

SEE THE CENTENNIAL But Remember You Have Not Seen Texas Until You See The Panhandle

Matador Tribune

WEST TEXAS Is A New Empire Offering Boundless Opportunities to those of Courage and Vision

COMBINED WITH THE MOTLEY COUNTY NEWS BY PURCHASE, MARCH 14, 1934 Matador, Motley County, Texas, Thursday, April 16th, 1936

MOTLEY COUNTY NEWS VOL. 17, NO. 6

TRAIL DUST By DOUGLAS MEADOR

When the wind has hurried on, drained from the buckets of the skies, leaving thick silence falling into the bowl of darkness...

Fragrant, cool mist from the ocean rose to the high palisades where we sat and watched the light of a lonely ship lose its identity with the low-hanging stars.

Incessantly, drums of fear throb in the jungle of the soul where mute rivers of thought traverse strange courses before they empty into a sea of forgetfulness.

Across the panoramic vista extending into the fragile gardens of childhood dreams, watered from the deep blue lakes of unstirred confidence, drifts the golden clouds of kindly spoken words.

Bed-rolls are piled high against the iron bows of the broad-tired chuck wagon and the four bay mules lunging in their harness.

Behind is left a green mesquite limb, steaming in the wet ashes of a camp fire bubbling protest at the grey dish water and a pile of black coffee grounds is being scattered by the wind across the broken stobs that held the fly.

I think, perhaps, I shall let my chair down and halo into a well the next time I must witness the personal appearance of a radio-cowboy trying to look like a cowboy.

HARVEY STANFORD TAKES NEVADA COACHING JOB

MATADOR CLUBS SUCCEED WITH CITY LIBRARY

The Matador City Library, organized and operated by members of El Progresso and Sorosis Study Clubs has had a remarkable growth, since its establishment one year ago.

Along with the churches, schools and weekly press, the Library is an everpresent influence for good and deserves the whole hearted support and cooperation of the entire community.

Parents are urged to pay particular attention to the care of library books and to see that the paper covering provided by the librarian at time of checkout remains on the book at all times.

Any subscriber who wishes to give away his or her card may do so provided such change of ownership is reported to the librarian and record made of same.

The library contains many fine biographies, many of the classics, numerous books on drama and the juvenile section contains 85 books.

Mayor Leaves Tues. On Fishing Jaunt

Recently elected mayor, G. T. Edwards, accompanied by W. M. Graham left Matador Tuesday for the Clear Fork of the Brazos where they expect to spend two or three days fishing.

Showers Fall Here

Following a storm-drive sand cloud, rainfall broke through the dust and wind that has swept this section for almost two months, yesterday afternoon.

Perhaps one of the greatest benefits of the rain will be the relief from excessive sand storms, merchants, farmers and ranchmen are rejoicing.

PLAN FOR SALE COTTON IN 10C LOANS IS MADE

A plan has been evolved by the Department of Agriculture whereby 1934 cotton placed in the ten cent loan may be marketed to advantage by producers.

The plan that has been adopted will afford producers a commission of not to exceed 25 points on the marketing of this cotton together with such premiums which may accrue on account of grade, staple and location.

J. L. Martin Sails From Frisco Mon.

J. L. Martin, brother of Mrs. Jim Smith, who attended High School in Matador two years ago, sailed from San Francisco, California Monday for Manila, Philippine Islands, where he will go into training as a member of the U. S. Army, Air Corps.

INTERMENT OF J. N. GAINES IS HELD TUESDAY

Funeral rites were held at Sanders chapel in Lubbock at 2 o'clock Tuesday afternoon, conducted by Elder Liff Sanders or Lubbock and Rev. H. R. Hicks of Canyon.

Those from Matador attending the funeral were: Pat Sheridan, Judge C. L. Glenn, Mr. and Mrs. M. A. (Buck) Patton were called to Lubbock early Monday, remaining until Wednesday.

FULL HOUSE AT JUNIORS' PLAY

The Matador High School junior class play, "Yimmie Yonson's Yob", directed by Mrs. J. R. Whitworth, which was presented at the High School auditorium Thursday night was well attended.

Flour Is Prize Of Guessing Contest

Some one will receive a 48 lb. sack of Everlrite Flour at Bob's Foodway grocery here Saturday as the result of a bean guessing contest being conducted at the store.

Car Accident Fatal J. R. Fuston Sunday

T. R. Fuston, 70, prominent farmer and pioneer of Hall county was killed as result of an automobile accident a short distance west of Turkey about 10 o'clock Sunday night.

Much interest is being manifested in the affair, as is evidenced by the fact that there are many inquiries about the program. From all accounts many amateur performers of the community are getting in shape for the big night.

