

Every man owes something to the upbuilding of that profession to which he belongs. —Theodore Roosevelt.

Matador Tribune

"Where there is vision, there is tolerance; and where there is tolerance, there is peace." —President Roosevelt.

Tribune Vol. 10, No. 34

Matador, Motley County, Texas, Thursday, October 29th, 1936

Motley County News Vol. 17, No. 34

TRAIL DUST

By DOUGLAS MEADOR

Once upon a time tragedy appeared in the winds of vicissitude, following the cue often prompted by brief, intense happiness, and lashed with brine-dipped whip, the defenseless life of a tow-headed boy as he stood beside the horse lot gate. Right before his eyes a work horse was wallowing while still girted in a new mail order saddle. Neither the boy nor the saddle were ever the same again, however, the lad was able to salvage from the disaster, a lasting understanding of price and value.

Like a drooping petticoat below the hem of an attractive frock, the voice often betrays the character to its greatest disadvantage, and something too delicate for repairing is forever lost. The transgression of beauty, virtue and courage requires much more than that which the eye beholds. A fault in the sound of a single word may break the dike of faith and allow the muddy waters of doubt to flood the valley of acquaintance.

A small light is back there in the darkness of a long-traveled road, flickering close to the base of rancid wax in an old candle which was lighted at the altar flame of youth. It is alone in the ruins and ashes of other tapers which failed or burned too fast in the storm of early dreams, as the flare of a ghost ship haunting a deserted wharf. An opalescence of memory, a sublime madness that only the young can know—a raw winter night with snowflakes against starry eyes.

Life's under-loom has washed me far from the safe shores where I carried my lunch to school in a tin syrup pail. To provide material for a surprise at lunch time I would refuse to watch my mother prepare the bucket, hoping that some delicacy had gained entrance to the house, and that a portion of it might be secreted beneath the sweaty lid. The anticipation at noon was hardly worth the trouble of anticipating, because there were so many days when I was to find salty bacon and biscuits, and biscuits with plum preserves.

However, there were to be days in the years following, when I would have considered homicide in a reasonable degree, for the contents of one of those buckets. In retrospect I am amazed to discover the sequence of hoping my lunch might contain something more delightful than the regular fare. I am certain I have peered inside too many tin pails seeking strawberry short-cake when I knew only hoe-cake was there.

The woman who used to be able to determine the cardinal traits of character in her neighbor by visiting her home, can now probably reach the same conclusions by opening the door and looking inside the family automobile.

Pride is that jetsam which successful men remove from the cargo of their dream ships when the sails are new, tossing it overboard in accurate quantities and never looking back. Some of us less adroit mariners throw away the anchor instead.

Night has come to be my friend. A luxurious trailer hitched to the sputtering chain-drive day, into which I am permitted to pile a lot of useless things, besides some work, and then find solitude, a cigarette and reverie.

The lilac bush my mother planted and loved so many years has bloomed a second time this season and never have the blossoms seemed more fragrant as if their loveliness might be endeavoring to conceal the blight of another autumn. Or, perhaps the gardens of eternity are bloomed so long that the odors have waned a little less sublime.

Frank Eiring of Plainview was a business visitor in Matador, Monday.

Voters Are Urged To Use Sovereign Rights At Polls

Demo Officials Make Plea For A Largest State Majority

Voters of Motley county are urged to go to the polls next Tuesday and aid Texas in rolling up the largest Democratic majority of any state in a National election. Particular urgency on the part of the voters is made by county Democratic chairman, Pat Sheridan and county chairman Democratic finance committee, G. E. Hamilton, in a joint statement which is as follows:

Your attention is respectfully directed to the fact that on next Tuesday the vote of the people of the United States will determine whether our Democratic Administration will be re-elected or defeated.

The people of Motley county have been more directly benefited and more substantially aided through the stress of panic and depression by this administration, than ever before by any previous governmental agency. We think that a greater obligation rests upon the voters at this time to go to the polls and express their appreciation by voting to re-elect President Roosevelt, than has ever existed before in a National election, and we, therefore, respectfully urge every qualified democratic voter to vote in next Tuesday's election.

Our people have fallen into the habit of saying, "The primaries settled the question in Texas, and the democratic ticket will be elected any how," and so they usually are indifferent about voting in the general elections.

We think, however, that Texas should roll up the largest democratic majority of any state in the Union this time, and we are therefore taking the liberty to earnestly urge every democrat to vote this fall.

Pat Sheridan, County Democratic Chairman
G. E. Hamilton, Chairman Democratic Finance Committee.

Funds Are Raised

Democrats of Motley county will have contributed near their full quota by the end of the week according to finance chairman Hamilton. The county's quota was set at \$290. A total of \$150 has already been sent in and in the neighborhood of \$60 more has been collected while collections from other communities are expected to swell the total to near the goal.

Former Matador Boy Killed In Accident

HASKELL, Texas, Oct 24—Claude C. Warren, Jr., 15-year-old son of Mr. and Mrs. Claude Warren of Oklahoma City who formerly lived in Haskell, was killed in an automobile accident in Oklahoma City Friday.

Funeral arrangements are incomplete, but burial will be in Haskell.

Young Warren attended high school here and was in his junior year. He was a member of the 1935 Haskell Indian football squad as substitute backfield player.

Mr. and Mrs. Warren operated a coffee shop here for several years, leaving about one year ago for Lawton, Okla. They recently moved to Oklahoma City.

Survivors are the parents, two sisters and brother.

Lived At Matador

Mr. and Mrs. Warren, parents of the youth, are former residents of Matador, having lived here for a number of years during which time Mr. Warren served the county as sheriff for two terms.

Mrs. Tom King, of Matador, a half-sister of Mr. Warren's, accompanied by her daughter and husband, Mr. and Mrs. Tom Spears drove to Haskell Sunday where they remained with the bereaved family until after the funeral.

ACCEPTS POSITION AT LOCAL PHARMACY

Robert Young of Jacksboro, has accepted a position as pharmacist at Simpson's Drug Store here, where he began his duties Tuesday morning.

CITY URGED TO ATTEND CHURCH SUNDAY NOV. 1

Conference Year To End At Methodist Church Here

Church attendance is being earnestly stressed by the pastors and laymen of both the Baptist and Methodist churches, who are extending a special invitation to the community to attend the services on Sunday, November 1st, when Rev. H. M. Weldon, pastor of the Baptist church will present at the morning hour, a sermon on "Christian Assurance", or "How I May Know I Am a Christian." While this sermon will be preached at the request of a group of young people, it will contain a message of vital importance to the older members of the congregation as well.

Last Sunday Of Year

Members of the Board of Stewards of the local Methodist church are especially anxious that the pews be filled for Sunday's services, due to the fact that the close of the present conference year and Rev. D. D. Denison's pastorage before his departure for Houston to attend annual M. E. Texas Conference to be held there beginning November 4th. At that meeting it will be determined whether or not Rev. Denison returns to Matador as pastor of the local church for another year.

FLOYD COUNTY WORKERS MEET SET FOR NOV. 3

Baptist's Conference Plans For Splendid Program Tues.

A very interesting and inspirational program is in the offing for those who plan to attend the Floyd County Association Worker's Conference which will meet Tuesday, November 3, with the Baptist church at Cone, Floyd county, Texas, according to advice received by members of the local Baptist church.

One of the most outstanding speakers for the day will be Mrs. B. L. Lockett of Abilene, who, with husband, the late Rev. Lockett spent many years as missionaries in Africa. Mrs. Lockett will speak during the afternoon session on "The Mission of the W. M. U."

The meeting will open at ten o'clock with song service led by Oren Wheeler, J. M. Harder of Ralls, who is Moderator of the Association will conduct the Devotional, to be followed by an address on State Missions by Rev. S. R. McClung, pastor of the Baptist church at Floydada, and an address by Dr. C. E. Hereford of the First Baptist Church, Lubbock. The morning sermon will be delivered by Rev. R. C. Tennison, pastor of the Crosbyton Baptist Church.

Local Pastor Speaks

Meetings of the Executive Board and W. M. U. will immediately follow the lunch hour, after which Rev. L. E. Kent, pastor of the First Baptist Church, Silvertown, will talk on "The Mission of the B. T. U." and Rev. H. M. Weldon, pastor of the Baptist church will discuss "The Mission of the Brotherhood." Mrs. Lockett will then speak after which the association will conduct a brief business session, to be followed by an address by Neal Greer.

ATTEND SCHOOL OF INSTRUCTION

Miss Irene Knight, District Supervisor, and Mrs. Algie Groves County Case Worker, spent several days last week in Plainview and Lubbock where they attended a series of lectures concerning their respective positions.

County Agent Paducah And Matadors To Clash Friday

Local Eleven Shaped To Make Last Stand Against Top Dragon Gridster Club

Bruised, battered and beaten 33 to 7, by the class A Electra Tigers last Friday, a determined Matador team set to work for their important conference game with the Paducah Dragons Friday afternoon at 2:30.

The game, originally scheduled to be played Friday night, was moved up in order that fans might see another important conference tussle, the Spur-Floydada brawl, which is scheduled to get underway at 8:00 o'clock Friday night on the Whirlwind's home lot.

Whipped 13 to 6 in their first conference game by the Spur Bull Dogs last Friday, the Matadors will be making a desperate last stand to climb out of the cellar. A Matador victory will put coach Terrell's charges back in the race, while a defeat would place the Dragons in a favored position to capture the district title. To gain a victory, the Matadors must whip one of the best clubs ever produced at Paducah.

The Dragons started the season with a veteran team and to date they have chalked up victories over the strong Floydada, Crowell and Lakeview teams, and have lost only to a powerful Memphis eleven.

With all hands in good shape and a week of hard work behind them, the Matadors are all set to "shoot the works" against the mighty men of Paducah tomorrow.

FORT WORTH TO SHUT FRONTIER SHOW SATURDAY

Arlington Downs Set Remain Open Until November 28th

Texans still have a few days in which to witness both the Fort Worth Frontier Centennial and Arlington Downs Races at the same time. The Frontier Centennial closes Oct. 31st, while the Arlington Downs Races continue from now until November 28.

New acts have been inserted in the fall edition of the Casa Manana Revue at the Fort Worth Frontier show and those who have seen the revised edition say this sensational show is even better now than the summer edition. With the recent closing of Jumbo and the Last Frontier wild west show, Casa Manana and the West Texas Building remain as the feature attractions of the Fort Worth Centennial. Over 600,000 people have visited the free Will Rogers Memorial Exhibit which is located in the West Texas Building at Fort Worth.

More than \$200,000.00 in purses will be distributed at Arlington Downs to owners of the Nation's best thoroughbreds. Eight races will be run each day except Sunday, with the \$15,000.00 Waggoner Memorial Handicap scheduled for November 14. Located mid-way between Fort Worth and Dallas, Arlington Downs makes it possible for visitors to attend the races and see both the Fort Worth and Dallas Centennial Expositions in one trip.

NEW ARRIVAL

Born to Mr. and Mrs. Mark Hall, Friday, October 16, 1936, a nine pound baby boy, named Albert Stanley.

