

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
Matador, Motley County, Texas, Thursday, Sept. 19th, 1935

TRIBUNE VOL. 9, NO. 28

MOTLEY COUNTY NEWS VOL. 16, NO. 29

TRAIL DUST

By DOUGLAS MEADOR

There is the fulfillment of a prayer in the sublime beauty of an autumn sunset on the plains of western Texas, as a dream more majestic than the most lavish designs of the heart, shaped quickly and to briefly, into reality. A terrible grandeur becomes balm to the raw soul and heals the hurt of unrequited yearning with crimson and gold and the soft bands of blue across the heavens, like warm rain in the dry furrows of man's hopes. The unhappy things are at once temporal, and peace comes to the soul from some invisible depths in the enchanted vastness of the land.

The herd has moved on to another range and the traditions of the cattle country have followed across the hills of time. The old camp custom of returning tin cup, plate and silverware to the chuckbox after a meal comes back like the wind across the un-plowed prairies of yesterday when a man quietly rises from the table and delivers the articles to the kitchen. His stay is slower now and silver has laced his hair but the small gesture is as sincere as a faithful veteran saluting a defeated flag.

I remember the light of that wretched street which must have swept through some fault in the walls of purgatory, its yellow shadows and the uninterred bodies that trod the slimy walks to speak but never smile. The sunken, burned-out eyes, the unclean faces and the wrappings of rags were always there in the sticky dawn. It was the eddy of a dismal river thickened with the silt of crumbled dreams and the erosion from fields of pain. Sometimes a shot would sound above the groan of life, the roar and clang of cars with steel wheels sliding on steel in the ooze of melted fog, and after the unceratly pause, fearful stories spread like wide black wings.

Each day I must walk with those who had ceased to hope and break with them the mouldy bread of poverty and despair because the doors behind which I worked could not keep out the bitterness of their street. Perhaps I might have remained, it seemed so hard for others to ever get away, but for the view of a great distant mountain that was sharp and clear on the cloudless days. Gleaming snow on the remote peak and clean blue sky beyond, where must bloom sweet pine-scented winds, it stood like a hovering angel above the dismal alley. Each day the mountain beckoned to me until at last the moorings of circumstance were broken and I walked its way with no regrets, because I did not look back.

A little time will certainly change the value of a dedication written across a photograph, especially if the picture has been tendered in some connection with affairs of the heart. All but the foolish young men make a neat pile of their love-letters and photographs and apply a match on the eve of matrimony. The others, as trained slaves of sentiment, will try to smuggle some of the precious past into the camps of the future and always hear uncomfortable laughter in their ears. I should have tossed one more picture into the flames.

Benedicted with my first long pants and fortified with the associated feeling of maturity, I called in the reserves of my courage and requested the privilege of escorting the object of my budding affection to her place of abode after an ice cream supper. It is doubtful if I shall ever again know the depth of embarrassment and chagrin that engulfed my life that evening when I discovered that I did not possess enough money to pay for the two dishes of ice-cream we had hardly touched while she blushingly accepted my company. Altho my financial condition has never been satisfactory, I am certain I have not needed money as badly since. For two or three years afterward I managed to always have thirty to thirty-five cents in my pocket as

LUBBOCK FAIR WILL OPEN ON MONDAY; 23rd

Large Attendance Is Expected To See Exposition

LUBBOCK, Sept. 16.—Two hundred thousand people are expected to click through the turnstiles at the Panhandle South Plains Fair here next week, September 23 to 28, to see shows, exhibits, vaudeville acts, fireworks and other attractions at the 22nd annual exposition.

Principal new feature is the Harley Sadler 3 ring circus showing the last three days, Thursday, Friday and Saturday.

Wortham's Western Exposition shows will play the midway with Captain Jack doing a 90 foot free act dive into flaming water twice daily.

A big array of vaudeville acts, band concerts, and other thrilling free acts will be on the program twice daily with a spectacular fireworks display each evening.

Lubbock stores will close Tuesday afternoon, Sept. 24, for Lubbock Day and except for drug stores, cafes and filling stations, the entire town will close up and attend the fair.

Wednesday, when all school children are admitted free, will be the biggest day of all. Hundreds of schools over the Plain territory will be closed and a large percent of them will transport the entire student body to the fair in school buses. A day at the fair is worth more than a day in school officials say.

Editor In Race



MULESHOE HAS CANDIDATE FOR SENATE OFFICE

Jess Mitchell, editor at Muleshoe, in Bailey county, announces his candidacy as State Senator for the 30th Senatorial district, to succeed the late Hon. Arthur P. Duggan, whose recent death left that office to be filled by an election called by Gov. Allied for September 28.

Mr. Mitchell, in making his announcement, says he is entirely mindful of the opportunity for service and of the grave responsibility this office entails. He considers holding of public office a sacred trust. "I verily believe," he said, "that aside from the duties of the Church, there is nothing more serious and more sacred than duties of State.

"I make no pretensions whatever at being a skilled politician; have never held public office and am not interested in politics personal; but I am tremendously interested in the welfare of this great area of West Texas. I have, in years past, as a public spirited citizen, been able to accomplish many favorable things for this section, and confidently believe that as an official I can accomplish even more and greater results.

"I am 55 years of age, virtually in the prime of business life, strong physically, alert mentally and sound morally. I am a college and university graduate. While I am now and have been for several years past a newspaper editor, I am also a farmer, owning three farms embracing several hundred acres, one of them being an irrigated farm near Muleshoe on

(Continued On Second Page)

COSTLY NOSE THUMB

OSCEOLA, Ia., Sept. 8.—A thumb at the nose cost Jimmy Horton \$3 today.

Horton drove up behind another automobile. Its driver was wearing a tan cap and uniform. Horton's very best friend, Cliff Carr, who operates a service station, wears a tan cap and uniform.

Horton sailed by, playfully thumbing his nose.

Highway safety patrolmen also wear tan caps and uniforms. Hence the \$3 fine.

Cotton Program To Be Explained By Expert Monday

The 1936 Cotton program and the ten cent loan and subsidy will be explained by M. A. Pillars, of Wheeler, Texas, State advisory cotton committeeman for the Panhandle district, at a county-wide meeting at the Court house at Matador, Monday afternoon, Sept. 23 at 2:00 o'clock. Mr. Pillars has just returned from Washington, D. C., where he attended a nationwide conference with Administration officials to work out the details of the 1936 cotton contract and other matters concerning the Cotton Shout.

The State cotton advisory committee, of which Mr. Pillars is a member, is composed of representative cotton farmers elected by the cotton committeemen of each of the nine Extension districts of Texas. Mr. Pillars is a very forceful speaker, and is in possession of the latest information on the cotton situation.

High School Here Enrolls Students Of Other Districts

The Matador High School has enrolled the following students who live in some other district:

Fairview: Billie Lawrence, Lawrence Rattan, Fred Lawrence, Kattie Jeanette Jenkins, Donald Groves, Cecil Ray, Hazel Ellithorp, Addie Lee Lawrence.

White Star: Ruth Irvin, Clayton Titus, Will Pritchett, Lonnie Titus, Dan Darsey, Rosalie Cummings, Virginia Vinson, Clyde Amonett, Louvaine Barton.

Whiteflat: Etta Elmore, Wilma Pool, Dan Browning, Malcolm Morris, Rhenard McCary, Tom Tilson Jr., W. J. Brian, Ruth Merritt, Clifford Harris, J. D. Allen, Oma Mae Jameson, Katy Lynn Humphries, Camella Wilkinton, Grace Keltz, Forrest Faulkner, Tuit Harrow, Albert Willis.

Barton: Jimmie Lee Irby, S. M. Guthrie, Connie Brewer, Willie Crump, Geraldine Lebow, Ester Collier.

Flomot: Marie Ross, Bebe Gates, Odell Washington, Baby Webb.

Aldene: Katherine Copeland.

Darden Canyon: Raymond Kinney.

Turkey: Beryl Blackshear.

