

MATADOR TRIBUNE

SUCCESSOR TO ROARING SPRINGS NEWS
COMBINED WITH THE MOTLEY COUNTY NEWS BY PURCHASE, MARCH 14, 1934
Matador, Motley County, Texas, Thursday, August 30, 1934

"Nothing on Earth is so Powerful as the Truth."

MOTLEY COUNTY NEWS VOL. 15, NO. 27

Embraces The Roaring
and The Motley County News in
of Complete Circulation

8, NO. 25

DUST SEVERE DROUTH RELEASES GRIP ON MOTLEY COUNTY

By
S MEADOR

Sheriff Skinner Re-elected; Allred Leads Hunter

Sheriff Gets Second Term by Margin of 84 Votes.

Folley Nominated As District Judge

Attorney General Is Winner in Spectacular Campaign.

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For the office of District Judge, 110th Judicial District, A. J. Folley of Floyd county, was nominated by a majority of 1871 votes over the four-county district. The results of the race by county were as follows: Floyd, Folley 1690; Brummett 938; Dickens, Folley 1415; Brummett 1053; Briscoe, Folley 766; Brummett 480; Motley, Folley 917; Brummett 446.

Hunter Carries County
Tom Hunter, opponent of Attorney General James V. Allred for the Governor's chair, carried Motley county by a majority of 87 votes while in the city of Matador, Allred led by 27 votes.

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Total votes 44.

Fairview
For Attorney General—Woodward (Continued on page 6)

Grandfather of Hubert Gilbreath Killed by Auto

Aged Ranchman is Fatally Injured When He Steps in Front of Automobile Sunday.

ALBANY, Aug. 27.—John Dillingham, Sr., 93-year-old ranchman, received injuries that were expected to result fatally when, at 9:35 Sunday morning, he was struck by an automobile driven by a 72-year-old man of Vernon. The Dillingham ranch home is on highway 23, eight miles north of Albany. Sunday morning he set out, afoot, to a son's home half-mile away. The auto driver, approaching slowly, sounded his horn and Mr. Dillingham, who is very deaf, barely heard it. He jumped in front of the car as it started to pass him on the right side.

A Castleberry ambulance removed the injured man to the Sealy hospital at Santa Anna, where a son, John Dillingham, Jr., lives.—Abilene Reporter.

LEAVE MONDAY NIGHT
Hubert Gilbreath, grandson of Mr. Dillingham, received a message late Monday night that his grandfather had expired from injuries received in the Sunday accident. Mr. and Mrs. Gilbreath left for Santa Anna immediately on receipt of the message.

Interment of the veteran rancher was made at Coleman, Texas, Tuesday afternoon, where he had formerly lived and at which place he had extensive holdings. Mr. and Mrs. Gilbreath returned to Matador late Wednesday.

Additional Cotton Checks Received

A shipment of 80 or more cotton checks were received Tuesday by County Agent Frank A. Buckley. They total \$4473.03 and represent the first one-half of the rental payment on 1934-35 cotton acreage. Reduction contracts which were not received in the first shipment. Thirty-four producers still remain who have not received the first payment.

JAKE EDWARDS COACHING TEAM
EDEN FOOTBALL TEAM
Under the direction of Jake Edwards, new high school coach who has been for four years the mainstay of the Howard Payne College football line, the Eden high school football aspirants have been limbering up and getting acquainted with their new mentor. No regular training has been instituted, but the boys have been going over the rules with the coach and doing impromptu kicking and passing.

While it is too early to be claiming any banners, still it must be admitted that the prospects here, this year are exceedingly rosy. Most of a fine team last year, remains for the present recruits and there are several coming from rural schools and coming from families who have moved here that will bolster the team to a great extent. The ultimate strength of the team will depend on how readily these new men adapt themselves to the game. There are three or four likely prospects which, if they come in and develop into players, will boost the team average to more than 175 pounds per man, according to reports. At any rate, there will be two full squads, and more, out for football for the first time in years. From this material, Eden can put on the field one of the heaviest teams in all of West Texas, regardless of class, and a team that is also quite specially strong, but the backfield, with the exception of two men, will have to be developed.

Coach Edwards bears the highest possible recommendations from fans and supporters of Howard Payne, as well as from his coach and other college faculty members, and so begins the year under very auspicious circumstances. Don McKinnis, another new faculty member, is also a new football coach, and will be working with the team.—Eden Echo.

Jake Edwards is the son of Mr. and Mrs. G. T. Edwards of Matador.

Conducts Revival



Rev. W. L. Tittle, above, presiding elder of the Plainview District, who began a revival at the Methodist church here yesterday evening. Rev. Tittle has held twelve revival meetings during this conference year.

Coach Stanford Starts Training 30 Boys Monday

The Matador Matadors opened football training this week when 30 ambitious young boys reported to Coach Stanford. In this group are five letter men and six reserve letter men. Several of the boys who reported to Coach Stanford never played football before but someone is going to have to hustle to keep them off the team.

The returning letter men are: Pritchett, half; Spencer, half; Campbell, center; Willis, guard; Clements, end. The returning reserve letter men are: Blackshear, fullback; Lebow, guard; Faulkner, guard; Gates, half; Webb, quarterback; Parks, tackle.

With several boys showing up well and the returning letter men, prospects are bright for one of the best teams in several years. Two workouts are being held daily with a part of each training period being devoted to studying the rules and lectures by Coach Stanford. The two weeks training camp will give the Matadors four weeks training before their opening game here September 21.

Caprock Bankers To Meet Monday

The Caprock Bankers Association will meet for their regular semi-annual meeting next Monday, September 3rd, as guests of Lorenzo.

The organization, which embraces a membership of bankers in four counties, held its last meeting in Matador. Officers and directors of the First State Bank here are expected to attend the Labor Day meeting at Lorenzo.

Sheriff J. E. Skinner made a business trip to Oklahoma City, the first part of the week.

Born to Mr. and Mrs. Mark Hall, Sunday, August 26, an eight pound baby girl.

Henry Pipkin made a trip to Fort Worth last Thursday, returning home Friday.

Mr. and Mrs. C. C. Swearingen returned home last Friday, from a vacation trip in New Mexico.

Odus Crowell, of Flomot, attended to business in Matador, Wednesday.

C. D. Edmondson, former resident of Motley county, now of Tulsa, is visiting in the home of Rev. and Mrs. C. D. Pipkin.

Mrs. Orvell Wells of Wellington, visited in the home of her parents, Dr. and Mrs. A. C. Trawick, this week.

Mr. and Mrs. M. S. Thacker of Roaring Springs, were in Matador, Sunday afternoon.

Mr. and Mrs. Harry Willett and family left Monday for Terrell, to be with Mrs. Willett's sister who was in a car wreck near there.