As announced earlier, the big performance is being sponsored by the Matador Child Welfare Association and the local Lions Club. The proceeds will be used in continuing the campus improvement that is being done on the school campus, and improvement and maintenance of the City Park during the summer months.

Church Attendance Urged When Pastor Is Being Selected

The Pulpit Committee of the Baptist Church has secured a very promising preacher from Stratford to preach at both worship hours on Sunday, April 19, 1936. He and his wife are very highly recommended and it is believed that he will conduct outstanding services at the local church Sunday.

Canyon Dean And Wife Visit Here

Dr. and Mrs. H. M. Cook, with their small son, Joe, dean of men West Texas State Teachers College, Canyon, accompanied R. C. Jeffers, son of Mr. and Mrs. Claude Jeffers home for the Easter holiday and visited in the Jeffers home Friday.

MUCH INTEREST DEVELOPS FOR AMATEUR NIGHT

The Matador Amateur Night program is rapidly getting underway. The night is Tuesday night, April 21, 8:00 o'clock, in the high school auditorium as previously announced.

As announced earlier, the big performance is being sponsored by the Matador Child Welfare Association and the local Lions Club. The proceeds will be used in continuing the campus improvement that is being done on the school campus, and improvement and maintenance of the City Park during the summer months.

Work Starts On Roaring Springs School Building

After a delay of two years work was begun Monday on the excavating preparatory to the construction of the new high school building for the Roaring Springs Independent School District. Two shifts of 15 men each is being used for the common labor, with only three carpenters working at present.

ED BISHOP TO NEW POSITION

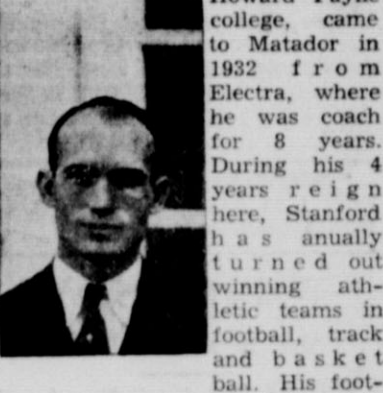
Mr. and Mrs. Ed Bishop spent the week-end with Mrs. Bishop's parents, Mr. and Mrs. Harrison Williams of Matador, going directly to Dalhart where Mr. Bishop will assume management of the Dalhart Publishing Co., this week.

THE EL PROGRESSO CLUB

April ninth, the El Progresso Club met in the home of Mrs. B. F. Tunnell for regular meeting. The subject for the meeting, Pulitzer Prize.

Outstanding Mentor Texas Panhandle Class B Schools

Harvey G. Stanford, athletic director of the local high school for the past four years, has resigned his position here to accept the job as head football and track coach of the La Vegas, Nevada high school.



Howard Payne college, came to Matador in 1932 from Electra, where he was coach for 8 years. During his 4 years reign here, Stanford has annually turned out winning athletic teams in football, track and basketball.

Producer of Winners

In 1932 the Matadors won seven games, lost 2 and tied 1, to finish second in Floydada. In 1933 the Matadors were runners-up to the district's champion and ended the season with 8 wins, 3 losses and 1 tie. In 1934 the Matadors, after a great season, captured the south half championship only to lose to Memphis in the Championship game 33 to 13.

Fine Youth Influence

The entire community regrets the loss of Harvey Stanford. Perhaps receiving greater appreciation of parents than his championship teams, has been his influence in a clean, wholesome, character building in youth of the Matador schools during the four years he has been here.

JUNIOR EL PROGRESSO

The Junior El Progresso Study Club met Friday, April 3, at the home of Marion Clements. A very interesting program was rendered. The leader was Frances Stearns. Talks were given about the Centennial at three places.

LEAVES FOR HOME

Mr. and Mrs. Earl B. Van Winkle left Monday for a visit with relatives in Asperment, after which they will return to their home in New York. They have been visiting here with Mrs. Van Winkle's brothers, Geo. and E. F. Springer.

MATADOR TRIBUNE
Successor to the Roaring Springs News

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

Published Every Thursday
By The
Tribune Publishing Co.
Matador, Texas

Entered as second class matter
at the Post Office, Matador, Texas,
under the Act of Congress,
March 3, 1879.

DOUGLAS MEADOR
Editor

National Editorial Association
MEMBER

MEMBER
West Texas
Press Association

SUBSCRIPTION RATES:
\$1.00 Per Year, 3 Months 25c
CASH IN ADVANCE

NOTICE TO THE PUBLIC

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

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

Whiteflat News

By
Mrs. W. L. McWilliams

Mr. and Mrs. Ewell Truett and
family of Petersburg visited rela-
tives here during the week-end.