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Gov. Elliott Says Lionism Stays At Par

Forceful Address Is Feature Of Ladies Night Program

Dynamic Governor Elmer Elliott of District 2-T in an address before the membership of the Matador Lions Club squiring their wives or sweethearts at the annual Ladies' Night meeting Thursday night, said: "Despite the fluctuation in other values, stock in Lionism has remained at par during these past tempestuous years. To thousands of Americans it has come to mean a criterion by which to judge the most worthy phase of citizenship; and application of the Golden Rule."

Governor Elliott praised Matador for its splendid Lions organization and membership and commended in highest terms, the work of Lion secretary Randal Whitworth. "Lion Whitworth's reports are perfect," Governor Elliott declared. Lion Elliott was accompanied by his aunt, Mrs. Harrison Williams.

The program following a delicious banquet served by the Baptist Ladies, was enjoyed to the fullest extent if applause is an indication. After an inspiring quartet singing Boss Lion R. E. Campbell introduced Governor Elliott whose address was followed by a musical duet. The Arkansas Hillbillies following on the program, received a large ovation. A one act play entitled "The Chuck Wagon" with a cast composed of new members being initiated, completed the program. Those included in the cast were: H. H. Courtney, Rev. H. M. Weldon, Jim Peeler, Coach Terrell, Dr. E. W. McKenzie, Clyde Bartlett and Solon Lea.

Postmaster E. F. (P. Y.) Springer was introduced as a new member to the organization.

ATTEND LUNCHEON

Messrs. B. F. Tunnell, Elmer Stearns and Fay Jacobs drove to Floydada Wednesday, where they were guests at a luncheon of the Rotary club of that city.

Speegle Slayer Is Found Guilty; Gets Three Years Term

Carnival Here Tuesday Night Declared Best

Child Welfare Earns Tidy Sum As Crowds Fill High School

Matador and surrounding community was in carnival spirit Tuesday night as the local Child Welfare Association held their annual Halloween festival in the Matador High School building. Beginning at the opening of the lunch room at six o'clock, where many Matadorians had their evening meal, the building was filled almost to capacity. The amateur half-hour program proved delightful to the audience and three awards were made to contestants entering the "broadcast." A negro minstrel following the radio feature attracted an equally large crowd. The feature furnished entertainment which kept the crowd in a constant state of hilarity.

Concessions are filled

As soon as the two major shows were over the concessions were thrown open to be immediately filled to capacity. The "Bingo" game was unable at many times to provide space for players; the cat-rack concession was at the same time doing a rushing business as were other smaller concessions. Patrons of the lunch room kept most of the tables filled during the evening.

The net proceeds from the carnival amounted to \$140, all of which goes to the general fund of the organization.

Old Curio Shop

Perhaps one of the most interesting concessions at the carnival was the curio shop maintained by Mrs. Harry Campbell. Besides many objects of interest connected with the history of this section, was an ancient spinning-wheel which was kept in operation by its owner, Mrs. M. L. Patton. Raw cotton was spun into thread by Mrs. Patton as many looked on in bewilderment. The spinning wheel is in an excellent shape of preservation.

Alexander Urges Voters To Adopt Amendment No. 6

Voters of this section of Texas are urged to vote for Constitutional Amendment Number 6 on November 3, by Hon. Bob Alexander, member of the House of Representatives from this district.

Futrell—Pipkin

Coming as quite a surprise to his many friends here, announcement is made of the marriage of Cecil Pipkin of Matador, and Miss Valera Futrell of Paducah, which occurred Sunday night, October 25, in a ceremony performed at Childrens at the home of the officiating minister, Rev. Holcomb, pastor of the Methodist Church in that city.

The bride is the daughter of Mr. and Mrs. L. S. Futrell, residents of Paducah, and recently of Dallas where Mrs. Pipkin was attending Woodrow Wilson High School and was a member of the senior class.

Safe Home Week In County Postponed

The date set aside by the American Red Cross as Farm and Home Accident Prevention week was Oct. 26. In order that all schools in the county may participate in the observance of this week, the date has been postponed until a date when all the schools of the county will be in session.

This new date will be announced soon by the County Chairman.

Everett McArthur Is Convicted of Murder Without Malice For Slaying Of "Uncle" Ben Speegle

FLOYDADA, Oct. 23—A jury convicted Everett McArthur, 23, of murder without malice today and fixed his punishment at three years imprisonment for the slaying of "Uncle" Ben Speegle at Matador last Nov. 22.

Defense counsel gave notice of appeal after a motion for a new trial had been denied. McArthur was released under \$3,000 bond, the same amount as the one under which he had been at liberty since his indictment. He returned to his home at Spur with his parents, Mr. and Mrs. Ed McArthur.

Speegle, 60, was found dying after a disturbance at his tourist camp. Physicians said he had been choked and beaten.

Harold Karr, state witness and a companion of McArthur the night of Speegle's death, testified the defendant raised a clenched fist and said "that did it" when asked who had beaten the tourist camp operator.

Russell Smith, another companion, said he did not hear such a statement and Melvin Ensey, also a member of the group, testified McArthur clenched his fist and said "I must have run into a flock of these," referring to a fight at the tourist camp.

Ensey was acquitted of murder in a companion case early this year.

State witnesses said Speegle appeared to have been choked by an assailant with long fingernails. The defense presented testimony that McArthur usually had short nails.

McArthur and his companions attended a football game at Matador that afternoon and witnesses said a dice game was in progress at the tourist camp that night.

Twenty-nine Spur residents testified McArthur's reputation was good.—Lubbock Avalanche.

MOTHERS CLUB ENJOYS MEET

Mrs. Vernon Doss entertained the Mother's Club Wednesday afternoon, October 21 when an interesting program was presented by various members.

Following the program, the hostess served an attractive plate, in Halloween motif, to Mesdames L. R. Bishop, Carl Sanders, Clyde Bartlett, A. A. Harp, Eldred Seigler, Elmer Jameson and D. P. Keith.

The Club adjourned to meet again on November 3rd in the home of Mrs. A. A. Harp.

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Mesdames J. R. Whitworth, D. D. Denison and Henry Ford, made a trip to Lubbock Saturday.

Mrs. R. E. Donovan returned home last week from Corsicana, where she has been visiting relatives.

MATADOR TRIBUNE

Successor to the Roaring Springs News

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

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DOUGLAS MEADOR
Editor



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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. It is not the intention of this newspaper to wrongfully use or injure any individual, firm, concern or corporation and corrections will be made when warranted as prominently as was the wrong published, reference or article.

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

OCTOBER NIGHT SONG

I shall forever know them,
The scarlet, scattered leaves;
The prairie winds that blow them,
The old earth that receives.
In this place as all others
The leaves must lonely lie,
Torn from the tree that mothers—
Driven along as I.
They are my vagrant brothers,
And shall be till I die
—Edgar R. Ward, in Kaleidograph for October.
Edgar R. Ward lives in Okla.

"It begins to look as though Col. Frank Knox is a distinct liability. Every fairminded citizen with intelligence knows that the Federal Deposit Insurance Corporation is one of the noteworthy accomplishments of the Roosevelt administration. It has made the savings of the people safe, and as for insurance policies, they are backed by four billions more of assets today than they were in 1932."—Wilkes-Barre Independent. (Ind. Rep.)

"Cougens is beaten, but you will hear plenty from him. He refused to campaign in his own behalf, but he is planning some rip-roaring speeches in behalf of the President."—New York Barron's Weekly. (Financial.)

ROGUE THEATRE

Matador, Texas

THURSDAY, WATCH NIGHT
Freddie BARTHOLOMEW
IN
"The Devil is a Sissy"
WITH
Jackie Cooper, Mickey Rooney

FRIDAY-SATURDAY
"The Last Outpost"
WITH
Cary Grant, Gertrude Michael

SUNDAY-MONDAY
Robert MONTGOMERY
IN
"Piccadilly Jim"
WITH
Madge Evans, Frank Morgan
Sunday Matinee 2:30 P. M.
NIGHTS 6:45 P. M.

**Keep Faith
With The Man Who**



PRESIDENT ROOSEVELT

**REMEMBERED
HIS PROMISES**

He Has - - -

- Given Food To The Hungry
- Given Employment
- Saved The Banks
- Saved The Farms
- Saved The Home
- Saved The Business
- Returned Prosperity
- Returned Faith
- Built Up The Country
- Kept Down Inflation
- Kept Farm Prices Up
- Kept Taxes Down

**HE IS THE GREATEST FRIEND
YOU HAVE EVER HAD IN
WASHINGTON**

**The Least You Can Do Is
Vote Democratic
TUESDAY**

**One Good Term
Deserves Another**

Do Your Duty As A Citizen By Voting Tuesday

THIS PAID POLITICAL ADVERTISEMENT MADE POSSIBLE BY THE FOLLOWING DEMOCRATS
HAMILTON & HAMILTON SPOT CASH GROCERY PAT SHERIDAN
HENRY F. PIPKIN DOUGLAS MEADOR



**MORE REASON THAN EVER BEFORE TO
Vote Straight Democratic**



"You know, Jim, the President is our friend

and the least we can do for him is to vote straight Democratic next Tuesday. He loaned money to us when we could not borrow a dime. He paid us for crops we never planted in order that we might receive a fair price for that which we did raise. He has saved the banks, our farms, homes, and businesses. He provided food and employment for the destitute and hungry. Jim, he has more than kept his promises.

His critics point out his faults and the mistakes he has made while trying to help us. They say a man draws wages for holding a shovel but is that not a THOUSAND TIMES BETTER THAN FOR THAT MAN TO BE HOLDING A RIFLE? He is fighting our battle and he is winning our battles and all he is asking is our support. Never before in all history has the head of a nation commanded the wealth, power and resources of that nation to be used for the relief of suffering and struggling enterprise. Jim, the poor man doesn't have many friends and only one like President Roosevelt."

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SAGA OF THE PRAIRIE

FRED G. SIMPSON, Editor THURSDAY, OCTOBER 29, 1936 MATADOR HIGH SCHOOL

STAFF

Editor-in-Chief.—Fred G. Simpson
Assistant Editor.—Marjorie Moore
General News.—Jo Eda Berryman
Girls' Sport Editor.—Dan Browning
Boys' Sport Editor.—Clayton Titus
Joke Editor. Lyman Campbell
Sponsor—Pauline Rlater

GENERAL NEWS

Everyone is sorry that Mr. Gray has been unable to be in school for almost two weeks. Mr. H. A. Pool has been here in Mr. Gray's place, and everyone is pleased with the substitution.

Many of the high school students boarded the special train for the Centennial Monday night. Those attending were W. R. Tilson, Bob Gilmer, Hulon Phillips, Clayton Titus, Houston Schweitzer, Lela Carpenter, James Edward Russell, Aileen Russell, Weldon Westmoreland, Donald Groves, Tom Tilson Jr., Bill Eggleston, Jonita Smart, Evelyn Lea and Keith Patton.

