

MATADOR TRIBUNE
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DOUGLAS MEADOR
Editor
National Editorial Association MEMBER



MEMBER West Texas Press Association

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CASH IN ADVANCE

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.

MALE HELP WANTED
Reliable man needed to supply rural families with Watkins well known products in Motley County. Earnings should average \$30 to

\$55 weekly. Steady work, good future. Applicant 25-45, must have car. Write quickly to C. O. Lewis, c/o The J. R. Watkins Co. Memphis Tenn.

MOVIE CHATTER
(By A. Rogue)

Will Rogers
Will is dead and gone but because of public demand, Fox has brought back his greatest of all pictures. It's "A Connecticut Yankee" in the days of King Arthur's court - from Mark Twain's novel by that name. This picture came out in 1931 and I believe at that time Matador was without a show - so I don't believe this picture has ever played here.

I have read the book a couple of times and very well remember the picture. I can just see old Will now, a prisoner of a giant knight in armor brought before the round table feast - old Merlin, the wizard, and Will in a just with Sir Sagamore (Saggy to him) and Will justing with a cowhorse and rope. Truly it's the funniest thing Will ever made. It's here Friday and Saturday only.

The Dionne Quintuplets
Sunday and Monday comes the sensation of ages, "The Country Doctor" with the Dionne Quintuplets, Jean Hersholt, Dorothy Peterson and Slim Summerville.

This is not eight or ten reels of the quintuplets - it's a down to earth story of a Country Doctor, with the quint taking 10 or 15 minutes of the show - but, say, you will know these cute little things are in it. They will capture you: Why they are already becoming camera conscious.

I can't tell you all - just don't miss "The Country Doctor" Sunday and Monday.

Thursday-Watch Nite
Each week now - Watch Nite will be on Thursday. We put it on Wednesday night of this week because of the Senior Play tonight (Thursday). There will probably be about fifteen reasons for your presence. The picture for next Thursday is Jane Withers in "Gentle Julia", her latest picture.

G. L. LYNCH
G. L. Lynch, early resident of the Whiteflat community, was born in Georgia in 1852 and died April 26, 1936 at the age of 84 years. Funeral services were con-

ducted by Rev. H. T. Harris and interment made in Whiteflat cemetery.

Mr. Lynch came to Texas with his parents at the age of one, where they settled at Daingerfield, later moving to Henderson county. He moved to Whiteflat in 1911, where he had since resided and conducted a grocery business with his son, under the firm name of Lynch and Son.

He is survived by two sons, John Lynch of Carnegie, Oklahoma, Arthur Lynch of Whiteflat and two daughters, Mrs. C. E. Holladay of Abilene and Mrs. A. A. Watson of Phoenix, Arizona, all of whom, with the exception of Mrs. Watson were present at the funeral.

Amarillo Now Ready As Host W. T. C. of C.

AMARILLO, Tex. May 5 - After weeks of preparation Amarillo is ready to play host for the West Texas Chamber of Commerce convention which opens Monday, May 11.

Jed Rix, convention manager, reports there have been more advance reservations, more entries in the contests, more sponsors selected and more advance registrations by the host city than for any other convention of the organization in recent years.

"Indications now are stronger than ever that the eighteenth annual meeting in Amarillo will be one of the largest ever held by the West Texas Chamber of Commerce," he said.

Several special entertainments have been arranged for the convention visitors and delegates.

For the convenience of turf fans among the visitors and delegates the daily convention business programs will be concluded each afternoon at 3 o'clock. The spring meet of the Tri-State Fair will be in full swing here during the convention. Thoroughbreds from Arlington Downs and other tracks race here.

There will be three dances on Monday night and three dances on Tuesday night, all open to only those who register for the convention.

MOVES TO FT. WORTH
Lieut. and Mrs. Van McCaleb and small son, have recently moved from San Antonio to Ft. Worth where they will make their future home, he having been transferred

from his duties at Ft. Sam Houston to Ft. Worth where he is Transportation Officer of a CCC unit.

Mrs. McCaleb is the former Orma Patterson of Matador, and the daughter of Mrs. Ora E. Patterson who resides here.

ART CLASS

Mrs. Orma (Walker) Hallford will begin instruction of her art class in her home the first Monday in June. Those who have made inquiry regarding her art exhibit and display are especially invited to visit her home east of Matador.

Plainview To Hold Pioneer Round-Up

PLAINVIEW, May 5 - Frontier days on the Plains will be revived at the Ninth Annual Pioneer Round-Up and Centennial Celebration in Plainview Saturday, May 23. Many pioneers from a distance are expected to join those who remain in the country on this occasion.

Governor James V. Allred has accepted an invitation to the Round-Up. Costumes of old fashioned dances and nineties, old fashioned dancing, a huge parade, a reception for the pioneers, band concerts, a pageant depicting Frontier Days, and a Chuck Wagon Feed are included on the day's program.

The following committee chairmen have been named: Program and Pageant, Miss Dorothy Cox; Parade, Miss Curtio Mae Rogers; Museum, Lena T. Glenn. Publicity Miss Mary Cox; Dance, Mrs. Mammy Fields; Registration, Miss Edith Smith; Pioneers Reception, Mrs. Adella Drew; Door, Mrs. Earl Miles; Tickets, Miss Vaneta Cross; and Chuck Wagon Feed, Mrs. Julia Kelley.

The annual Pioneers Round-Up is sponsored by the Business and Professional Women's Club of Plainview.

