

SEE THE CENTENNIAL But Remember You Have Not Seen Texas Until You See The Panhandle

Matador Tribune

WEST TEXAS Is A New Empire Offering Boundless Opportunities to those of Courage and Vision

COMBINED WITH THE MOTLEY COUNTY NEWS BY PURCHASE, MARCH 14, 1934 Matador, Motley County, Texas, Thursday, July 9th, 1936

MOTLEY COUNTY NEWS VOL. 17, NO. 18

TRAIL DUST

By DOUGLAS MEADOR

Age is a vandal in possession of the sacred chart upon which is traced each hidden location containing some youthful illusion.

The dog came to my door and looked through the most hopeful eyes—begging for a single word of kindness and trying to soften the crust about my heart with a humbly wagging tail.

In the land of hot, sandy rivers far from the sea, where the temples of the past are being looted for their traditions of a vanishing breed of men whose hearts turned to gold from riding in the sun, one implement seems to be lost in the grass of a few remaining prairies.

A portable branding iron in reality, compact enough to become standard rigging for a saddle, it embraces the potentialities of designing almost any brand when in skilled hands.

There is a certain charm about a liar that attracts listeners as a thistle bloom nodding in the sunshine to welcome bees.

Twilight in the foot-hills of the Caprock, below the mighty mesa of the plains, is blown in as crimson and purple mist from the depths of a phantom sea.

Sometime after that sailless argosy bearing my fortune finally docks at the filmy pier I have prepared, I plan to buy a lantern and go into seclusion for a pleasant evening.

OLDLAND-MARK GOES AS LARGE HOME IS RAZED

Luckett Building Is Torn Down And Moved Away

This week workmen will complete the razing of the large 2 1/2 story building located at the southeast edge of town section, the former Luckett home built 20 years ago.

Lumber Is Good Lumber, brick, hard-wood flooring and other material used in construction of the decade-old land-mark, was found to be in an excellent state of preservation.

Plans are now under way to conduct district swimming meets in the various districts of the South Plains Council during the month of July.

Contour listing of pasture land was definitely started in Motley county last week when sixty acres of abandoned field was listed on the water level and turned back to pasture.

Mr. Fish has also just completed the terracing of more than one hundred acres of crop land by means of the county terracing machine.

Arvil Craven left Monday for Amarillo where he has accepted a position in the City Drug Store Number 2 in that city.

out raising the globe, until I have mastered the trick. Perhaps then I may have relief from an outrageous vanity aggravated in youth by my brother's jeers at my lack of proficiency.

Celebrities Visit Texas Centennial



DALLAS, Texas, July 6—Visitors to the Texas Centennial Exposition filled the General Motors Auditorium to capacity when Rudy Valle presented his weekly coast-to-coast Fleischmann hour from the stage of the auditorium on July 2.

In the foreground, guest artists on the program discuss with David Guion, noted composer of cowboy and negro songs, his newest composition, "The Cowboy Love Song," presented on the air for the first time on the Valle program.

Million And Half Pounds Ice To Spur

The Leon Independent Ice Company plant in Matador has trucked more than 1,500,000 pounds of ice to Spur since the present owner acquired the property in February, according to Solon Lea, present plant manager and former owner.

Plant At Capacity The Matador plant has been operated at full capacity which is about 11 tons daily, since the 15th of April, Mr. Lea said.

NEW GAS FUEL SHOWING HERE

Lockney Merchant To Hold Demonstration In Town Saturday

Robin Baker, connected with the Baker Mercantile Company of Lockney will hold a free demonstration of a new gas fuel and appliances at the Spot Cash Grocery here Saturday afternoon, July 11.

STROKE FATAL TO WHITEFLAT MAN TUESDAY

W. B. Vernon, 52, died suddenly at his farm home in the Whiteflat community Tuesday afternoon.

Funeral Wednesday Funeral services were held at the Whiteflat Baptist Church Wednesday and interment made in the Whiteflat cemetery.

City Installs New Highway Stop Signs

Two new flexible stop signs were installed by the City of Matador Monday at the north and south approaches of Main street intersecting Highway 28.

Frozen Chickens To Be Given Away

How much does a dressed chicken weigh? If you can look at a chicken, frozen in a block of ice, and guess its weight, then you can have chicken for dinner next Sunday.

Optimism Looms In Crop Outlook Following Rains

Dry Winds And Heat Are Routed After General Fall 2:30 INCHES HERE

Blowing in from the east on the heels of a hot and dry Fourth of July, rains swept the southern and eastern portion of the southern county while church-goers remembered open windows at home, as they sat in their pews Sunday noon.

NEW OFFICERS IN LIONS CLUB

New officers elected at the last meeting of the Matador Lions Club, assumed their duties Tuesday at the regular luncheon held in the Baptist Church.