The girls in home economics are enjoying their sewing so much. They have just completed their pajamas, and they are now ready to begin a new project.

All the students declared that the carnival was a complete success. Why doesn't Halow'en come more often?

Pep Squad

The pep squad members are continuing to live up to their name they have plenty of pep. The pep squad made a good showing at the Electra game, even though all did not get to go.

Just watch our squad at the Matador-Paducah game! If it takes pep to help win a ball game, the pep squad will be on the job.

Sports

The Bullfighters journeyed to Electra last Friday night, only to return with the little end of the score. In the first quarter, the Electra Tigers scored six points, but the Bullfighters came back to dash all the way down the field for seven points. The quarter end-

ed with the Bullfighters one point in the lead. The Tigers scored another point in the next quarter, and the half ended with a score of 13-7. Finally the game ended with a score of 33-7 in favor of the Electra Tigers. Matador made nine first downs, and Electra made seven.

The Matadors tangle with the Paducah Dragons Friday afternoon on the Dragons' field. Coach Terrell has given his Matadors two or three new plays to use in whipping the highly touted Dragons. The Dragons downed the Floydada Whirlwinds which makes them the pick of the district. Let us all go to Paducah Friday afternoon and show our Matador Bullfighters that we are behind them one hundred percent.

Freshman News

The freshman class was well represented in the group from the high school that attended the Centennial. Those from the class that enjoyed the Centennial were Jonita Smart, Lela Carpenter, Evelyn Lea, Aileen Russell, James Russell and Keith Patton. The ones who attended had interesting things to tell the others about the Centennial.

Senior Flashes

The new senior rings and pins are here, and the seniors are very happy. If you have been wondering why the seniors have been so happy, just take a look at their new rings and you will understand.

Sophomore News

The Sophomore Class has been studying "As You Like It". They have decided that they really like it.

Junior News

The junior class members have been very busy selling the Holland's Magazine.

The juniors are planning to have a Junior-Senior Banquet with the money that they make.

The juniors are disappointed that their class pins have not arrived; however they are expecting them the last of this week.

School Gossip

We wonder why? Red Titus was seen with two freshman girls while returning from Dallas?

Bob Gilmer and Red Titus didn't get home with baggage from the Centennial.

Joe Willman was so glad to see Aileen Russell when she returned. Ellis Terry brought Tom Nell Darsey such a nice gift from the Centennial.

Eugenis Garrison has been seen riding around with Orva Latimer. Tom Tilson Jr. was so courteous to a certain freshman girl on the train.

Mozelle Duncan.

Lela Carpenter brought S. M. Guthrie a gift from Dallas.

Keith Patton sat in the Floydada car on the train.

Mary Gaines pays so much attention to Mabry McMahan.

Aunt Pure

Dear Aunt Pure: Do you think Zona Ruth is in love with me or is she just after my money? Russell

Answer: Personally, I think it is you she likes.

Dear Aunt Pure: Please tell me how I can get a date with Keith.

Elva Rhoe

Answer: Try to talk to him on his favorite subject.

Jokes

Bobby had just returned from school. "What did you learn today," Bobby?" asked his father.

"Grammar."

"What sort of grammar?"

"Well, Daddy, I learned that cats and dogs are common hounds, but you and I are proper hounds."

Teacher: "Use the word commercial in a sentence."

Student: "When I call my dog she'll either commercial or she'll stay, according to how she feels."

Messrs. D. E. Pitts, C. P. Waybourn and R. P. Moore, accompanied by Alvin Stearns of Meadow, left last week for a hunting trip to New Mexico.

His Grocery Bill Is \$225,000



Olives? Yes, sir! Just enough for an all college picnic at Texas State College for Women (CIA). Mr. Claude Castleberry, purchasing agent, estimates that more than 1000 gallons are needed each year. The girls will eat \$225,000 worth of food before commencement rolls around.

Chicago Is Theme Of Next Broadcast By Carveth Wells

The intriguing story of Chicago—its growth from a fever-stricken swamp to a great commercial center—will be told by Carveth Wells Sunday, November 1, when he describes that city's many attractions in his Continental Oil Company broadcast, "Exploring America with Conoco and Carveth Wells."

It was thousands of years ago, Wells explained, that Chicago's destiny as the focal point of a region of great wealth was determined—when a great sheet of ice gouged out the basin of the Great Lakes, making the site of Chicago an ideal place for railroads to converge as well as a great inland seaport—"one of the greatest centers of international trade." and for the tourist, says Wells, "Chicago is simply full of amazing things to see"—including Jackson

Park, famous State Street, Lincoln Park, Museum of Science and Industry, University of Chicago, Grant Park, Field Museum of Natural History, Adler Planetarium, Shedd Aquarium, the Art Institute, Chicago Historical Society, and Chinatown, all of which will be discussed by the well-known reporter-explorer.

"The Museum of Science and Industry is unquestionably one of the most fascinating places to explore in Chicago," Wells says. "The exterior alone, one of the finest examples of classic architecture, is well worth seeing. But once inside, you can see the record of man's work upon earth—from the age of the Pyramid build-

ers to that of electricity and mass production."

Local listeners who wish to tune in or Carveth Wells Sunday, November 1, may do so by dialing station WFAA at 12:30 o'clock.

"Mrs. Susan Cleveland Yocmans, sister of Grover Cleveland, declares that the 1936 New Deal well matches my brother's idealism." This lady believes that the present administration at Washington is going forward "in the direction in which the wise and capable leaders hoped we would some day go." Her words are well worth listening to—and thinking about." Wheeling News-Register. (Ind.)

Let's Go with Conoco

- 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

OIL-PLATING DONE HERE

(BUT BE SURE YOU READ ALL THE OTHER WINTER OIL ADS, TOO)

You will find most of the emphasis these days, on oil that flows freely.

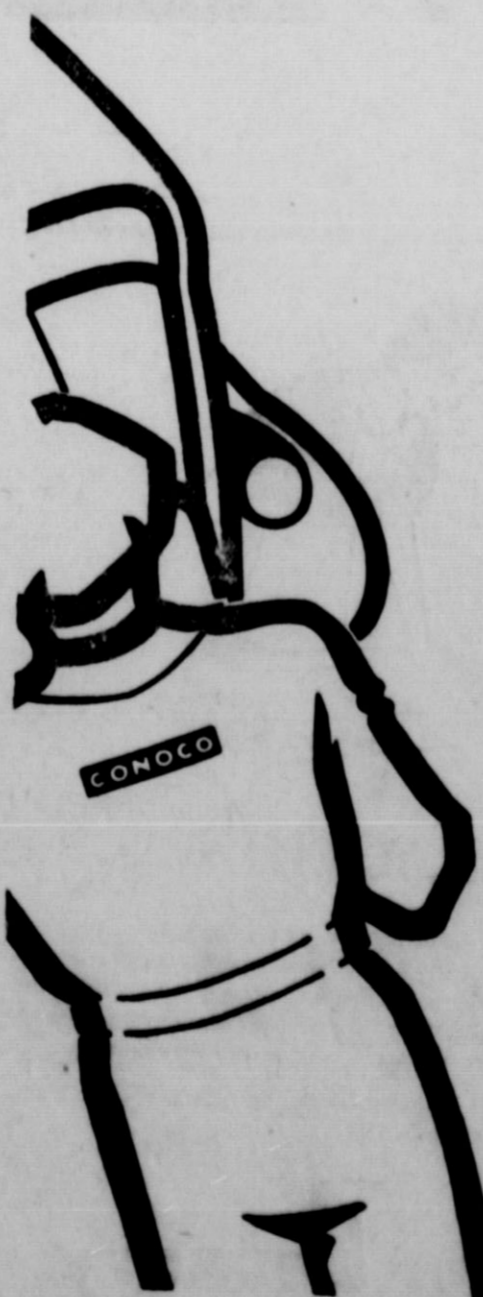
Well and good. You SHOULD use your correct Winter grade, but... You can see that the more freely any oil flows, the more freely it FLOWS DOWN OFF the pistons, cylinders, and other parts when you stop.

Then in starting up cold, where is mere free-flowing oil?

It is waiting to be pumped up on the job. And even in much warmer weather than this—according to engineering opinion—those oil-starved waits can cost you more engine wear than all the rest of your driving!

But this Winter with free-flowing Germ Processed oil, you can have your engine Oil-Plated! ... much more than a change to our Conoco Germ Processed oil... really a change to unbroken Winter lubrication for YOUR engine. It may stand cold for hours—days—weeks. Yet the slippery Oil-Plating formed only by patented Germ Processed oil, will always be UP IN ADVANCE. Pistons slip easy. Starter spins. Oil-Plated engine obliges—and lives the good life, on a stingy diet of Conoco Germ Processed oil. Continental Oil Company.

GERM PROCESSED OIL



ON DISPLAY at all Buick Showrooms

SPECIAL CENTURY ROADMASTER LIMITED

FOUR WONDROUS NEW REASONS WHY: "It's Buick again!"

SENSATIONAL is the fervor with which the American public has taken to its heart the brilliant motor cars offered by Buick this year.

Indeed, the sweeping success of the 1936 Buick program flatly challenged us and our great parent General Motors to a momentous decision.

Should we continue this amazingly popular line of cars into next year, perhaps the prudent thing to do—or should we dare broad improvement upon their spectacular excellence?

We felt there was only one right answer to that question, the bold and progressive answer—and that's why insiders now forecasting 1937 are already saying: "It's Buick again!"

That's why on top of \$15,000,000 recently spent re-tooling and re-equipping Buick's great plant, we appropriated and are now spending \$14,500,000 more.

That's why every car in the 1937 Buick line—the SPECIAL, the CENTURY, the ROADMASTER and the LIMITED—is a triumph visibly and intrinsically outshining anything we have ever done.

Each has more beauty for dazzling style, more power for breath-taking action, more room for full-family comfort, more downright "road-command" for safety and pleasure.

See them—then you'll know why Buick's soaring sales curve is headed for yet loftier altitudes next year.

YOU'VE GOT WHAT IT TAKES!

You can afford the new Buick. It's easy to buy and thrifty to own. With all its quality, its phenomenal performance and stunning style, prices start as low as \$765.

General Motors terms to suit your liking. Safety glass included. Accessories extra. Prices subject to change without notice.

YOUR MONEY GOES FARTHER IN A GENERAL MOTORS CAR

Matador Motor Company

57 MAIN STREET

MATADOR, TEXAS

★ ★ ★ WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM ★ ★ ★

Texas Schools Get Many Buildings By Governmental Aid

SAN ANTONIO, Oct. 21.—When Texas school children reported for classes this fall, a large number of them found new buildings and improved facilities as a result of Works Progress Administration activities during the past year, it has been announced by H. P. Drought, state administrator.

wide school improvement program to the installation of playground equipment, building of walks, and sodding of grounds at tiny rural schools.

By the end of August WPA workers had completed the construction of 78 new school buildings in Texas schools. These newly completed buildings are only a part of the WPA school improvement program, Drought explained. Erected at a cost of \$289,363, of which WPA contributed \$178,171, the structures are included in a \$3,360,333 program of general improvement and ground beautification which has been undertaken in this state.