Alton Chapman To Seek Re-election District Attorney

In announcing my candidacy for the office I have held since January, 1935 I wish to again express my appreciation for the wonderful vote given me in this county, two years ago by which I was able to carry every voting box in the county with an average majority of almost three to one. I also appreciate the many friendships I have acquired in the county and the wonderful cooperation I have had, particularly from the Grand Jurors and Petit Jurors, in my attempt to fairly and impartially execute the duties of my office.

My office is such that I shall never ask for a vote from any person because of being a candidate for a second term. In my opinion that is no reason for reelection to such an office. The manner in which I have conducted my office and the record I have is the basis on which I seek your continued support and influence, and if these are not satisfactory to you I do not blame you for not voting for me.

Of some 125 cases tried, some of which were pleas of guilty and many of which were vigorously contested, I have had only three verdicts of acquittal, and anyone familiar with these three cases will tell you that the evidence was miserably weak in each of them. I attribute this record to the fact that I have been fair with the defendants, fair to the juries who tried them and have prosecuted and not persecuted.

I never have and never shall take advantage of my position to curse and "brow-beat" witnesses

either in the Grand Jury room or in the trial of cases. If I do not possess sufficient skill to handle witnesses otherwise than fairly they just will not be handled, but I sincerely believe that a District Attorney who knows what he is doing can get better results by being fair in all his actions and by exercising common "horse sense" and judgement in the daily problems with which he is confronted.

Please know that I feel deeply indebted to you people for your many courtesies, and if my work meets with your approval I shall appreciate your continued support and influence.

Gratefully yours, Alton B. Chapman

Old West Customs To Be Awarded At Stamford Reunion

STAMFORD, Texas, May 4th - Sponsors and contestants are already making inquiries about the seventh Texas Cowboy Reunion to be held in Stamford, July 2nd, 3rd and 4th. H. G. Andrews, chairman of the sponsors' committee, has announced that four towns have selected sponsors to attend this year's reunion, which is to be known as the Texas Cowboy Reunion Celebration of the Texas Centennial.

Attractive prizes are to be awarded the winners in the sponsors' contest, which is to be based on appearance, horsemanship and riding apparel of the girl - and appearance, performance and equipment of the horse. This contest is to be held the first and second morning of the rodeo. First prize will be a fine saddle, second prize a pair of boots, third prize a bridle and fourth prize a pair of spurs. A handmade miniature quilt, the workmanship of John Selman of Stamford will be presented each sponsor.

Tickets of admission to all performances of the rodeo will be given each sponsor and they will

thrives ON HARD KNOCKS



LOWE BROTHERS QUICK DRYING FLOOR ENAMEL is a real floor finish. It's so tough that it withstands the hardest kind of wear. It's easy to apply - dries in a few hours - and is easy to keep clean. For either wood or cement interior floors. Ask us about this long-lasting floor enamel!

Burton-Lingo Company
PIONEER LUMBER COMPANY OF WEST TEXAS

be honored with numerous social events. Mrs. H. G. Andrews has been named as Hostess for the Reunion this year.

Cowboy Contests

Contests preserving the customs of ranch and range will be held for the cowboys and performers actually employed on ranches rather than professional rodeo performers will be featured in calf roping, steer riding, bronc riding, wild cow milking, cutting horse contest and old timers' calf roping contest. In addition to the cash prizes to be awarded by the Reunion in these events cowboy equipment will be given by various firms as special awards.

The Texas Cowboy Reunion is considered as being one of the

most authentic representations of the institutions and customs of old West; and recently accepted an invitation to join with the Central Exposition of the Texas Centennial in Dallas, August 14 through the 9th, at which time a program of cowboy contests similar to the program at Stamford in July - will be given twice daily afternoon and night.

TEXAS IS LARGER
Texans, celebrating 100 years of independence this year with the Centennial, may boast that the Lone Star State comprises one-twelfth of the area of the entire United States. Texas is larger by 83,000 square miles than France. Russia is the only European country with an area larger than Texas.

MAY 10 FOR MOTHER - young - or not - so young
on Mothers Day
79c - 1.00
Claussner KLEER-SHEER Exquisite HOSIERY

WESTESN Dry Goods Co.



Gift Suggestions For MOTHER
Mothers Day Sunday May 10

GIFT HOSE
We have a nice selection in all the new shades
49c to 98c pr.
Silk Underware
No gift would please her more
Gowns 98c - \$1
Stepins 25c-59c
Pajamas 98c

A complete selection of Mother's Day cards and framed mottoes
5c to 49c

GIFT HANKERCHIEFS
5-10 & 25c each
Matador Variety
"GET THE HART"

Your CHEVROLET DEALER announces THE MOST AMAZING USED CAR VALUES SAVE \$50 to \$75
1930 CHEVROLET COUPE - If you want a coupe, grasp this opportunity of a lifetime. You'll be proud of its appearance and performance. And at this very low price you can pay for many month's operating costs with the savings. Reduced for quick sale to \$175.
1930 CHEVROLET SEDAN - If you are looking for a real bargain in an automobile see this car today. Chevrolet's famous motor, ready to give you many miles of economical service. The finish, tires and upholstery justify a much higher price. A real bargain at only \$160.
1930 FORD COUPE - This clean, two-passenger coupe is one of the best values in a used car that we have been able to offer. Performance of the motor is excellent and the general appearance of the car is above the average in this price range. To the first lucky buyer for Only \$150.
1928 FORD COUPE - Here is startling economy in transportation. This car will deliver miles of satisfaction at this amazing price. If you want a good cheap car this is the opportunity for which you have been waiting. Ask to see this bargain today. Special Sale price \$85.
VISIT US FOR BETTER VALUES - TODAY!
F F F Chevrolet Co.
Matador, Texas