CONOCO OPENS NEW SERVICE STATION HERE

Well Established Corner Station Is Leased by Progressive Local Agency.

A deal was culminated recently whereby the Continental Oil Company, represented locally by L. B. (Old Bob) Robertson, assumed a lease on the former F. F. F. service station, which has since been operated under the name of the Western Service Station, located on Highway 28, one block west of Main street.

The station, which opened after extensive painting and renovation, late Thursday, will handle Conoco products exclusively.

The personnel will include H. B. (Sunshine) Burton as manager who has been employed until recently by the Cooper Service Station, and Thurman Saine as assistant, also well known in Matador.

A cordial invitation is extended to the motoring public to visit the new Conoco unit in Matador, to become better acquainted with its personnel and receive quick, efficient service that will warrant a share of the motorists' patronage.

Annual Reunion College Students Plainview Tues.

Local Citizens Pay Homage to Old Alma Mater Which Was Destroyed by Fire in 1916.

Meeting in the Hilton Hotel at Plainview, Tuesday evening, some 140 students of the Seth Ward College of Plainview, which was destroyed by fire in 1916, gathered at the annual reunion of ex-students to pay homage to their alma mater.

Among ex-students from Motley county who attended the reunion, were Randall Whitworth and Tom Tilson, accompanied by their wives. Frank Erling, now of Plainview, was also a student of the college and attended the reunion.

MARRIED
Miss Rosa Lee Callan and Mr. J. C. McKnight, both of Paducah, were married here Sunday, August 26, 1934, by Rev. C. D. Pipkin.

The bride is the daughter of Mr. and Mrs. W. C. Callan, of Paducah, and the groom is the youngest son of Mr. and Mrs. Aude McKnight, also of Paducah.

County Will Receive Over \$200,000 In Pay For Cattle Now Listed

1650 Cattle Bought Here This Week

About 1650 cattle were purchased in Motley county on government account this week. An additional quota of 550 cattle for this week only was allotted to Motley county, according to a telegram received Monday by County Agent Frank A. Buckley.

The total quota for shipment this week was thus brought to 1000 cattle. Arrangements were quickly made for the extra inspections and this number had been inspected up to Wednesday night by Dr. Marion H. Rhodes, B. A. I. Inspector, and H. B. Sparks, Appraiser. Among the herds inspected this week were 700 cattle for the Matador Land & Cattle Co. and 250 for R. C. Echols.

650 Cattle Condemned

In addition to the 1000 cattle accepted for use and delivered to Homer Sheats, Federal Surplus Relief Corporation representative, about 650 cattle were condemned and killed on the farms. If fit for food, condemned cattle may be used by the owners or their employees, but must not be sold or peddled.

An effort was made to secure an allotment for next week equal to that allowed this week, but this request could not be granted, and that only 450 cattle could be inspected for shipment.

The total number of cattle purchased up to this week was 4856, including 1223 condemned. About ten thousand more cattle have been listed for sale by producers. Recent rains which supplied sufficient moisture to make available native or planted pasture over practically the entire county, have not materially reduced the number of cattle already offered, and additional applications are being taken daily at the county agent's office.

Checks Received
Checks for 14 producers in payment for government cattle were received this week representing a total of \$6750.00. Vouchers already submitted to the Field Audit office, Kansas City, Mo., call for \$61,234.00 more. Probably a total of over \$200,000 will be paid to Motley county producers for government cattle before the present program is completed. The checks received this week were for the following producers: J. C. Burleson, L. A. Carlisle, D. L. Dunn, Farris Fish, J. E. Russell, A. K. Wilkerson, H. I. Cole, John A. Groves, C. T. Jenkins, Mrs. D. C. Keith, Charlie M. Barton, G. M. Kingery, Harry H. Campbell and T. T. Jameson.

Methodist Revival Starts Wednesday

Presiding Elder of Plainview Methodist Church Wednesday.

Rev. W. L. Tittle, Presiding Elder of the Plainview District, began a revival at the Methodist church in Matador, Wednesday evening, August 29.

Rev. Tittle has held twelve revival meetings during this conference year at which he has had more than two hundred conversions.

Business houses in Matador are expected to close between the hours of 10 and 11 a. m. each week day except Saturday, while the meeting is in progress.

The general public is invited to attend the services.

BAPTIST SUNDAY SCHOOL MAKES NEW RECORD
During the month of August the Baptist Sunday School had an average attendance of 204. This average attendance of 204, is a new high mark for attendance for a single month. The attendance has been remarkably high all through the summer. In June the average attendance was 172, in July 193 and in August 204.

The average attendance for the year is also a new high record. For the year ending August 31, the average attendance is 126, and with a late frost, produce, where hope had been entirely abandoned.

The church cordially invites all who will to attend Sunday School. Begin next Sunday at 9:45.

OPERATION AT QUANAH
Mr. and Mrs. Hubert Gilbreath, accompanied by Mr. and Mrs. Nolan Fulkerson, drove to Quanah Sunday, where Mrs. Fulkerson remained to undergo an appendicitis operation Monday morning at the Quanah hospital. Mrs. Fulkerson is reported to be progressing nicely.

OLDTIMER HERE
John L. Moore, old time resident of Motley county, now residing in Arkansas, was visiting friends here Saturday.

Mr. Moore declared that he had met only three friends, Ranshaw, W. R. Tilson and Charlie Bird, who were residents of the county when he first came here.

MARRIED
Miss Bonnie Fuller and Mr. Robert Gear of Floydada, were united in marriage at the Methodist parsonage, Wednesday afternoon, August 29, 1934, by the Rev. J. Frank Luker.

Situation Relieved as Rainfall Totals 2.42 Inches Here.

FARMERS REJOICE Five Inches Estimated In North Part of County.

One of the most severe drouths in the history of Motley county was broken late Thursday when 95 rainfall was registered here in Matador. The first precipitation was followed by .18 inch Friday, .64 inch Saturday and .65 inch Monday, a total of 2.42 inches.

Reports from various parts of the county indicate that the rainfall was general with a possible exception of the extreme eastern section, where a much smaller amount of rain fell.

In the Whiteflat community, a rainfall estimated between five and six inches fell in about equal amounts on Thursday and Monday evenings. Various reports from the extreme northeast corner of the county in the Northfield community estimate a precipitation of between five and six inches.

Altho the rain varied over this section of the Panhandle, it is conceded as a blessing by farmers and stockmen who estimate that from forty to sixty days remain for grass and feed to be of great benefit this winter. Weather indications are that the great drouth which has gripped the middle-west for the past ninety days has definitely been broken.

