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TRAIL DUST dounaias mendor


Daylight Hold-up Is
Staged by Trio Near
County Line


Governor Speaks at Childress

## LUNCHEONS ARE CREDITED WITH LIONS SUCCESS

Directors Meet And
Committees Ar
Selected Tues.


THT FIRST SUBSIDY
CHECKS ARRIVE

$\qquad$



$\qquad$



Men's Night Fri. Methodist Church

Truckers Meeting Here Next Wed.



## DEL MONTE QUALITY

When you buy Del Monte Brand, regardless of its contents, you have the acme of quality.

- BE MONTE
$28^{c}$


## FODDCAY ATf15 An Excellent Value

3 pound Package 57 c 1 pound Package 19 c

## Gallon Fruits

Gal. Prunes ..California.. 29c
Gal. APPLES 31c
Gal. APRICOTS 46c
Gal. DelMonte Tomato Juice 46c

## SWANS DOWN CAKE FLOUR

Sample can Calumet Baking Powder \& receipt book FREE!

FLOUR and MEAL
48 lb . Sack CREAM OF THE PLAINS by Harvest Queen Mills $\$ 1.65$ 24 Hb . Sack CREAM OF THE PLAINS by Harvest Queen Mills 20 lhs. Fyerlite Moal None Better 10 Ibs. Everlite Meal 5 Ibs. Everlite Itaal .16

IN OUR MARKET Strictly Choice Cuts LOIN \& T-Bone
lb. 21c All Other Cuts pound Roast Meats, Rib and Brisket 19 c Flesh Cuts 18 c
Fresh Pork Sausage, pound
Hot Barbecue cooked Daily 25c ${ }_{\text {Chesese. (longhorn) }}^{19 \mathrm{c}}$

## Fresh Vegetables

Green Beans, pound
Fresh Tomatoes, pound
New Potatoes, pound
Carrots, bunch
Carrots, bunch
Lettuce, head
$5 c$
$71 / 2 c$

BOB'S
COEDNBTV


THEMATADORTRIBUNE




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Predicts Millions
To Travel In 1936

Let's Go Goith $C$ On0C0
Mohon Service Station Dobbs City Merc. Co. Dalton \& Ashford Bob's Oil Well York's Service Station Highway Service Sta.-Flomot Fairview Service Station
L. B. Robertson Commission Agent Matador, Texas
 Asks Conoco's Chiet T
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## GOOD NEWS

from
Matador Hatchery Investigate at Once for Special Price


Poultry book explaining essentials often neglected in raising poultry.

A free copy to each person ordering 200 or more chicks.

## Matador Hatchery <br> Lewis Newman, Mgr.



## Texas Truckers Organize <br> The Time Has Come !

Is one of Texas' largest industries and largest taxpayers to be forced out of business by minority taxpayers and class legislation?

The Answer Is NO!
All truck operators, truck dealers, oil dealers, filling station operators, tire dealers and others interested in fair treatment and a fair deal to the trucking industry of Texas are invited to attend a meeting at-

## Court House - Matador Wednesday, June 10 8:30 p.m.

The purpose of this meeting is to form a local organization to work with the state organization of
Texas Truckers Ass'n
Austin, Texas
If You Want Action Be There


Play Safe. Stop in Fort Worth.
Be sure of accommodations. Your


Jack farrell, Manager
18 floors of cheerful
Guest Rooms
Als. Coxbirioned
worimile




YOUR NEIGHBOR WILL TELL YOU ABOUT HE FLOYDADA
LAUNDRY
$\qquad$ and economy of
Steam Launary.

## FLOYDADA Steam Laudry

Steam Lanary.


> Leon Independent lce Company Phone 67


Whiteflat News Misses Mary Louis Burnam an
ola Fern Foust of Silverton we isitors here last week Mrs. Hill, who died at Four
Corners Thursday was interred in
our local cemetery Friday aiterQuite a number from Whiteflat
attended 5 th Sunday Singin Fairmount Sunday Harry L. Morriss




 | Mrs. Clyde Anderson of Clovis, |
| :--- |
| $\begin{array}{l}\text { the ne neme } \\ \text { V. } M \text {. was a arecent } \\ \text { Bill Edisitor in the }\end{array}$ |

Mr. and Mrs. Hoyet Burnam of $\qquad$ Mr. and Mrs.
moved to Afton.

GOOD FOOD...
Consistent quality Lunches and Short
Orders... Famous Hamburgers, Coffee 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 OPEN 24 HOURS DAILY
$\qquad$ J. T. Hulsey, Mgr. Worth early in ad trip to $F$

## MR. MERCHANT . . .

Are You Familiar With The Matador Tribune's

## MERCHANDISING SERVICE

Through The Medium of Advertising

CONSISTENT ADVERTISING WILL...

1. Sell more goods.
2. Create favorable impressions-build pub lic good will.
3. Create a demand for goods people would not otherwise desire.
4. Sell the public on values offered by your store.
5. Increase public respect for the value of your store in the community.
6. Educate public to new styles and classes of merchandise which can be had at your store.
7. Inform the public where merchandise they have heard or read about can be obtained.
8. Protect your customers from buying in ferior or old style merchandise.
9. Establish leadership for your store in your retail field. Keeping your store constantly before readers will make them think of yours as the leading store in the field
10. Keep down new or unfair competition
11. Enable you to reach new families not now customers of your store
12. Keep your old customers sold on your store and the values it offers
13. Draw trade to Matador instead of letting it go to rival towns
14. Keep your salespeople informed of mer chandise and store's policy.
15. Decrease operating costs and overhead through increased volume.

## MAKE MORE PROFITS

By Advertising Consistently in the Tribune. It Provides a Complete Coverage of Motley County, the Most Intimate Reader Interest of any Possible Medium.

Trade Goes Where It Is Invited PHONE 123

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