In addition to work on educational plants, WPA efforts have been extended to the improvement of athletic facilities in 113 Texas schools. Work has been completed or is in progress on construction and improvement of 85 gymnasiums and auditorium-gymnasiums and on 28 high school stadiums.

Texas sponsors have been particularly receptive to opportunities for improving school facilities, Drought said, and a large proportion of the projects which have been suggested by city and county authorities have been for such work. He declared that the following communication, received from C. Wedgeworth, superintendent of schools at Snyder, is typical of expressions from sponsors of school projects. Referring to the recently dedicated gymnasium at the Snyder school, Superintendent Wedgeworth wrote to Abilene district WPA officials:

"It is now plain enough what kind of 'freedom' Gov. Landon has in mind. He means the freedom which Mark Hanna conferred upon reckless wealth after the successful Old Guard campaign of 1896, which rose to its height under Coolidge and which toppled and crashed under Hoover. From that kind of 'free enterprise' millions of Americans are saying today, 'Good Lord, deliver us.'—Raleigh News & Observer. (Dem.)

UNEMPLOYMENT COMPENSATION LAW EXPLAINED

SAN ANTONIO, Oct. 27.—As the legislature last week considered a proposed unemployment compensation law, thousands of persons probably were asking themselves: "What is unemployment compensation? How will it affect me? What will it cost?"

Oscar M. Powell, Regional Director of the Social Security Board, defining the term, said: "Unemployment compensation or insurance is a system under which contributions based upon wages are paid into a fund from which benefits are paid to workers who become unemployed through no fault of their own."

Powell said it has been conservatively estimated that a minimum of 500,000 workers in industry and commerce in Texas would be affected by such a law. Generally, such laws cover all workers except those in agricultural work, domestic service in private homes, work for federal, state, or local governments, and work done for non-profit religious, charitable, scientific, literary, or educational organizations.

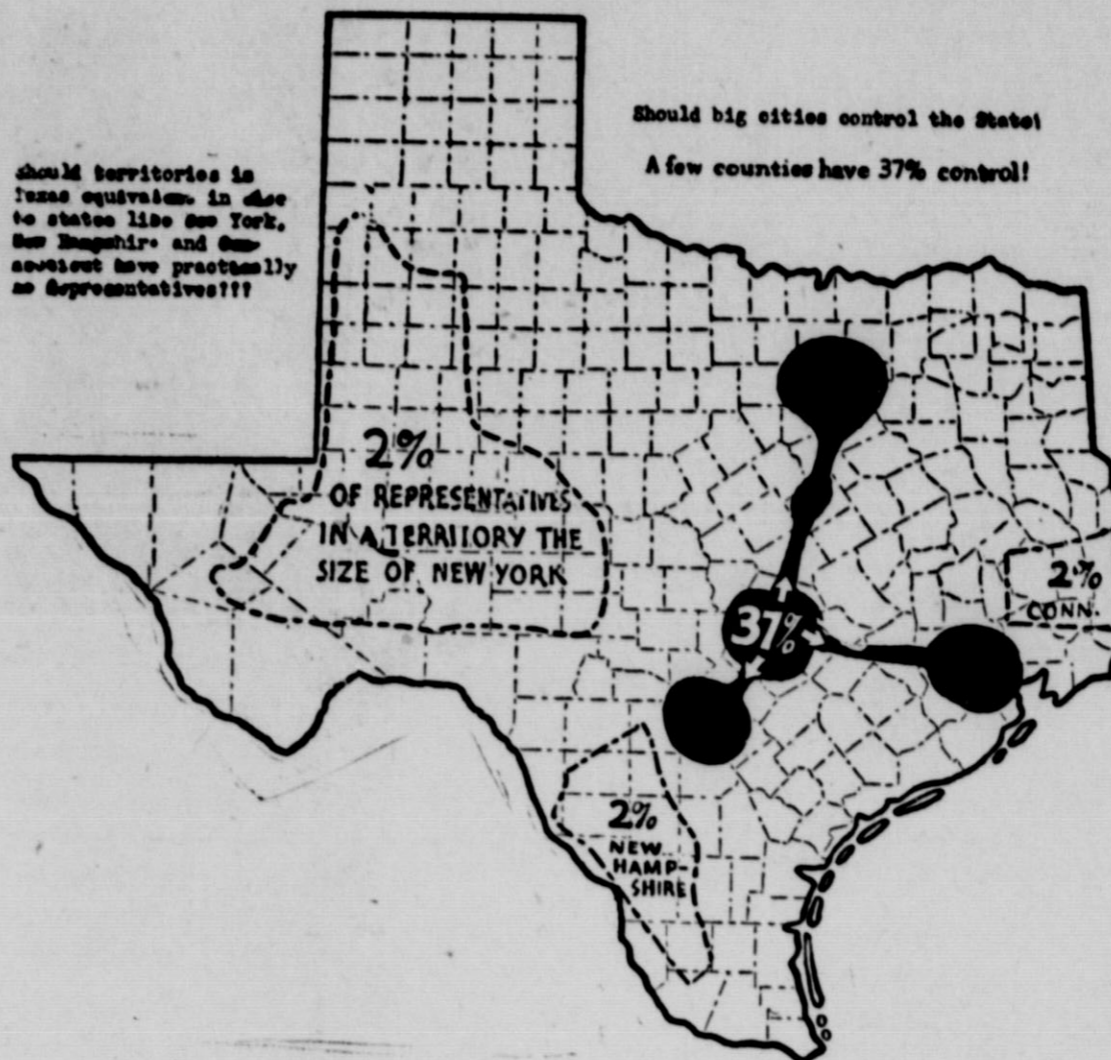
Workers Earn Benefits Under unemployment insurance laws, workers earn benefit rights, up to a specified maximum, according to their ability to obtain steady employment. Under most laws, workers who become unemployed receive compensation at the rate of 50 percent of wages regularly earned with a maximum of \$15 per week and a minimum of \$5 per week. For instance, a worker who becomes unemployed after earning a salary of \$25 per week for a least a specified minimum number of weeks may receive unemployment compensation amounting to \$12.50 per week; but if this worker has been earning \$30 per week or more, his unemployment compensation may not exceed \$15 per week.

Laws enacted to date generally provide payment of benefits for a period of twelve weeks, if the worker is credited with sufficient weeks of previous employment. These laws usually require that for each week of benefit payments a worker must have credit within four weeks of employment within the preceding two years. Workers also are usually required to have been employed twenty weeks within a 52-week period before they may qualify for benefit payments.

Established Funds Money for benefit payments comes from funds established through state unemployment compensation laws. To encourage states to establish unemployment compensation plans by equalizing the tax burden in all states, a federal payroll tax amounting to one per cent of payroll in 1936 is levied on all employers who have eight or more persons in their employ for 20 weeks or more. But each employer may credit against

Moffett Amendment Would Divide Control

Map showing concentration of Legislative Power.



The Moffett Amendment (No. 6) will prevent undue centralization of power in a few of the very largest counties of Texas. "Vote for amendment No. 6 in November"

CLOSING THE GAPS

For a number of years there has been consistent advocacy of closing the gaps in Texas cardinal highways. This has always been good theory but it faced a condition, until recently, that revealed more gap than improved highway. More road building was required before the gaps could be narrowed to a range where an intensive campaign for closing them could really be effective.

The time has come when a gap-closing campaign is practical, and the State Highway Department is going about it in a practical manner. A three-year program has been laid out; fulfillment will give Texas for the first time a fairly general, connected paved highway system. When this is done, the Texas highway program will be not much more than started, but the accomplishment of this will give the highway department engineers a nucleus from which to build. It will make the maintenance of a consistent program much less difficult than in the past.

The efficiency of the Texas State Highway Department has recently been attested by T. H. MacDonald, chief of the United States Bureau of Public Roads, who said that Texas was a leading state in both material progress and scientific methods. In comparing Texas progress with other States, it should be remembered that the original problem in Texas was greater than that in most other States, because of the wide expanse to be serviced. It is one thing to build highways for 6,000,000 people living on 35,000 square miles of the earth's surface. It is another to build highways for the same number of inhabitants living on 262,000 square miles. Texas has reason to congratulate itself that it has reached the point in highway development where it can lay down a three-year program for closing the gaps.

TO MINERAL WELLS

Mr. Henry Ford, worthy Matron of the local Chapter, Order of Eastern Star, left Saturday for Mineral Wells, where she attended Grand Chapter which is in session there this week.

"There have been rides in this world of ours, historic rides, rides for freedom, for flowers, for ladies and for gain, but never a ride like Landon took for the rock-ribbed Republican state of Maine."—Dayton News. (Ind. Dem.)

MARRIED

Miss Lorene Rape and Mr. Earnest E. Hagley were united in marriage here Sunday night, October 25, 1936, by Rev. C. D. Pipkin.

The young couple reside in Dickens county and will make their future home at Spur, Texas.

Gov. Landon's notion that the separate states should or could run separate crop insurance projects is utter nonsense. The confusion would be enormous; the breakdown inevitable."—New York News. (Ind.)

Radio Commencement Exercises

More than 200 widely separated chapters of the American Institute of Banking, the educational section of the American Bankers Association, hold annually in September a simultaneous commencement exercise at which they listen to the speaker of the evening by radio. This is said to be the most extensive graduation ceremony held by any educational institution. The aggregate membership of the chapters, which are located in cities and towns throughout the United States, totals about 35,000 bank employees and officers. The graduates number each year more than 2,500 and total graduates are now over 25,000.

The Business Outlook

NEW YORK.—The natural forces of recovery have demonstrated their strength and have a momentum which may reasonably be expected to carry the country into new high ground, says "Banking," the publication of the American Bankers Association, in its August issue. The monetary stimulation following the distribution of bonus funds to the veterans has practically died away and is no longer an important business factor. A certain degree of uncertainty arising from the national political campaign is unavoidable, the magazine says.

Whiteflat News

Mrs. Jim Clawson of Vernon visited her parents, Mr. and Mrs. P. W. Martin last week.

Mr. and Mrs. Truett Patrick of Commerce were week-end guests of Mr. and Mrs. Coyt Carlisle.

Edward Pool returned last week from Arizona.

Hub Austin of Plainview was a visitor here last week.

Mr. and Mrs. N. H. Humphries of Littlefield were visitors in the E. P. Humphries home Saturday and Sunday.

Prof. Sexton and Varner McWilliams spent the week-end at Lubbock.

Ed and Tom Deran returned Sunday from Santa Fe, New Mexico, where they have been working for several months.

Mr. and Mrs. Vern Austin were hosts to the members of B. Y. P. U. recently.

Tech Red Raiders To See California

LUBBOCK, Oct. 28.—(Special) Two-on-one blocking practice will go with two-in-one preparation for the next few days as the Tech Red Raiders get set for a couple of skirmishes coming close together.