BE THRIFTY
Save time, worry, money and your clothes by having us do your laundry. Summer is at hand and you will want more time to be out of doors - More freedom from the worries of Wash Day.
Call our driver today and let us show you the economy of quality work.
Spur Laundry

OUR FIRST ANNIVERSARY

CELEBRATION

Sensational Values (FRIDAY and SATURDAY)

One year ago Saturday we first opened the doors of the Matador Dry Goods Co, during which time we have enjoyed a patronage beyond our expectations. In order that we may celebrate our first birthday and show our appreciation to our customers, we have prepared special and attractive prices on the following merchandise. Here you will not find the ordinary 'sale' merchandise but new, quality apparel at prices in keeping with our policy. These special birthday anniversary prices good only for Friday and Saturday.



DRESS SHIRTS

A large stock comprising many patterns, and a full line of sizes

Regular \$1.65 Values
SPECIAL AT \$1.39

THE NEWEST IN TIES

\$1.00 Values at 88c
.50 Values at 39c

For Women

Gacho Sport Shirts

Be Gay in the new Spanish Colors
ONLY \$1.00

We Have Recently Added

Rollins Hose

To our Men's Hose Department

Men and Boys

HEAVY GREY PEPPERAL
BENGAL CHAMBRAY

WORK SHIRTS

Anniversary Special 69c

HAWK BRAND WORK CLOTHES

Blue and Striped Pants \$1.19
Sun Tan Pants \$1.43
Shirts To Match \$1.23



SILK DRESSES

Exquisite material and the most modern styles
Regular \$8.95 **\$5.95**
Values At
\$5.95 — \$3.95

SHEETS

Save more by purchasing enough for the entire season

SIZE 81x99
Regular \$1.00 Values
FOR 87c
\$1.25 Values at \$1.09

Prints

FAST COLOR
80sq. Prints 17c yd.
Solid and Fancy
PRINTS
9c Yard

For Summer

White Shoes

For Men
\$2.95 — \$3.49 — \$3.95 — \$5.
A New, Complete Stock
LADIES WHITE SHOES
\$2.95 — \$3.95 — \$4.95

THIS WEATHER FEELS LIKE WASH DRESSES



And here they are . . .
Cool, colorful and easy to keep fresh. We know you will like the new assortment just arrived . . . They are true values. Birthday special price.

\$1.00 Values for 89c
\$1.49 Values for \$1.29
\$1.95 Values for \$1.59

HUMMING BIRD



Silk Hose

Needs no introduction . . . Here is another Anniversary Special
Regular \$1.25 Values \$1.09
Regular \$1.00 Value89
Regular .79 Value69

Full Fashion Silk Hose 59c value 49c

MATADOR DRY GOODS CO.

HOLLYWOOD By Marshall Fiske



Publisher's note: This column is written especially for the Matador Tribune, an represents accurate information from the world film capital. Comments of any nature will be appreciated by the author whose address is 1122 N. Edgemont Ave., Hollywood, California.

About two years ago, I saw the presentation of Shakespeare's 'Midsummer Night's Dream' that was staged at fresco at the Hollywood Bowl. The thing that now stands out most distinctly in my mind, is the spectacle of the mischievous imp-Puck—as he darted hither and thither in the moonlight—always shrieking with great glee as he beheld the mischief he had wrought. It was this imp whose capers are indelibly impressed on my mind.

The other day, on the set, I beheld a very prosaic youth—about sixteen—who was playing the part of a jockey in a forthcoming picture. He was standing at a cocktail bar and drinking ginger ale. I was told it was no other than Mickey Rooney, the child star of yesterday, who had played the part of Punk in "Midsummer Night's Dream". I could scarcely believe it—the transformation was so complete. In vain did I look for the imp that I had seen that night disporting himself in the moonlight. And if truth must out—I preferred the imp to the human. What a change a few years had made—the usual biological process had been reversed in this case—the butterfly had been changed into a caterpillar.

O Tempora how you do fugit and what changes you do bring about. Years ago, one came across mirrors whose surfaces were uneven in certain spots. On beholding one's ravishing countenance, the beholder would be astonished at the result when he saw his distorted image. If you should happen to have any left in your possession do not discard it as utterly useless. Paint it with flowers, leaves, grasses, fishes, etc. Leave a small spot unadorned—the even part—which will serve to give back your reflection.

These painted mirrors are all the rage here in Hollywood—so I am passing on the tip how you can make a thing of beauty out of a hitherto useless object.

Stars do not like one to divulge their religious beliefs. A Catholic star would suffer at the hands of some Protestants of Christian Scientists, and vice-versa.

Therefore, I am not at liberty to mention her name, nevertheless here is the story she told me recently.

Ten years ago, Miss So and So made her home in New York City. She was then an unknown clerk and stenographer in an office. One night her place was ransacked and among other things, a three-carat-diamond ring was stolen. A few weeks ago, a priest wrote a letter to her, asking if she were the same Miss So and So who was formerly employed by X, Y, Z, and Company of New York. She replied to this communication in the affirmative. Soon she received her long lost diamond ring in the mail.

It seems a man, at confession, had told the priest about the theft of the lady's ring and had given it to him to have it returned to her Hollywood address.

The thief, she believed, was no other than her erstwhile jilted lover who had become conscious-stricken and by returning the ring to her wanted to appease his troubled conscience. Love makes such a mess of things some times.

