

MATADOR TRIBUNE
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Combined With the
Motley County News
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MEMBER
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firm, concern or corporation and
corrections will be made when
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the wrong published, reference
or article.

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

Hollywood

By
MARSHALL
FISKE
(Special
Hollywood
Correspondent
To
The
Tribune)



Recently I read a classic, "Undine," by Baron de la Motte-Fouquet. In it a nobleman marries a watersprite. A mixture of the real and unreal. But this was fiction, pure and simple, now for a fact.
A few hours after reading this story, a fantastic tragedy happened in Hollywood. A young man, only 26, who had a very promising life before him, a man with an arresting personality and a voice, which on the radio rivalled Bing Crosby—a man who was on the road to fame and fortune—was accidentally shot by his friend. I have reference to Russ Columbo. His friend was toying with an old gun of the Civil War vintage and a flash of light from a match discharged the gun and Russ Columbo collapsed, never to regain consciousness. Now comes the unreal part of it. The charge in this gun had lain dormant for over seventy years, but on that fatal day, it was destined to shoot a man who had not been born at the time the gun had been loaded. And while his friends and relatives mourn his untimely passing, fate in the offing was laughing, laughing at mere man's ignorant and conceited idea that life is what we make it. Our so-called 'free will,' at best, is only a thing confined within narrow boundaries, relative, not absolute. Absolute free will is not a thing to which puny mortals may lay claim. It is as Shakespeare tells us, "There is a destiny that shapes our ends, rough-hew them how we may."

A few years ago, a young lady, a well-known actress, sued a gentleman for \$5750.00 on account of injuries sustained thru an automobile accident. The other day the suit was dismissed on the lady's behalf, she had married the man she formerly had sued. I hope the time never will come when she will wish that she had the five thousand dollars instead of her spouse, or that he will wish that he had paid it instead of marrying her. As one man told me, "If I had to do it over again I would have got me a photograph instead of a wife. You know you can shut a photograph off any time you feel like it." The wife retorted, "Yes, and I could have had a nice sewing machine, but in one of my weak moments I remembered I married a woman. You know a woman

can get a whole lot out of a sewing machine."

Anyone who sees movies made becomes greatly disillusioned. And things as they appear on the screen are not what they seem, or instance, to take a case in point, the filming of the picture "I Am a Thief," with Mary Astor and Ricardo Cortez in the leading roles. Most of the action in this picture transpires on a trans-European train between Paris and Constantinople. When you will see this on the screen, it will look like a bona-fide train. In reality it is only a mere shell of a train that moves not an inch and remains always under the roof of a studio. A couple of men, standing out of camera range "jiggle" it by means of a pole inserted under the floor of the train and thus acting as a lever. This on the screen will look like the train's vibration and motion. And as for the scenery that you see flashing by on the screen—this too is synthetic. A process screen is placed near the windows (that have no glass in them, only black gauze.) On this screen a projection machine plays the passing scenery, houses, trees, fields, etc. This is now in turn re-photographed. And as for the shadows passing across the passengers' faces, shadows from trees and telegraph poles, this is all faked too. One man stands with a board which he passes before a bright arc light—he makes the shadows of the telegraph poles, while another man with a branch of a tree nailed to a pole passes it in front of this same light, and thus tree shadows are born in Hollywood. Yes, verily, I say unto you, your enjoyment will be greatly enhanced, your illusions will remain intact, if you do not know too much about the mechanics and tricks employed to stimulate life on the screen.

Whiteflat Flashes

F. M. Casey, accompanied by Mrs. Verne Austin, went to Lorraine last week to the bedside of Mr. Casey's brother-in-law, J. G. Richie, who died Thursday. Mr. Casey and Mrs. Austin returned Saturday.
Jewell Truett of Petersburg is visiting relatives here.
W. E. Strickland returned last week after several months absence. He visited relatives at his old home in Hamilton county.
Mr. and Mrs. Walton Wilson of Fairview, visited Mr. and Mrs. Verne Austin Sunday.
The little son of Fred Harendth his ill again.
Several from here attended the football game at Lubbock Saturday night.
Miss Stella Cooner spent last week-end with home-folks at Knox City.
Mrs. A. E. White was a Roaring Springs visitor last Sunday.
Mrs. M. F. Slover of White Star visited Mrs. J. T. Willis Monday.
Mrs. C. H. Norton is on the sick list.
Mrs. H. L. Burman of Silverton visited her daughter, Mrs. Roy Mitchell, Saturday.
There was an old fashioned community quilting at the home of Mrs. H. Z. Martin Wednesday. An old fashioned dinner was served to the quilters. The occasion was enjoyed by all.

WHITE STAR NEWS

Fred Irwin left Monday for Roswell, New Mexico.
John Irwin and family returned Saturday from California.
Earl Darsey and wife from Electra visited Earl's parents, Mr. and Mrs. T. J. Darsey, last week-end.
Mrs. May Irwin entertained the White Star teachers Tuesday night with "42" and ice cream.
The farmers here are beginning their fall harvesting. Very little yield is expected.
White Star and Whiteflat (mixed team) junior boys defeated Whiteflat junior boys 6 to 0 in a football game played here Thursday evening. The teams will meet again soon at Whiteflat.

Subscribe for the Tribune.

School News

Seniors

The twenty-nine members of the senior class met September 14 and elected the following officers.