STORE DIVIDES PROFITS JUL. 4

Another dividend amounting to \$56.00 was paid to ten customers of Bob's Foodway, local grocery, Saturday in the continuation of a plan inaugurated by the institution last December.

New Manager For Service Station Here

A transaction was completed last week whereby Claud Swearingen assumed management of the Phillip Graves Service Station.

Former Matador Teacher Married

Announcement was received this week by Henry Pipkin of the marriage of Miss Frances Elizabeth Canon to Dr. Jack Sidney Spindle in Dallas, Sunday, July 5th.

Go To Church Sunday

NEW PASTOR



REV. H. M. WELDON

Rev. H. M. Weldon, above, who moved with his family to Matador last Thursday from Carlsbad, N. M., to assume the pastorate of the Matador Baptist Church.

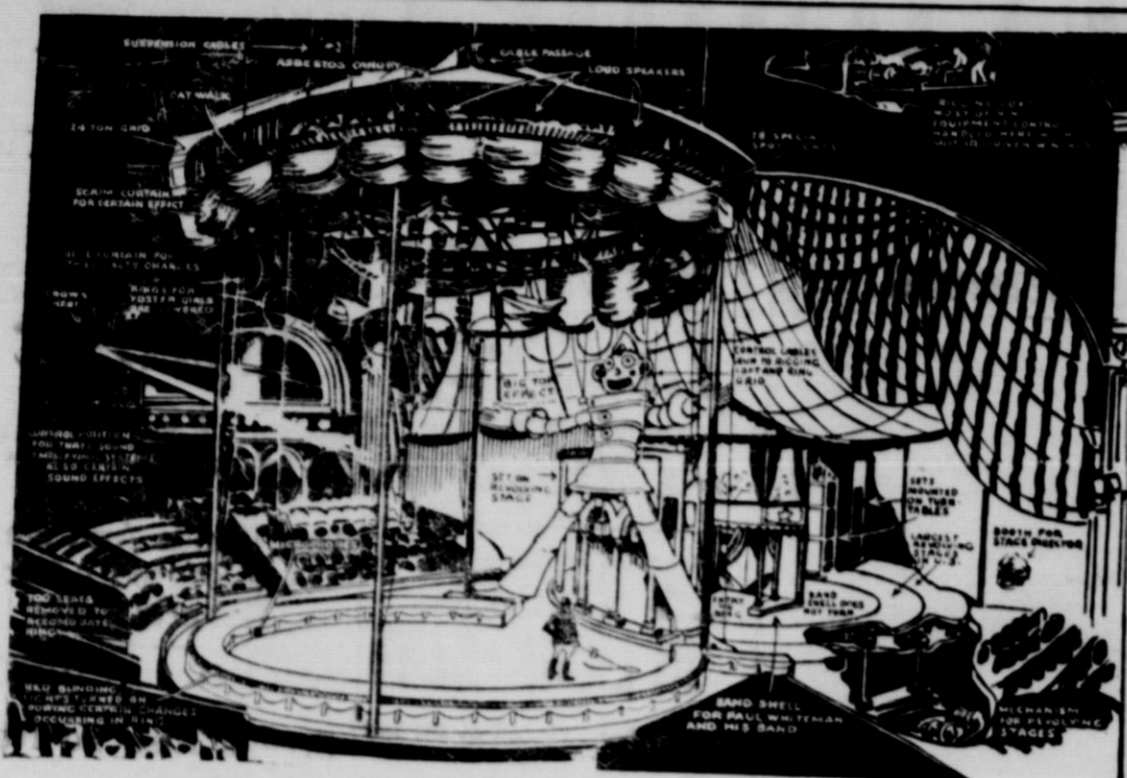
Defer Methodist Services Sunday

Announcement is made that no regular church service will be held at the Methodist Church Sunday due to the absence of Rev. D. D. Denison, who is conducting a revival at Knox City, Texas.

Soil Conservation Rulings Announced

Several new rulings under the Soil Conservation and Domestic Allotment Act are of interest to Motley county farmers.

What Makes the Wheels of Jumbo Go 'Round



Artist's Conception of the Innards of Billy Rose's Spectacle

Billy Rose's circus-musical comedy-drama-revue extravaganza "Jumbo" will be seen to even greater advantage during its stay at the Fort Worth Frontier Centennial than during its season-long run at the New York Hippodrome. True nearly a quarter of a million dollars was expended making the famous Manhattan playhouse habitable for the elephantine spectacle.