Phillips Company Furnishes Covers For School Books

All of the 2,600 school book covers which will be required by the Matador school children and the 1,200 school book covers which are required by the Whiteflat school children are being furnished by the Phillips Petroleum Company, according to announcement made jointly by L. A. Cardile, Matador Phillips agent, Superintendent B. F. Tunnell of Matador and Superintendent J. H. McWilliams of Whiteflat.

State law requires that all text books be covered adequately and the covering of the books ordinarily presents quite a problem, both to the schools and to the individual pupils. With the Phillips company furnishing all the school book covers needed in this locality, free of charge, the problem is solved.

The need of book covers has caused the petroleum company to furnish most schools in the Panhandle.

NEW MANAGEMENT

The automotive repair department of the Mission Gas & Oil Co. is now under the management of Cecil Shelton and offers a complete automotive repair service.

Mr. Shelton, who is well known in Matador solicits the patronage of the motoring public.

CIRCUS STAR



Vates Engresser, above, former Hollywood movie actress, who is the star of the Schell Brothers Circus which will be in Matador one day only, Friday September 27.

SCHELL CIRCUS TO RAISE BIG TOP IN CITY NEXT WEEK

Imagine a town of five hundred to fifteen hundred people, the stores, machine shops, lawyers, doctors and all branches of business it requires to supply them with the daily necessities of life. Picture a city or town of that size traveling throughout the entire world all people in a gathering and body and always intact. Then visualize the tremendous problem of FEEDING A TRAVELING CITY.

Each day in a different location. Each day a kitchen is set up in another place from 25 to 250 miles away; then try to comprehend the organization back of it, that has all meals at regular hours. Never missing the hour in which the meal is called. After you have pictured the problem, picture the terrific task ahead of you if YOU WERE REQUIRED TO SUPERVISE THIS LABOR. It would seem impossible to you. Yet, it is exactly what Schell Bros. Circus like all large circuses in America, accomplishes each day. Buying food for the stock and rations for the people of the tented city is indeed one of the largest tasks, and daily finds an organization, working like well-oiled machinery, accomplishing their bit, quietly, easy, and without confusion, for men of highly trained ability are secured to handle each department of the circus.

AGRICULTURAL GROUP HAS MEETING FRIDAY

The Motley County Agricultural Association met last Friday evening at the court house, with W. I. Rushing, Chairman presiding.

Following a talk on the 10 cent loan and 1936 Agricultural program by M. E. Thompson, Assistant in Cotton Adjustment, County Agent, Frank A. Buckley discussed trench silos, and announced that a trench silo demonstration would be held at W. I. Rushing's farm Wednesday afternoon.

Other features of the program comprised music furnished by Riley Rigby and L. C. Groves, and a reading by W. I. Rushing Jr.

VISITORS

Mr. and Mrs. F. M. Jenkins had as their guests last week, the former's brother and wife, Mr. and Mrs. S. L. Jenkins of Levelland and two sisters, Mrs. Rebecca Jones of Oklahoma City, and Mrs. Riley Christian of Jacksboro, together with Mr. Christian and their daughter, Mable.

Matadors To Start Season At Crowell Friday Night

Lions Inspired Through Address Tuesday Meeting

"History Of Lionism" Is Subject Of Lion Elmer Stearns To Fire Local Club To Greater Interest

Perhaps one of the greatest meetings ever held by the Matador Lions Club received its impetus from an address by Lion Elmer Stearns on the "History Of Lionism" as a part of the program when the civic club met for the regular luncheon-meeting at the Baptist Church Tuesday.

One of the largest attendances in the past three or four years answered roll-call following the enjoyable meal served by the Baptist ladies and the program was turned to Lion Fay Jacobs in the absence of Dr. A. C. Trawick, program sponsor for the meeting. While Lion Stearns was allotted only eight minutes for his address, it is doubtful if any member present checked the length of his talk because of its intense interest.

Tracing the history of Lionism from its beginning in Chicago in 1914 under the organization of Melvin Jones, to 1917 when the Lions International was perfected with only 26 clubs and 800 members, Lion Stearns compared it to the great organization today embracing six countries, 2,700 clubs and over 80,000 members. Some of the interesting data described in the address, included: First convention in Dallas, 1917. Name ratified, Texas has furnished two presidents and has the largest number of members of any state. There are 242 clubs in the state with a membership of 7,328. The name, Lion, symbolizes courage, strength, activity and fidelity. The Lions Club was the first service organization and is unestricted.

FAST TACKLE

Odus Crowell, above, son of Mr. and Mrs. Leonard Crowell of Flomot, is a member of the Hardin Simmons Cowboys this season and is declared to be one of the fastest charging tackles to ever wear the purple and gold. Odus weighs 205 pounds. He is a graduate of the Matador High School.

Depression Passes In Matador As Last Vacancy Is Rented

The 'No Vacancies' sign is out in Matador. No more businesses can open here until more business buildings are constructed after the opening of the City Furniture Store in the Luckett building on the south side of the square this week. While two or three new business places are in the process of opening, every available location is rented.

Matador has been more fortunate than many west Texas cities during the last few years of economic distress and it is doubtful if any have staged the quickened tendencies of recovery apparent in the opening of the increased number of business locations here during the past sixty days.

Application Forms For Cotton Subsidy Are Now Available

COLLEGE STATION—"Forms are now being printed for the producer to make application for the adjustment payment, commonly known as subsidy, on the 1935 crop of cotton and they will probably be available immediately for distribution to county agricultural agents in charge of the program in the counties." F. E. Lichte, senior administrative assistant, division of cotton said.

Information required on this form is the date of sale, name and address of producer and purchaser, and the following items: number of bales; gross weight, including bagging and ties; price per pound paid producer; total value of cotton; amount of charges, in any amount paid producer, followed by signature of the purchaser. Where cotton is sold in the seed, the amount of seed cotton purchased and the seed cotton equivalent in pounds of lint is required.

"Any producer under a cotton adjustment contract who agrees to participate in the 1936 cotton adjustment program and sells his 1935 crop cotton before August 1, 1936, is entitled to the adjustment payment," Lichte said.

He added that the producer who did not sign a contract is also eligible to make claim for the subsidy. He will, of course, agree to participate in the 1936 cotton adjustment program and will be paid when his compliance has been certified.

NEW ARRIVAL

Born to Mr. and Mrs. Jud Neighbors on September 5, 1935, a baby daughter, Barbara Joyce.

Motor Caravan Fans To Follow Team To First Game



Odell Washington, husky end on last year's team, has been shifted to the backfield this year and so far, in practice, has done a fine job at ball hugging. Big George is a sure starter at the fullback position Friday night. At the half positions, Coach Stanford will probably start Bebe Gates, speed merchant of the team and a regular on the 1933 team. At the other halfback post, Charley Scaff, a squadman from last year's team, is the likely starter. Runt Webb, scrappy little quarterback from last year's team, and blocker delux, will start at the signal barker's post.

Center of the Matadors' Line Appears to Be Strongest

The center of the Matadors' line appears to be strongest, with three veterans from last year's team, R. E. Campbell Jr., center, Co-Captain, Albert Willis, and Forrest Faulkner guards, are counted on to stop the Wildcat's running attack and pave the way to a victory for the Matadors.

The game will be called at eight o'clock and the admission, 50 cents for adults and 25 cents for school children.

Tickets are on sale at both Simpson's and City Drug Stores.

AT TRAWEEK HOSPITAL

Miss Eunice Browning, daughter of Mr. and Mrs. L. R. Browning of Whiteflat, was rushed to the Traweek Hospital here Monday after an attack of appendicitis. Due to the seriousness of her case, it was decided to delay operation as long as possible in order that Miss Browning's physical condition might improve to lessen the hazard. It is likely that she will undergo the operation within a few days.

RETURN HOME

Mr. and Mrs. J. H. Sample returned home Tuesday from Temple and Houston, where they have been visiting during the past week.

TO WASHINGTON

Miss Tommie Tudor left Sunday of last week for Washington, D. C. where she expects to make her future home.