President, Robert Pritchett; vice-president, Mary Echols; secretary and treasurer, Helen Simpson; reporter, Selbia Burleson.

The contracts for the invitations and diplomas have already been let to L. G. Balfour Company. The class chose a beautiful white linen invitation of the standard conventional style. The diplomas chosen was a small book diploma with a suede cover. The school colors will be carried out in the cover and the class colors on the inside finish.

The members of the class who ordered their rings last spring will receive them soon. Six other members of the class ordered rings last week.

Junior Report

The Junior Class met with their sponsor and elected class officers. Those elected were:

President, R. E. Campbell, Jr.; vice-president, Harold Campbell; secretary and treasurer, Dorothy Willett; reporter, Beryl Blackshear.

We are happy to have several of the transfers this year. With a peppy sponsor, Mr. Miller, we are looking forward to a grand and glorious year.

Sophomore News

The Sophomore Class held its first meeting of the year September 13, for election of officers. The following officers were elected:

President, Tommy Berryman; vice-president, Ruth Irwin; secretary and treasurer, Furman Vinson; Reporter, Marjoria Moore.

We welcome five members into our class this year, Clayton with his red hair, Ruth Irwin with her intelligence, Walter Clements with his wise cracks, Geraldine Lebow with her dignity and Tom Tilson, Jr., with his big feet.
Lorene Kingery has been appointed librarian, with Joeda Berryman as assistant.

We are proud to have a number of football players in the Sophomore class: Clayton Titus, W. J. Bryan, Tom Tilson, Jr., Lyman Campbell and R. V. Heller.
W. J. Bryan broke his arm in the scrimmage game with Quitaque September 7, but will be able to play again soon.
The Sophomores have started

Freshman Report

The Freshman Class elected their class officers September 13, 1934. We elected Maurice Reilly president, Bob Echols, vice-president, Fred Simpson, secretary and Charlie Scaff, reporter. We hope we have some officers that will make the class better.

General News

The high school assembly was held Friday morning at the regular assembly hour, nine forty-five. No definite program was planned. Mr. Tunnell made a short talk on our football schedule. Mr. Stanford introduced the football boys and gave their positions. The program ended with a pep rally.

The high school is very proud to have such a large number of students to go to school here who live elsewhere. All of the local students are trying to make them feel perfectly at home.

Mr. and Mrs. Miller, our science and Spanish teachers, have made a good hit with the students. Everyone likes them both, in and out of school.

The library was opened last week to the student body and books are now being checked out for English reports.

The lunch room, which is run by Miss Zada Barton, is reported to be having large crowds.

The high school grounds are being cleaned up this week by the C. W. A. workers.

Believe it or not, but L. V. New has Beryl Blackshear's football number.

Helen Edmondson seems to be taking a great interest in the fish this year.

A certain sophomore girl certainly is getting dignified by hanging on the arm of a senior.

Mary Echols seems to have number two on the football team cornered!

Pearl Rigby's theme songs are "Walking My Baby Back Home," and "I Went to the Animal Fair." Lucretia Estes fogrot to give three rah's for the captains.

Bonnie Mae Willis started out practicing tackling Friday evening after the football game.

Everywhere you go you hear a

WHO WANTS A BEAUTIFUL PIANO AT A BARGAIN? We may have in this vicinity a splendid upright piano with duet bench to match. Also a lovely Baby Grand in two tone mahogany. Will sell either of these at a bargain. Terms if desired. Address at once, Brook Mays & Co., The Reliable Piano House, Dallas, Texas. 13-4t

senior repeating some of Chau-
cer's works.

Pep-Squad News

The pep squad is going to sell candy, peanuts, etc. at all of the home games this year. The group sold out Friday.

We have not heard anything from our material for our uniforms but we hope to at least get them by the first out-of-town game that the pep squad attends.

All of the girls that do not know the yells and songs, are learning them this week.

Score 58-6

On September 21 the Matadors started their season out with a bang when they trapped the Quitaque Panthers to the tune of 58 to 6. The kittens were helpless under the Matadors' charging backs.

We have a junior team now with plenty of boys coming out. Elmer Tibbet is the junior boys' coach. The juniors are going to play several games.—Sports Reporter.

MOVIE CHATTER
By A Rogue

Coming Friday and Saturday, the Rogue offers a Vitagraph western entitled "Telegraph Trail," starring John Wayne. Now these Vitagraph westerns are always good, but this one should be a good bit above the average. It is filled with hard riding, action, and Indians. In view of the fact that few pictures now have any Indian action in the plot, this should prove to be an exceptional bit of entertainment.

Along with "Telegraph Trail,"

Dora's Beauty Shop

PRICE LIST

Wet Set	25c
Dry Set	35c
Shampoo	25c
Hot Oil	75c
Henna-Rinse	35c
Henna Pack	65c
Shampoo and Marcelle	75c
Eye lash dye 50c, with arch	75c
Manicure	35c
Facial (Plain)	50c
Facial (Bleach)	75c

MISS DORA JAMESON
Phone No. 5

there will be a two reel boxing comedy; one of the best that Warner Bros.-First National has released to date, entitled "Pugs and Kisses."

A good many patrons of this city have been asking: "When are you going to have another murder mystery?" Well sir, its coming up Sunday and Monday, a story of Earl Carroll's "Vanities" in New York City, putting this stage show on the screen, with a couple of good murders woven in. Its a combination of a mystery show, fun riot, and musical comedy, all in one; and if the Paramount man who was here today knows whereof he speaketh, its a picture that will please the audience one hundred per cent. The cast is made up of Karl Brisson, Jack Oakie, Kitty Carlisle and Victor McLaglen.