When "Romeo and Juliet" was being filmed here, most of the sets and costumes were designed by a foreign artist—Oliver Messel—who was an authority in such matters. He was brought here from London for this picture so that it might be correct in its settings and costuming. He was all excited and glad of this opportunity—was Mr. Messel—but not for long. When he arrived in Hollywood, it was not long before he felt the chilling air of jealousy. It seems there were men here, too, who did costumes and designed sets.

It's all a sort of a left-handed compliment—this jealousy—one is never envious of one's inferiors. Unless you have people who are jealous about you, you have never done anything worthwhile. So here's to The Green-Eyed Monster who always bobs up when success has been achieved.

FAIRVIEW CHATTERBOX

Vol. 1, No. 27 May 7, 1936

Edited by the English students of Fairview School.

Editor-in-chief, Hulon Phillips
Assistant Editor, Estell Stafford
Feature Editor, E. D. Lawrence
Reporters, Nellie Ray, Beatrice Smallwood.

Picnickers

The girls of the seventh and eighth grades enjoyed a "weenie roast" last Wednesday on a creek near the school house. Those present were: Beatrice Smallwood, Gay Wolf, Nellie Ray, Estell Stafford, Chloey Fuller, Hazel Ellithorp, Miss Emma Lesta McKee and Mrs. Arthur Cooper.

Whoopee!

Lobo Zip, Texas Tim, Walrus, and 'ole Pappy' are preparing to entertain you with their daring deeds if you will only give them a chance. They and their camp fellows plan to be at Fairview School on May 15 in a play called "Blundering Herd". Be sure to see it.

Ssssssh!

The ghosts are not only creeping but also walking, ringing bells, tapping and grabbing in "The Ghost Chaser" coming soon at the Fairview School. The Chaser in person is Sam Higginbottom, a detective who acts as goofy as his name sounds. Jimmie and Estell supply part of the romance. But you will never in the world guess how this play ends. Come see if you can.

Here and There

The Seventh grade took the Harlow Achievement Tests last Monday morning.

Mr. Parker of Paducah came to Fairview last Wednesday and took both school group and individual pictures.

Jim Brumbach is welcomed back after a long absence working.

"Snow Flakes"

(Composed by Louise McKenzie, a third grade pupil.)

Snow flakes, snow flakes,
Fall tonight,

And when I awake
Have everything bright.

Snow flakes, snow flakes,
Sift in the breeze;

Make the little birds
Fly up in the trees.

Honor Rolls

Distinguished List: Second grade: Imogene Archer, Billie Jo Archer, Yelda Mae Rattan. Third grade: Leon Smallwood, Honor Roll: Second grade: Elwyn Fuller, Walter Clower. Third grade: Louise McKenzie. Fifth grade: Jackie Bloodworth, LaVerne Smallwood, Jewel Lawrence, Norrie Fuller. Sixth grade: Vernell Markham, Margie Ballard, Alla Mae Fuller. Seventh grade: Gay Wolf, Nellie Ray. Eighth grade: Chloey Fuller. Ninth grade: Hulon Phillips, G. W. Fuller.

Hemorrhoids (PILES)

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

We Appreciate

Your Business . . .

Sinclair Oils and Gas

Tires and Accessories

Sinclair Service Station

A. P. HODGES, Manager

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
S. R. Hodges

For State Land Commissioner:
W. H. (Bill) McDonald

For District Attorney:
Alton B. Chapman, re-election

For Sheriff and Tax Collector and Assessor:
Walker Wiltams
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)

OIL WHICH "PLATES" EXPLAINED BY CHEMISTS

Ponca City, Okla., May 5.—Oil that "marries" metal and combines with the wearing surfaces of auto-

mobile shafts and bearings to form what is virtually an oil-plated protective layer was explained today by chemists of the Continental Oil Company who reported the scientific details of the development at recent meetings of the American Petroleum Institute and American Chemical Society.

The "plating" of the metal is said to be accomplished by adding to a mid-continent mineral oil a new chemical with so strong an attraction for metal that minute layers of the lubricant are locked tightly to the surface of the moving parts, forming what is virtually an amalgam or "plating" on the metal. The resistance of this plating to being "wiped out" is so great that the film continues to lubricate under greater heat and stress conditions than were formerly possible, and cannot be entirely removed by any process short of actual grinding.

The scientific principles behind the formation of the film involve the molecular structure of lubricants and grew out of the discovery that certain chemicals are made up of "long chain" molecules, with a greater power of attraction at one end than at the other. The forces which are present on all metal surfaces and are responsible for the phenomenon known as friction, dissipate themselves by attracting and holding the "magnetic," or polar, ends of these molecules.

The orderly arrangement of the molecules, with their polar ends practically buried in the surface of the metal, appears to have a disciplinary effect, described by chemists as "regimentation," on the molecules of the oil itself, resulting in a surface that approaches the principles of self-lubrication and needs new oil only to keep it "alive" and to repair the effects of scratches, grit and other damage.

The chemical used in field tests of the new oil is a lubricant itself. It is artificially made and was selected from among more than 1000 compounds tested in the laboratory and the field over a period of several years. Conclusions on the behavior of molecules, which are far too small to be seen even with the best microscopes, were determined by x-ray diffraction, which produces photographic patterns of the reflecting or splitting of x-ray beams as they pass through an oil film.

Wells To Describe Texas Centennial Exposition Wonders

President Roosevelt will visit Dallas on June 6 to open the Texas Centennial Exposition, and in all probability the world's next heavyweight boxing championship battle will take place in the mammoth Centennial stadium this year according to Carveth Wells, famous radio reporter and traveler.