Jess Winsted was attending to
business in San Antonio last week.
Mr. and Mrs. Tom Tilson and
family; Mr. and Mrs. Arnold Wal-
lace, Mr. and Mrs. Reagan Bryan,
Mr. and Mrs. Geare Sims and
family all attended the Easter
Pageant in the Wichita Mountains
in Oklahoma, Sunday.

Mr. and Mrs. W. Y. Higgins of
Matador spent the week-end with
Mr. and Mrs. Chas. Harris.

Miss Mildred Barnett of Tulia
spent Easter holidays in the home
of Mr. and Mrs. S. M. McCary.

Fryar Market

A. L. FRYAR, Owner

Located In
Bob's Foodway
We Buy Cattle and Hogs

All Kinds of Fresh
and Cured Meats

WE ARE

Now Hatching

For Sale (also cus-
tom) baby chicks
each Wednesday
and Thursday.

From State accred-
ited and country-
run flocks.

Prices Reasonable

Come, Phone or

Write

**Spur Grain
& Coal Co.**

SPUR, TEXAS

Leave Order For
Chicks At

**L. R. BISHOP
FEED STORE**
Matador, Texas

Truett Allen was a Fort Worth
visitor last week.

Miss Eunice Browning and Troy
Perkins who are attending Texas
Tech at Lubbock, visited their
respective families during Easter
holidays.

Miss Bertha Doran left Tues-
day for Stamford where she has
accepted a position.

Mr. and Mrs. T. M. Dixon en-
tertained Saturday night with a
musical.

Miss Pauline Martin of Matador
spent the week-end with her par-
ents, Mr. and Mrs. H. Z. Martin.

Mr. and Mrs. Sturman Lee of
Spur visited Mr. and Mrs. Bruce
Browning Wednesday evening.

Mose Damron who is attending
school at Wayland College, Plain-
view, spent the week-end with
relatives here.

THANKS

I wish to take this opportunity
to thank my friends for their vote,
support and loyalty during my
recent campaign and election to
the office of City Secretary of
Matador. I shall attempt to justify
your confidence and further ex-
press my appreciation in serving
you to the best of my ability.
Gene Luker.

VISIT HERE

B. C. Graves, head coach at Sul
Ross University, Alpine, visited
in Matador a short while Wednes-
day afternoon, with J. R. Whit-
worth. He was accompanied by
his brother, James Graves.

FT. WORTH VISITOR

Miss Elizabeth Ann Putman of
Ft. Worth, former teacher in the
Matador schools, spent the week-
end in the home of Mr. and Mrs.
J. Floyd Jordan. Miss Putman
who is employed in the teaching
of fine arts in the Riverside school
Ft. Worth, instructs some 600 stu-
dents.

After spending the Easter holi-
day here, Miss Putman was ac-
companied back to Ft. Worth,
Monday by Henry Pipkin.

RETURNS HOME

Mrs. Jack Robinson who has
been visiting with her sister in
Oklahoma City, returned home
Sunday. She was accompanied
by Mr. Robinson and their son
Jack Jr., the two latter having
gone there last Thursday.

CHILD WELFARE

The Child Welfare met Wednes-
day, April 8, at 3:30 in the High
School auditorium.

Miss Reeves presented her fourth
grade in a program: Health Play;
Health Song; America;

Mrs. Luckett gave an interest-
ing talk: "The Small Town".

The following officers were
elected for next year:

President, Mrs. B. F. Tunnell;
1st vice-president, (program chair-
man) Miss Casstevens; 2nd vice-
president, (entertainment) Mrs.
A. A. Harp; 3rd vice-president,
(ways and means chm.) B. F. Har-
bour; 4th vice-president, (Welfare
chairman) Mrs. Fred G. Simpson;
Secretary, Mrs. B. F. Harbour;
Treasurer, Miss Lorene Fryar;
Reporter, Miss Verlin Reeves.

J. E. Russell returned home Sat-
urday from Mineral Wells, where
he had been receiving medical
attention.

Mr. and Mrs. Oscar Fulkerson
and daughter Mary Jean, of
Quanah, visited here Saturday
evening and Sunday with rela-

tives.

Mr. and Mrs. Gene Luker had
as their guests during the week-
end, Mrs. Luker's parents and
sister, Mr. and Mrs. E. A. Singley
and Miss Helen Sue Singley, of
Wellington.

C. M. Glenn and L. C. Harp made
a business trip to Mineral Wells
during the week-end.

E. E. Moss of Lubbock was a
business visitor in Matador Wed-
nesday.

Mrs. J. D. Ernest left Saturday
for a visit with her son whose
home is in New Mexico.