PHILHARMONIC SOCIETY
IN MEETING MONDAY

The Philharmonic Society met Monday, September 24 in the home of Miss Roberta Jameson, with Mrs. Ben Meador as leader. The program consisted of a study of negro spirituals, with the following parts given:

The History of Negro Spirituals—Mrs. John C. Russell.

Vocal Quartet: "Swing Low Sweet Chariot," "Standin' in de Need O' Prayer"—Mrs. Reilly, Mrs. W. R. Moore, Mable Jameson, Irene Knight.

Rhythm in Early Folk Music—Mrs. G. E. Hamilton.

Chorus—"Shout all Over God's Heaven."—Reporter.

Mr. and Mrs. Henry Casse were
Misses Bertha Casse were
Minnie Nixon were
visitors Sunday.

Yea,
Team,
Fight

We believe
you, are depend-
ing on you
bring back a La-
scalp Friday.

MATADOR
VARIETY
"GET THE HABIT"

LET'S GO WITH
CONOCO

COOPER SERVICE STATION
F. F. SERVICE STATION
MOHON SERVICE STATION
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DALTON & ASHFORD
BOB'S OIL WELL
YORK'S SERVICE STATION
WHITEFLAT S. S. AND GARAGE
HIGHWAY SERVICE STA.--FLOMOT

L. B. Robertson

Commission Agent
Matador, Texas



We Are for You
MATADORS

—BEAT LEVELLAND FRIDAY—

They may be tough but our meats
are always tender.

DRESSED POULTRY—ALL KINDS OF
FRESH AND CURED
MEATS—BUTTER

Wilson & Mayfield
MARKET

"A LIVE AND LET LIVE PROFIT"



On to Victory
Matadors

WE ARE FOR YOU—
FIGHT!!!



The Matador Cleaners

GREATER MOTOR PROTECTION—
LOWER OIL CONSUMPTION

PROVED



AT Indianapolis Motor Speedway,
under AAA supervision (Sanction
No. 3001), New and Improved Conoco
Germ Processed Motor Oil was tested
against five other nationally known
motor oils.

Six identical stock cars were broken
in on oils assigned them by lot. Each
car was filled with five quarts of its
assigned oil—no more added—and
driven until the motor was wrecked.

New and Improved Conoco Germ
Processed Motor Oil carried its car
4,729 miles—3,105.8 miles farther
than the first oil to fail and 1,410.2
miles farther than the best of the five oils!

Could you ask for better proof of
greater motor protection and lower
oil consumption? Drive into a Conoco
Red Triangle Station today and fill
with New and Improved Conoco Germ
Processed Motor Oil!



IN 1 AND 5 QUART
REFINERY-SEALED
CANS, AND IN BULK



New and Improved
CONOCO
GERM PROCESSED
(PARAFFIN BASE)
MOTOR OIL

A PRODUCT OF CONTINENTAL OIL COMPANY

CONTINENTAL OIL COMPANY PRESENTS every Wednesday
night, over N. E. C., including WFAA-WBAP, 8:30 p. m., C. S. T.
Harry Richman, Jack Denay and his music and John B. Kennedy

ROARING SPRINGS SECTION

Matador, Motley County, Texas, Thursday, September 27, 1934

THE CORNER STONE OF
ACHIEVEMENT AND
PROGRESS IS FAITH.

Subscribe for the Tribune.

FUNDAMENTAL
HEALTH OF ANY LAND
LIES IN THE SOIL.

PETTERIA IS PLANNED FOR SCHOOL HERE

Sheets, Relief Super-
intendent of Matador, met with the
board Monday evening and
announced the opening of a cafe-
teria at the school here. It was
planned to serve a hot
meal to all children. A Parent-
Teacher Association is to be organ-
ized at once and the lunch
will be placed in its charge.

L. C. Davis, Mrs. R. L.
Mitchell and Mrs. J. D. Mitchell and
Mrs. J. D. Mitchell were Spur visit-
ors Friday afternoon.

Mrs. R. L. Ormund of
Matador, spent the week-end
with relatives here.

Mrs. Robert Medlen
and her daughters, Floyda, Vis-
iting in the home of Mrs. R. L.
Ormund Sunday.

Mrs. Martin Smith
and her children, C. E.
and C. B. who underwent operations
for the removal of their tonsils
at Spur Sanitarium.

Laminack left Tuesday
for Amberst, where he is visiting
relatives.

Mrs. G. L. Godfrey and
Mrs. R. E. Long en-
joyed the baseball game at Padu-
cah Wednesday.

Mr. Marshall and A. J.
returned Friday from
Indiana, where they
waited several days for the
train bus purchased by the
school board.

Audrey Vaughan, who has
been in Spur with her mother,
is very ill, returned to her
home Saturday.

Love is home for a few
days.

Edwards of McAdoo,
has been a visitor in the Good-
home.

King made a business
trip to McAdoo Tuesday.

Mrs. M. S. Thacker and child-
ren and Mike Hoyel spent the
week-end with relatives in Lub-
bock.