Miss Ollie Echols visited in Do's last week.

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will tell you a few...
There is the fulfillment of a prayer...
The herd has moved on to another range...
I remember the light of that wretched street...
A little time will certainly change the value...
Bulbs...
79c
5c
24c
riced
TY

MATADOR TRIBUNE
Successor to the Roaring Springs News

Combined With the
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Any erroneous reflection upon
the character, standing or reputa-
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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."**

**PINK L. PARRISH
ENTERS SENATOR
RACE OF 30th DIST.**

Pink L. Parrish, former Lubbock
mayor, Crosby county judge and
having already served one term as
State Senator, makes his announce-
ment as candidate for the
office of state Senator for the
Thirtieth Senatorial District, in
the coming special election ordered
by the Governor for September
28, 1935.

In writing the term he served
as Senator, Mr. Parrish said:
"During that term I made a
record, whether good or bad I
cannot change. I supported our
educational institutions both public
schools and our institutions of
higher learning. I was sole author
of what is known as the Parrish
Fee Bill, which became a law,
placing a limit on what county
officials could make and requiring
them to make an annual report of
their fees collected. I was joint
author of the constitutional amend-
ment which was adopted and
placed into law exempting home-
steads from state taxes up to the
value of three thousand dollars.

I believe that, with Mr. Tarwater
Senator Small and myself, we are
solely responsible for the law
which allows farmers to receive
a refund of gasoline tax on gaso-
line used on their farms. I sup-
ported strongly the Sulphur Tax.

Lifelong Democrat
Though a life long Democrat and
never scratched the ticket in a
general election, I opposed the
Wirtz Bill to disfranchise our peo-
ple who had supported Hoover
over Alfred E. Smith for president.
I voted for and will try to pass
again a resolution requiring every
member of the Legislature to
make affidavit as to who he rep-
resents or from whom he receives
salary or retainer, as attorney or
otherwise, because I don't believe
you can serve two masters. I think
the coming session of the Legisla-
ture is one of the most important
we have had for many years. I
think the constitutional amend-
ments recently voted should be
carried out."

Methodist W. M. S.

The Irene Eldridge circle met at
the home of Mrs. F. A. Buckley on
Tuesday, September 10. The Bible
study was conducted by Mrs.
Buckley, and each member rep-
orted on a chapter from First
Corinthians.

Following a business session,
presided over by the president,
Mrs. Floyd Bond, lovely refresh-
ments were served by the hostess
to the twelve ladies present. Mrs.
Albert Trawcek was introduced
and welcomed as a visitor.

Meet At Church

On September 17, a group of the
Irene Eldridge circle met at the
Church for Bible Study. The Book
of Second Corinthians was ably
presented by Mrs. Buckley and
enjoyed by all present.

Zone Meeting

A Zone meeting of the Woman's
Missionary Society for Zone No. 3
will be held at Cars Chapel on
Thursday of this week.

To Pack Box

Circle No. 1 will pack a box on

circles of the Methodist W. M. S.
will be held at the Church on
Tuesday evening, September 24,
at 7:45, with Mrs. H. K. Ford,
General Chairman, presiding.
Thursday to be sent to a Wesley
House in Fort Worth. The clothing
is to be brought to the home of
Mrs. Jack Robinson.

General Meeting

A general meeting of all the

Mitchell . . .

(Continued from Page 1.)

which myself and family reside.
I was born on a farm, have been
an actual dirt farmer and am well
acquainted with the farmer's
problems.

"I was a soldier in the Spanish-
American war, served in the secret
service department during the
World War, and was at one time
United States Commissioner at
Columbus, N. M., under appoint-
ment of President Woodrow Wil-
son.

"The citizens of this State have
spoken in large majority favoring
old age pensions, repeal in some
sections and abolition of the officer
fee system. As your senator, it
would be my privilege and pleasure
to do all within my power to
enforce these mandates by passing
such laws as would grant to the
needy aged this financial income
and to arrange for its payment;
to pass such laws as would regu-
late the sale of liquor to the best
advantage of the State, as well as
for the protection of those coun-
ties not favoring it, and to use my
strongest influence toward en-
forcing the Fee amendment as
authorized by the citizenry.

"I shall be glad to discuss in
public or private other phases of
governmental matters with citi-
zens, many of which will be taken
up in public speaking.

"My one desire is to give con-
scientious, conscientious and con-
structive service to the State in
general and especially to this dis-
trict in West Texas, looking to-
ward eventually making this area
the best part of this great Lone
Star Empire. My great wish is to
keep step with the citizens of this
district, to work in unison with
them, and to eventually partici-
pate with them in the blessings
which will come to all of us be-
cause we have fought a good
fight—we have kept the faith.

"There are innumerable benefits
to which this area is entitled,
ought to have and could have with
proper representation at Austin.
Strong courageous men, men of
ability and broad successful busi-
ness experience are needed for
such conquests against overwhelm-
ing odds. It will be my supreme
pleasure to become the champion
of the needs and rights of the
citizens of this Senatorial district."

RECORD BREAKING CROWD AT LUBBOCK FAIR



These two views at the Pan-
handle South Plains Fair at Lub-
bock show how the grounds will
be crowded Sept. 23 to 28 at the
22nd annual exposition.

MOVIE CHATTER

By A Rogue

"Gridiron Flash"

Friday and Saturday the Rogue
offers its patrons a picture very
much in keeping with the season,
that of "Gridiron Flash", starring
Eddie Quillan and Betty Furness.
A football picture, and what a
picture! The game nearly over and
the halfback still in jail—one
minute to play—ninety yards to
gain—a girl in the grandstand
with her heart in her mouth—and
the pride of dear old Belford gal-

lops onto the field! Don't miss this
rousing romance of an ex-bad
boy who graduated from the gas
house gang to become a college
football star!

Also the Eleventh chapter of
"Tarzan, The Fearless", Friday
and Saturday.

"Will Rogers"

Sunday and Monday that great-

est of all film stars, Will Rogers,
in "The County Chairman" with
Evelyn Venable and Kent Taylor.
This picture, along with the other
Rogers' pictures, affords entertain-
ment for the entire family. This
is not the last of the Rogers pic-
tures others being, "In Old Ken-
tucky", "Doubting Thomas", and
"Steamboat 'Round the Bend". If

you have not seen "The County
Chairman" be on hand at the
Rogue Sunday and Monday.

**JUNIOR SOROSIS
CLUB ORGANIZED**

The Junior Sorosis Club held its
first meeting since organization,
at the home of Miss Pearl Cam-
mack on Tuesday, September 17.
Twelve charter members, the club
sponsor, Mrs. H. G. Stanford, and
the Senior Sorosis Club President,
Miss Lorene Fryar, were present.
Following a business session,
during which the club constitu-
tion was read, an interesting pro-
gram, led by Mrs. Bill Neatherlin,
was presented. Miss Fryar wel-
comed the new Sorosis Club into
the Federation of Women's Clubs
and gave a brief history of wom-
en's clubs in America. Miss Pearl
Cammack responded with a gen-

uine expression of thanks to the
Senior Sorosis Club for its spon-
sorship of the new chapter. Miss
Ruth Moore presented in a paper,
"Why a Woman's Club", the rea-
sons why young women should
cultivate their interest in the fine
arts by joining a study club.

The following officers were
elected by the club members in
this and the previous meeting:
President, Miss Pearl Cammack;
First Vice-president, Mrs. Bill
Neatherlin, Second Vice-president,
Mrs. Jack Luckett Jr.; Secretary,
Treasurer, Miss Hattie Tee Groves,
and the following officers which
were appointed by the president:
Parliamentarian, Miss Ruth Moore;
Librarian, Mrs. Clay Gilbert and
Press Reporter, Miss Ruth Simpson

**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

YESTERDAY . . .

A world of easily defined
limits . . . narrow in the ex-
treme from our present point
of view, hemmed in by lack
of knowledge . . . a people
too occupied with the prob-
lems of reproducing on far-
flung frontiers the remem-
bered existence of its fathers . . .