But the "little of cow town way out west" has gone the big town on the Hudson one better. At Fort Worth a complete circus amphitheatre has been constructed, the first to be devoted exclusively to a circus in over seventy years. Designed and supervised by Albert Johnson it represents an investment of \$300,000.00, over a third of which is allotted to electrical equipment and another \$100,000.00 to paraphernalia,

WILD WEST LIVES AGAIN

Wild and Whoopie Days Enacted in Frontier Centennial

There probably is nothing new under the sun. Electricity existed long before Messrs. Volta, Edison, Marconi, et al, started to fias with it. There have been wild west shows before... and successful ones. Before that of course there was the real wild west with an arena a million square miles in compass. Now comes a spectacle based on what has gone before but staged with such lavishness and consummate art that one might well believe the old west lives again in "The Last Frontier," one of the outstanding attractions of the Fort Worth Frontier Centennial.

When Billy Rose was engaged as director general of the Fort Worth Frontier, his first act was to set about organizing the biggest and most spectacular wild west exhibition of all time. Some advisors suggested that appeal of such a show passed with the demise of Buffalo Bill. To Rose the suggestion was no dice.

"As long as men live there is a certain glamour about the old days on the frontier that will never tarnish. Like the glimpse of a pretty woman the deeds of brave men always make folks buy tickets," declared the shrewd showman. "That's why I intend to deal as my top acts... girls and horses."

A special set, 263 feet wide and 167 feet deep, representing the plains and foothills, will serve as the locale for such stirring events as attack on the stage, rescue by rangers, battle with U. S. troops, a prairie fire and concluding with an old fashioned square dance with 160 couples. More than 1,000 Indians, cavalrymen, cowboys and cowgirls, singers and dancers are engaged in "The Last Frontier." Direction of the dynamic spectacle is in the hands of Verne Elliott, foremost rodeo entrepreneur and protégé of Buffalo Bill, and Edward Clarke Litley, well known New York drama producer.

Economy Of Texas Centennial Shown By Average Case

DALLAS, Texas, July 6.—An automobile trip from as far away as Oklahoma and a full day at the Texas Centennial Exposition, including meals en route and a night's lodging for two people in one of this city's fine tourist camps, cost Mr. and Mrs. O. D. DeWitt of Fairview, Oklahoma only \$14.50.

Traveling expenses, including meals on the road and oil and gasoline cost \$7, while lodging cost \$2.50 for two people. All day parking within a block of the \$25,000,000 Texas Centennial Exposition was twenty-five cents and admission for two persons to the World's Fair came to \$1.

"Then came the big shock," said Mr. DeWitt, in recounting the adventures of his first day at An Empire on Parade. "Right inside the main gate we found stands selling big hamburgers and hot dogs for a dime apiece and bottled soft drinks for a nickel. I had expected to pay at least five or ten cents more on these articles. I was delighted. This gave us more money to see the sights."

Find Surprises

The DeWitts continued to find happy surprises. Double-dip ice cream cones cost only a nickel. A stein of beer was a dime. There were ample water fountains and many benches while rest rooms were free. Throughout the grounds plate lunches could be had for thirty-five cents and bottled soft drinks for a nickel. The DeWitts visited several of that figure, including Streets of All Nations, Streets of Paris, Midget City, Gorilla Village, the latter at a dime apiece, Admiral Byrd's Little America exhibit and the \$250,000 dramatic spectacle "Cavalcade of Texas." A ricksha carried them from one end of the grounds to the other for a quarter. The last show was the only forty-cent attraction of their first day list.

Jan Garber at the General Motors Building, a marionette show sponsored by Chrysler, Jose Manzanares and his band at the Ford Building and other free attractions, in air cooled structures helped round out the DeWitt's day. They stayed over in Dallas several days because they said it was the most economical vacation they have ever taken.

ALLRED OPENS

Probably the keenest political

strategy that Texas has seen in a long time is unfolding in the campaign of Jimmie Allred for reelection.

Letting his opponents get out in the open while reserving his fire for a fast and furious campaign, the Centennial Governor really "went to town" in his opening speech at Waxahachie Tuesday night when the fur flew in accepted Texas fashion.

Texas has never seen the equal of Allred as a campaigner.

The boys who have announced against him may as well have saved their own and their friends' money as far as getting anywhere is concerned. Jaunty Jimmie is too jaunty and too fast for lumbering leathernecks of a fast-dying political era.

Old Age Pension misinformation so glibly distributed by opponents begins to look rather foolish when exposed to the bright glare of the Allred explanation backed by facts.

In fact the whole house of cards built so assiduously and painstakingly by political snipers has already collapsed and the end is not in sight.

The people of Texas will again

have the opportunity of seeing a winner—Allred—come down the stretch in a manner that appeals to the sporting blood of every true blooded son of the Lone Star common wealth.

—The El Campo News.

Milk Best Source of Farm Cash—Survey Indicates Steady Increase



DAIRY farmers' income from milk for the first four months of 1936 increased \$25,000,000 over the first four months of 1935 according to K. V. Lipscomb, Texas dairy leader. As the largest single source of farm income, milk put \$435,000,000 in farmers' pocketbooks during the period—a new high since 1932.