Many From Here Attend Football Game Saturday

Our town was well represented
in Lubbock Saturday evening at
the football game between Texas
Tech and the State University.
Among those who attended were:
Mr. and Mrs. M. S. Thacker, An-
tione and Harold Freeman, Dr. and
Mrs. J. F. Hughes and daughters,
Miss Vera Laminack, Dale King,
Lewis Davis, Mr. and Mrs. Geo.
Springer and G. C. Godfrey.

J. F. York Sells Farm To Homer Kingery

In a trade closed Monday, J.
F. York sold his farm one mile
south of town to Homer Kingery.
Mr. York recently purchased the
nice home of E. E. Moss and
moved to town.

SHOWERED

The three newly wedded cou-
ples: Mr. and Mrs. Hugh Pres-
ton, Mr. and Mrs. Rex Parsons
and Mr. and Mrs. Giles Pierce,
were honored Saturday after-
noon with a miscellaneous shower
in the home of Mrs. Ruth Smith.
Many useful and appropriate
gifts were presented each of the
couples. A joyful hour was
spent by all.

Called to Vernon

Mr. and Mrs. Fred Dawson and
Mr. and Mrs. Andy Hurst and
sons were called to Vernon Wed-
nesday, on account of the death
of Mr. Hurst's nephew, T. M.
Watson, in that city. This young
man attended school in our town
one year and has many friends
here who will regret his untimely
going.

W. M. S. Entertains

The members of the W. M. S.
met Thursday evening with Mrs.
W. O. Cooley for the social hour.
Games and contests were enjoy-
ed by those present. Delicious
refreshments were served by the
hostess.

J. M. Jackson sold Mr. Pool
of Floydada one hundred and
fifty-eight head of cattle and
shipped them Sunday from the T
ranch.

Mr. Pool of Floydada, transac-
ted business here Wednesday.

Mr. and Mrs. C. R. McGlac-
ham of McAdoo, has been visit-
ing in the home of Albert Hodges
the last few days while Mrs.
McGlacham has been taking
treatments from Dr. Hughes.

Bill Hastings of Quanah, trans-
acted business here Monday.

Mrs. G. M. Jones and Dixie
went to Paducah Sunday for a
few days visit with friends and
relatives there.

Mr. and Mrs. Johnnie Haile
moved to Amarillo Sunday where
Mr. Haile will open a wholesale
beer agency.

Guy Thacker made a trip to
Lubbock, Thursday and was ac-
companied back by his daughter,
Juanita.

Subscribe for the Tribune.

USE

Phillips

GAS AND OIL **66**

Fill up with
Phillips and make
your own test of
more speed, miles
and power.

Phillips
Service Station
MATADOR

Phillips has Supplied Your
School With Free
Book Covers

TURKEY DEFEATS ROARING SPRINGS

The first football game of the
season was played on the Roar-
ing Springs field Saturday after-
noon, between the Turkey high
team and our boys. Our team
lost with a score of 26 to 0. This
was the first time our boys had
all played together and consid-
ering their lack of practice, they
played a good game. We have
had the best material we have ever
had for a team this year, and
with a little help, we are going
to have the fastest team of any
school our size in the district.

Senior Class Elect Class Officers Tues.

September 18, the senior class
of the Roaring Springs high
school elected their officers for
the year of 1934-35. The offi-
cers are: president, Vernon Good-
win; vice-president, Melton Thack-
er; secretary and treasurer,
Grace Faucett; sergeant-at-arms,
Jerry Cooper; reporter, W. A.
Hollingshead; sponsor, Miss Bes-
sie L. Medlin.

There are twenty-two enrolled,
and by the help of the citizens of
Roaring Springs we will make
this the best class ever to grad-
uate from R. S. H. S.

Music Teacher For High School Here

Miss Faye Jameson of Spur, ac-
cepted a position with the Roar-
ing Springs school Friday as
music and expression teacher for
this term. This young lady
comes well recommended and
those who wish to take either of
these studies will make no mis-
take by patronizing Miss James-
on. She was in the school Tues-
day ready to begin her work.

Local Girl Accepts Position in Canyon

Miss Velma Clifton left last
week to accept a position as
stenographer in an insurance of-
fice in Canyon. Miss Clifton is
experienced in this line of work
and her many friends here wish
her success in her new location.

J. K. Crews of Plainview was
a visitor in the home of Dr.
Hughes Wednesday evening.

Dave Haile of Afton, was vis-
iting in the home of Johnnie
Haile here Wednesday.

Buddie Overstreet of Paducah,
was visiting friends here Sunday.

Mr. and Mrs. Albert Hodges
spent Sunday in the home of her
parents in Duncan Flat.

Mr. and Mrs. D. W. Sims of
Afton was in our city shopping
Saturday.

J. M. Jackson made a trip to
Matador Saturday.

Mr. and Mrs. Garland Murphy
went to Spur Saturday.

Luther Lesley left Friday for
Los Angeles, Calif.

Johnnie Moss of Cone transac-
ted business here Monday.

Mrs. Johnnie Haile visited
friends and relatives in Afton
Sunday.

W. A. Campbell's mother of
Munday is visiting here.

Dale King spent the week-end
with friends in Lubbock.

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her success in her new location.