The Cawthon-Smith club is off the schedule books this week, but on November 6 Tex Cox brings his Oklahoma aggies to Lubbock. The Red Raiders will have barely enough time to take showers, pack their tooth-brushes and move out to Los Angeles for a few warm-up exercises before clashing with the Loyola university Lions in Memorial Coliseum on November 11.

It will be Tech's third straight trip to Los Angeles to play the Lions. They have returned defeated the last two years. They have other arrangements planned this year.

Maytag Founder To Visit Centennial

F. L. Maytag, Founder and Chairman of the Board, The Maytag Company, Newton, Iowa, will make his annual visit to Texas during the first week of November. Mr. Maytag, age 79, comes to Texas each year to see "his boys and girls" as he calls all members of The Maytag Organization.

Luncheon Meetings in his honor have been arranged for Dallas on November 3rd; Galveston on November 4th; Abilene on November 5th and Amarillo on November 6th. In Dallas, a special "MAYTAG DAY" has been designated by the Centennial Committee to honor Mr. Maytag, who with the members of the Maytag Organizations in this vicinity will visit the Centennial Grounds on November 3rd.

Queen Elizabeth of the Globe Theatre, will entertain with a Luncheon in Mr. Maytag's honor that day, having as her guests the Dealers, Managers, Salesmen and wives, and officials of Maytag Southwestern Company at the Dallas Area.

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By

DR. C. HOWARD,

Optometrist

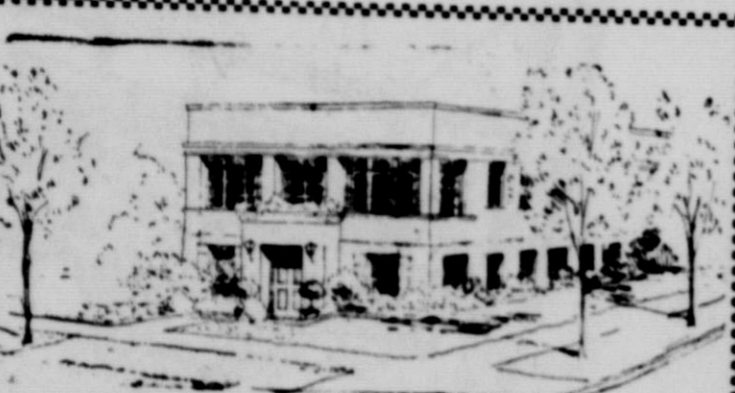
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Pick-up and delivery service in Matador each Monday, Wednesday and Friday.

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FLORENCE OIL-BURNING HEATER

To Keep Your Home Warm and Cozy SEE THEM TODAY

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See The New Merriam-Webster At Your Bookstore Or Write For Prospectus G. & C. MERRIAM CO. Springfield, Mass.

Summer Jobs Aid To Reducing Eligibles Texas FWP Work

SAN ANTONIO, Oct. 27.—There are 26,000 fewer persons certified as in need of jobs on the Federal Works Program in Texas than there were six months ago, it has been announced by H. P. Drought, state works progress administrator.

Current figures place the number of needy persons eligible for employment on the Works Program at 144,358. At the end of April there were 170,386 persons certified for such employment.

"These figures are particularly encouraging to us," declared Administrator Drought, "for the task of the Works Progress Administration is to work itself out of a job. During the entire operation of this program we have attempted to reduce our payrolls by placing workers in private employment."

Of the 144,358 currently-eligible persons, 16,580 have been absorbed by private employment, 72,146 are employed by WPA and 17,876 persons are working on projects operated by other federal agencies. The remaining 37,756 are either engaged in seasonal employment, other temporary work, or are awaiting assignment to projects.

"We feel that a considerable number of the 37,756 are at work on temporary jobs," Drought said, "as National Reemployment Service officials inform us that practically every WPA district now has standing requisitions for workmen."

"Although we anticipate an influx of job applicants during the winter months as seasonal employment is terminated, we feel certain that the degree of need will not approach that of last February when 121,792 persons formerly on relief rolls were employed on WPA projects alone," he said.

Frisco Pays Large Tax Bill For 1935

ST. LOUIS, MO., Oct. 26.—Taxes paid in the state of Texas by the Frisco Railway in 1935 were sufficient to maintain 1,678 pupils in Texas schools for one term, according to a survey just completed by the railway.

The Frisco paid an aggregate of \$79,954.88 in state, county, road, school, city and special taxes to the state last year. It was shown. This figure, divided by \$47.64, cost per pupil in Texas schools, according to figures of the U. S. Office of Education, illustrates the part railroad taxes play in educational affairs of the state.

New "Seeing Habits" Begin With Playtime



Children should be trained to play only in generous, well-diffused light, and to avoid both gloom and glare.

A NEW set of habits must now be taught to children of this modern age.

These are called "good seeing habits" for our eyes, and they emphasize good lighting. The need for them originated when man built a roof over his head and turned from the outdoor life to long hours spent indoors with tasks held in his hand. Let me tell you of ways to instill these valuable new habits in your children. Start early with the young child, in his first suggestion. Even the familiar words, "Let's crayon!" call for guidance along the road to these good habits.

Playtime though it may be for the child with his drawings or games, those young eyes have a definite task of seeing to do. And since they cannot see without light, good illumination is one of the first essentials.

This Training Invaluable
Children should be trained to play only in generous, well-diffused and non-glaring light. They should be disciplined to avoid both gloom and glare.

No lying on the floor... when a scientifically approved lamp at a table close by will provide a saving light. No curling up in a corner to look at pictures, and forgetting to turn on the light. Mother has seen to it that good lighting is available and it must be used. (At least I hope she has!)

...mean the eyes are not used and the eyes are not taken on the responsibility of school life. The finest pair of young eyes in the country needs this care. Lighting that is sufficient in quantity and good in quality is one of the best preventives of defective vision.

Children Respond Quickly
Children can be made responsive to these seeing habits. This was illustrated recently at a sight saving class in a public school.

A visitor who called to meet several of the pupils in the office of the school wondered why they turned their backs to him. He soon realized that his own location was wrong.

In order to face him the children would have had to look squarely into the sunlight streaming from a window. They remembered the admonitions of their teacher regarding glare.

In their own classroom they never experienced glare, either from the daylight or from the abundant artificial lighting.

Visits to the eyesight specialist, correct posture, and avoidance of eyestrain through prolonged application to a single task are other principles of eyesight conservation which should be observed. Good lighting is a tool for seeing as are eyes and glasses, but of course it is never a substitute for the services of the eyesight specialist when he is needed.

EDITORIAL COMMENT ON OLD GUARD CAMPAIGN

The Texas Hall of State, a \$1,250,000 structure recently opened at the Texas Centennial Exposition was designated as "the Westminster Abbey of the New World" by former Gov. Pat M. Neff. It houses relics valued at many millions of dollars.

BANK GROUPS MAKE NATIONWIDE SURVEY

American and State Banking Associations Collaborate in Investigation

LOAN SERVICES STUDIED

Activities of the Government in the Banking Field Are Reviewed and Position of Banks Analyzed

NEW YORK—Detailed bank researches, covering all phases of practical operating and economic facts and conditions related to banking, are being made by the American Bankers Association. The resulting material is being placed at the disposal of all state banking associations, which in many instances are extending the researches of the national association in their own states. These activities are said to be a part of the general program of banking development which is being carried on by the organized banking business.

Among the most extensive researches being conducted by the American Bankers Association is that of its Committee on Banking Studies, which is making a detailed survey of Federal Government lending agencies and policies. The basic material, which is kept up to date by continuing studies, shows where the Government agencies get the money they lend, what liability the Government assumes, what subsidy it extends, what return it gets, for what and to whom the money goes and on what terms it is loaned.

The Government in Banking
"It is not the intention of the committee to express its viewpoint about any agency," says the foreword to this material. "Its intention is only to determine the facts. These facts properly assembled and presented should help banks to meet Government competition and where it exists. The committee believes the Government entered the lending field at a critical period in order to aid banks and financial institutions. If the time has come for the Government to withdraw, it is the duty of bankers to demonstrate their readiness to take care of all sound credit needs."

It adds that the banks must be equipped with full factual material as to the Government's emergency lending activities and practices, and that full cooperation has been given the committee by Government agencies in obtaining facts. Binders of the material gathered have been placed by the committee in the hands of state association officers and committees of three members appointed to cooperate with it in carrying on banking research.

The Committee on Banking Studies has also made a survey of the Postal Savings System throughout the United States to ascertain to what extent it is competing with chartered banks. Questionnaires were sent to banks in all places where Postal Savings depositories are operated and over 92 per cent returned answers which will be analyzed as a basis for the committee's findings.

The Bank Management Commission of the American Bankers Association has made a nation-wide survey covering the movement among banks to increase their earning abilities "through fair and legitimate rates for services they render their depositors." The commission has developed a uniform plan of account analysis as a basis of sound charges.

Personal Income Loans
The Bank Management Commission has also formulated methods for installing and operating personal income loan departments in banks. "This plan contemplates making loans primarily to individuals and small business concerns, based upon the character and assured incomes of the borrowers, as distinguished from the usual basis for commercial loans," the commission says.

It points out that a large part of the population is not now making use of available bank credit and that "to these people the personal loan department extends a valuable service which at the same time is profitable to the bank. It adds that it is the duty of the banks to educate the public to come to the bank for all financial services. Small borrowers should be informed that the local bank is ready and willing to take care of their demands."

Other Researches
Other researches are being made by the Economic Policy Commission of the association dealing with shrinkages in liquid commercial loans caused by the economic changes in the nation's business methods, while the National Bank Division has made studies of the lending and investment powers of this class of bank, the present status of the real estate investment field and of detailed data by states on earnings and expenses.

The Savings Division has gathered the facts showing savings in banks of all types, the number of savings depositors, the per capita savings for the country as a whole and the effects of current economic and social changes upon the savings habits of the American people.

The association's State Bank Division has issued the most recent figures available as to the detailed conditions of state banks, showing steady improvement in the position of the state banks, with marked expansion in their aggregate resources, while the Trust Division has compiled a guide to fees with a recommended cost accounting system.

Foreign Trade

The Commerce and Marine Commission of the American Bankers Association has made a report which shows that the foreign trade of the world for the year 1935 on the basis of its estimated physical volume was 78.9 per cent of the 1929 level. This was 2.1 per cent above the volume of 1934 and is the highest since 1929. The gold values of world trade were much lower due to the lower commodity prices in January, 1936. The combined index of 75 countries showed 35.7 per cent of the 1929 average.

National Bank Growth

Comptroller of the Currency J. Connor announced recently that total deposits of the 5374 national banks in the United States on June 30, 1936, the date of the last call made for statements of condition, aggregated \$26,300,453,000. The figure is a new high record for national banks, exceeding by \$1,340,998,000, or 5.39%, the amount reported as of March 4, 1936, the previous high record. The current figures show also that deposits increased \$3,652,207,000, or 16.35%, over the amount reported as of June

Cinema Is Topic At Sorosis Club

At a meeting of the Sorosis Club, held Wednesday afternoon, October 21 in the home of Miss Mary Hamilton, a very interesting program on the Cinema was presented.