Mr. and Mrs. Lem Guthrie of
Wheeler visited relatives and
friends here Tuesday and Wednes-
day.

Grounds of the Texas Centennial
Exposition opening in Dallas, June
6 will be policed by Texas Rangers
the oldest state constabulary force
in the United States.

Authentic Southwestern cowboy
and range music will be used in
"Cavalcade of Texas" the \$150,000
dramatic spectacle to be staged at
the Texas Centennial Exposition in
Dallas. David Guion, famous Texas

composer, arranger of "Home On
The Range", will supervise the
musical score.

The Texas mule is still vital to
construction work in the Lone Star
State. Recently heavy rains caused
the miring of a huge tractor on the
grounds of the Texas Centennial
Exposition opening in Dallas, June
6. Ten mules pulled it out after
other tractors had failed.

Enough electric power to light a
city of 100,000 people will be used
daily from June 6 to November 29
at the Texas Centennial Exposition
in Dallas.

Visitors to the Texas Centennial
Exposition in Dallas, June 6 will
find a real oil well in operation on
the grounds of the \$25,000,000
World's Fair.

GOOD FOOD...
Consistent quality Lunches and Short
Orders... Famous Hamburgers, Coffee
.. Cold Soda... Pastry.
We Appreciate Your Business

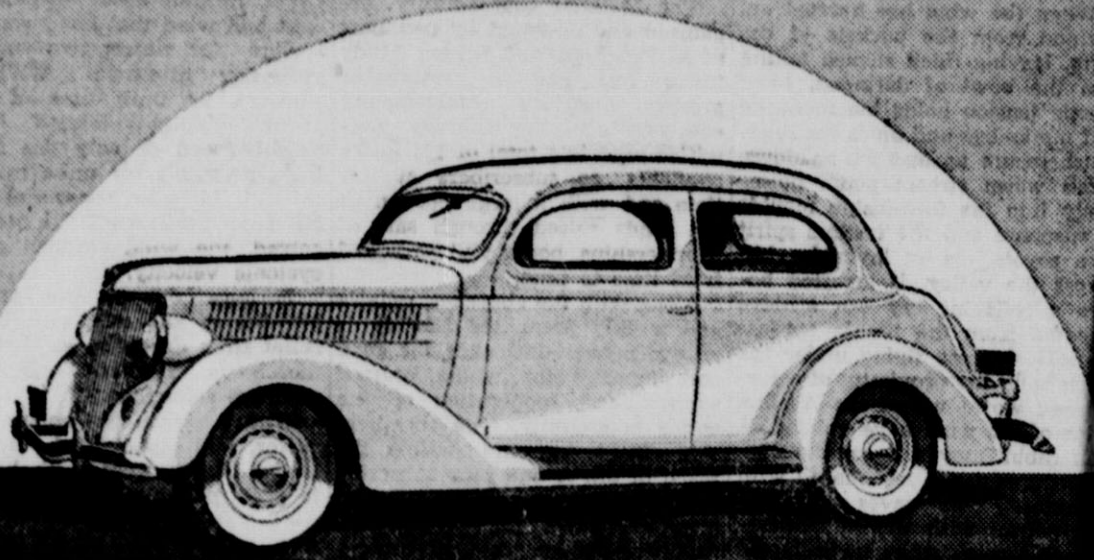
Plate lunch every day

We serve what you want, the way you
want it and when you want it
OPEN 24 HOURS DAILY

HAMBURGER KING CAFE

J. T. Hulsey, Mgr.

Ford - FOR ECONOMY



"The Ford V-8 uses less fuel and
oil for the power it gives than
any other car we have ever made

AND ITS UP-KEEP COST IS THE LOWEST"

ENTHUSIASTIC sales talk often begins
and ends with gasoline mileage. Some
salesmen would like you to believe it is
the whole story of automobile economy.
But drivers ought to know better. For,
the fact is, it's way down the list.

The big items of car economy are low
first cost, low up-keep cost and low de-
preciation. Savings here can make a
great deal of difference in cost per mile.
Gasoline mileage is more of a talking
point than an economy factor.

Check up and you will find that the
difference between 17 and 19 miles a
gallon is less than \$10 for a whole year's
average driving (8400 miles at 18 cents
a gallon). Here are the big items that
make the Ford the most economical car:

- More value for every dollar you pay.
- Lower cost for repairs and service.
- Long life. Slow depreciation.
- Quality means economy and the 1936
Ford V-8 gives you more real quality
than any other low-price car. No other
car under \$1645 has a V-8 engine. No
other low-price car has Center-Poise
Riding, safe, sure mechanical brakes and
Safety Glass all around at no extra cost.