WORTH HOTEL COMPLETES IMPROVEMENT PROGRAM

FORT WORTH, Texas, Sept.
25.—In anticipation of the early
fall business revival, which in-
cludes the resumption of horse
clauding at Arlington Downs, Dal-
las State Fair track and the State
Fair itself, and all of which un-
doubtedly will attract thousands
of West Texans to the twin cities
in October and November, the
management of the Worth Hotel,
Fort Worth, has completed a pro-
gram of enlargement and redecor-
ation, which more than definite-
ly puts this hostelry in a class
with the better class of hotels in
North Texas. Spacious new dining
rooms and banquet halls have been
added, and a costly system of ventila-
tion installed in the lower floors,
centering about the Worth Hotel
Coffee shop and mezzanine dining
room, which enjoys ice air dur-
ing the hot months from the same
plant.

ROY BURLESON

General Insurance
First State Bank Building
Matador, Texas

Satisfying the Most Particular

is our wish—and
also the reason for
our success

We like to work for fussy
people — because we're
fussy, too. We demand
that every shirt, every
dress, every piece of linen
—yes, every item that
comes to us—must go out
fresh and clean and per-
fectly ironed. If you're
finicky, try us. You'll be
satisfied—we guarantee it!

A Laundry Ser- vice for Every Family

We have various laundry
services—one is bound to
be just what you want.
Ask our deliveryman to
tell you about them. You'll
be surprised at the low
prices.

SPUR LAUNDRY

stering, together with new drap-
eries add much beauty to the
ground floors, an deauty of the 300
outside rooms and baths, included
in the hotel proper, have been
newly decorated and all have new
drapes. In the majority of in-
stances, showers have been added
to each room's appointments,
which include restful furniture,
roomy comfortable beds, tiled
wall bath and ample locker
space. West Texans for many
years have made the Worth Hotel
headquarters and it is the keen
desire of Jack Farrell, manager,
well and favorably known
through the great Southwest as
a host par excellence, to concen-
trate his efforts toward gaining
additional patrons from the
large group of visitors from West
Texas during the fall months.

There will be no increase in
rates at the Worth Hotel, accord-
ing to Mr. Farrell, who has built
an enviable clientele through the
very low rates in effect at the
Worth Hotel since its inception,
and he declares that the Worth
Hotel's program of expansion and
redecorating is the hotel's con-
tribution to the nation-wide re-
covery schedule, and to assist in
maintaining the Worth Hotel's
position at the top of the list of
hostelries, which strive to be
"homes away from home" for
their respective patrons.

Mr. Farrell sounds a note of
warning to intending visitors to
Fort Worth and Dallas, urging
them to make advance reserva-
tions. "Many large State and Na-
tional conventions have selected
the fall months for meetings in
both Dallas and Ft. Worth, and it
is a good idea to secure reserva-
tions in advance in order to avoid
waiting around after arrival," he
suggested.

The Worth Hotel, and its man-
agement, has been keenly inter-
ested in West Texas, and is re-
presented every time the Fort
Worth Chamber of Commerce
charts a trade trip into that ter-
ritory. Excursions have been
made to Brady, Menard, Sey-

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

mour, Abilene, San Angelo,
Brownwood and other points too
numerous to mention, for Man-
ager Farrell is a keen believer in
the old fashioned adage that
friends who visit him like to have
him visit them. Which is just
another way of saying that the
Worth Hotel reciprocates the pat-
ronage West Texas and West
Texans have given it, and send
word down the line that West
Texans will find the latch-string
out when they visit Fort Worth,
where the West begins.

MILLIONS OF DOLLARS

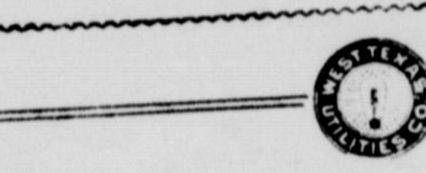
are held in old gold, platinum,
silver and diamonds, that could
be turned into cash today. The
U. S. Government is paying \$35
per ounce—a price no one ever
dared to dream of a few years
ago. Every where, all over the
U. S., in every home, there is
some old piece of gold, platinum,
silver or diamond that could be
turned into cash—irrespective of
the shape or form these valuables
may be.

It is of general knowledge, that
the government will buy gold to
a certain quantity—and thereaf-
ter, all buying will be done at the
old prices only. If you have any-
thing of value, old jewelry, brok-
en bits of gold, silver, platinum
or diamonds; old dental work
containing gold—in fact anything,
send it today without fail to the
GOLD SMELTING & REFINERY
CO., 253 South Broadway, Suite
221, Los Angeles, Calif. (If not
satisfied with check sent for val-
uation, return it and you can have
your shipment returned at once—
(Adv.)

INVESTMENTS RECOVERED

Many security investments considered total losses, are ac-
tually recoverable, in whole or part. Our investigation facil-
ities are capable of RECOVERING MANY LOSSES. We
charge two per cent amount recovered. If you have losses
or desire confidential reports on any security, mail us P. O.
Money order \$2.00, and you will get either recovery or real
FACTS. The management of this firm has fifty years of
reputable standing behind it. INVESTMENT RECOVERY
CORPORATION, P. O. Box 2264, Dallas, Texas.

Your Power Company A Service Institution



West Texas' phenomenal progress
during the past decade has been
equalled only by the steady expansion
of its West Texas Utilities Company,
for while West Texas has been car-
ving industrial history, this company
—to aid and foster that growth—has
kept its facilities modern and in ad-
vance of immediate needs.

Today 2,600 miles of cardinal Transmission Lines—energized
from three large, strategically located main generating stations and
strengthened by many auxiliary or stand-by plants—has replaced
the precarious and costly part-time "lighting" plant of yesterday.
This new-day Transmission System insures an immediate supply
of power sufficient to meet any development.