Following the business session conducted by the president, Miss Lorene Fryar, Mrs. W. N. Pipkin took charge as leader of the program which included:

Quotation: "Pleasure admitted in undue degree enslaves the will,

nor leaves the judgment free."—Cowper.
Response: Favorite Moving Picture Star.
History of Moving Pictures, Mrs. Tom Newman.
Moving Pictures and Morals, Mrs. C. B. Groves.
Music in Moving Pictures, Mrs. R. P. Terrell.
Six new members being, Mesdames Joe Jeffers, Robert Collier and R. P. Terrell and Misses Zona Beth Faulkner, Mable Jameon and Pauline Rister, were welcomed into the club.

Men! Get One Of These Suits - - -



Blues - Grays - Browns STYLE-MART - SHERRILL Fine Clothes

The long service these good-looking suits will give makes them outstanding values. Come in today and examine the beautiful wool materials and the careful tailoring because tailoring is the foundation of a suit and good tailoring means that the suit will hold its smooth appearance longer. Examine these suits and be convinced that they are true values.

Priced \$22.50 to \$30.00



DRESS GLOVES

Soft high quality leather in black and brown. Silk lined. Well tailored and very dressy. Select a pair of these gloves today.

\$1.25 up

Men's Dress Sox

Our men's socks are of the new patterns and shades. We have recently added a new shipment which will appeal to the man who enjoys style, comfort and economy in footwear.

PRICES

25c to 50c



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JUST RECEIVED A New Car-Load ROBINSON Colorado Coal

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We Buy Poultry, Hides and Cream
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MATADOR VS PADUCAH DRAGONS

Friday 2:30 p.m. Paducah Stadium

After Losing Our First Conference Game SEE THE MATADORS COME BACK!

SPECIALS FOR SATURDAY, OCTOBER 31

SOAP, Big Ben 6 for	23c
SUGAR, 10 Pound Cloth Bag	58c
PORK & BEANS, 1 Pound Can	13c
LETTUCE, Firm Head	5c
RIB ROAST, Pound	9c
Cheese, 1 lb Full Cream, 1-bx. Macaroni Spag. Free	25c
CLEANSER, 9c Package 2 for	9c
MUSTARD, Quart Jar	11c
BANANAS, Dozen	19c
ORANGES, Size 344 Dozen	15c
STEAK, Veal Chuck Pound	12 1/2c
TOMATOES, 6 No. 2 Cans	49c

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Marvin Jones Makes Farce Of GOP Show

Delivered by Rep. Marvin Jones, Chairman, House Committee on Agriculture, over the Sunrise Radio Broadcast of the Roosevelt Agricultural Committee October 23, 1935

During my boyhood days I loved the circus. I would do anything from driving tent stakes to carrying water for the elephants in order to secure the privilege of admission. For weeks before the arrival I would read every circular and every ad which described with graphic detail all of the dare-devil performances, the tight-rope walker, the clowns and the wonderful trained animals. Day after day and time after time these circulars, with all their lurid language, would be diligently sought, eagerly read, and carefully preserved. As the time approached the circulars became larger, the language more lurid, and the excitement more intense.



Always the circus was preceded by a street parade. Always the circus was claimed to be the world's greatest shows. The elephants were the biggest, the wild animals were the wildest, the rhinoceros the most terrible and the clowns the most clownish in all the tides of time.

But in spite of those old-time ads and the rare old circus days I want to call your attention to what is beyond question the greatest of all displays: greater than Hagenbeck, greater than Barnum, greater than Ringling, greater even than Mollie Bailey, greater than all combined. Gentlemen, allow me to call your attention to the Republican street parade and the G. O. P. circus.

Nothing like it in the history of the world, no such parade, no such animals, no such humbugs since the morning stars sang together.

In the first cage will be John Hamilton, the Corporate ringmaster, making his first race for President. When not talking to the public, guaranteed to be talking to himself. Will abuse the farm program on the Industrial side of the cage and promise the farmers

DR. E. W. MCKENZIE

DENTIST

OFFICE AT RESIDENCE

No Wood Hauling

We regret our inability to extend wood privileges, and this is notice to the public that no permission is granted in any of our pastures to obtain wood of any sort.

**Matador Land
& Cattle Company**

The 1936 Red Cross Poster



American Red Cross

THIS year's American Red Cross poster emphasizes the theme that the Red Cross is "of, by and for the people."

Four million men and women are members of the Red Cross and through their membership dues they support its activities. Only in time of major disaster when needs for relief reach great proportions does the Red Cross ask the public for disaster relief funds. The membership funds represent the financial support of the

Red Cross, and in turn this money is used to carry the Red Cross work of mercy to distressed citizens. Membership is open to all, without regard to race, color or creed, and the Red Cross services are given to all, without restriction.

The annual Roll Call for members is held Armistice Day to Thanksgiving Day, November 11-26.

The poster for 1936 is by Walter W. Boston, noted illustrator and painter of movie and radio stars.

ties of financing a Liberty League. Keep the change.

In the next cage will be Herbert Hoover, the political Houdini—also the political Hoodoo. To quote from the famous Hamburg show, "There are some who do not believe in the hoodoo, and there are others who do." He will be wandering around in the daze still looking for a corner and still dreaming of two chickens in every pot—in a field of 10c corn and 30c wheat.

Next in line will be the G. O. P. elephant followed by a burro made to imitate a donkey and accompanied by the bolters. Senator Reed Henry Breykenridge, Bainbridge Colby, John H. Kirby, et. al. The bolters will ride the miniature donkey part of the time and try to lead the bulky beast the remainder of the time, sometimes giving the animal a vicious kick but always holding on to the tail as evidence of their party allegiance.

This motley array will undertake to convince the American people that it is extravagance to increase the national income 20 billion dollars and double the value of legitimate stocks and properties; that it is waste to build school houses and farm-to-market roads; that it is unsound to have a workable farm program; and that the party that restored agriculture, promoted business recovery, guaranteed bank deposits and brought hope and faith to our people has done nothing. They will also explain just why the receiving of a benefit check as an offset to the tariff takes a farmer's liberty away from him, while the giving of Mr. Mellon the benefit of a 79 percent aluminum tariff does not affect his liberty in any way.

Following will come the calliope, or steam piano, flecked with burnished gold and costing \$1,000 per flock, with William Randolph Hearst as the stellar performer. Plenty of noise, plenty of steam, but not much music. He always sees red. Will play for the delectation of the mighty the official song, "Oh Susanna", followed by the soft refrain, "If you knew Suzie like I know Suzie."

Do not miss the parade which will take place at 10 a. m. on the 32nd day of October, rain or shine. Two performances daily.

Ogden Mills will feed the animals. Time will forbid a description of the main performance of this political menagerie de luxe. But it will be the grandest, most gorgeous and most spectacular performance in the history of humbuggery, and will include such hair-raising features as Bert Snell, the lion tamer; Dewey Short, the auctioneer; Frederick Steiwer, the load-lifter; and Henry Fletcher, the doughboy.

PUREBRED

Duroc Pigs
Moderate Prices

See or Write

Fay Tipton

Northfield, Texas

The - - -
General Purpose
John Deere
Tractor



ALLOW US ...

To prove to your entire satisfaction that the JOHN DEERE Tractor will solve your Farm Problem.

MAKE MORE MONEY

From your acres with this tried and proven successful farm power.

— WE ARE GLAD TO SHOW YOU —

Lea Implement Co.

SOLON LEA, Manager

Ham Fish will loop the loop. Hastings will sell the pink lemonade. Dickinson will handle the dog meat, and Burkett will peddle the peanuts. McCormick will write an editorial on the art of publishing a newspaper. Jack Spart will handle the motion picture rights. Mellon will collect the excess profits, and the privileged few will appropriate the money. The whole layout will bear the inscription, "The only party that's fit to rule."

The feature performance will be Governor Landon—noted chiefly as the discoverer of the babassu nut—the only politician in captivity who can promise the doing of more as a magician and a tight-rope walker. This artist from the realm of make-believe will walk an imaginary tight wire with a sunflower in one hand and his gold telegram in the other. At the same time he will endeavor to assure the inner circle Old Guard of the East with one eye and flirt with the farmers of the West with the other.

It is claimed that this is the only show in the world carrying nothing but clowns. More details will be furnished later, but in the meantime —

Don't fool with the animals—
Don't pick the sunflowers, and
Don't miss the main show.

Positively the farewell tour and final performance of the Republican Street Parade and the G. O. P. Circus.

**Red Cross Warns
Against Careless
Use Of Firearms**

"While more than 3,000 persons are killed annually by careless handling of firearms, this year's death rate could be reduced to approximately a third by hunters using ordinary precautions with guns this fall," according to Kathryn Sheats chairman of the Home and Farm Accident Prevention committee of the Motley county Chapter of the Red Cross. "Figures show 65 percent of accidental deaths by firearms occur during autumn hunting season.

"Most accidental shootings are caused when hunters momentarily forget while carrying guns that they are made to kill," Miss Sheats said. "Hunters following each other under tree limbs or through underbrush is dangerous. The guns may be set off by a limb catching the trigger. Dragging a gun through a wire fence may fire it, and pulling a gun carelessly out of an automobile may shoot somebody. A gun should be carried with the muzzle pointed to the ground and never cocked until ready to fire. Never use a gun to club game out of brush. If a shell misfires, wait at least a minute before clearing the chamber."

MOVIE CHATTER

By A Rogue

"The Devil is a Sissy"

"The Devil is a Sissy", for Thursday night, is a picture that everyone will enjoy. It is a good all-around picture of three boys, their joys, sorrows and escapades. Jackie and Mickey are the tough kind,

but Freddie wins them over. There is romance, too. The three foremost stars are Freddie Bartholomew, Jackie Cooper and Mickey Rooney.

"The Last Outpost"

The grandest adventure picture ever filmed will be on the screen Friday and Saturday of this week. If you want to see another as good as "The Lives of a Bengal Lancer" then by all means see "The Last Outpost," starring Cary Grant, Gertrude Michael and Claude Rains.

"Peccadilly Jim"

If it's comedy you are seeking then don't fail to see Robert Montgomery in "Peccadilly Jim" with Madge Evans and Frank Morgan. A young American cartoonist, Robert Montgomery, razzes. An English family who are trying to keep their daughter away from him through his strips in the paper. In this way he finally wins the girl and changes the nature of his strip. You'll like this favorite for Sunday and Monday.

**FOR A
QUICK GETAWAY
TRY A TANKFUL OF
TEXACO
Fire Chief Gasoline
TEXACO OILS AND PRODUCTS**

**Shorty's Texaco
Service**

Formerly Gulf Service Station
Phone 17-M

NEVER AGAIN ...

WILL WE BE ABLE TO OFFER READERS OF THE FORT WORTH STAR-TELEGRAM AND MATADOR TRIBUNE A CLUB PRICE OF BOTH NEWSPAPERS ONE FULL YEAR FOR

ONLY \$7.10

Star Telegram 1 Year \$6.95

(Daily and Sunday)

Matador Tribune 1 Year \$1.00

Total Value \$7.95

You Save 85c

Cost of publication is making it necessary that we increase the subscription price of the Tribune to \$1.50 and \$2.00 (outside of the county) in the future. Take advantage of the above offer now. Do not wait until your subscriptions have expired. It may be too late.