\$25 A MONTH WITH USUAL LOW DOWN-PAYMENT, BUYS ANY NEW FORD
V-8 CAR ON NEW UCC 1/2% PER MONTH FINANCE PLANS

Hear the Gong!
AMATEUR NIGHT

Tuesday, April 21 -- 8:00 p.m.

High School Auditorium

Local Talent on Parade
Grand Entertainment

A JOYOUS EVENING

PROCEEDS TO BENEFIT

Lions & Child Welfare

A Good Show For a Good Cause

Admission: Child 15c - Adult 35c

SPECIAL APRIL VALUES

—During April we strive to offer extra savings. Come
and see these Values—



Men--Here's Shirt Value

E & W Duro-ized Shirts, full shrunk
genuine Celanese Starchless Collar
and Starched Cuffs. Neat patterns.
All sizes.

Special During April **\$1.00**

It will pay you to lay in a supply at
this price.

After Easter Clearance

Of Ladies' Wash Dresses. Just 29 in the lot — all new
spring dresses. Come early - they won't last long at **79c ea.**

One lot Ladies' Spring Felt Hats. Regular \$1.25 val. **79c ea.**

One lot Childrens Canvas Sandals, while they last **49c pr.**

BOY'S POLO SHIRTS —the ideal Shirt for warm weather— 49c and 98c	PICTURE FRAMES —9x10 Easel frame a regular 75c value Now 49c
--	--

—Good Durable Bridge Table, Special for April **\$1.00**

See our new Luggage—Smart
durable and priced low—

Matador Variety

"GET THE HABIT"

POLIT
ANN
We are auth
the following
office, subject
Primary, July
For Represent
Bob Alexand
For Sheriff an
and Assessor:
Walker Will
G. W. Green
J. E. (Edd) S
L. A. Carlisle
J. Floyd Jord
For County Ju
County Superi
W. R. Camm
For County Tr
Mrs. John Sn
Mrs. Annie T
Mrs. Carl Sa
For County Cl
Jack Robinsc
For Co. Comm
J. S. Lamber
A. A. Groves
For Commisio
A. K. (Kim)
(Re-
Fairvie
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Mr. and Mr
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Stafford, Hulon
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Mr. and Mrs. G
Mr. and Mrs.
Frank Stafford
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Mrs. Evie Coope
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B. F. Turner
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22 MILLIO
THAT'S HO
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F. F
Chevro
MATADOR

POLITICAL ANNOUNCEMENTS

We are authorized to announce the following names for public office, subject to the Democratic Primary, July 25, 1936.

For Representative: Bob Alexander, re-election

For Sheriff and Tax Collector and Assessor: Walker Williams

G. W. Green

J. E. (Edd) Skinner, re-election

L. A. Carlisle

J. Floyd Jordan

For County Judge and Ex-Officio County Superintendent: W. R. Cammack, re-election

For County Treasurer: Mrs. John Smith, re-election

Mrs. Annie Tudor

Mrs. Carl Sanders

For County Clerk: Jack Robinson, re-election

For Co. Commissioner Prec. No. 1: J. S. Lambert, re-election

A. A. Groves

For Commissioner Precinct No. 2: A. K. (Kim) Wilkinson (Re-election)

Fairview News

(By Mrs. Arthur Cooper)

Mr. and Mrs. W. E. Ballard, Truett Rattan, Patsy Ballard, Dud Stafford, Hulon Phillips and Nellie Ray attended the District Interscholastic League meet at Childress Saturday.

Mr. and Mrs. Carl Lane and small daughter, Carlene of Que-mado in the Rio Grande Valley of Texas, arrived Wednesday of last week for an extended visit in the home of Mrs. Lane's parents, Mr. and Mrs. G. A. Ray.

Mr. and Mrs. Charley Morton of Brownfield visited Mr. and Mrs. Frank Stafford Sunday.

A number of families in the community enjoyed an ice cream supper and picnic at Teepee Creek Sunday afternoon.

Mr. and Mrs. Givens Lawrence, Mrs. Evie Cooper and Lewis, Lindell and Milford Cooper visited relatives in Lakeview Sunday.

B. F. Turner and family of Flo-

mot were Matador visitors Saturday.

Northfield News

(By R. A. Harp)

A. B. Henderson, teacher in the Northfield school, accompanied the school children and parents of the contestants for the District Interscholastic meet, to Childress Saturday, where this school was represented by Odus Russell in senior declamations and A. J. Daulton in the junior division both of whom were unsuccessful. Miss Gauaneth Moore won second place in the essay writing contest being the only contestant from Northfield to place in the District Interscholastic meet. The volley ball girls played, but were unsuccessful.