Wheat Being Planted
In sections of the county where the soil is dry enough, wheat is being planted in order to insure winter pasture, while many other farmers who find their fields too wet at present, are prepared to begin sowing a winter pasture in the near future. In some sections where the feed crop was believed to be lost, farmers find that new growth is starting and it is estimated that considerable feed will be raised, depending upon the lateness of frost.

Dry and Hot Summer
The rainfall record which is kept in Matador by J. H. Sample, manager of the Spot Cash Grocery, is recorded by a standard U. S. rain gauge. Mr. Sample has a complete record of rainfall in Matador for the past six or seven years which provides interesting data for comparison with the record of the past summer. From sometime in May until the 23rd of August, only .60 inch of rain was registered and upon both occasions when precipitations were received, they were followed by dry hot winds and continued drouth. During the same period in 1933, the critical growing period for cotton and feed in this section, 8.09 inches of rain fell.

Many old-timers declared the summer to be the hottest and drouth in the history of the county.

Cotton is Benefited
While the cotton yield for the county had been estimated at 1,000 bales or less before the rain, ginners and farmers believe it will be greatly benefited and that much cotton will now fruit, and with a late frost, produce, where hope had been entirely abandoned.

The exact benefit of the rain to cotton can not be determined, however, until after the results in plant growth have been given a chance to show. Cotton in some sections, altho of considerable size, is believed to be entirely dead.

EXEMPTION CERTIFICATES NOT YET RECEIVED HERE
Tax-exemption certificates for ginning cotton under the Bankhead Act had not been received at the county agent's office Wednesday and were not expected in the near future. Producers who wish to have cotton ginned immediately should call at the county agent's office and obtain interim certificates to serve in lieu of tax-exemption certificates until the latter arrive.

FORMER TEACHER VISITS
Miss Elizabeth Ann Putnam, former teacher in the Matador school, now engaged as teacher in the Riverside public school of Ft. Worth, is visiting this week in the home of Mr. and Mrs. L. C. Harp.

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DOUGLAS MEADOR, Editor. HOWARD HAMILTON, Business Manager.

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NOTICE TO THE PUBLIC

Any erroneous reflection upon the character, standing or reputation 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.

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

Hollywood

By MARSHALL FISKE (Special Hollywood Correspondent To The Tribune)



A press agent interviewed an old character actress in her eighties. A week or so afterwards she saw the lady again. She seemed to be all out of sorts, crabbed, peevish, and as the press agent had written a very flattering article about her, he could not understand her attitude.

Donkey baseball is the latest stunt to reach Hollywood. This idea was recently incorporated into a "short" by M. G. M. Two rival clubs the Kiwanis and the Rotarians were engaged in the fray. The members of these clubs were recruited from various trades and professions; butchers, bakers, bankers, undertakers and candlestick-makers, etc.

The other night James Cagney made a personal appearance in connection with his new picture, "Here Comes the Navy." The master of ceremonies announced: "We have with us, this evening, Mr. James Cagney, who will please rise and take a bow."

was yet to come—an ardent female fan made a bee line at our hero with a nice shining manicure scissors—Cagney thought his time had come and he bolted. He fought his way out, through the milling hordes with the aid of a few uniformed officers, until he had reached the great wide open spaces and liberty.

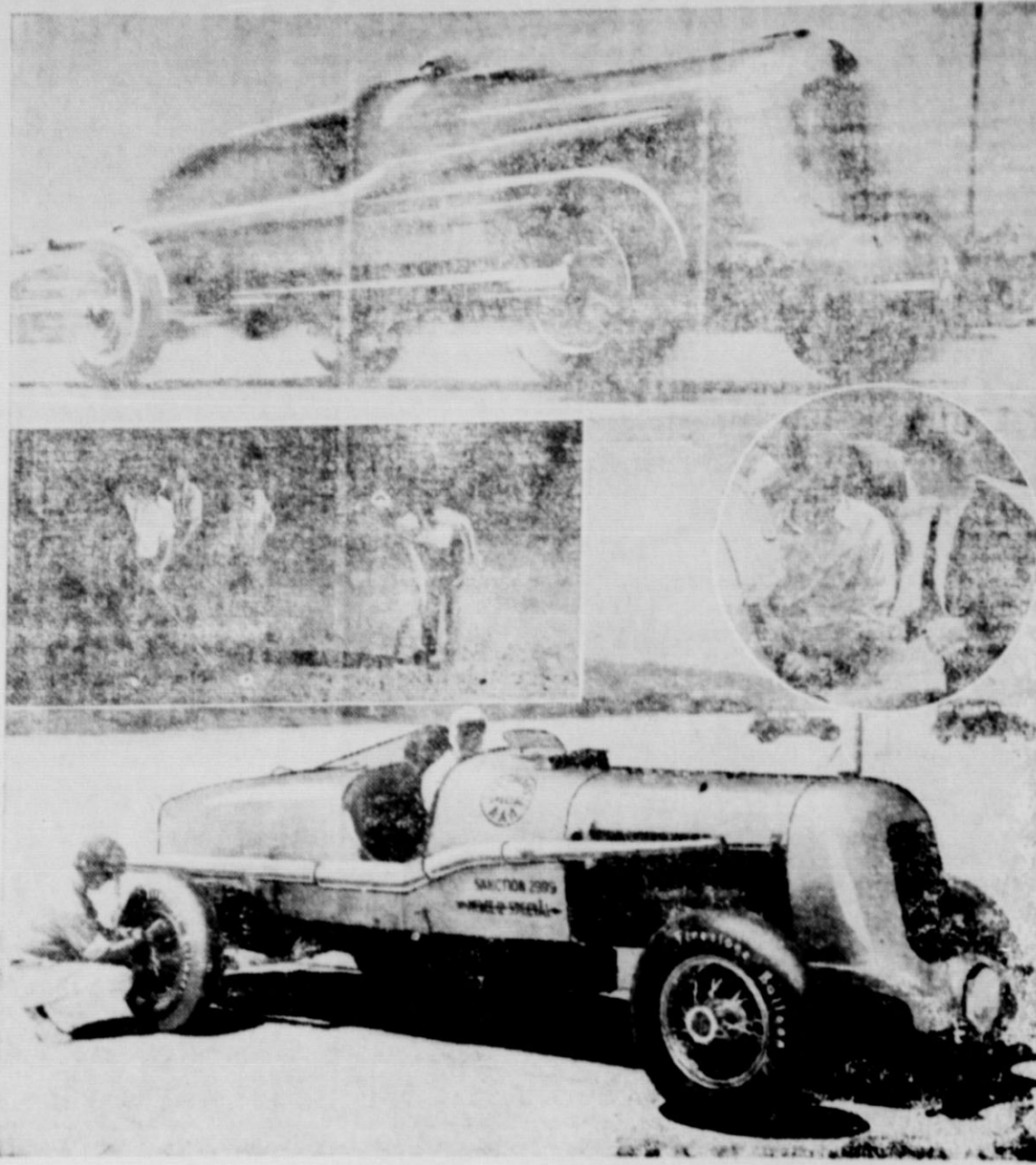
George Raft has evinced decided pugilistic proclivities of late. Only a few months ago he knocked down one of the Paramount executives on the Paramount lot and the other evening he and another "gentleman" engaged in the gentle art of fisticuffs. It was just outside of the "Brown Derby," a meeting place popular with the stars. This cafe always has its quota of out-of-town visitors hanging around with their autograph albums in hand.