TODAY . . .

The turmoil of national
adolescence, with full phys-
ical growth attained, and
mental prowess beginning
to assert itself in a thousand
directions . . . each new
achievement giving way in
rapid order to another . . .

TOMORROW . . .

A richer, fuller life for
everyone . . . in a world
understood of yesterday's
roped for today, accepted
as a natural reward of ap-
plied intelligence tomor-
row . . .

YET, throughout every phase of our devel-
opment—past, present and into a thousand tomor-
rows—there have been, and will continue
to be, certain fundamental truths, facts which
must be present wherever there is progress.

Chief among these, we believe is ambition.
Without it, there would be no progress.

This bank both practices and fosters ambi-
tion. It is ambitious for the growth of this
community in every direction. It fosters ambi-
tion by encouraging habits of saving and
directing sound investments.

FIRST STATE BANK
MATADOR, TEXAS

DEPOSITS INSURED
BY
The Federal Deposit Insurance Corporation
WASHINGTON, D. C.

\$5000 MAXIMUM INSURANCE
FOR EACH DEPOSITOR \$5000

**Good
Seed Wheat**
Barley And Rye

We buy cream, poultry and eggs at
Highest Market Prices.

L. R. Bishop Feed Store
Matador, Texas

ARE YOU PREPARED FOR WINTER?

With the approach of cold, wet, winter
weather it is time to consider seriously
the problem of sanitation. You can not
afford to let your family go through the
winter without the protection, comfort,
and convenience afforded by modern
plumbing fixtures connected to the sani-
tary sewer. One case of serious illness
such as pneumonia or typhoid fever
would cost more than many years of sani-
tary service. Do you think it is wise to
expose your family to disease by depriv-
ing them of the comfort and protection
of modern sanitation.

SOUTHWESTERN SEWER COMPANY
Guardian of Community Health

**Be Sure and See
a \$2.00 Show for
25c
Panhandle
South Plains
Fair**

NO EXTRA CHARGE FOR

Six Big
Crashing—Smashing
Gripping—Thrilling
Stupendous Acts!
Band Concerts
Fireworks at Night
Wrestling Matches
Boxing Matches

MORE EXHIBITS OF

Agricultural Products
Livestock
Fine Poultry
Boys and Girls Clubs
Textiles, Culinary,
Flowers, Art, Antiques,
Farm Implements
Merchandise
Than Ever Before

**WESTERN EXPOSITION
SHOWS ON THE MIDWAY**

**HARLEY SADLER
3 RING CIRCUS**

**6 BIG DAYS — 6 BIG NITES 6
Lubbock, Texas**
SEPTEMBER 23, 24, 25, 26, 27, 28, 1935

**ALL SCHOOL CHILDREN FREE
WEDNESDAY, SEPT., 25, ONLY**

Come One Come All

SCHOOL TALK
By B. F. Tunnell
Supt. Matador Schools

Several years ago the Texas Legislature passed a law providing for a course in Health and Physical Education to be taught in every public school in the State. This law was enacted just as the economic depression made its appearance among the schools of the State and hence little has been done so far by the schools generally in meeting the provisions of the law. All schools have complied with the Act in so far as health education in the class room is concerned, but few schools have had the teaching force necessary for carrying out the full provisions of the law as it is related to directed play activities. The AFTER-SCHOOL PLAY period that is to be carried on by the school this year has a two fold purpose: first it represents a sincere effort upon the part of the faculty of the school to comply as fully as possible with the requirements of the physical educational law, and secondly it is designed to meet the play needs of the children. This school assumes its full share of responsibility for the physical well-being of every child that enrolls in it. The time once was that the school had discharged its entire responsibility when it taught the students its text book lessons, but we have come now to think that there are things even more vital and more important to the child than arithmetic, or spelling, or geography, or language, or

THIS IS THE CROWELL TEAM WHICH MADE FOOTBALL HISTORY LAST YEAR; MANY REMAIN



Fifteen of the twenty-four players in this picture of the 1934 regional championship Crowell High School squad are back for service with the Wildcat team that will meet Matador in the opening game here Friday night, September 20. Those in the picture are: Bottom row, left to right—Gibson (gone); Aldon Horn, 1935 captain and fullback; Bill Dunn, former captain and guard; Patton (gone); Dick Todd (gone); Paul McKown, quarter; Gafford (gone). Middle row—Frank Meason, half; Owens (gone); John Cogdell, tackle; Womack (gone); Jones (gone); Mark Saunders, end; Graham (gone); Joy (gone); Sam Crews; half. Top row—Coach Grady Graves; Bob Lilly, center; Dupree Allen, center; Oliver Brisco, tackle; W. F. Brisco, guard; Austin Wiggins, end; Oscar Nichols, tackle; J. M. Brown (gone); W. F. Statser, line; Walker Todd, assistant coach. The starting line-up against Matador will include: Albert Dunagan, left end; J. Cogdell, I. tackle; W. Brisco, I. guard; Lilly, center; Dunn, r. guard; Nichols, r. tackle; Saunders, r. end; McKown, quarter; Meason, I. half; Crews, r. half; Horn, fullback. Dunagan is the only one in this group not pictured with the 1934 squad. Ten letter men are back from last year.

Whiteflat News

By Mrs. W. L. McWilliams

Mr. and Mrs. M. S. Sanders of Ft. Worth visited friends here Saturday and Sunday.
Grady Martin and his sister Miss Eloise Martin, returned Saturday from several week's visit with relatives at Vernon.
Miss Marguerite Keltz left Friday for Denton to resume her studies at C. I. A.
Mrs. H. B. Stephens returned recently from Silverton, where she spent several weeks visiting relatives.
A Campbell of Dryden, and Mrs. Ben Allen and children of Dallas, were guests of Mr. and Mrs. M. D. Morris last week.
Miss Ocie Humphries of Lubbock visited her parents, Mr. and Mrs. E. P. Humphries recently.
Hardison Humphries of Red River county, visited in the home of his grandparents, Mr. and Mrs. E. P. Humphries last week.
J. C. and J. D. Allen returned last week from several week's visit with relatives in Dallas.
Mr. and Mrs. Lee Hanna spent last week in Tulsa.
St. Elmo Povel of Memphis, visited friends here Sunday.
Carl Martin of Memphis was a visitor in the F. Z. Martin home last week-end.
Mrs. A. C. Jones and daughter Idell, spent last week at Comanche visiting relatives.
Coyle Carlisle made a business trip to Brownwood recently.
Mr. and Mrs. Chas. Gibson of Aspermont were week-end guests in the home of Mr. and Mrs. J. D. Morris.
Mr. and Mrs. Jess Terry of Dickens, were here last week.

FINE PEACHES

The Tribune was presented this week with a sample of excellent peaches raised by W. T. Patton at his home in the north section of Matador.
The fruit was large, well developed and of delicious flavor. Mr. Patton declared that while his trees would not bear a great amount of fruit this year due to late frost in the spring, it was all of fine variety.

TONSILS REMOVED

Curtis King underwent a tonsil operation at the Traweek Hospital Tuesday. He was removed to his home Tuesday evening and is reported to be rapidly improving.

To the end that this play program may fulfill its worthy purpose, I invite the cooperation of every parent, student, and teacher.
Go To Church Sunday.

Call Us Collect

SEALE & McDONALD
General Auctioneers

W. H. SEALE
Floydada, Texas,
Phone 120

JNO. W. McDONALD
Plainview, Texas
Phone 1143

any other particular subject. One of these very important and vital things is the health, or physical well-being of the child. Play is a normal activity of every child, and without it there can scarcely be normal development. And in a directed play program such as the school plans to put on, the students will be grouped in such a way that they will be allowed to follow their own interest as to the type of sport in which they wish to take part. The following games

will be featured: basketball, volleyball, play ground ball, junior football, running, jumping, and others. It is the plan to foster inter-grade contests, that is, the various groups will be matched against each other simply to add zest and interest to the activities. In these group activities, children are taught valuable lessons of cooperation, team action, as well as individual skill and technique. We are offering this after-school period of directed play solely for the benefit of the

students, and we hope to have the cooperation of parents to the fullest possible degree.