Wells, now conducting a series of "Exploring America" broadcasts for Continental Oil Company plans to devote his Sunday, May 17, program to a description of sights and activities to be enjoyed by Centennial Exposition visitors.

Included in this program will be a special message from John N. Garner, vice president of the United States and a native of the Lone Star state.

"The biggest state in the Union has produced people with the biggest hearts in the world," says Wells. "Centennial year and celebrations commemorating it in all parts of Texas are already attracting hundreds of thousands of out-of-state visitors. Billy Rose, New York's big time showman, is putting on a better show than 'Jumbo' in Fort Worth."

Local listeners who wish to tune in on Wells Sunday, May 17, may do so by dialing station WFAA 1:00 to 1:30 p. m. o'clock.

the Park, with work mapped out for two years in advance.

Four rock cabins are finished and fully equipped, and another double cabin is nearly completed. It is planned to construct 20 additional rock cabins in the Park.

125 picnicking units are constructed along the eight mile drive on the floor of the canyon, so that thousands of people may be accommodated at one time with the greatest of comfort. The 15,500-acre Park is rapidly assuming shape for a great gathering center for Northwest Texas.

The first big gathering of the year comes early in May when several hundred Boy Scouts will camp in the Park for three days.

Other large gatherings are being planned during the summer.

The National Park Service calls the Palo Duro the greatest Regional Park in the Southwest, and everything constructed must be according to the high standards of this organization.

A paved highway from Canyon, and hard surface roads in the Park make this play ground accessible to the people of this section throughout the year. The entrance to the Park is 12 miles east of the Museum of the Panhandle-Plains Historical Society, another great attraction to the people of Northwest Texas.

Go To Church Sunday

Entire World Shows Interest In Centennial

Dallas, Texas, May 4.—Interest in the state of Texas and its Centennial year celebrations is world wide, according to requests for literature and information. Several thousand inquiries are received each week as the result of the extensive advertising campaign carried on by the state organization.

Inquiries have been received from practically every foreign country. Canada leads in number with England sending in the most requests from Europe. Numerous inquiries, however, are being received from Spain, Germany, Italy, Greece, Sweden, Norway, France, Denmark, Holland, Portugal, Poland and other countries. South American countries have manifested great interest and Mexico has sent in many requests for information.

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

For Really DELICIOUS Meals

We wouldn't tell you about the excellence of all our cooking if our patrons hadn't already told us the same thing. Try us today—for any meal. Change of Menu Daily

LOWER PRICES — BETTER FOOD

All Kinds of Short Orders
Good Coffee

JOE'S CAFE
Joe Jeffers, Mgr.



YOUR NEIGHBOR WILL TELL YOU ABOUT THE FLOYDADA LAUNDRY



Your neighbor can tell you about the satisfaction, service and economy of having your laundry done by the Floydada Steam Laundry.

Why not start today and provide yourself with more leisure and entire freedom from washday worries, by calling our driver

FLOYDADA Steam Laundry

Palo Duro State Park Prepares for Big Crowds in '36

With the opening of spring picnicking weather, hundreds of car loads of people are visiting the Palo Duro State Park each week. The attendance so far this spring has greatly surpassed that of last spring. 65,000 people visited the Palo Duro State Park during 1935, and it is anticipated that fully 100,000 people will visit the Park during 1936.

One CCC company is located at

WORM

If the first bottle of BROWN'S LOTION fails to kill the Ring-worm within three days go to your druggist and get your money back.

60c and \$1.00
For sale at
CITY DRUG STORE



is any oil any different?



Eat up distance, but not your bearings


Get alloyed oil . . . and you'll get the difference

Ask your wife. The least little heat makes smoke out of some of the oily substances she puts in her frying pan. They vanish double quick, while others stay put.

That's the sort of difference your hilliest hot-weather drive will show you in Germ Processed, the alloyed oil. Patented.

It not only stays up around "Full," but stays right up in every working surface of your engine. Yes, the pistons, cylinders, valve gear, and any types of bearings ever used, can really take in this alloyed oil. You might say they become lastingly, smoothly "oil-glazed."

And you can see that this added sleek oil-surfacing, together with the high-durability Germ Processed oil-film, easily doubles your guard against summer grief. Now when you want to go farthest fastest, get Conoco Germ Processed oil—the alloyed oil. Continental Oil Company.



Announcing . . . Change of management

The Fryar market located in Bob's Foodway, formerly under the management of A. L. Fryar, is now being operated as a unit of Bob's Foodway.

Good meats

We shall attempt to supply our customers with the very best Meats the market affords.



We will carry a complete stock of fresh and cured meats, butter, cheese and other market products.

You will find the same economy in Bob's Market as in the grocery department of the Foodway. We solicit your patronage, assuring you quality meats at fair prices.

BOB'S FOODWAY

We Sell For Cash For Your Benefit and Protection

CONOCO GERM PROCESSED OIL

Drive to Texas Centennial—this year's greatest show. Open June 6. For free marked maps write Conoco Travel Bureau, Denver, Colo.

SAGA of the Prairie

Edited by Students of the MATADOR SCHOOLS STAFF Editor-in Chief—Virginia Edmondson...

CAN YOU IMAGINE

Hazel Ellithorp being skinny; Virginia Edmondson being fat; Dorothy Echols not giggling; Julia Davis being loud; Sibyl Daffern a brunette; Geneva Cooper talking carefully...

Will of the Senior Class of 1936

This is our last will and testament. We give to the junior class the intelligence we have acquired during our stay in high school...

valedictorian of his class. Sibyl Daffern wills her dainty feminine hands to Louise Wright. Lucretia Estes will her ability to hen-peck men to Lorene Kingery...