The program of this Company has been, and will continue to
be, the rendering of increased use of service by constantly decreas-
ing rates. Since the organization of the West Texas Utilities, the
consumers have benefited by total rate REDUCTIONS amounting
to MORE THAN SIXTY PER CENT—an unheard-of accom-
plishment in the days of isolated plants.

Electricity renders one of the most valuable services to the house-
hold. Yet it is sold at the lowest price of any item of the house-
hold budget. It represents approximately only one per cent of the work-
man's total expenditures. Electricity is cheap! You should use much
more of it.

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**

Picture of a Modern WASH DAY



Remember the old wash day?
It began before breakfast and
ended after supper with the iron-
ing. It was an all day job
—a tiring, nerve wracking job.
But today—how different! Our
salesman picks up your bundle
and 2 days later returns it ready
to be used! No more wash days
—no more fatigue. Yet it costs
only a very small amount. If
you haven't tried this service, do!

**The
Floydada
Steam
Laundry**

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Matador, Texas, Thursday, September 27, 1934

LOCALS

WANTED—Grain fields or grass pasturage for sheep. Max Brown, Clifton, Texas. 27-31

For Fay hose for the kiddie, see Mrs. Tom Tilson. It

FOR SALE—14x16 tent. Windows, doors, screens and side foundations complete. See Bill Moore. It

Mr. and Mrs. Green Bostic of the Echols ranch were Matador visitors Saturday.

Mrs. Oma Walker of East of Matador was shopping in Matador Saturday.

L. J. Barkley and family spent the week-end in Forestburg visiting relatives.

James Henry Murrell of Lubbock spent Sunday in Matador. Frank Montgomery of the Barton community was a Matador visitor Saturday.

Mr. and Mrs. A. L. Fryar and Miss Lorene and Mr. and Mrs. Emmitt Donovan were among the many who attended the ball game at Lubbock, Saturday night.

Dick Titus of White Star was a business visitor in Matador Saturday.

Frank Pohl, John Hamilton and Miss Josephine Moore attended the Texas-Tech football game at Lubbock, Saturday night.

Mr. and Mrs. E. C. Stearns and Frances attended the ball game at Lubbock Saturday night.

Mr. and Mrs. Floyd Jordan and children of Tahoka, visited friends here last week.

Mr. and Mrs. Frank Eiring and daughter Frances, of Plainview, spent the week-end here visiting relatives and friends.

Pai Martin of Whiteflat was a Saturday visitor in Matador.

Mr. and Mrs. Bill Pipkin and small daughter, left Monday for a few days visit at Dahhart, Texas.

Miss Evangeline Williams of Vernon spent the week-end here.

Dr. and Mrs. Frank Robinson, of Crane, Texas, spent the week-end with G. S. Craven and family.

Earl Stevens of Whiteflat was shopping here Saturday.

Misses Oma, Ethel, Mable, Roberta and Dora Jameson visited in Clayton, New Mexico, last week.

Edd Whitaker of Barton was in Matador Saturday.

Mr. and Mrs. Claud Harp and family were Lubbock visitors Saturday.

Mr. and Mrs. Ben Keltz attended the game at Lubbock Saturday night.

Clovis Mitrphy of Whiteflat was a Matador visitor Saturday.

Sam Smelser of Whiteflat was shopping here Saturday.

Homer Jenkins and J. E. Jameson visited in Kirkland Sunday.

Clarence Jenkins returned Saturday from Mineral Wells where he has been receiving treatment in the Millings Hospital.

Jerry Birchfield of Teepee Flat was a Matador shopper Saturday.

Hugh Cole of the Barton community was transacting business in Matador Saturday.

E. M. Rice of Plainview, was a week-end visitor here.

Miss Delma Beason of Paducah, visited her sister, Mrs. Lawrence Bryan this week end.

Gus Stearns of Darden Canyon

was trading here Saturday.

Mrs. L. B. Archer and Sylvia Day were Lubbock visitors last week.

Mr. and Mrs. T. B. Edmondson and Virginia, and Mrs. F. M. Jenkins visited their sister in Crosbyton Sunday.

Robert Wilkinson of Whiteflat, was a business visitor here Monday.

Mr. and Mrs. Dick Davis and small son and Mr. Clay Gilbert were Lubbock visitors Wednesday.

T. E. Long of Roaring Springs, was a Matador visitor Monday.

Mr. and Mrs. A. A. Harp and family visited in Turkey Sunday.

Leslie Smith of Roaring Springs was in Matador Monday.

Mr. and Mrs. Fort Payne spent Wednesday in Lubbock, shopping.

O. O. Love of Roaring Springs, was a business visitor in Matador Monday.

Mrs. B. F. Tunnell and Mrs. Brackeen were shopping in Floydada Tuesday.

Mr. and Mrs. Bill Moore attended the Lubbock Fair Tuesday.

Mr. and Mrs. Farris Fish were Lubbock visitors this week.

Mr. and Mrs. T. T. Jameson are visiting in Abilene Coleman and Ballinger this week.

Matador Swamps...