Mrs. M. A. Tate and daughters, Rheta and Nina Jim, spent the week-end in Kirkland visiting relatives.

Mrs. Mary Thomas was hostess Friday night to the community when she entertained with a party. A large number of guests were present.

Mr. and Mrs. Claud McDonald entertained the young people of the community Saturday night with a party, which was enjoyed by all the guests.

Mr. and Mrs. Homer McCoy and Mrs. Berry were visiting in Childress Saturday.

Mrs. A. J. Matlock was a Mata-

dor visitor Monday.

Mr. and Mrs. R. A. Harp spent the week-end in Kirkland visiting with relatives.

Ebb Thomas and J. B. Hoover made a business trip to Matador Monday.

Fay Tipton and small son J. W., made a business trip to Matador Monday.

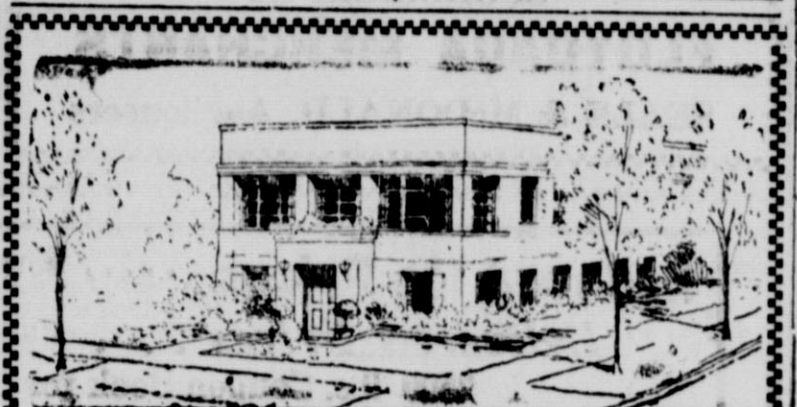
A community Easter-egg hunt was enjoyed by citizens of Northfield Sunday afternoon at Turkey bridge. The ideal weather conditions contributed much to the pleasant event.

Miss Ruth Groves accompanied Mrs. J. H. Latham and son Hervey to San Angelo, last Saturday, where they visited during the week-end.

ITCH

Don't use mossy salves and bandages. BROWN'S LOTION stops itching instantly. This liquid sold with money back guarantee on first bottle.

60c and \$1.00 sizes at CITY DRUG STORE



Completely Equipped For OBSTETRICS, PEDIATRICS And General Medicine. Newest Type X-Ray Equipment. TRAWEEK HOSPITAL. Phone 59. Day and Night Service. A. C. Traweck, M. D. Albert Traweck, Jr., M. D.

NORTH TEXANS, GO SOUTH! SOUTH TEXANS, GO NORTH! Travel Texas, Know Your State during CENTENNIAL YEAR

Advertisement for Texas Centennial Celebrations. Includes a list of events from April 14 to April 24 across various Texas cities like Houston, San Antonio, and Austin. Text: 'CENTENNIAL YEAR IS TRAVEL YEAR IN TEXAS. An opportunity for every Texan to know his own state; its scenic beauty, historical background and amazing resources! The month of April is especially eventful. Houston, San Antonio, El Paso, Fort Worth, Victoria and other communities invite you to interesting historical celebrations; observances that will be cherished and long remembered by patriotic Texans. Make your plans to attend these celebrations and other observances to be held throughout the year. Pack the family into the car, go by train or bus—really SEE TEXAS. You'll find Texas offers every vacation pleasure—and it's all right here in your own state. See the calendar at the right. Write the Chamber of Commerce of the various cities for detailed information on events you are interested in.'

Advertisement for Goodyear tires. Text: 'ARE YOU LOOKING FOR A GOOD TIRE—PRICED LOW? Let us show you the world's first choice economy tire—more than a match for many highest-priced makes in long safe mileage, tread grip, blowout protection and looks. A value we give you because Goodyear builds the most tires by millions. OVER 22 MILLION SOLD—THAT'S HOW GOOD IT IS! NOW PRICED AS LOW AS \$5.50 AS F. F. F. Chevrolet Co. MATADOR, TEXAS'

Advertisement for Conoco gas. Text: 'Let's Go with Conoco with 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'

Advertisement for Gulf Gasoline. Text: 'Demand Measured PERFORMANCE From Your Motor Car USE GULF GASOLINE MOTOR OIL. Test the performance to your own satisfaction. Chrysler and Plymouth Agency PHILLIP GRAVES SERVICE STATION Phone 222'

