of the most interesting programs that we have had in our club.

Program

Friday and Saturday HAROLD BELL WRIGHT'S When A Man's A Man WITH GEORGE O'BRIEN AND DOROTHY WILSON ALSO "TARZAN, THE FEARLESS"

Sunday and Monday "Going Highbrow" WITH ZASU PITTS, GUY KIBBEL Sunday Matinee 2:30 P. M. Nights 7:30 P. M. ROGUE THEATRE

Matador, Texas

DR. W. E. HARRISON DENTIST Office Over Paducah Pharmacy Paducah, Texas

NOW YOU CAN HAVE Air Conditioned REFRIGERATION

Advertisement for air conditioned refrigeration, featuring a drawing of a refrigerator and text describing its benefits.

LEA ICE CO. Independent Manufacturer of Ice Ice is the Only Conditioned Air Refrigeration MATADOR, TEXAS PHONE 67 PROMPT DELIVERY

Advertisement for Matador's Eat Shop, featuring a drawing of a man in a suit and a list of food items like Grapes, Apples, Spuds, Cheese, FLOUR, and STEAK.

Wm. H. (Bill) Evans Lubbock Attorney Enters Senate Race

"If other parts of the State get a hog, West Texas should at least get a ham—especially when we produce the animal!"

That, in a nutshell, is the campaign slogan of Wm. H. (Bill) Evans, Democrat, Lubbock Attorney, and candidate for the State Senate from the 30th District in the forthcoming special election on September 28.

Other planks in the Evans platform include, in brief: Has Broad Background

With a background of education, teaching and the practice of law, Mr. Evans comes before the voters of the 30th District with what he believes is broad insight into their problems.

Born in Uvalde in 1906, he received his early education in the public schools and graduated from Uvalde High School as valedictorian of his class.

Entering Texas University, he received, with honors, a bachelor of arts degree in 1926. Dividing his time, then between education and periods of teaching in Austin High School, the University Department of Extension, University Department of Government, and in the High School of Graham and Mexia, to gather funds for his schooling, Mr. Evans received a bachelor of laws degree from the University of Texas in 1930.

In 1931-32 he served as Assistant County Attorney in Lubbock County and now a member of the law firm of Vickers Campbell & Evans.

Mr. Evans is a member of the First Methodist Church and serves on the Board of Stewards. He is married, Mrs. Evans being the former Blanche Bradley of Garza County.

NEW ARRIVAL Mr. and Mrs. C. P. Ivey of Abilene are the proud parents of a baby boy born on September 24. Mrs. Ivey is the daughter of W. I. Rushing, and will be remembered as a former resident.

TO ELECTRA J. N. Stanford left Monday morning for his home in Electra, after a visit of a few days in the home of his son and family, Coach and Mrs. H. G. Stanford.



G. H. NELSON (Dist. Atty., 106th Judicial Dist.) Tahoka, Lynn County. —Candidate For— STATE SENATOR (30th Senatorial District) Special Election, Sept. 28, 1935

Advertisement for Matador Cleaners, featuring the word 'MEN!' in large letters and text: 'LET US ORDER THAT NEW SUIT NOW! Made to measure clothes are inexpensive—Fit better and look better—Select the fabric you want. WE CLEAN HATS Prompt Service Good Cleaning and Pressing at Moderate Prices Matador Cleaners'

Advertisement for Matador's Eat Shop, featuring a drawing of a coffee cup and text: 'YOU CAN JUDGE US BY OUR Coffee SERVED with real cream and always fresh, our coffee is the perfect finish for a perfect meal OPEN FRIDAY SEPT. 27 MODERN CAFE JOE JEFFERS, Mgr.'

Advertisement for Chesterfield cigarettes, featuring a drawing of a Chesterfield pack and a factory scene with text: 'It's always fair weather where we make Chesterfields "Weather machines" in the Chesterfield factories keep the heat and moisture at a steady even level. This control of temperature and humidity helps to retain the full flavor and aroma of the tobaccos you smoke in Chesterfields. And it has a great deal to do with providing the proper working conditions for the employes who handle the tobaccos and operate the Chesterfield machines. Mild ripe tobaccos and modern up-to-date factories with proper control of temperature and humidity help to make Chesterfield. the cigarette that's MILDER the cigarette that TASTES BETTER'