Since the talkies have come in to vogue, screen actors have experienced more or less trouble to memorize their lines. Some of our oldest stage actors, who you would suppose would have the least trouble about memorizing have the most trouble. The tablets of memory in the old have become soft and do not take sharp, clearly defined impressions as they did in youth and in their prime.

Ann Dvorak plays opposite to Mr. O'Brien in "We Sell Everything." Miss Dvorak strikes one as a little different from the ordinary run of young actresses. She has an interesting face, not especially beautiful, but a face in which you sense a mental abstraction of something not in her immediate vicinity.

The Decatur plant of the Tennessee Dairies has been remodeled and a modern cheese plant installed. Capacity of the plant, when the addition is completed, will be 60,000 pounds of milk daily, producing cheese, spray powder for bakery and ice cream manufacturers, condensed skim milk, sweet cream and both whole milk and sour cream butter.

77 Records Fall as Ab Jenkins Speeds More Than 3000 Miles in 24 Hours



Ab Jenkins, veteran speed king, shattered 77 world, international and A.A.A. speed records in his recent 24-hour run on the hot salt desert at Lake Bonneville, Utah. Jenkins is shown above hurtling through space at an average speed of 127.2 miles per hour including all stops for a distance of more than 3,000 miles.

scorching heat of the day, and the black of the night, with temperatures as high as 120 degrees. The inset at the left shows workers on the desert. Previous to the run, holes on the course had been filled with crushed rock as hard as granite with knife-like edges. At the right Jenkins is shown receiving congratulations of his proud mother.

The lower photograph shows a 4-2 check-up of the big 24-ton 24-horsepower machine by E. W. Wagoner, Firestone field representative who saw the tires, battery and spark plugs made by his company come through this greatest of all endurance runs without trouble of any kind.

CLIPPINGS

DONKEYS REFUSE TO SCORE

One of the most fun making events of the season was the Donkey baseball game Tuesday afternoon between the Fire boys and the town boys, on donkeys, seemingly well trained for such, furnished by an out of town man. The donkeys refused to score for either team.

SHEEP WILL GET IT

Last week-end a petition was started asking grain dealers of Floyd county not to sell Johnson Grass hay or other hay containing Johnson Grass seed. Just what response was had from those asked to sign we have not heard.

CANNERY NOW OPERATING

Vegetables for the relief gardens and some beeves are being prepared and canned now at the Perryton Chamber of Commerce Canning Kitchen, the establishment being reopened the first of the week after a thorough clean-up last week-end.

CROSBYTON STANDS THIRD IN CAP ROCK GOLF LEAGUE

The golf game scheduled to have been played Sunday afternoon between Crosbyton and Spur was postponed until Sunday, August 26.

Whiteflat Flashes

Every one wears a broad grin since the recent rains. Mrs. Fletcher Walker and daughter, Lou Atys, of McKinney, are visiting Mr. and Mrs. J. Morris.

Several from here attended the Old Settlers' Reunion at Roaring Springs, last week.

Mr. and Mrs. Mose Dameron returned Friday from Denton, where they have been attending school.

H. S. Watson made a trip to Plainview last week.

Mr. and Mrs. Ike Jay of Turkey, were visitors in the L. R. Browning home Sunday. They

Mr. and Mrs. John L. Moore and Frank Gibson of Paducah, were visitors in the J. D. Morris home last week.

Miss Marianna Wood returned recently from a vacation in New Mexico and Childress.

Miss Nancy May Morriss visited friends at Lawn, last week.

Mrs. Ralph White was a Lubbock visitor last week.

Mr. and Mrs. Truett Patrick left Friday of last week for a short visit in Commerce.

Leonard Lusk of Quitaque, was a week-end guest of Coyt Carlisle.

Mr. and Mrs. C. H. Norton and daughter, Aline and Mr. and Mrs. Malcolm Jameson visited relatives at Enoch, last week.

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Mr. and Mrs. Johnnie Patton of Morton.

F. C. Bourland made a business trip to Vernon, last week.

Jess Perkins made a business trip to Ft. Worth and Mineral Wells last week.

Mr. and Mrs. Tom Tilson and Miss Inez Clifton were Plainview visitors last week.

Lawrence Jay of Abilene visited his cousin, Jay Browning Sunday.

Miss Georgia Bourland returned recently from a two weeks visit with relatives at Cone and Roaring Springs.

Bruce Browning, Roscoe and Varner McWilliams returned Sunday from Lubbock where they have been attending school.

Mr. and Mrs. Tommie Edwards of Roy, N. M. are here for several weeks.

Henry Clanton of Oklahoma, is visiting Mr. and Mrs. Rosser Spray.

Marion Stephens is home again from several weeks absence at Silverton.

MANY FEATURES ADDED TO SOUTH PLAINS FAIR

LUBBOCK, Aug. 27.—Catalogues for the 21st annual Panhandle South Plains Fair are off the press and are being distributed to thousands of exhibitors, county agents, chamber of commerce officials and others interested in the exposition to be held here September 24-29. Premiums are about the same

as the last few years, number of increases.

The John T. Wagoner new thrill ride investment, and other modern shows in the group will be on the midway.

A bigger program of better horse racing acts, fireworks, and other features are on the program. Seventy-five dollars in prize money will be awarded.

TWO WOMEN FROM COUNTY ELECTED

CANYON, Texas, Aug. 27.—Receiving their diplomas from the West Texas Normal College, Etzel L. Roaring Springs and the land of Flomot, will be 111 men and women on August 23.

Of those who are in this class, practically all experienced teachers will have positions for the year. Most of them had college in the summer.

After the summer ended on August 24, faculty and students left for college in the fall term of 1934-35. The fall term of Texas State Teachers will open September 11.

Subscribe for the Tribune

SWIM AND ENJOY LIFE

Season Now Open

Roaring Springs Swimming Pool

Low Prices—20c and 30c. 15c and 25c for under 12

TO THE PEOPLE OF MOTLEY COUNTY

I want to thank you for the wonderful vote you gave me last Saturday in race for District Judge. I also want to thank my friends who so diligently worked in my behalf all during the campaign. It was largely through your efforts we were victorious. I trust that all people of the district will cooperate with me when I become Judge to the end that I may make a success of that responsible office.