Georgia Bourland leaves her freckles to Kara Bell Hunsucker. Norris Ford bequeaths his football ability to B. F. Tunnell Jr. Dorothy Echols wills her winning personality to Dorothy Jean Harp...

Marie Ross leaves her way with men to Ruth McBride. Gace Keltz and Oma Mae Jameson leave their singing ability to Billie Lawrence and Faola Patton...

"The Lady in Red" Katherine Copeland, leaves her wardrobe to Modena Graves. Virginia Edmondson leaves her ability to imitate Mae West to Bernadene Nelson...

I amused myself in quite an unique fashion the other day by blowing soap bubbles. Suddenly I wished to be given a vision of my future life looking over my school days...

Members of the class had scattered to the four corners of the globe and not all of them were present. But the majority of them were and we had a great time talking over our school days...

From a cannibal island in the South Seas, Norris Ford, and his wife, Hazel Ellithorp had flown to the banquet. Norris is supreme ruler of the island and has several airplanes at his disposal...

Professor Virginia Edmondson of Harvard University made a very interesting talk on women's position in politics. She introduced Mrs. Burrell Tipton, formally Georgia Katherine Bourland, who is Senator from Texas...

Bebe Gates was not present and it was told that he had taken Al Capone's place as leader of Chicago most dangerous gang. His skill as an aviator led him into smuggling and then into his present position...

Oh, yes, I forgot to mention that Helen married C. M. within a week after she divorced Bodie. I noticed that Elmer Tibbets was escorting Helen Simpson, and Helen seemed to be content...

J. D. Allen served his famous root beer to all of us. He reaps quite a large sum from his line of root beer stands in all parts of the country. J. D. said that J. D.

his duties as Captain and owner of an ocean liner. Odell Washington was there and is a successful merchant in the city of Whiteflat. His wife, formally Alein Wright, was not present because she had to stay at home with the nine year old twins who had the mumps...

Ruby Webb and Beryl Blackshear entertained us with a very humorous skit. At the present they are the highest paid radio entertainers, occupying very much the same place Amos and Andy use to when we were back in high school...

Miss Dora Ratcliff, now wife of a cook on a stamship line, was there and she was as large as the side of a barn. After she left Matador she went to the South Sea Islands in search of a warmer climate, and after several years she met her fate...

Bernice King who married Clyde Amonette, after she graduated from high school, was there with her second husband, Tutt Harrow. She explained that his position as bricklayer for Street and Waker Company kept him so busy he could hardly attend the social gatherings...

"C" is for Campbell, who's always out of his place, and it looks now like he's going to win Grace. "D" is for Davis the red headed gal, to all her classmates, she's really a pal...

"E" is for Echols, the girl who is short, and in all her subjects she is really smart. "F" is for Faulker, the boy who went away, to try to be a lawyer or teach some day...

"G" is for Gaines, the boy who is hateful, but for borrowing his things, he certainly is grateful. "H" is for Harrow, the boy who is simple, the pet name we call him is Shirley Temple...

"I" is the ninth letter of the alphabet, and I'm sorry we can't use it yet. "J" is for Jameson, she can write a fine story, she stands a good chance to be valedictorian...

"K" is for Keltz, Harold Campbell's fiancée, and to my opinion, they'll marry some day. "L" is for Lawrence, who lives at Fairview, it hasn't been long since she entered our school...

"M" is for Murrell, who is quiet as a mouse, and most of the time she stays in the house. "N" is for New, her hair certainly does curl, a nick-name for her would be the "fat girl"...

"O" is the letter that is used to spell "Gong", maybe we can use it before very long. "P" is for Patton, the girl short and low, where, she'll go when school's out nobody knows...

"Q" is the letter that is used to spell "Queer", just like the letter "D" is used to spell "Dear". "R" is for Ratcliff, with sort of blue eyes, and at the high grades she makes you'd be surprised...

"S" is for Simpson, who is very smart too, she has only one lesson and her days work is through. "T" is for Tipton, and also for true, if it wasn't for Burrell I don't know what we'd do...

We can't use these letters including 'U' and 'V', nor the last three letters: 'X', 'Y' and 'Z'. "W" is for several names: Willis, Wilkinson and Wright, unless they are all together they are all very quiet...

This is the Alphabet of the senior class, and if you don't like it, you can just let it pass. "Senior's Farewell" Somewhere the way may be dreary and lonesome and ugly and bare; Sometime this life may grow weary, And seemingly no one may care...

There may be some place where friends, Won't be there to help us along; There may be some place and time in our lives Where all pleasures and beauty are gone...

But Teacher and dear fellow classmates, That hasn't been true with us here, We've spent our time here as classmates, Growing each to the other more dear...

Making life one of kindness and beauty, Surrounded by beautiful things, The campus where love, faith and duty, Combined with the period bell's ring...

May heaven's best blessings be upon you. For you've been our guiding star. Fairview News (By Mrs. Arthur Cooper) Mr. and Mrs. J. L. Grace and children, Arcola and Curtis visited friends and relatives here Sat...

Martin Freeman and family and C. C. Freeman spent the weekend here. Mrs. W. E. Ballard and Mrs. F. E. Stafford accompanied the Juniors and Miss Emma Lesta McKee the Primaries to the Sing-Song at Spur Saturday...

Mr. and Mrs. A. J. Cooper and son, Alfred, Mrs. Rosa Johnson and son Harris made a pleasure trip to Roaring Springs Sunday. Mr. and Mrs. J. B. Barrett and children, Wynona and Windell, of Graham are visiting Mrs. Barrett's parents, Mr. and Mrs. E. L. Wolf and other relatives...