Large advertisement for Calrod electric range. Text: 'TIME TO CHANGE TO Economical ELECTRIC Cookery YOU CAN HAVE THIS BEAUTIFUL, MODERN RANGE IN YOUR HOME. Calrod THE DAWN A New Hotpoint electric range, now the talk of the nation. Styled by Helen Hughes Dunlop, foremost woman industrial stylist, it typifies the thinking of modern women in kitchen appliances. The many ways you can save money with this modern new Hotpoint range would tickle the thriftiest Scotsman. For example: Low electric rates assure low cooking costs; cheaper cuts of meats cook tender and flavorful in controlled, applied electric heat; the Thrift Cooker (nicknamed the "Scotch Kettle") turns out an entire delicious meal with about the same amount of electric current as an electric lamp! You can cook an entire meal (even to bread) in the wonderful electric oven without one bit of attention from you. And, we haven't mentioned the savings you enjoy on cleaning and decorating. See these ranges at once. Come in and get all facts today. FEATURES • Calrod, hi-speed, clean-heat coils... "Chef's Brain" (automatic timer clock)... Thrift Cooker... new type oven temperature control... fully insulated oven... table-top model... all porcelain enamel... trimmed with chromium. West Texas Utilities Company'

ROGUE THEATRE

Matador, Texas

Friday and Saturday

ZANE GREY'S
"Home on the Range"
Featuring Randolph Scott

Sunday and Monday

Jeanette MacDonald, Nelson Eddy
IN
"Rose Marie"

Sunday Matinee, 2:30 P. M.
Nights 7:30 P. M.

MOVIE CHATTER

(By A. Rogue)

"Home on the Range"

Friday and Saturday the Rogue offers that ever popular star, Randolph Scott in Zane Grey's "Home on the Range", with Jackie Coogan and Evelyn Brent. Don't forget how well you liked Randolph Scott in "Roberta" and "So Red the Rose" and you'll come right out to see him in "Home on the Range". Friday and Saturday. Did you know that "Home on the Range" was a

favorite song of the President, and that it is to be sung at the Centennial? This is a swell picture and you don't want to miss it.

"Rose Marie"

Those two great stars, Jeanette MacDonald and Nelson Eddy will be at your theatre Sunday and Monday in their latest, greatest picture, "Rose Marie". You liked them in "Naughty Marietta" didn't you? You'll love 'em in "Rose Marie", so be on hand and see them Sunday and Monday only.

LOCALS

SORE THROAT—TONSILITIS! Instant relief is afforded by Anesthesia Mop, the new guaranteed throat mop. Relieves pain—kills infection. Relief guaranteed or purchase price refunded by Simpson's Drug Store 6-tp

FOR SALE—Practically new portable typewriter. Loyd Bennett, Whiteflat, Texas. 2t-pd.

Mesdames Henry Ford and Randall Whitworth drove to Lubbock last Wednesday.

Hemorrhoids (PILES)

Treated without surgery. No loss of time from work
DR. R. P. REEDS
Third floor Myrick Building
Lubbock, Texas

Odis Crowell, who is attending Hardin-Simmons University at Abilene, spent the Easter holiday with his parents, Mr. and Mrs. Leonard Crowell at Flomot.

Fred Newport, District Soil Erosion Supervisor of Amarillo, was transacting business here Tuesday

Miss Mary Echols, student at Texas Tech, Lubbock, spent the week-end here with her parents, Mr. and Mrs. Bob Echols.

B. F. Simpson of Northfield transacted business here Tuesday.

Mr. and Mrs. E. R. Surlis and family of Dallas visited here Sunday, with Mrs. Surlis' father and brother, W. J. Whitworth and Mr. and Mrs. J. R. Whitworth.

Odell Washington who is attending West Texas State Teacher's College at Canyon spent the week-end visiting his mother, Mrs. M. C. Washington at Flomot. He also

visited friends at Matador.

Miss Hazel Self visited her parents at Quitaque last Thursday, returning to Matador, Friday.

Mrs. W. R. Cammack and Mrs. Louie Jeffers visited relatives in Abilene during the week-end

Mr. and Mrs. C. T. Howell and children of Plaska spent the week-end here with Mrs. Howell's parents, Mr. and Mrs. John Groves.

Forrest Campbell, student at Texas Tech, Lubbock, visited his parents, Mr. and Mrs. R. E. Camp-

bell here during the Easter holiday

Elizabeth McMahan, who is attending West Texas State Teacher's College at Canyon, spent the week-end here with her father and other relatives.