Respectfully yours

A. J. FOLLEY

WOW! THAT WAS A CLOSE CALL. DON'T WORRY, JIM, I'VE GOT EVERYTHING UNDER CONTROL. IF YOU BREWED WHAT KIND OF TIRE I HAVE YOU WOULD BE IN THE NEIGHBORHOOD ABOUT BLOWN OUT. ON YEAH? WE'VE BEEN IN A SWELL TIRE IF A TIRE BLEW RIGHT HERE? WELL, WE'VE SEEN THE PROOF THAT THESE U.S. TIRES ARE AS SAFE AND TUGGY AS YOU CAN BE WITH THEM. NOW WE'VE GOT THEM FOR YOU. U.S. TIRES ARE THE ONLY TIRES YOU CAN GET THAT ARE BUILT OVER 100% STEEL REINFORCED.

LET US SHOW YOU THE PROOF that YOU GET MORE SAFE MILES AT NO EXTRA COST from U. S. TIRES built of TEMPERED RUBBER

We were convinced when we saw these facts. We believe you will be, too. Come in today and get the extra fire safety that will put your mind at ease. You'll be miles and money ahead.

BOB'S OIL WELL Western Service Station Matador, Texas

only U. S. builds TIRES of TEMPERED RUBBER

AUTO REPAIRS. Our expert mechanics can fix your car—no matter what its ailments may be—and put it in A-1 shape again. They're experts. They know every kink and how to fix 'em. Our prices are moderate—in keeping with our quality of work. Try us for satisfaction.

Special For Two Weeks Only Regular \$2.50 Permanents For Only \$1.50 Helen Powers At the City Beauty Shop Call for Appointments Phone 157J

CONOCO ANNOUNCEMENT. To friends of Conoco you to Mr. H. B. ... Mr. Burton is w received his serv where he has for emphatically in deavor to please L. B. "O" W



RIDE WITH CONOCO

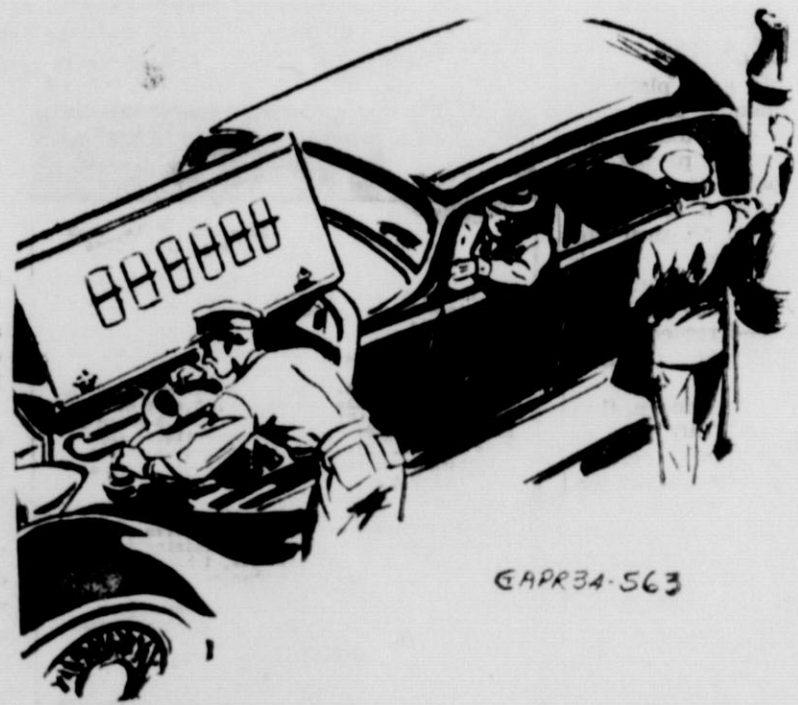
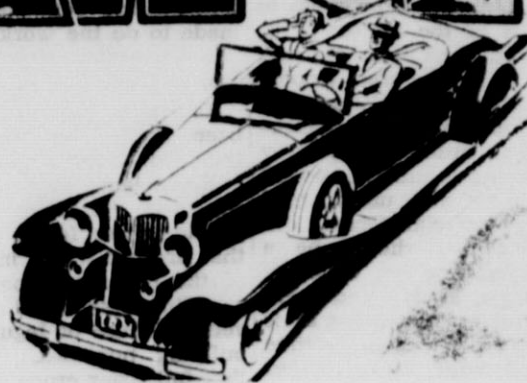


ANNOUNCING...

Another

CONOCO

STATION For Matador



It is with pleasure that we announce to motorists of Matador and vicinity that Conoco Products and Conoco Service are now available at another service station in Matador. The WESTERN SERVICE STATION located on Highway 28, one block west of Main Street is now equipped to completely service your car or truck with exclusive Conoco Products by trained and capable attendants who will render you the satisfactory service that is characteristic of all Conoco service stations.

This is your invitation to visit this new Conoco Station today and become acquainted with its personnel and its service.

Here you will find quality Conoco Products—nationally advertised and nationally accepted.

Introducing...

To friends of Conoco and those of you who will be friends of Conoco in the future, this will introduce you to Mr. H. B. Burton who will have the management of the Western Service Station.

Mr. Burton is well known to many of you who have received his service at the Cooper Service Station where he has formerly been employed. He believes emphatically in the products he sells and will endeavor to please you when you visit his station.

L. B. "Old Bob" ROBERTSON
Commission Agent

NOW OPEN FOR BUSINESS

THE WESTERN SERVICE STATION, FORMERLY THE F. F. F. SERVICE STATION, AFTER COMPLETE RENOVATION, IS NOW OPEN FOR BUSINESS—CONOCO PRODUCTS.

Western Service Station

EXCLUSIVE CONOCO PRODUCTS
U. S. TIRES
H. B. BURTON, Manager

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NDAMENTAL
OF ANY LAND
THE SOIL.

ROARING SPRINGS SECTION

THE CORNER STONE OF
ACHIEVEMENT AND
PROGRESS IS FAITH.

Matador, Motley County, Texas, Thursday, August 30, 1934

ROWDS SETTLERS ION HERE

... that has
Old Settlers'
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... spent the week-
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loyed at Wheeler.

John Jackson left
a business trip to

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Ennis Moss home

... transacted busi-
week.

McBrayer will en-
Epworth League
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THE BEAUTY SHOP

... m Lea, Sole Owner
for Appointment

... biggest day in your life is the day
become a bride. And as you are on
day, we can record in a photograph
n will become more valuable with
ears. Arrange for your setting
prices are still low.