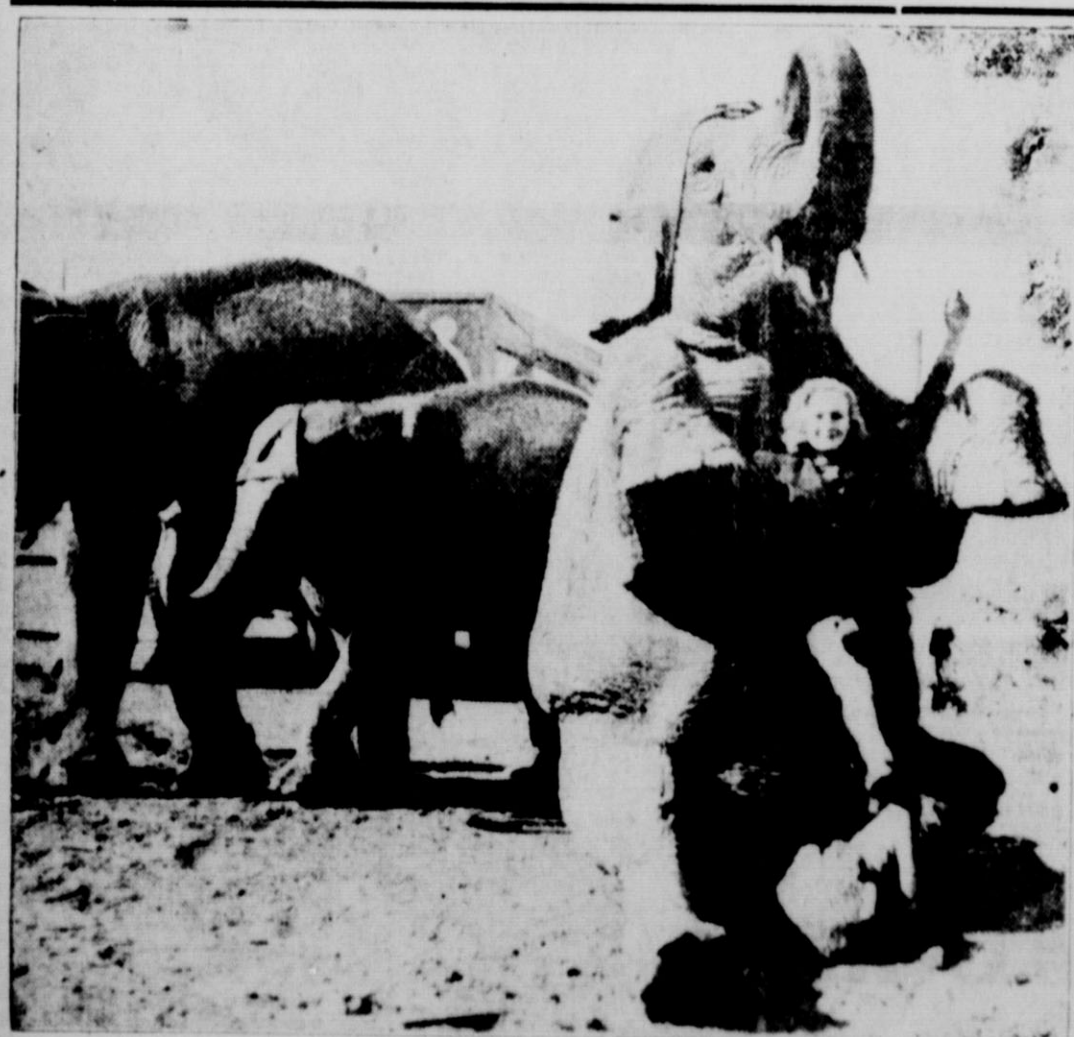
We realize that some of our students live so far from school that it will not be practical for them to participate in the period, which will begin at 3:15 and end at 4:00 to 4:15. Hence, students will NOT be REQUIRED to remain, but will do so of their own accord, and with the approval of their parents.

This physical education program

SCHELL Bros. Circus
--FOUR RINGS--

MATADOR, TEXAS
Friday, SEPT. 27th

TWO PERFORMANCES—2 P. M. AND 8 P. M. DOORS OPEN ONE HOUR EARLIER.



CAPTAIN KOLBAR'S HERD OF PERFORMING ELEPHANTS

Vates Lola, Hollywood's Sweetheart, and a Large Company of Motion Picture Star. John Hoffman's Trained African Jungle Lions in a Large Steel Arena. Mammoth Menagerie. Acres of Tents and Hundreds of People.

Greatest Reduced Prices For This Day and Date Only—Children 25c and Adults 40c, Matador, Friday, September 27.

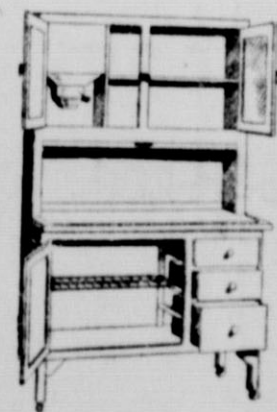
WHY PATRONIZE AN OUT OF TOWN CIRCUS, WHEN THE LARGEST MOTORIZED CIRCUS IN AMERICA IS COMING TO MATADOR.

Announcing...

The opening of a new and used Furniture Store in Matador.



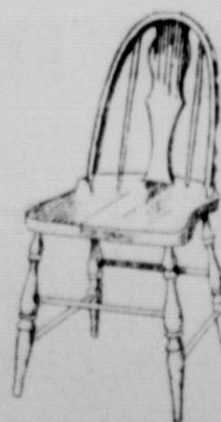
A new furniture store dealing in new and used furniture solicits your patronage. If you have something you do not need, we will trade for it. Come in and inspect our stock of used furniture. Or bring some piece of furniture for which you have no use and trade it to us.



While we have not received all of our stock, we have rugs, dressers, beds, stoves, chairs, sewing machines and living room suites.

You will receive your money's worth in these bargains on used furniture:

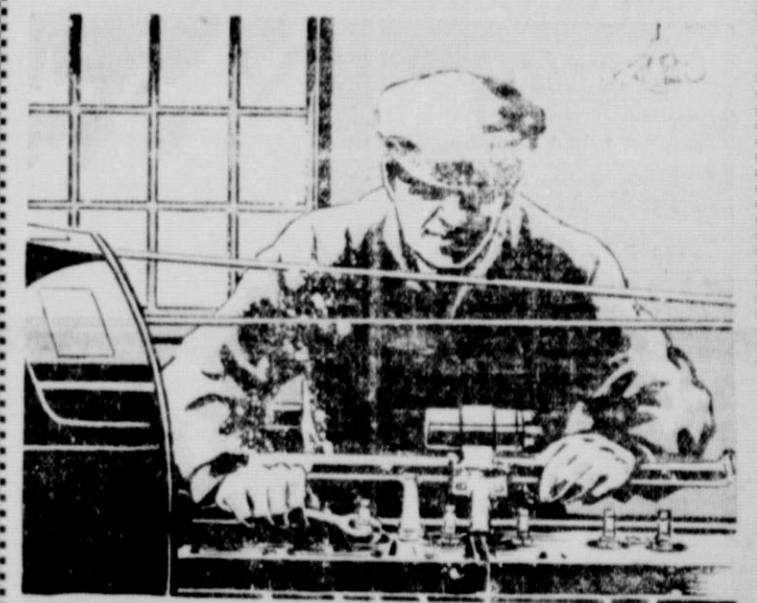
- Living Room Suite \$11.95
- Sewing Machine \$12.50
- Round Dining Table \$3.50
- Electric Hot Plate (new) 85c
- Wash Stand \$1.25
- Bed Stead \$1.00 up



CITY FURNITURE STORE

LUCKETT BUILDING
BILL KASEBERRY, Mer.