Mrs. W. E. Ellithorp made trips to Quanah and to Paducah, Monday and Wednesday of last week respectively for medical treatment. Miss Emma Lesta McKee made a trip to Floydada with Matador friends, Sunday...

Mr. W. E. Ballard and Mr. Truman Hamilton spent Saturday in Lubbock. Mr. Jack Cooper and Mrs. Ida Cooper of Lakeview and relatives here last Wednesday and Thursday...

Mr. and Mrs. Delvin W. Stafford and Hulen Phillip guests at an ice cream supper at the home of Mr. and Mrs. Ballard Sunday night. Among those who attended picnic Friday night at Springs were Mr. and Mrs. Bloodworth and family, Mrs. W. B. Wason and family and Mrs. J. L. Grace and Mr. and Mrs. Martin Freeman family...

Whiteflat News The musical at Mr. Bob Jay Saturday night was enjoyed all present. Mrs. Maud Dean of Jayton friends here last week-end. Guy Kimbell and family fishing last Saturday at Childress...

Born to Mr. and Mrs. Ray April 28th a baby boy. They this youngster Billie Joe. Jewel Kimbell is visiting sister, Ola Kimbell in Colo., this week. Herman Norton of Oxford, visited his parents, Mr. and C. H. Norton last week. Truett Allen and Hub visited friends at Lubbock Hart last week...

For County Superintendent W. R. Camma. For County Treasurer Mrs. John Smith. Mrs. Annie T. Mrs. Carl Smith. For County Clerk Jack Robinson. For Co. Commissioner J. S. Lambert. A. A. Groves. For Commissioner A. K. (Kim) (Re-elected)...

Oil which Explains Ponca City, Okla. that "marries" with the wearing...

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

GOOD FOOD... Consistent quality Lunches and Short Orders... Famous Hamburgers, Coffee... Cold Soda... Pastery. 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.

WE ARE Now Hatching For Sale (also custom) baby chicks each Wednesday and Thursday. From State accredited 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

The Home of COMFORT COURTESY FRIENDLINESS. THE WORTH HOTEL. JACK FARRIELL, Manager. "I'm really" is the word here. Smiling attendants greet you everywhere. It's a pleasure to stay here. Ask anyone!

18 Floors of Cheerful Guest Rooms All With Bath. And Up.

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

COLD Alone - Is Not Enough. "More erroneous conclusions are drawn from lack of information than from errors in judgement", states Judge Brandies in the United States Supreme Court this is true of refrigeration—The means of protecting the food wet eat.

Without artificial odors, without mechanical contrivances to get out of order and ruin food, natural ice, of the fine grade we sell will give you better all around all season service. Delivered in any amounts any time at fair prices. Leon Independent Ice Co. Solon Lea, Manager.

Announcement: We are authorized to follow the office, subject to Primary, July 2. For Representative Bob Alexander, S. R. Hodges. For State Land W. H. (Bill) ... For District Attorney Alton B. Ch... For Sheriff and Assessor: Walker Willis, G. W. Green, J. E. (Edd) Sk... L. A. Carlisle, J. Floyd Jordan. For County Superintendent W. R. Camma. For County Treasurer Mrs. John Smith. Mrs. Annie T. Mrs. Carl Smith. For County Clerk Jack Robinson. For Co. Commissioner J. S. Lambert. A. A. Groves. For Commissioner A. K. (Kim) (Re-elected)...

Announcement: The F... Bob's F... the mar... is now... of Bob's... We sh... custom... Meats t... W... mea... Y... the pat... W...

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
S. R. Hodges

For State Land Commissioner:
W. H. (Bill) McDonald

For District Attorney:
Alton B. Chapman, re-election

For Sheriff and Tax Collector and Assessor:
Walker Willtams
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 Precinct No. 1
J. S. Lambert, re-election
A. A. Groves

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

OIL WHICH "PLATES" EXPLAINED BY CHEMISTS

Ponca City, Okla., May 5.—Oil that "marries" metal and combines with the wearing surfaces of auto-

mobile shafts and bearings to form what is virtually an oil-plated protective layer was explained today by chemists of the Continental Oil Company who reported the scientific details of the development at recent meetings of the American Petroleum Institute and American Chemical Society.

The "plating" of the metal is said to be accomplished by adding to mid-continent mineral oil a new chemical with so strong an attraction for metal that minute layers of the lubricant are locked tightly to the surface of the moving parts, forming what is virtually an amalgam or "plating" on the metal. The resistance of this plating to being "wiped out" is so great that the film continues to lubricate under greater heat and stress conditions than were formerly possible, and cannot be entirely removed by any process short of actual grinding.

The scientific principles behind the formation of the film involve the molecular structure of lubricants and grew out of the discovery that certain chemicals are made up of "long chain" molecules, with a greater power of attraction at one end than at the other. The forces which are present on all metal surfaces and are responsible for the phenomenon known as friction, dissipate themselves by attracting and holding the "magnetic", or polar, ends of these molecules.

The orderly arrangement of the molecules, with their polar ends practically buried in the surface of the metal, appears to have a disciplinary effect, described by chemists as "regimentation", on the molecules of the oil itself, resulting in a surface that approaches the principles of self-lubrication and needs new oil only to keep it "alive" and to repair the effects of scratches, grit and other damage.