(Continued from Page 1.)

line for the touchdown. Campbell kicks the extra point. Campbell kicks off to Barker who takes the ball on his 20 yard line and runs it out to his 35. Barker gets 6 yards through guard. Barker tries tackle for gain. Again Barker tries tackle for 2 yards and a first down. On a later pass Persons gains 5 yards. Barker hits line for no gain. Barker gets 4 yards through tackle. Again the line holds Barker for no gain and the ball goes over to Matador on downs. A pass from Blackshear to Pritchett nets 5 yards. Spencer gets 6 yards around end. Blackshear gets 7 yards through center as the quarter ends.

2nd Quarter

Matador draws a 15 yard penalty on the backfield being in motion on a shift play. A pass from Blackshear to Spencer nets 30 yards. Blackshear gets 6 yards through center. Pritchett gets 6 yards over tackle. Spencer lost 2 yards on end run. Blackshear breaks through center for 12 yards and a touchdown. Campbell's kick for extra point was bad. Campbell kicks over Quitaque's goal line so Quitaque takes the ball on their 20. Blackshear intercepts pass on Quitaque's 30 and takes it to the 17 yard line. Spencer picks up 7 yards around center and a first down on the 7 yard line. Blackshear gets 4 of the remaining yards. Blackshear plunges over for a touchdown. Campbell kicks the extra point. Campbell kicks off to Barker on his 12 who returns to his 22. Barker punts to Webb on the 50 and he is downed in his tracks. Spencer on an end run fumbles and Quitaque recovers. Barker gets 5 yards through center. Matador off side. Barker hits line for no gain. Matador off side. Hawkins fumbles with a 10 yard loss. On a short pass from Barker to Persons. Matador is momentarily caught off balance and Persons runs for a touchdown. Kick for extra point was bad. J. Willis substituted for Pritchett. Quitaque kicks to Blackshear on his 23 and he returns it to his 43. Willis gets 3 yards around end. Spencer 3 yards around end. Blackshear 4 yards through center. Blackshear 1 yard through center. Lee for Quitaque intercepts a pass on his own 45. Barker tries long end run for no gain.

Announcing...

The Opening **THURSDAY, SEPT. 27**

Of the **ALL NITE CAFE**

Good Things to Eat
Home Made Pies
Special Sunday Dinners

I'll appreciate your giving me a trial for I believe I can make you money,
Yours truly
Joe M. Gaines Mgr.

ALL NITE CAFE
ARCH BLACK, Mgr.
South Side Square

Quitaque off side. Matador off side. Persons hits tackle for no gain. Quitaque fumbles and Clements, Matador, recovers on Quitaque's 49 yard line. Blackshear passes to Hardin for 40 yards. Blackshear then plunges over for a touchdown just as the gun for the half. Kick for the extra point was bad. Score at half, 33-6.

3rd Quarter

Campbell kicks off to Barker on his 5 yard line and Barker returns to his 21. Hawkins 3 yards around end. Barker 1 yard over guard. Barker gets through left guard for 13 yards. Barker loses 2 yards. Barker hits tackle for no gain. Barker punts to Webb on his 30 and he returns to his 45. Pritchett gets 45 yards around end and Spencer goes around left end for 5 yards and a touchdown. Pass for extra point is bad. Campbell kicks to Barker on his 2 yard line and he is dropped after a 2 yard gain. Quitaque kicks out to their 35. Pritchett fumbles on an end run and Quitaque recovers on their own 30. Barker punts to Webb on his 30 and Webb returns to the 50. Campbell substituted for Spencer. Blackshear gets 1 yard through center. H. Campbell goes around end for 20 yards. Blackshear gets loose through center for 30 yards and a touchdown. R. E. Campbell kick for extra point was bad. Campbell kicks to Barker on his 10 and he returns to his 35. Barker fumbles 4 yards at tackle. Barker fumbles and Hardin recovers on Quitaque's 19. A pass from Blackshear to Hardin nets a touchdown. Blackshear carries ball over for extra point. Campbell kicks to Barker on his 10 and he returns to his 26, and after three tries at the line punts to Matador on their 45 and Webb carries it to the Quitaque 45. J. Willis gets 4 yards off tackle. Blackshear picks up 6 yards as the quarter ends.

4th Quarter

Blackshear loses 10 yards on attempted pass. Willis gets 9 yards around end. Pass incomplete. Blackshear punts to Persons who fumbles and Parks recovers. Campbell tries end for no gain. Blackshear picks up 14 yards through center. Willis goes off tackle for 9 yards and a touchdown. Kick for extra point is bad. Campbell kicks off to Barker on his 20 and he returns to the 34. Barker loses 4 yards at tackle and then punts to Matador who takes the ball on the 50. Blackshear 1 yard at center. Willis gets 8 yards around left end. Blackshear gets 1 yard at center. Pass incomplete. Willis loses 8 yards at end. Blackshear gets 12 yards over tackle. Ball goes over to Quitaque on downs. Pass from Barker to Persons gains 12 yards. Pass from Barker to Lee nets 20 yards. Matador off side. Pass incomplete. Persons hits tackle for no gain. Barker gets 14 yards through right tackle. Barker hits right tackle for no gain. Pass from Barker to Hawkins nets 6 yards. Barker loses 1 yard at center. "Red" Titus rushes passer and breaks up pass. Ball goes over to Matador on downs. Blackshear gets 11 yards at center. Blackshear gains 5 yards over center. Camp-

bell gets 6 yards off tackle. Blackshear gets 5 yards over tackle. Willis picks up 12 yards at end. Blackshear gets at center. Campbell gets 21 yards around right end. Blackshear gains 14 yards through center as the game ends. Score, Matador 58, Quitaque 6.