Attends Reunion

Among the many old settlers who visited here during the Reunion were Dr. and Mrs. J. G. Green, of Crosbyton. Dr. Green will be remembered by our old settlers as one of our first physicians, having moved from here more than 15 years ago.

Miss Bessie L. Medlen, principal of our high school, returned Saturday, after spending the summer attending school in Tech at Lubbock. She was accompanied by Miss Wyleta Smith who also attended school there.

Mr. and Mrs. James Dunlap and children returned Monday from a vacation trip in New Mexico.

Lance Hurst, Doyle Mitchell and Dale King made a business trip to Abilene Friday. They returned Saturday.

Miss Pauline Strickland of Lockney, is visiting her sister, Altha Strickland, this week.

W. C. King was a Spur visitor Sunday.

Mrs. H. V. Bigham and sons, Verlan and Ross, of Lubbock, visited friends here during the week-end.

Miss Ina Mae Long returned to her home here Saturday from a term in Tech.

Golda Marie and Ruth Nance, of Quanah, are visiting their grandparents, Mr. and Mrs. L. H. Harmon, this week.

Roy Laminack has returned after an extended visit in Oklahoma.

Ennis Moss of Lubbock, spent the week-end here.

Miss Dorothy Shirley has been spending a few days with Carmen Dobkins at Glen.

Dick Lewis spent the week-end at Spur.

Mrs. Lewis Poteet visited with her sister, Mrs. Wilson, at Glen, Sunday.

Mrs. Ennis Moss has as her guests her sister and family, Mrs. L. Estes, of Quanah.

Fred Sanders of Floydada, is here visiting friends.

Miss Marion Gates and Mrs. Emmet Favor are spending their vacation in New Mexico.

Rev. T. M. McBrayer and family are home after a week's visit with relatives in Young county. They were accompanied by Miss Mary McBrayer. They are now being visited by Mrs. P. P. Timmons.

Mr. and Mrs. Claud Hall were in Childress and Eldorado last week.

Mrs. Colton Thacker has returned after a visit with relatives in Quanah.

Luce Chinchloe will leave for Clovis, N. M., Thursday.

The Stamford District Zone No. 1 of the Missionary Society will meet at this Methodist church September 4.

M. Parkie of Spur transacted business here Wednesday.

Miss Vera Laminack has been visiting relatives in Floydada.

Mrs. Frank Ferguson is visiting at Earth.

Mrs. W. O. Cooley and daughter, June returned Saturday from a weeks visit with friends in Hollis, Okla.

Mr. and Mrs. Lem Miller and daughter, Wanda, returned Friday from Denton and Dallas where they spent the summer.

... biggest day in your life is the day
become a bride. And as you are on
day, we can record in a photograph
n will become more valuable with
ears. Arrange for your setting
prices are still low.

NEW SCHOOL BUS WILL BE ADDED

In a meeting of the board of trustees Monday, it was definitely decided to purchase a new school bus of the most modern type, to be used on the new school route which is to accommodate school children from the Darden Canyon and Flag Springs communities during the coming school year.

With a very capable faculty the year of 1934-35 is expected to be one of the best in the history of our city. The school term opens September 10.

LOCAL TEACHER RECEIVES HONOR

Mrs. Walter H. Keahey returned Thursday after a very successful term in Tech at Lubbock. Mrs. Keahey, who has been employed as teacher of the 5th grade for a number of years had

UNUSUAL FACTS REVEALED—by "Movie Spotlight"

WHEN **Jean Arthur** TURNS ON THE FAUCETS IN "MOST PRECIOUS THING IN LIFE" WATER ACTUALLY FLOWS INTO THE TUB. A PORTABLE WATER SUPPLY SYSTEM WITH PRESSURE PUMP WAS BUILT TO PROVIDE THE REALISTIC TOUCH—

Richard Cromwell
COLUMBIA STAR, HAS MADE LIFE MASKS OF THE MOST FAMOUS PLAYERS IN MOVIE DOM!

Anita Louise
IS AN ACCOMPLISHED HARPIS—

Ben Alexander
WAS LAUNCHED ON A SCREEN CAREER BEFORE HE COULD TALK OR WALK—

J. M. Jackson's Car Stolen; Is Recovered

J. M. Jackson's Ford V-8 was stolen from the Old Settlers' Reunion grounds Wednesday evening a few minutes after Mr. Jackson left it parked. Sheriff Skinner, who was on the grounds was notified and began investigating at once. The car was found Saturday in a pasture near Post, where it had been abandoned. No arrests have been made at this time, although two young men are being sought for the theft.

ment. Their many friends were glad of the successful operations.

Mrs. R. L. Medlen who has spent the summer visiting her children in Snyder, Eastland and Abilene, returned to her home here Saturday.

Mrs. A. J. Meadows and children came home Saturday after several weeks visit in Kirkland and Childress.

John Joe Costolow of Spur, is visiting relatives here this week.

Subscribe for the Tribune.

Has Tonsil Operation

Mr. and Mrs. Claud Hall and sons made a trip to Quanah, Friday and remained during the week-end while the boys, Bay-elle and Joe underwent a operation for the removing of their tonsils. Ravelle remained in the sanitarium for a few days treat-

MATADOR LODGE NO. 495

I. O. O. F.

Every Tuesday Night 8:00

J. R. YANDELL, N. G.

E. S. MANGUM, Secy.

Have It Made-to-Measure

It costs no more to wear made-to-measure clothes styled right, quality true. 100 per cent all wool fabrics.

We invite you to review the hundreds of new Fall fabrics on display.

EXPERT CLEANING AND PRESSING
AT MODERATE PRICES

Jackson

THE TAILOR
Roaring Springs

Enjoy Your Labor Day Trip on New Goodyears

Stopping to change tires in heavy traffic spoils a holiday—not to mention the risk. Better put on new Goodyears—world's most popular tires—then your car will be safely equipped also for the fall and winter to follow. Today's prices are low—take advantage of them! Come in, let us fix you up—all sizes—all prices.

GOODYEAR SPEEDWAY

Thick tough Center-Traction tread—Full Oversize—Built with Supertwist Cord.

- 30x3 1/2 \$4.40
- 4.40-21 \$4.95
- 4.50-21 \$5.40

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

Sensational NEW



GOODYEAR ALL-WEATHER

See it! Let us explain why it actually delivers 43% More Miles of Real Non-Skid. Costs more to build but no more to buy!

GOODYEAR

PUBLIC'S FIRST-CHOICE TIRES FOR 19 YEARS

MURRELL CHEVROLET CO.

Matador, Texas



GOODYEAR PATHFINDER

New type Center-Traction tread with deep-cut blocks. Built with Supertwist.