Matador Tribune

"YOUR HOME PAPER"

Phone 123

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FILTHY FLOUR IS CONDEMNED

AUSTIN, Oct. 26—A warning to consumers that low standard flour is being offered for sale in Texas was issued today by the State Department of Health's Division of Food and Drugs. At the same time, Mr. F. D. Brock, Director of this Division, sent notices to millers and dealers in flour calling their attention to the law prohibiting the sale of adulterated food. He based his notice to the dealers and manufacturers on Article 707, Section 6 of the Texas Food and Drug Law which provides that, in the case of food:

"An article shall be deemed to be adulterated if it consists in whole or in part of a filthy, decomposed or putrid animal or vegetable substance, or any portion of an animal or vegetable unfit for human consumption, whether manufactured or not. The penalty for violating this law is a fine of from twenty-five to two hundred dollars."

"It has long been the custom of certain dealers and manufacturers of flour and other cereals," Mr. Brock said, "to resort to the practice of sifting out worms from flour which has thus become contaminated and again offering this flour for sale to the consuming public who are ignorant of the fact that the flour has been infested by worms in great numbers, in many cases. Dealers and manufacturers seem to labor under the impression this practice is legitimate, though in our opinion, this is deceptive and in violation of the above State law. Our conclusions are based upon the results of laboratory examinations of many samples of so-called 'reconditioned flour,' in which was found segments of worms, insects and their excreta, rat hairs, rat excreta, grit and dirt."

"In the case of flour being sifted and resacked, it is often mixed with brands. This is in violation of a law recently passed by the Texas legislature, which provided that each package of wheat flour, other cereal flour and corn meal shall have the net weight and name of manufacturer."

She Wins!



Miss Mary Frances Woods of San Benito smiles triumphantly as she looks over the "spoils" from the recent freshman presidential election held at Texas State College for Women (CIA). After a vigorous campaign, approximately 1000 freshmen chose this diminutive brunette to guide their class activities.

Mrs. Day To Open Shop In Oklahoma

Mrs. Lennie Day and son James Lee left Monday for Tipton, Oklahoma where they will make their future home. Mrs. Day having recently completed arrangements to conduct a gift and novelty shop in that city.

Merchandise for the new enterprise was purchased in Dallas, where Mrs. Day, accompanied by her brother, Lamar Guthrie of Tipton, drove during her visit to Tipton last week. While in Dallas Mrs. Day visited in the home of her friend, Mrs. Pat Richards, the former Lourena Freeman of Roaring Springs.

Mrs. Day stated that she expected to have her new shop open for business the next week or ten days.

Mr. and Mrs. Edward Knight and children of Pampa, visited relatives here this week.

PIONEERS—OLD TIMERS OF MOTLEY COUNTY, TEXAS

The Matador Tribune is compiling a list of all living pioneers and old-timers in Motley County—those who have lived in this county for the past twenty-five years or more. Every reader is invited to send in his or her name, if a resident of Motley for twenty-five years or more, or the name of any relative, neighbor, or friend who might be qualified to enter our list of Motley County Pioneers. We also will welcome any stories of old times, either about pioneers of the county, or any other residents, and about old landmarks, and so forth. These stories may be sent in to the office, or given to a member of the Tribune staff.

Along with the names submitted, the Tribune would like the following information:

Full Name _____
 Maiden Name, If A Woman _____
 Where Born _____ Date of Birth _____
 When and Where Married _____ Date Came to Texas _____
 Date Moved to Motley County _____ Occupation _____
 Other Details of Interest _____

Mistakes In Diet



Often Lead To Domestic Trouble!

DON'T TAKE ANY CHANCES
 We serve delicious Steaks, Chops, Sandwiches, Short Orders, Plate Lunches — School Lunches.

GOOD COFFEE
 Home-Made Pastry of all Kinds
 Cigars — Cigarettes and Candies

JOE'S CAFE

On The Square Joe Jeffers, Mgr.

THE FARMERS CHOICE . . .



THE NEW I. H. C. Farmall Tractor

PROVEN . . .

The purchase of motorized farm equipment represents considerable investment to the average farmer and he naturally watches the success of his neighbor before deciding the make of tractor best suited for his own needs. That is the reason the I. H. C. Farmall Tractor is the choice of farmers everywhere. One farmer tells another the advantages of the Farmall over other makes. Demonstrations in fields under actual conditions make this modern farm equipment the favorite of men who plan with great care.

PRACTICAL . . .

The I. H. C. Farmall Tractor is proven practical and best adapted to the needs of farmers in this section. Its flexibility to the varying requirements has met with the approval of the final judge—the farmer.

If you are considering the purchase of a tractor we want to show you the new Farmall and prove to you on the authority of your neighbor, that it is the most successful equipment on the market. Terms can be arranged to meet your requirements.

FEATURES . . .

Features: First row crop tractor manufactured year 1916. Replaceable cylinder sleeves and piston makes engine like new. Ball-bearings on crank shaft. Triple steering wheel control, guiding tractor, automatic brake when turning. Oil air cleaner; oil purolater; power lift and a full line of equipment to do all phases of farm work. Cheaper to operate. Ask your neighbor about the Farmall — he has one.

YOUR PROOF... What your neighbors say about the Farmall

WORKS 2000 ACRES

To Whom It May Concern:
 Seven years ago the Whiteflat Gin Company bought two I. H. C. Farmall tractors. These tractors have been in use each year and are still giving satisfactory service. We farm about 2000 acres and naturally these tractors have had plenty to do.
 Unless conditions change, the next tractors we buy will be McCormick-Deering Farmall tractors, as the motors can be renewed with piston sleeves and parts are always available. Also, when the motor is overhauled, it is in the same condition as when new.
JOE BLOODWORTH, Manager,
 Whiteflat Gin Company

MORE POWERFUL

To Whom It May Concern:
 Eight years ago I bought from the Matador Hardware & Furniture Co., a McCormick-Deering Farmall tractor which has given entire satisfaction and been in continuous service, doing farm work and grinding feed. During all this time it has been giving satisfactory service.
 Since buying the first Farmall, I have bought two more Farmall tractors from the Matador Hdwe. & Furn. Co. The last tractor I bought was an F20 which I find to be a more powerful and greater improved machine over the first Farmall I bought.
 I can recommend without reservations, an I. H. C. Farmall to anyone who is in the market for a tractor.
C. B. WHITTEN

LONG LIFE

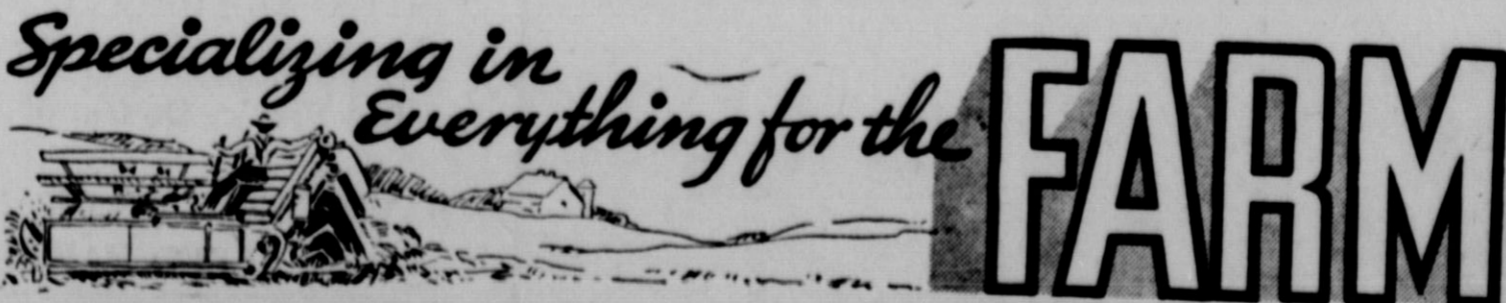
To Whom It May Concern:
 Five years ago I bought a McCormick-Deering Farmall tractor and to date have made five crops. I work approximately 400 acres with this tractor and am entirely satisfied.
 I have found tractor farming to be cheaper and can perform all my farming operations as good or better than with horses or mules.
 If I were going to purchase another tractor, it would certainly be a McCormick-Deering Farmall, as I feel certain that no other tractor has the long life, uses less parts or has the resale value of a Farmall tractor.
E. D. LAWRENCE

CHEAPER THAN TEAMS

To Whom It May Concern:
 Seven years ago I bought a McCormick-Deering Farmall tractor from the Matador Hdwe. & Furn. Co., and this tractor is still going and will make several more crops.
 I am entirely satisfied with the tractor and would not go back to horses or mules for power. I do all my farming operations with this tractor and find it is not necessary to use any other means for plowing or cultivating. Tractor farming is also much cheaper than the old method of using horses and mules.
C. T. JINKINS

LOW FUEL COST

To Whom It May Concern:
 Two crops ago I bought an F20 Farmall tractor. I work 185 acres in row crops and find power farming much cheaper than with horses or mules.
 My entire fuel cost for working the 185 acres in 1935 was \$55.00. In 1936, \$60.00, or almost 32 cents per acre for making the entire crop.
 I also believe that I have made better crops by using this tractor than I have heretofore made with horses or mules.
FRANK JAMESON



Matador Hardware & Furniture Company

We Have It, Will Get It Or It Is Not Made

Dickens Youth Is Accident Victim

Friends here will be grieved to learn of the death on October 15, of James (Dock) Bradshaw, 22, of Dickens, who was killed in an automobile-truck accident which occurred 38 miles west of Austin, Texas.

Miss Reeves appeared on the morning program in the Primary section, for a discussion on "Geography in Primary Grades."

EL PROGRESSO CLUB MEETING

El Progreso Study Club met Thursday afternoon, October 22, at 3 o'clock at the home of Mrs. J. L. Woodruff, in regular session with thirteen members present.

Junior Club Has Halloween Party

Members of the Junior El Progreso club were guest Monday evening at the home of Misses Lela and Francis Carpenter when they met attired in costume for a Halloween party.

Baptist Circles In Meeting Mon.

All circles of the Baptist Women's Missionary Society met together Monday afternoon at the church for mission study, with Mrs. T. E. Cammack leading the program on "Tithes and Offerings."