Complete Auto Service



New Management.

Our automobile repair department is now under the management of Cecil Shelton and we are equipped to give you complete auto-tive service.

We will appreciate and guarantee all work—moderate prices.

Try A Tank Of Waggoner's

Golden Flash

Gasoline

—Made In Texas By Texans—

Complete line of Automobile Tires, Tubes and Accessories

MISSION GAS and OIL COMPANY



CARRY ON MATADORS WE BELIEVE YOU CAN BEAT CROWELL

OUR FAITH IN YOU WILL FOLLOW ON TO VICTORY IN 1935 AND WE KNOW YOU ARE GOING TO MAKE THE RIGHT START WITH THE FIRST GAME. BEAT CROWELL AND START THE CLIMB FOR DISTRICT CHAMPIONSHIP.

MATADORS, WE KNOW YOU HAVE THE POWER, THE TRAINING AND THE COURAGE TO MAKE THIS THE GREATEST FOOTBALL YEAR IN THE HISTORY OF MATADOR HIGH SCHOOL. GO IN AND FIGHT—BEAT CROWELL.

WE WILL BE FOLLOWING EVERY PLAY, SHARING EVERY TRIUMPH AND DISASTER. AND WE WILL BE DEPENDING ON YOU TO WIN—BEAT CROWELL.



THE START TO VICTORY FOR
Matadors Greatest Football Team
BEAT CROWELL FRIDAY NIGHT, SEPTEMBER 20th.

WE BELIEVE IN THE MATADORS...

MATADOR HARDWARE
CITY DRUG STORE
FIRST STATE BANK
MEADOR MARKET
BURTON-LINGO CO.
WEST TEXAS UTILITIES CO.

PIPKIN & CLEMENTS
CITY BAKERY
MATADOR CASH GROCERY
MISSION GAS & OIL CO.
COMMERCIAL GROCERY

WESTERN DRY GOODS CO.
MATADOR VARIETY
TEXAN CAFE
SPOT CASH GROCERY
MATADOR DRY GOODS CO.

MATADOR CLEANERS
JAMESON & SON
L. R. BISHOP FEED STORE
SANITARY BARBER SHOP
SIMPSON'S DRUG STORE
MATADOR TRIBUNE

ROARING SPRINGS NEWS

By Mrs. J. D. Mitchell

HOSE PURCHASED

Meeting this week, the City used 500 feet of new water hose by the fire department. The members of the department have proven their loyalty to the time to their organization. Fire insurance rates have been reduced to a very low rate because of fires in this city greatly reduced.

STOR TO MOVE HERE

Mr. and Mrs. A. V. Bradley of Roaring Springs are moving to Roaring Springs this week. Rev. Bradley accepted a call as pastor of the Baptist Church here, but has been unable to move due to the illness of Mrs. Bradley.

TEND FOOTBALL GAME

Football enthusiasts including majority of Roaring Springs nation, enjoyed the Spur-Roby all game in Spur's new stadium.

ium Friday evening. Among those who attended from here were, Mr. and Mrs. Garlin Murphy, Mike Hoyle, Harold Freeman, Doyle Mitchell, Harold Jones, L. C. and Aubrey Davis, Hester Shirley, T. J. Taylor and many others.

ON VACATION

Mr. and Mrs. G. M. Jones, with their little nephew, Dickey Spears left Sunday for a two week's vacation. In their absence Harold Freeman is acting depot agent and Mrs. A. J. Smith is managing the cafe owned by Mrs. Jones.

IN MISSOURI

Postmaster and Mrs. Lionel Goodwin are in Springfield, Missouri this week, where Mr. Goodwin is under the care of specialists.

ICE HOUSE LEASED

The ice business of Roaring Springs changed management this week, when it was leased to L. E. Harper of this city. Guy Brazelton,

who has had this work for several years, has accepted a position with the Thacker Supply Company, and has moved into the Chambers house on Second Street.

Mr. Harper is well-known here and promises his customers the same courteous service they have been accustomed to receiving.

Mr. and Mrs. Claude Fletcher and Mr. and Mrs. Newton Fletcher returned Thursday from a trip to the eastern part of the state. On their return they were accompanied by Q. A. Fletcher and his children, who will make their home in the Darden Canyon community.

Miss Clara Hall left Thursday for Pampa, where she has accepted employment. She was accompanied by her mother, Mrs. Frank Hall, R. J. Harmon and Antone Freeman who returned Friday. Dr. and Mrs. J. F. Hughes returned Friday from Ft. Worth, where they accompanied their daughter, Ann, who registered as a student in T. C. U.

Robbie Lee Ashley and Lance Hurst left Sunday for Weatherford where they will enter school.

Mrs. A. D. Price and Mrs. Bruce Freeman were attending business in Matador Friday.

Mr. and Mrs. S. M. Munerlan of Hobbs, New Mexico, visited relatives here this week.

Mrs. C. E. Mitchell with her children, of Jal, New Mexico, visited here this week. Her two daughters, Clyda and Johnnie Jane, remained here with their grandmother, Mrs. S. E. Phipps.

Mr. and Mrs. M. E. Long visited relatives in Crosbyton during the week-end.

Mr. and Mrs. M. H. Castolow of Spur with their sons, Maurice and Johnny Joe, visited relatives and friends here Sunday.

Mr. and Mrs. Louis Poteot of Matador, spent Sunday visiting in the home of Mr. and Mrs. L. C. Davis.

Mrs. Charles McLaughlin and children of McAadoo, visited relatives here this week.

Rev. D. J. Neill of Wayland College, Plainview, occupied the pulpit of the First Baptist Church Sunday.

FAIRVIEW CHATTERBOX

(Delayed) Sept. 12, 1935

Edited by the students of Fairview School: Contributors: Lester Cooper, Vernell Markham, Gay Wolf, Chloey Fulfer, Hulon Phillips, G. W. Fulfer, Estell Stafford, Beatrice Smallwood.

Cee Vee Wins Game
The Fairview Senior Basketball team played Cee Vee last Thursday night at the Matador gym and were defeated by a score of 3-18. The two teams intend to play again next week at Northfield.

Primary Room (Miss McKee)
Mrs. Rattan, little Dorothy LaVerne Rattan, and Mrs. Phillips were visitors last Wednesday afternoon.

Slim and Arcola Grace left Friday to visit their grandparents, Mr. and Mrs. Freeman, at Fluvanna. They returned to school Tuesday.

Intermediate Room (Mrs. Ballard)
Mrs. Carl Cooped, Mrs. Virgil Rattan, Mrs. Grace and Mrs. Phillips visited our room Friday afternoon.

Jackie and Alene Bloodworth were absent Monday because of a visit with relatives and friends at Fluvanna and Brownville. Dal McKenzie, Alfred Cooper, and Norris Fulfer also have been absent recently.

Junior High School (Mr. Ballard and Miss Simpson)
Mrs. Phillips, Mrs. Rattan, and Dorothy LaVerne visited the seventh grade Wednesday afternoon. The members of the seventh grade are making geography notebooks about Texas. They have given the notebooks such names as "Texas Travels" and "See Texas" with many interesting things.

The eighth grade had as visitors in their general science class last Wednesday afternoon, Mrs. Rattan Mrs. Phillips, and Dorothy LaVerne Rattan.

G. W. Fulfer returned to school after a week's absence on account of illness.

Funny Bones
E. D. Lawrence: Boy, I'm getting up-to-date.
G. W. Fulfer: You must be wearing lipstick.
E. D.: Oh, this is second-hand lipstick. The real stuff is too strong.

Arcola Grace: Miss McKee gave us two pages in our arithmetic with nothing but problems on them Louise McKenzie: What did you expect to be on them—preserves and jelly?

Miss Simpson: Give a definition of home.
Raymond Rattan: Home is where part of the family waits until the rest of the family is through with the car.

