## ranl dusi Political caloron seithes at first primary

## pouauns mend



Funeral Rites Heated Winds Sam Turner Takes Own Life Drive Started Away As Many Cast
Ballots Saturday Ballots Saturday R. H. Hutto Bake Country In Wichita Falls Hotel Room To Vaccinate; SHERIFF RACE Held Monday In Past Week Early Motley County
Citizen Succumbs $\underset{\begin{array}{c}\text { Small Damage So Far } \\ \text { Drouth Moves In }\end{array}}{\text { In }}$ Citizen Succumbs
At Amarillo
Lean Frame Found FALL IS FATAL
Nondex ivith Near TO SISTER OF License Dogs HAS INTEREST

 Vaccination And 1936 Tags

 Run-Off Left In
Entire County
$\qquad$





Matador, Motley County, Texas, Thursday, July 30th, 1936


## New Management CUIF <br> The Former Phillip Graves

 Service Station is now under new management. We solicit your patronage, of ering courteous, efrise.service and standard merchandise.

GOOD GULF
Gasoline and Famous Oils
Gulf Service Sta.
CLAUD SWARINGEN, Mgr. Phone 222

THE MATADOR TRIBUNE


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 public 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 inferior 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 merchandise 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
MATADOR TRIBUNE
COMMERCIAL PRINTERS PHONE 123



THE MATADOR TRIBUNE
Voters Will Decide Six Proposed Constitutional Amendments
LAWMAKERS SHAPE
DRAFFS PROPOSED:
VOTES TO DECIDE