Starting Lineup

Matador	Quitaque
Player	Player
Clements	L. E. Lee
Parks	L. T. Kelly
Willis	L. G. Barker
Campbell	C. Allen
Faulkner	R. G. Hollis
Morris	R. T. Cutbirth
Hardin	R. E. Eddleman
Webb	R. H. Bailey
Spencer	L. H. Persons
Pritchett	F. M. Hawkins
Blackshear	F. M. Barker

Summary

The Matadors made 348 yards from line of scrimmage to 108 yards for the visitors. In first downs the Matadors led with 25 to 8 for Quitaque. The Matadors punted 3 times for an average of 28 yards. The Panthers kicked 5 times for an average of 30 each kick. The Panthers passed 12 times and completed 7. The Matadors passed 7 times and completed 4.

Officials—Bird, referee; Davis, umpire; Inloe, head linesman.

MISSIONARY SOCIETY IN ZONE MEETING SEPT. 18

Zone three of the Plainview District Missionary Society convened at Matador, on September 18th, 1934, at 10 a. m. The house was called to order by the zone leader, Mrs. Bryan Wells, of Lockney.

The following program was given:

Devotional—Mrs. G. B. Pope of Flomot.

Prayer—Mrs. S. S. Stoneker.

Welcome Address—Mrs. F. G. Simpson, Matador.

Response—Mrs. Mina Lee Solomon, Floydada.

News from China—Mrs. J. L. West of Floydada, whose daughter is a missionary in China.

Violin solo—Sumner Williams, Matador.

"Our Deaconess Serving in Rural Communities."—Whiteflat Society.

Eleven O'clock Service.

Program

FRIDAY and SATURDAY
"TELEGRAPH TRAIL"
With John Wayne

Also Two-Reel Comedy "PUGS AND KISSES"

SUNDAY and MONDAY
"MURDER AT THE VANITIES"
With Karl Brisson, Jack Oakie, Kitty Carlisle, Victor McLaglen

ROGUE THEATRE
Matador, Texas

WEST TEXAS GIN COMPANY
RELIABLE GINNERS

We are ready to gin your cotton. Our machinery is in the best of condition to handle this sorry crop of cotton. It is no trouble for us to make burnt cotton look like nice good cotton.

You will find plenty of cotton seed meal, hulls and cake at our gin to trade for cotton seed.

I'll appreciate your giving me a trial for I believe I can make you money,
Yours truly

Joe M. Gaines Mgr.

Song—Prayer—Rev. Hill, Plainview. Sermon, "Peace"—Rev. Lester Hill, Lockney. Lunch Hour. House called to order at 1:30 p. m.

Devotional—Mrs. F. O. Bond, Matador.

Prayer—Mrs. Bryan Wells. Talk, "Peace"—Mrs. T. E. Smith, Floydada.

Reports from Auxiliaries. Song—Eugene Luker. Playlet—Lockney and Matador. Talk, "Are We Responsible for the Young Women"—Mrs. Bailey, Plainview.

Talk—Mrs. S. S. Stoneker, District Leader. Adjournment.

There were sixty women from Zone Three present, and all enjoyed a pleasant social hour and a day of instructive program.

JAPANESE CELEBRATION MARKS 70,000 CHEVROLET

First a shower of champagne, then a ritual of purification and blessing, greeted a Chevrolet truck when it rolled off the assembly line at Osaka, Japan, recently. The Chevrolet was selected for these special honors because it marked the completion by General Motors Japan, Ltd., of the 70,000th unit in 7 years. In Japan, 7 is regarded as the number particularly favored with good luck.

The Osaka plant has celebrated other important occasions as when it turned out all gold car (No. 50,000), a car colored to match the bird, (No. 60,000.)

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LAUNDRY SPECIALS

QUILTS WASHED 20c
DOUBLE BLANKETS 15c
SINGLES, 3 for 2

WE CALL FOR AND DELIVER

MATADOR LAUNDRY

At Low Cost—We Deliver

ICE

For Your Health and Comfort



We've solved your summer's problem on how to keep foodstuffs fresh at a low cost. It's the method your grandfather used—good but ineffectual. Ice and a good but inexpensive ice box. Natural ice is the best refrigerant as well as the cheapest. Be economical—use ice. Just call 67 for quick ice service.

LEA ICE CO.

Independent Manufacturer of Ice

PHONE 67 PROMPT DELIVERY

WOULD YOUR TIRES STOP YOU IN TIME?

STOP

YOU IN TIME? " " "

THE GOODYEAR MARGIN OF SAFETY

GOODYEAR ALL-WEATHER
43% Longer Non-Skid Mileage... No Extra Cost.

DOUBLY GUARANTEED
1. Against road hazards.
2. Against defects for life.

GOODYEAR SPEEDWAY
Built with Super-twist Cord. A lifetime guaranteed Goodyear—full over-size—with Center Traction for quick stops and tough thick tread for long mileage. Value you get because Goodyear Dealers sell the most tires—by millions!

4-10-21	4-75-19
\$4.95	\$5.70
4-30-20	5-25-18
\$5.20	\$6.70

Prices subject to change without notice. State tax, if any, additional

MURRELL CHEVROLET CO.
Matador, Texas

Full Line of Chevrolet Parts and Expert Repairing

Wrecker Service Anywhere

The Tribune Embraces News and The Most One Publication of Com

By DOUGLAS MEADO

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