- 4.40-21 \$5.70
- 4.50-20 \$6.20
- 4.50-21 \$6.50
- 4.75-19 \$6.90
- 5.00-19 \$7.40

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

Full Line of

Chevrolet Parts

and

Expert Repairing

Wrecker Service
Anywhere

Your
Wedding
Day

Recorded
Forever!

Majestic Studio

Expert Kodak Work

UCAH * * * TEXAS

SEND \$1 for the next 3 months of

THE ATLANTIC MONTHLY

Make the most of your reading hours. Enjoy the wit, the wisdom, the companionship, the charm that have made the ATLANTIC, for seventy-five years, America's most quoted and most cherished magazine.

Send \$1, mentioning this ad

The Atlantic Monthly
8 Arlington St. Boston

LOCALS

FOR SALE OR TRADE—Hand-craft shop in Matador that has made more than a living during the depression. Some terms to responsible parties, or will consider trade of automobile, truck or trailer. No junk. Ed Williams, Eunice, N. M.

FOR SALE—Or will trade for good livestock, two \$100 Tyler Commercial College scholarships. Inquire at Tribune Office.

FOUND—Bunch of keys. Inquire at Tribune Office.

FOR RENT—Two nicely furnished apartments. See Mrs. Ed Williams.

Mr. and Mrs. J. H. Sample visited points in Oklahoma, last week.

Born to Mr. and Mrs. D. P. Keith, a baby boy, August 27th, 1934, weight 7 3/4 pounds.

Mrs. F. P. Walker and daughter, Lauatys of McKinney, are visiting Mrs. Walker's parents, Mr. and Mrs. J. D. Morris, of Whiteflat.

Mesdames Henry Ford and Jim Ford attended the graduation exercises of Mrs. Vance Gilbreath, at Lubbock, Friday night.

H. S. Gilbert, Ernest Fisher, Raymond Ross, Ben Tanner and wife, all of Flomot; Mitchell Glenn, A. A. Harp, Bob Robertson and M. S. Patton left Saturday morning for Mineral Wells to attend the American Legion Convention.

C. E. Harris of Whiteflat was in Matador, Saturday.

Mr. and Mrs. J. L. Moore of Guthrie, are visiting friends here this week.

W. R. Tilson, of Whiteflat, was in Matador Saturday.

Mrs. Hamp McCary of Whiteflat, was shopping here Saturday.

Miss Ada Shands of Whiteflat, visited in Matador, Saturday.

Mrs. J. M. Jackson of Uvalde, is visiting her daughter, Mrs. Pat Sheridan.

Mrs. Bob Robertson is visiting relatives in Wichita Falls.

Dr. A. C. Powell, evangelist who conducted the Baptist revival meeting here the past two weeks.

ROY BURLESON General Insurance First State Bank Building Matador, Texas

left Monday for his home in Abilene, to resume his duties as pastor of the University Baptist Church of that city.

Mr. and Mrs. Mose Dameron have returned from Denton, where Mose has been attending summer school.

Mr. and Mrs. Green Bostic of the Echols ranch, were shopping in Matador Saturday.

Mr. and Mrs. L. A. Stearns and Mr. and Mrs. Alvin Stearns left Monday morning for Houston to visit Mr. and Mrs. Claud Stearns.

Mr. and Mrs. A. L. Fryar had as their guests over the week-end the following: Mrs. Virgil Withers and children of Rogers, Ark. T. H. Ragsdale and son of Dallas; Mr. and Mrs. W. E. Ragsdale of Elton, Texas.

Misses Maxine and Betty Green were week-end visitors in Roaring Springs.

Miss Dorothy Willett spent last week in Plainview visiting Margaret Nell Crews.

Mr. and Mrs. S. G. Craven left Wednesday evening for a trip to De Queen, Arkansas.

Mr. and Mrs. N. O. Waller and baby of Clayton, New Mexico, visited in the home of Mrs. B. F. Moore last week.

Mrs. Dan Earnest of San Antonio, is visiting in the Bob Echols home.

Miss Ora Givens of Childress, visited Mrs. B. F. Moore last week.

Mrs. Holden of Childress, was a guest in the C. P. Waybourne home last week.

Sam Moore and W. D. Herring of Northfield, were attending to business here Monday.

Leonard Crowell of Flomot, was transacting business in Matador, Monday.

Mr. and Mrs. Fred Mye of Tulla, former residents of Matador, visited Mrs. B. F. Moore last Thursday evening.

Miss Hazel Newport of Cisco, visited in the M. P. Fulkerson home several days this week.

Mrs. Lawrence Bryan visited her parents, Mr. and Mrs. B. E. Beeson, at Paducah, last week.

Miss Frances Cooper, of Clayton, N. M., who had been visiting here for sometime, left for her home Sunday.

Fay Tipton of Northfield, was a Matador visitor Monday.

S. D. Hunter of Roaring Springs, was in town Monday.

Miss Alma Lloyd Sikes of

Native Texan Escapes Heat With Byrd in Little America



ONE of the first pictures received from Admiral Byrd's present expedition near the South Pole shows Joe Hill, Jr., (at extreme left) of Canyon, Texas, taking a "breather" after hard work in the sub-zero temperature. On August 24, Hill, the youngest person in Antarctica, celebrates his twentieth birthday, his first away from home. He is the son of President J. A. Hill, of West Texas State Teachers College, and was preparing for aeronautical engineering at the University of Texas when chosen to accompany Admiral Byrd to the South Pole regions. Tractor experience in West Texas wheat fields qualified Hill as a member of the expedition's winter party, tractor division, whose activities are reported every Wednesday night at 8 o'clock Central Time over the coast-to-coast Columbia network.

Handley, is visiting Miss Elizabeth McMahan this week.

Hugh Vinson of White Star, was trading here Monday.

Harry George of Flomot, was looking after business here Monday.

Mrs. W. R. Derrickson of New Mexico, visited her daughter, Mrs. Paul Patton, here last week.

Ralph Stapleton, of Flomot, was looking after business here Monday.

J. N. Scriver of the Barton community was a Matador visitor Saturday.

Walter Bain of Northfield, was in town Monday.

FAIR WILL HAVE 16-DAY STOCK SHOW THIS YEAR

DALLAS, August 27.—A full showing of livestock for 16 days at the 1934 State Fair of Texas, Oct. 6-21, has been planned and the best herds of beef and dairy animals will be on exhibit as a master demonstration of the stability of Texas agriculture even under the most adverse conditions and as a forecast of her rich future, it has been announced by A. L. Ward, general superintendent of the Livestock Department.