The chemical used in field tests of the new oil is a lubricant itself. It is artificially made and was selected from among more than 1000 compounds tested in the laboratory and the field over a period of several years. Conclusions on the behavior of molecules, which are far too small to be seen even with the best microscopes, were determined by x-ray diffraction, which produces photographic patterns of the reflecting or splitting of x-ray beams as they pass through an oil film.

Wells To Describe Texas Centennial Exposition Wonders

President Roosevelt will visit Dallas on June 6 to open the Texas Centennial Exposition and in all probability the world's next heavyweight boxing championship battle will take place in the mammoth Centennial stadium this year according to Carveth Wells, famous radio reporter and traveler.

Wells, now conducting a series of "Exploring America" broadcasts for Continental Oil Company plans to devote his Sunday, May 17, program to a description of sights and activities to be enjoyed by Centennial Exposition visitors.

Included in this program will be a special message from John N. Garner, vice president of the United States and a native of the Lone Star state.

"The biggest state in the Union has produced people with the biggest hearts in the world", says Wells. "Centennial year and celebrations commemorating it in all parts of Texas are already attracting hundreds of thousands of out-of-state visitors. Billy Rose, New York's big time showman, is putting on a better show than 'Jumbo' in Fort Worth."

Local listeners who wish to tune in on Wells Sunday, May 17, may do so by dialing station WFAA 1:00 to 1:30 p. m. o'clock.

the Park, with work mapped out for two years in advance.

Four rock cabins are finished and fully equipped, and another double cabin is nearly completed. It is planned to construct 20 additional rock cabins in the Park.

125 picnicking units are constructed along the eight mile drive on the floor of the canyon, so that thousands of people may be accommodated at one time with the greatest of comfort. The 15,500-acre Park is rapidly assuming shape for a great gathering center for Northwest Texas.

The first big gathering of the year comes early in May when several hundred Boy Scouts will camp in the Park for three days.

Other large gatherings are being planned during the summer.

The National Park Service calls the Palo Duro the greatest Regional Park in the Southwest, and everything constructed must be according to the high standards of this organization.

A paved highway from Canyon, and hard surface roads in the Park make this play ground accessible to the people of this section throughout the year. The entrance to the Park is 12 miles east of the Museum of the Panhandle-Plains Historical Society, another great attraction to the people of Northwest Texas.

Go To Church Sunday

Entire World Shows Interest In Centennial

Dallas, Texas, May 4.—Interest in the state of Texas and its Centennial year celebrations is world wide, according to requests for literature and information. Several thousand inquiries are received each week as the result of the extensive advertising campaign carried on by the state organization.

Inquiries have been received from practically every foreign country. Canada leads in number with England sending in the most requests from Europe. Numerous inquiries, however, are being received from Spain, Germany, Italy, Greece, Sweden, Norway, France, Denmark, Holland, Portugal, Poland and other countries. South American countries have manifested great interest and Mexico has sent in many requests for information.

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

For Really DELICIOUS Meals

We wouldn't tell you about the excellence of all our cooking if our patrons hadn't already told us the same thing. Try us today—for any meal. Change of Menu Daily

LOWER PRICES — BETTER FOOD

All Kinds of Short Orders
Good Coffee

JOE'S CAFE
Joe Jeffers, Mgr.



YOUR NEIGHBOR WILL TELL YOU ABOUT THE FLOYDADA LAUNDRY



Your neighbor can tell you about the satisfaction, service and economy of having your laundry done by the Floydada Steam Laundry.

Why not start today and provide yourself with more leisure and entire freedom from washday worries, by calling our driver

FLOYDADA Steam Laundry

Palo Duro State Park Prepares for Big Crowds in '36

With the opening of spring picnicking weather, hundreds of car loads of people are visiting the Palo Duro State Park each week. The attendance so far this spring has greatly surpassed that of last spring. 65,000 people visited the Palo Duro State Park during 1935, and it is anticipated that fully 100,000 people will visit the Park during 1936.

One CCC company is located at


RINGWORM



If the first bottle of BROWN'S LOTION fails to kill the Ringworm within three days go to your druggist and get your money back.

60c and \$1.00.
For sale at
CITY DRUG STORE

Is any oil any different?



Eat up distance, but not your bearings. Get alloyed oil... and you'll get the difference

Ask your wife. The least little heat makes smoke out of some of the oily substances she puts in her frying pan. They vanish double quick, while others stay put.

That's the sort of difference your hilliest hot-weather drive will show you in Germ Processed, the alloyed oil. Patented.

It not only stays up around "Full," but stays right up in every working surface of your engine. Yes, the pistons, cylinders, valve gear, and any types of bearings ever used, can really take in this alloyed oil. You might say they become lastingly, smoothly "oil-glazed."

And you can see that this added sleek oil-surfacing, together with the high-durability Germ Processed oil-film, easily doubles your guard against summer grief. Now when you want to go farthest fastest, get Conoco Germ Processed oil—the alloyed oil. Continental Oil Company.



CONOCO GERM PROCESSED OIL

Drive to Texas Centennial—this year's greatest show. Open June 6. For free marked maps write Conoco Travel Bureau, Denver, Colo.

Announcing . . . Change of management

The Fryar market located in Bob's Foodway, formerly under the management of A. L. Fryar, is now being operated as a unit of Bob's Foodway.

Good meats

We shall attempt to supply our customers with the very best Meats the market affords.



We will carry a complete stock of fresh and cured meats, butter, cheese and other market products.

You will find the same economy in Bob's Market as in the grocery department of the Foodway. We solicit your patronage, assuring you quality meats at fair prices.

BOB'S FOODWAY

We Sell For Cash For Your Benefit and Protection