Jim Brumbach was passing Estell and hit her. Estell cried, "Jim, every time you pass me, you hit me!"
Jim retorted, "What do you expect me to do—kiss you?"

Arcola Grace: Miss McKee, why does Billie Jo's pencil mark plainer than mine?
Miss McKee: Because her pencil has a soft lead.

In the geography class, Gay Wolf wanted to know what kind of land there was in the Black Land Region of Texas. And later on during the class, Beatrice Smallwood announced the discovery that the chief crops raised on the Great Plains were gas and oil.

G. W. Fulfer: (After a game) My head is hot!
E. D. Lawrence: I thought I smelled wood burning.

Sept. 19, 1935 Vol. 2, No. 6
Edited by the Students of Fairview School.

Editor-in-chief: Hulon Phillips
Assistant Editor: Estell Stafford
Features Editor: E. D. Lawrence
Reporters—

Captains Chosen
The two boys' basketball teams elected captains recently. The seniors chose Marvin Grace and E. D. Lawrence co-captains, and the juniors chose Hulon Phillips.

The basketball girls held an election Monday of this week, and elected Estell Stafford captain and Nellie Ray co-captain.

The new leareads are all to be congratulated, and it is hoped that they will have the support and cooperation of their respective teams in the season ahead.

New Staff Elected
An election was held Monday, and the following staff was elected for the coming year:
Editor-in-chief: Hulon Phillips
Assistant Editor: Estell Stafford
Feature Editor: E. D. Lawrence

Rhythm Band Organized
Miss McKee and her primary pupils have started a rhythm band and have been practicing several days. They hope to present a good program soon.

Primary Room (Miss McKee)
Leo Bennet Archer visited our room last week.

Intermediate Room (Mrs. Ballard)
Jim Brumbach missed several days of school the first of this week Dal McKenzie and Orval Chastain were ill Monday and missed school. Beatrice Nichols started back to school Monday after missing for several weeks.

Junior High School (Mr. Ballard and Miss Simpson)
Clyde Ray visited Miss Simpson's room last week. Mr. G. A. Ray was a visitor at a basketball workout of the senior boys. R. A. and Dud Stafford, E. D. Lawrence, and Marvin Grace were absentees from the ninth grade last week.

The Funnybone
Jim Brumbach was passing Estell and hit her. Estell cried, "Jim, every time you pass me, you hit me!"
Jim retorted, "What do you expect me to do—kiss you?"

Arcola Grace: Miss McKee, why does Billie Jo's pencil mark plainer than mine?
Miss McKee: Because her pencil has a soft lead.

Arcola: Here, Billie, let me feel how soft it is.

Hulon had just been elected editor-in-chief, and the students shouted, "Speech, Speech!" The newly-elected editor thought despatchly for a minute, then said, "I'll just give that job to my assistant editor for her first assignment."

Legislature Study Cost And Plan For Old Age Pensions

Experience Of Other States May Help Texas In Distribution Of Funds For The Needy First

"Old-age pensions could cost Texas taxpayers as much as \$56,073,402 yearly if each of the 283,199 people 65 years of age and over received the full \$15 monthly allotment provided for in the recent Constitutional Amendment," State Auditor Orville S. Carpenter said today.

At the request of Governor Allred, Carpenter and R. B. Anderson, State Tax Commissioner, prepared the report "Cost and General Plan for Old Age Pensions." Upon the Governor's suggestion it was mailed to members of the Legislature September 10.

"Experience of other states has shown that they have attempted at first to take care of only those actually in need of assistance. Requirements made of applicants have been with a view of eliminating those who, although of eligible age, did not actually need assistance. In this way other states have greatly reduced the costs from the amount necessary to pay if all persons of the required age had been included," Carpenter said.

"As there are 41,787 persons 65 years of age and over on the Texas Relief Rolls, this apparently is the minimum number able to qualify for old-age pensions. At \$15 a month and with 10 per cent administrative cost added, this would be \$8,273,826 yearly," Carpenter explained.

Carpenter believed the figures 62,933 most nearly represented the actual number who probably would receive old-age pensions in Texas. He determined this figure by considering the experiences of other states. If 62,933 people in Texas 65 years of age and over were to receive the full \$15 a month, the yearly cost to the taxpayer would be \$12,460,734, Carpenter calculated. In this he included 10 per cent administrative expenses.

"The Federal Government, if funds are available, will provide an amount equal to that spent by the State plus 5 per cent for expenses. This depends upon approval of the Texas plan by the Social Security Board in Washington. The Texas Legislature will formulate a plan for distribution, and it will decide whether or not the full \$15 maximum will be used," Carpenter concluded.



The same friction by which the Indian created a flame caused the easy ignition of the first Friction Match made by the Frenchman, Dr. Chas. Sauria, in 1831. . . . This was a basic discovery that we still use today. But how obsolete a smudging flame now seems in contrast with the convenience, safety and cleanliness of Electric Heat.

Mankind has an innate sense of cleanliness in relation to his food. Hence, the ever-increasing demand for such Electric Appliances as the Range, Electric Water Heater and the Electric Refrigerator. These modern electric appliances can be had on convenient terms, and you will be surprised at the moderate cost of such added superior service.

West Texas Utilities Company

SALESMEN WANTED
TIME IS RIPE—RETIREMENT INCOME AND FAMILY MAINTENANCE INCOME policies and all other plans of modern life insurance. Good contract. Real opportunity with progressive Texas Company. REGISTERED INSURANCE Old Line Legal Reserve—If interested, write, stating age and previous experience. REPUBLIC LIFE INSURANCE CO., HOME OFFICE DALLAS, TEXAS

FOR SALE JERSEY COWS
SEVERAL A-1 JERSEY COWS FOR SALE AT A BARGAIN. SOME FRESH. OTHERS DUE SOON. TERMS TO RESPONSIBLE PEOPLE.
WRITE BOX 158X CARE MATADOR TRIBUNE

Don't Feed Mites
Allowed to multiply they steal \$100 out of every \$1000 poultry income.
AVENARIUS CARBOLINEUM
Cures only ONCE A YEAR. Guaranteed to kill and keep off mites. See bags.
CARBOLINEUM WOOD PRESERVING CO. Dept. 314 MILWAUKEE, WIS.

For Sale By Matador Hatchery

SPECIALS FOR 30 DAYS

Finger Waves	20c
Plain Shampoo	20c
Hot Oil Shampoo	50c
Manicure	35c

PERMANENTS

\$2.50	WONDER WAVE	\$1.50
\$3.50	VEGOLENE WAVE	\$2.50
\$5.00	VITALENE WAVE	\$3.50
\$7.50	EUGENE WAVE	\$5.00

ALL WORK GUARANTEED
POST GRADUATE OPERATORS ONLY
DE LUXE BEAUTY SHOP
IRENE GROVES NAOMI SCRIBNER
"WE STRIVE TO PLEASE"

G. H. NELSON
(Dist. Atty., 100th Judicial Dist.)
Tahoka, Lynn County.
—Candidate For—
STATE SENATOR
(30th Senatorial District)
Special Election, Sept. 20, 1935.

LOCALS

MEN WANTED for Rawleigh Routes in Stonewall, North Haskell Counties and Matador. Write today Rawleigh Co., Dept. TX1-495-SB, Memphis, Tenn. 4-1

Henry Pipkin accompanied R. C. Jeffers to Canyon Tuesday, where the latter has enrolled in West Texas State Teacher's College.

Mr. and Mrs. E. R. Surles and daughter, visited Mrs. Surles' father, W. J. Whitworth here a short while Tuesday afternoon, enroute to their home in Dallas, from Lubbock.

Thanks, Matador, for a good business - Lubbock Avalanche Journal.

Mrs. J. C. Scaff and daughters, Martha Dell and Sybil, accompanied by Miss Ruth Moore, drove to Plainview Monday.

Miss Rita Nichols, accompanied by her mother, Mrs. A. B. Nichols of Roaring Springs, and Algie Groves, visited Carlsbad Caverns in New Mexico during the week-end.