"Many fine cattle have been permitted to get poor and weak and have been killed or sold," Mr. Ward said, "but the best of our herds have been well cared for and at the State Fair this year, the people of Texas will see not only the choice breeding stock of beef and dairy herds, but they will have an opportunity to meet the owners and exhibitors of livestock who have the hardihood and courage to meet emergencies and who have the resourcefulness and the vision to use difficulties and obstacles as building stones."

Mr. Ward announced that more than \$25,000 would be awarded the prize winners in classes of livestock on exhibit here this year and also that prize money in horse classes had been increased.

Election...

- (Continued from page 1) ward 27; McCraw 20. For Railroad Commissioner—Pundt 23; Smith 27. For Governor—Hunter 27; Allred 32. For Associate Justice—Sharp 28; Lattimore 20. For Lieutenant Governor—Woodul 17; Moore 32. For District Judge—Folley 32; Brummett 25. For Sheriff—Weatherall 21; Skinner 39. Total votes, 60. Folley For Attorney General—Woodward 18; McCraw 11. For Railroad Commissioner—Pundt 18; Smith 12. For Governor—Hunter 21; Allred 14. For Associate Justice—Sharp 14; Lattimore 15. For Lieutenant Governor—Woodul 9; Moore 21. For District Judge—Folley 28; Brummett 7. For Sheriff—Weatherall 4; Skinner 32. Total votes, 36. Northfield For Attorney General—Woodward 64; McCraw 41. For Railroad Commissioner—Pundt 47; Smith 30. For Governor—Hunter 96; Allred 39. For Associate Justice—Sharp 44; Lattimore 54. For Lieutenant Governor—

MOVIE CHATTER By A Rogue

Now that the big fight is officially over and it has been generally conceded that Red is the toughest of the tough; what will we have next in this line? It has been suggested that we match Doc Eddie Mueller against Red; Mueller wrestling while big Red boxes. Wow! What a tussle. How would it come out? This is, of course, presupposing that both gentlemen would agree to this, which they might not. Just something to think about anyhow.

As for pictures coming up: this coming Friday and Saturday the Rogue offers for your entertainment another Ken Maynard western; this time it's "The Trail Drive," and if you remember, that last Ken Maynard we had was just a pretty good little picture, here's hoping this one is even better.

Sunday and Monday you will get a chance to see "Come on Marines," starring Richard Arlen, Monte Blue, Toby Wing and Ida Lupino. Of course everybody knows Arlen and Blue, but there will probably be some who are not so familiar with the other two players in this picture. Now that little Toby Wing is just the cutest little outfit you ever looked at, boy, oh, boy. Its rumored that she and Jackie Coogan are about to get hitched, and if I'm any judge of feminine pulchritude, I can't say that I blame the Coogan chap in the least. And this Ida Lupino, the name sounds like a furriner er sumpin', maybe she is but this little lass is broke out with "it" too. You will remember her as the good looking who starred in "Search for Beauty." This picture is the story of Arlen's trying to elude all women, which he doesn't. Arlen is in the navy, a professional woman hater, trying to love em and leave em without lovin' em; it's a nice little comedy with a lot of good navy action in it. I think it will please.

Woodul 58; Moore 90. For District Judge—Folley 85; Brummett 92. For Sheriff—Weatherall 84; Skinner 98. Total votes, 182.

Program

FRIDAY and SATURDAY Ken Maynard in "The Trail Drive"

SUNDAY and MONDAY

"Come on Marines" With Richard Arlen, Monte Blue, Toby Wing and Ida Lupino

ROGUE THEATRE Matador, Texas

CHEVROLET PLACES ORDER FOR SCHOOL BUS CHASSIS

Chevrolet Motor Company was awarded the largest order for automotive equipment ever placed by North Carolina, calling for the delivery of 450 bus chassis for use in school districts throughout the state. Chevrolet was the low bidder at \$202,685. At the same joint session of the state school commission, at Raleigh, July 27, orders were awarded to various builders for 675 bus bodies to be mounted on Chevrolet chassis and on additional long wheelbase chassis, to be purchased later, mounting 17 and 19-foot bodies. The federal government recently granted North Carolina \$182,000 for the purchase of transportation units for schools, and the state itself is providing \$420,000.

BUSINESS FAILURES LESS

AUSTIN, Aug. 27.—According to the weekly reports received by the University of Texas Bureau of Business Research, only 17 commercial failures occurred in

Texas during July, 59 percent from those in July last year. \$261,000 were 64 percent of a year ago. Liabilities per failure \$15,353, was 14 percent that of last year.

Picture Modern WAS DA



Remember the day it began before it ended after supper. It was an all a tiring, nerve But today—how salesman picks up and 3 days later to be used! No —no more fatigue only a very small you haven't tried

CREAM IS CASH

We pay highest market prices for your cream and produce.

HONEST TEST QUICK SERVICE

We Appreciate Your Patronage

A. A. Tipton Northwest Corner of the Square

The Floyd Stea Laun

John Wanamaker Said...

If there is one enterprise on earth that the quitter should leave alone, it is advertising. Advertising does not jerk—it pulls. It begins gently at first, but the pull is steady. It increases day by day, year by year, until it exerts an irresistible power!

John Wanamaker

You can establish that same irresistible power in your business with constant advertising in the Matador. No other medium of advertising is as effective and inexpensive.

Why not set aside a certain advertising budget and begin the structure of a greater business? A competent representative will be glad to help you plan your campaign and furnish you with complete information.

THE MATADOR TRIBUNE Phone 123

Banish the Worry of Blue Monday

The dread of unpleasant work and worry that is commonly associated with Monday (Washday) can easily be eliminated if you leave your laundry problems to the Spur Laundry.

The most modern and sanitary steam laundry comes to your door for your soiled clothes and returns them to you completely finished. The cost is surprisingly low and the different types of service offer a wide range of prices in case you prefer to do part of the work yourself.

ECONOMY

True economy is realized by our patrons who are pleased with care given delicate fabrics and expensive garments. Remember—you are always certain that your clothes are clean when they have been through a steam laundry.

Our Delivery Service is in Matador Every Monday, Wednesday and Friday

Spur Laundry



Sincere Appreciation

To THE VOTERS OF MOTLEY COUNTY

I WISH TO TAKE THIS MEANS OF EXPRESSING MY SINCERE APPRECIATION TO THE VOTERS OF MOTLEY COUNTY FOR THE RESULT OF LAST SATURDAY'S ELECTION.

DURING THE TERM OF OFFICE TO WHICH YOU HAVE ELECTED ME, I SHALL ENDEAVOR TO DO MY VERY BEST IN FULFILLING ITS DUTIES IN A MANNER THAT WILL WARRANT A CONTINUATION OF YOUR FAITH AND SUPPORT.

I THANK YOU ED SKINNER