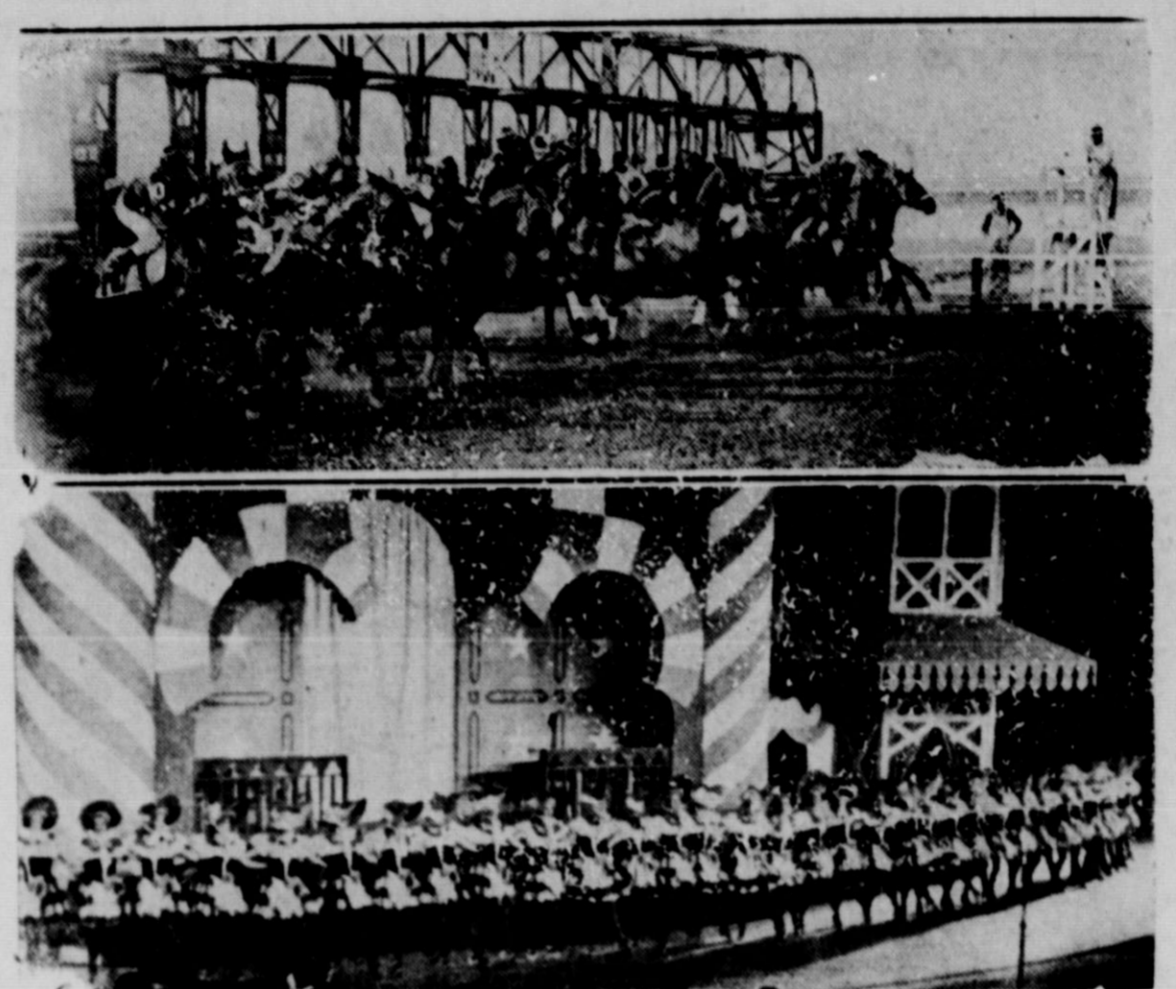
Annual Round-Up Held Last Week

The annual fall Round-Up of the Young People's Department of the Baptist Sunday School was held last Tuesday evening at the home of Mr. and Mrs. J. D. Moore, when supper was served on the lawn in regular chuck-wagon style.

CHEVROLET TO SHOW NEW CAR ON NOVEMBER 7

Chevrolet dealer employees throughout the United States will celebrate the public announcement of Chevrolet's new 1937 models with several thousand "Chevrolet Breakfasts" held simultaneously from coast to coast on the morning of Nov. 7, when the new cars make their formal bow.

VARIETY OF AMUSEMENTS AT FT. WORTH



The above pictures are unusual action scenes of two Fort Worth Amusements—below is one of the chorus scenes in the Casa Manana Revue at the Fort Worth Frontier Centennial, and (above) is a full-of-action photo of a start of a race at Arlington Downs. The Fort Worth show closes soon, while the Arlington Downs races are now in progress and will continue through November 28.

More than 50,000 employees will sit down to the breakfast, Mr. Holler said. Immediately following the event, showrooms will be thrown open for the first public inspection of the new models, which are being kept a closely-guarded secret up to the announcement date.

"In spite of the fact that the new cars have not yet been shown, thousands of the new Chevrolets have been ordered for immediate delivery," said Mr. Holler. "It is doubtful if any industrial organization ever received a more eloquent endorsement than that which thousands of men and women have given Chevrolet this year, by placing their orders for the new models before they were introduced—in fact, before anything at all was known of them except that they were Chevrolets."

"The engineering department and the manufacturing department have given the public an outstanding product, and it is gratifying to know that their efforts are fully appreciated—that Chevrolet cars and trucks, and the institution behind them, enjoy such a reputation that America unhesitatingly purchases thousands of these products before anyone outside the factory knows definitely what they will be like."

Scouts From Seven Towns Meeting Soon

Crosbyton high school gymnasium will be alive with activity Tuesday, November 10, when scouts from the Eastern District assemble to rehearse their part in the First Annual Boy Scout Circus to be held in the South Plains Council.

Seven troops, representing Falls, Crosbyton, Lorenzo, Sour, Motador, McAdoo and Troop 57 from Florida, will be present with their equipment ready for rehearsal.

The announcement was made to Hugh Nation, District Commissioner, by C. I. Wall, Chairman of the Circus program Committee in a meeting held recently.

Red Cross Brings Aid To Many When Disasters Strike

The American Red Cross was called on for assistance to 131,000 families as a result of disasters in 39 states during the past year, B. F. Harbour, chairman of the Motley county chapter of the Red Cross, declared yesterday in a resume of the year's work of that organization.

"On 105 occasions the Red Cross was called upon during the year to render aid in stricken communities," Mr. Harbour said. "This involved assistance as a result of floods, shipwrecks, earthquakes, fires, tornadoes, hurricanes, typhoons, forest fires, epidemics, explosions, bombing, landslides, and other types of disasters."

Mr. Harbour revealed that \$5,232,052.48 was spent by the Red Cross for this disaster relief, although at the close of the fiscal year relief work in the spring flood and tornado zones was not completed. Only nine states in the country escaped some type of catastrophe during the year, he

said. Assistance also was given in disaster in insular territories. "Since the Red Cross first began carrying out disaster relief 55 years ago," Mr. Harbour said, "assistance in the form of food, clothing, medical aid, shelter, and rehabilitation of homes and families has been sent to more than 1,900 scenes of disaster, and during this time a total of more than \$109,500,000 have been expended in this work of mercy."

"Gov. Landon charges and reiterates that 'New Deal policies have taken the American farmer out of foreign markets.' What foreign markets did the Republican high protective tariffs leave for the New Deal to amputate? The answer can be found in the report of Secretary of Agriculture Hyde to President Hoover in the fall of 1932: 'Reduced buying power abroad was not the only cause in the drop in

our agricultural exports. Increased farm production in Europe and elsewhere had a great deal to do with it.' This condition existed before the election of Mr. Roosevelt." —Beaumont Journal. (Dem.)

LOCALS

Mr. and Mrs. Ben Jordan of Lubbock, visited here Wednesday in the home of Mr. and Mrs. Sam Denson.

We are not dependent on the trains, buses or other public conveyance. That is one reason we can give good service. Lubbock Avalanche, "West Texas' Own Newspaper."

Miss Lorene Fryar spent the week-end in Lubbock as the guest of friends.

Joe Henry Harris spent the week-end visiting relatives and friends in Plainview and Lubbock.

FOR SALE: Electric Hot Point Range White enamel black trim three exposed burners and cabinet oven. Finest Electric Range built. Best of condition. Will sell at sacrifice. Address 213-14 Oliver-Eakle Bldg. Amarillo, Texas. 4t

SORE-THROAT, TONSILITIS! Promptly relieved by Anesthesia-Mop, the wonderful new sore-throat remedy. Stops pain instantly and kills infection. Prompt relief guaranteed or money refunded at Simpson's Drug Store. 4-6-37

FOR SALE or Trade—2-room house in north Matador. 18 lots. Price \$400. Will consider good car in trade. P. O. Adams, Northfield, Texas. 2t-pd.

Mrs. Clyde Hunsucker and daughters, Kara Belle and Marie, were in Dallas the first of the week where they attended the Centennial.

The Matador Tribune costs you only 15c for a year's subscription when purchased with the Fort Worth Star-Telegram.

Miss Verla Blessingams, a teacher in the Anton school, was a recent week-end guest here in the home of her sister, Mrs. R. P. Terrell.

Dr. and Mrs. A. C. Traweck drove to Abilene last Wednesday, where they attended services held by Evangelist Gipsy Smith.

Arthur Zerwer of Lubbock, was a recent guest in the home of Coach and Mrs. R. P. Terrell.

You get the news of the day early in the morning if you get the Lubbock Avalanche. 65 cents per month.

Harry Willett was a business visitor in Dallas this week.

Mrs. Alvin Stearns of Meadow, is visiting her parents, Mr. and Mrs. M. L. Patton, here.

E. A. Carlock of Paducah, visited here a short while last Thursday, enroute to New Mexico.

WANTED—A permanent job on farm. Thomas J. Bradley, located at Ellithorp's Camp House 3 miles East of town.

DON'T SCRATCH! Paracide Ointment is guaranteed to relieve any form of eczema, itch, ringworm or itching skin trouble within 48 hours or money refunded. Large 20 oz. jar 50c at City Drug Store. 4-6-37

MOVED...

We have moved to a new location in the Crews building on Highway 28, two doors East of Phillips Service Station

WE BUY... CREAM — POULTRY — HIDES We sell Dairy and Poultry Feed

Matador Produce W. B. WASON, Mgr.

Announcing...

A New Beauty Shop In Matador

Located In Theatre Building Under Management of

Mrs. Noble Groves and Mrs. A. P. Hodges

COMPLETE MODERN EQUIPMENT POPULAR PRICES

Telephone No. 21J

Help Us Select A Name

Free Beauty Work FOR THE NAME SELECTED

ASK US FOR PARTICULARS

USE THIS COUPON

I WOULD SUGGEST YOU NAME YOUR NEW BEAUTY SHOP THE

My Name Is

Address

HELP BUILD TEXAS MEMORIAL MUSEUM BUY CENTENNIAL COINS AT YOUR BANK

Advertisement for the Central Exposition in Fort Worth, featuring a large illustration of the exposition grounds and text promoting the event.

Advertisement for Bob's Cook Shack, featuring the text 'Quality Foods Cooked In Wholesome Style' and 'Bob's Cook Shack - WE NEVER CLOSE'.

Advertisement for Lubbock Wrecking Co., featuring the text 'PARTS! Complete Stock NEW and USED' and 'LUBBOCK WRECKING CO. NORTH AVE. H'.

Large advertisement for Matador Produce and Beauty Shop, including contact information and a coupon for a name selection.