DON'T SCRATCH! Get Paracide Ointment, the guaranteed itch and eczema remedy. Paracide is guaranteed to relieve all forms of itch, eczema or other skin irritations or money refunded. Large jar 50c at City Drug Store. 15-tp



PAINT YOUR WALLS WITH Mello-Gloss

You won't need to worry about spots on your walls when they're painted with LOWE BROTHERS MELLO-GLOSS. Smudges—stains—even ink spots, slide right off this semi-gloss finish when it is washed with soap and water. Come in and get a copy of Lowe Brothers new FREE book, "Practical Hints on Painting and Decorating."

Burton-Lingo Company
"PIONEER LUMBER COMPANY OF WEST TEXAS"



DON'T YOU FIND THIS SORT OF THING RATHER WEARING? NOT TOO WEARING FOR THESE LEVI'S! THEY'RE BUILT TO STAND THE GAFF.

DEMAND LONG-WEARING LEVI'S

* A NEW PAIR FREE IF THEY RIP

Say "just as good as LEVI'S" to any old-time Westerner . . . and he'll laugh. There's no such thing. Never has been!

Only LEVI'S waist overalls have our famous tailored cut. They just can't pull or bind.

Only LEVI'S are made from our specially-loomed, extra-heavy denim. We copper-rivet them at all points of strain. And we stitch them so strongly that you get

LEVI'S

waist overalls

Hall, Scruggs & Company

PADUCAH, TEXAS

QUALITY . . .

Cleaning and Pressing

Prompt Service - - Moderate Prices

Suits Made to Measure

Matador Cleaners

CLEAN CLOTHES LAST LONGER

We Appreciate Your Business . . .

Sinclair Oils and Gas

Tires and Accessories

Sinclair Service Station

A. P. HODGES, Manager

Auction Sale and Trade Day

FLOYDADA, Mon. April 20

Lots of merchandise and stock for sale. If you have anything to sell, bring it with you

FREE LUNCH AT NOON
SPONSORED BY
FLOYDADA MERCHANTS
SEALE & McDONALD, Auctioneers

Reduced Ice Prices Now In Effect

Delivered Prices . . .

2500 lbs. Coupon Book for	\$12.50
1000 lbs. Coupon Book for	\$6.00
All Cash Ice at 60c per 100 pounds.	

Dock Prices . . .

100 lbs.	50c	50 lbs.	25c
25 lbs.	15c	12 1/2 lbs.	10c

NOW YOU CAN HAVE Air Conditioned REFRIGERATION

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!

Let us prove the facts

Before you purchase refrigeration allow us to prove the economy, service, satisfaction and beauty of the modern air-conditioned ice refrigerator.

10 DAYS FREE TRIAL

We will place the refrigerator in your home and keep it iced for ten days while you judge its merits.



Listen to Mary Pickford every Tuesday evening at 8:30 in the radio "PARTIES AT PICKFAIR", Columbia Network.

Leon Independent Ice Co.

Solon Lea, Manager

Campbell's FOOD MARKET
R. E. CAMPBELL

MATADOR NO. 1 ROARING SPRINGS NO. 2

SPECIALS FOR SAT. APRIL 18th.

Lettuce, firm crisp heads, 2 for	9c
Crackers, 2 lb. A-1 Sodas	16c
Prunes 25 lb. Boxes 60-70 Size	97c
Grape Juice, quart	29c
Beans, chuck-wagon style, 3 cans	23c
Bananas Nice and Yellow, doz	19c
White Shoe Polish, 15c size	12c
Tickets with \$1. Purchase, Good for both Drawings.	
Mackerel, pound can, 3 for	25c
Crisco 1 lb. can for 5c with 1 3 lb can at	63c
1 dozen Oranges	all for 25c
1 dozen Apples	
Candy, fresh shipment 5c bare 2 bars 5c	
Wheaties 2 BOXES	25c
FREE 1-Shirley Temple Cream Pitcher.	
Cheese, full cream per pound	21c
Bacon, sliced pound	27c

— DON'T FORGET —

Our Drawing will be at 3:30. Big basket of Groceries will be given. Tickets with every Dollar Purchase.

Matador Produce

AND CREAM STATION

We offer you a good market for your cream, eggs and poultry.

We are also handling a quality chick feed and egg mash.

Your patronage solicited and appreciated

W. B. WASON, Mgr.

We Appreciate Your Business . . .

Sinclair Oils and Gas

Tires and Accessories

Sinclair Service Station

A. P. HODGES, Manager

CAPITOL HOTEL STEAK HOUSE

The FAMOUS Grand Champion STEAKS SPECIAL

TENDERSTEAK Only 60c

A Toast to the "Grand Champion Tendersteak"

CAPITOL HOTEL AMARILLO Texas

Fireproof - 200 Rooms with Bath \$200 UP

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Mrs. Frank A
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