Mothers' you can buy Shirley Temple Dolls now, and pay small payments until Xmas.—Matador Variety.

Mr. and Mrs. Arch Black visited in Paducah Sunday.

M. E. Thompson drove to Throckmorton Saturday evening to accompany Mrs. Thompson, who has been visiting there, home.

Claud Wilson, former manager of the Burton-Lingo Lumber Co., transacted business and visited friends here Monday and Tuesday.

Mr. and Mrs. Chas. Gibson of Aspermont, who resided in Matador a number of years ago, visited friends here a short while Saturday afternoon. They were enroute to Whiteflat to visit relatives.

Mrs. C. B. Groves, Mrs. J. W. Drace, Mrs. Harry Duvall and Mrs. A. L. Fryar drove to Paducah Tuesday afternoon.

Irving Seligmann, accompanied by M. E. Thompson, made a business trip to Plainview last Friday.

FOUND—Boy's sweater. Owner may have by describing and paying for this advertisement at the Tribune.

Mr. Bob Echols, together with her daughters Mary and Dorothy, drove to Lubbock Saturday where Mary remained to enter Texas Tech. Mrs. Echols and Dorothy returned home Sunday.

Mr. and Mrs. Cecil Cammack and children of Austin, visited the former's parents, Judge and Mrs. W. R. Cammack here the latter part of last week.

Miss Leora Darsey of White Star community, left Sunday for Lubbock where she has enrolled as a student in Texas Tech.

Mr. and Mrs. J. K. Crews and daughter Margaret Nell of Plainview, former Matador residents, visited friends here a short while last Wednesday, enroute to Fort Worth where Margaret Nell has enrolled as a student in T. C. U.

Miss Elizabeth McMahan left Monday for Canyon where she will attend West Texas State Teacher's College. She was accompanied by Mr. and Mrs. Earl Darsey.

Mr. and Mrs. Frank Cole who reside in Dallas, visited Mrs. Cole's parents, Judge and Mrs. W. R.

Cammack here last week.

Mrs. Andre Novetta and small son, who have been visiting her sister, Mrs. Chas. Keith, left Thursday for their home in Los Angeles, California. They were accompanied to Childress by Mr. and Mrs. Keith.

Mr. and Mrs. Marvin English and son Bobby, together with Mrs. English's sister, Miss Catherine Copeland, and Miss Virginia Edmondson, spent the week-end at Meadow as the guests of Mr. and Mrs. Alvin Stearns. Mrs. Stearns returned to Matador with them for a visit with relatives.

Mr. and Mrs. Bill Moore and daughter Billy Beth of Lawton, Oklahoma, were in Matador Tuesday of last week, transacting business and visiting relatives.

We are attempting to secure fifty new subscribers for the Lubbock Avalanche Journal in Matador—May we deliver it to your door at sunrise each morning for a few cents per week?

Miss Verlin Reeves, together with her mother, Mrs. W. E. Reeves, made a trip to Lubbock Saturday.

Mrs. M. E. Thompson left Wednesday for Winters, where she will spend a week visiting relatives.

Mr. and Mrs. Seth Beauchamp and small daughter of Pampa, visited relatives and friends here this week.

Bill Dorsey of Spur, transacted business in Matador Wednesday. Miss Etta Marie Birchfield left Monday for Canyon, where she is attending West Texas State Teacher's College.

L. H. Drickson left Tuesday on a business trip to Tipton, and Oklahoma City, Oklahoma.

Howard Traweck left Tuesday for Austin where he will take a law course in the University of Texas.

Miss Lorene Fryar visited friends in Spur Friday and Saturday.

Mrs. Albert Walker of Lubbock, Supervisor of the WPA Women's department, was a Matador business visitor Tuesday.

Dr. and Mrs. E. W. McKenzie were Lubbock visitors Saturday.

Little Miss Julia Marie Sams visited Mr. and Mrs. Hugh Luckett at Roaring Springs during the week-end.

Mrs. M. E. Thompson left Wednesday for Winters, where she will spend a week visiting relatives.

Mr. and Mrs. Seth Beauchamp and small daughter of Pampa, visited relatives and friends here this week.

VISIT AMARILLO FAIR

Mr. and Mrs. Leonard Crowell

of Flomot, accompanied by their children, Leonard Jr. and Bonnie Ruth, visited the Tri-State Fair at Amarillo, Monday.

Fairview News

By Miss Ruth Simpson

Mr. and Mrs. W. E. Ballard and daughters, Margie and Patsy and Miss Christine Stafford made a trip to Dallas last week-end.

Miss Hope Clements returned home Saturday from a visit in the home of her step-sister, Mrs. Joe Lancaster.

Mr. and Mrs. Tom Wilson of Hartshorn, Oklahoma spent the week end in the home of Mr. and Mrs. E. L. Smallwood and family.

Mr. Wilson is Mr. Smallwood's cousin.

Mrs. Frank Stafford and Mr. and Mrs. Johnny Grace visited Mr. and Mrs. J. W. Hickson recently.

Mr. Charley Edmondson spent Saturday night in the home of his niece, Mrs. W. E. Ellithorpe.

Marvin Grace returned Monday from Brownfield. His cousin, Avin

Shipman, accompanied him home for a short visit.

Messrs. Charley and Roy Smallwood of Oklahoma visited relatives in the E. L. Smallwood home Monday night.

THAT SPLENDID EYESIGHT SERVICE AGAIN

West Texas leading optical specialist, who has been serving local citizens for many years, Dr. Fred R. Baker, will be at the Matador Hotel, Monday P. M. Sept. 23rd, only.

He will have his new electric instrument, that, projects on a screen like a movie, and the finest stock of spectacle in the state. Large list of local references upon request.

DR. W. E. HARRISON

DENTIST

Office Over Paducah Pharmacy

Paducah, Texas

Everybody knows the words...
they Satisfy

They're a cheerful little earful
You'll hear where'er you go
For smokers say "They Satisfy"
And smokers ought to know

See the Shirley Temple dolls at Matador Variety. Small payment will reserve one for Xmas.

Miss Maisey Reeves left Thursday for Dallas to assume her duties as teacher in one of the schools there.

Mr. and Mrs. Elbert Seigler and son Bruce, visited Mrs. Seigler's parents, Mr. and Mrs. John Groves here Sunday.

Mrs. G. S. Craven with her son Vernon, accompanied by Mrs. J. D. Craven and Mrs. Jack Bradshaw, drove to Lubbock Monday, where Vernon is enrolled as a student in Texas Tech.

R. E. Campbell accompanied his son Forrest, to Lubbock Monday, where the latter will attend Texas Tech, and will receive his degree at the completion of the term.

Football season is here—pull for the Matadors—get the game reports first in the Lubbock Avalanche Journal at sunrise each morning.

Mr. and Mrs. Gene Perkins and son A. J., accompanied by Miss Catherine Martin, spent the week-end visiting relatives in Terrell.

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Shirley Temple Permanent Wave Contest



PRIZE

To the mother of the little girl who resembles the famous little actress the most. See us for complete details of this contest. Special Price On Shirley Temple Waves

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"TARZAN, THE FEARLESS"

Sunday and Monday
WILL ROGERS
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Fresh, pure air... constantly circulated at just the right temperature and humidity to keep your food in perfect condition. That's modern air-conditioned refrigeration with ice!

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- Small Pail 59c
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Guaranteed as good as you ever used
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Ginger Snaps 2 lb. 23c
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- STEAK Chuck Pound 19c
- With purchase 1 Post Bran, 1 Grape Nut Flake, 1 Post Toastie
- POST BRAN FREE 50c val. all for 35c
- CRACKERS 2 Pound Box 22c
- COFFEE 100 percent pure 3 lb. pkg. 39c
- COCOANUT Fresh 1/2 lb. 13c
1 Lb. 25c
- MAT CHES 6-5c Boxes 22c
- KRAUT No. 2 1/2 Can 10c
- TEA 1/4 Pound 10c
1/2 Pound 19c
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