Although storms and flood cost farmers and distributors extra expenses this year to get milk to consumers, increased farm milk income is particularly gratifying to the milk industry despite heavy losses, Mr. Lipscomb declared.

Milk was less than 15 per cent of total farm income ten years ago, while for 1935 it was about one-fifth of the total. With yearly farm milk income about \$240,000,000 greater in 1935 than the 1925 total, dairying brightens the agricultural picture, as milk is paid for monthly while most crops only bring in money at the end of the season.

During the last quarter of a century, the number of cows in the United States has grown to more than 25,000,000, with yearly milk production of approximately 46,500,000,000 quarts. These increases are due chiefly to scientific progress and expansion of dairy distribution of milk to consumers.

Increased cooperation of dairy farmers and milk distributors to produce high quality milk by maintenance of rigid health standards and a steady, dependable supply forecast continued improvement in farm return from milk during the year, according to Mr. Lipscomb.

Is It Too Hot To Eat? Joe's Cafe

has something cool and appetizing enough for the hottest weather.

The weather isn't so hot at 4, if you have eaten a refreshing lunch of Iced Fruit Juice Cocktail Vegetable Salad, Light Meats, Frozen Dessert, and our famous Ice Tea

Sundays Dinner Specials 30c each or 2 for 50c

ASKING ONLY "A Just Reward for a Task Well Done"



JAMES V. ALLRED

For Governor--Second Term Why GAMBLE on PROMISES When you can BE SURE with

ALLRED

The Allred Administration has Given Texas—

- Old Age Assistance for the needy
 - State aid for crippled children
 - Lower ad valorem tax rate
 - Sound financial condition
 - Greatest rural aid appropriation
 - Highest per capita school apportionment in history
 - Greatest highway construction program in history
 - An effective county volunteer parole board system
 - Modern state law enforcement system
- Weigh these **SOLID ACCOMPLISHMENTS** of the Allred administration Against the **PROMISES** of his opponents

The Man For The Job Is The Man Who Has Proved He Can Do The Job

James V. Allred

The Man Who Gave Texas **PERFORMANCES---Not PROMISES**

Political Advertisement Paid for by Friends

Extra Special Demonstration of the New FARM GAS PLANT Saturday Afternoon July 11, at SPOT CASH GROCERY

Serving FREE! Hot Coffee Hot Biscuits Hot Toast

Everyone in Motley County should see this new farm gas plant

SATURDAY SPECIALS

2 Corn Flakes
1 Rice Krispie
Reg. price 38c with 1 large size PEP free

Lux & Life-buoy Soap
4 for 25c

2 lb Cocoa 14c
No. 2 cut Beans 9c

Every home can now have the convenience of city gas. Gas Cooking Gas Heating Gas Hot Water Gas Refrigerator Gas Lights Gas Ironing at a very low cost of operation

Robin Baker of Baker Mercantile Co. Lockney in charge of showing.

WANTED! Salesman to take over Motley Co. A good opportunity for the right man.

BAKER MERCANTILE CO.

LOCKNEY

TEXAS

YOUR NEIGHBOR WILL TELL YOU ABOUT THE FLOYDADA LAUNDRY

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

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

FLOYDADA Steam Laundry

A Clearance that offers unsurpassed savings

IN HIGH QUALITY MERCHANDISE

Rollins Blouses



At Clearance Prices
Fine values in Chic,
charming blouses

Good quality material that will not
fade, shrink or sag.

\$1.00 values at

79c

Silk Dresses

New styles and in the new materials. Priced to sell at once

Our \$8.95 Values

Clearance Price **\$4.95**

\$5.95 Values to go at **\$3.65**

White Shoes



For Women and Misses

Dressy Foot Wear at money saving prices.

Shoes Selling For \$2.95

Now **\$2.45**

Our \$3.95 Shoes
at **\$3.35**

Our \$4.45 Shoes
now **\$3.95**



LADIES SANDALS

Values to \$2.49
at **\$1.49**

Ladies Hats
at 1-2 price

CLOSE-OUT
WASH DRESSES

Values to \$1.95
going at **89c**

BATISTE

Values from 19c to 25c yard
15c close-out

MEN'S TIES

Our good quality ties' selling
regularly at \$1.00

Now **79c**

Our Regular 50c Ties

At **39c**

Men's Polo Shirts

Ideal for summer—cool, light and comfortable. Sizes for both men and boys. 98c values at 89c; 89c values at 79c; and 49c values at 43c.

CHILDREN'S SANDALS

Economical and Serviceable for Summer

Clearance Price

79c pair

Straw Hats



Cool—Dressy
Values to \$1.95
Your Choice

98c

SUMMER

Wash Pants

(Pre-Shrunk)

Very Smart, cool, washable, well-tailored summer pants. Send them to the Laundry and save tailor bills.

Our Regular \$1.95 Value

At **\$1.77**

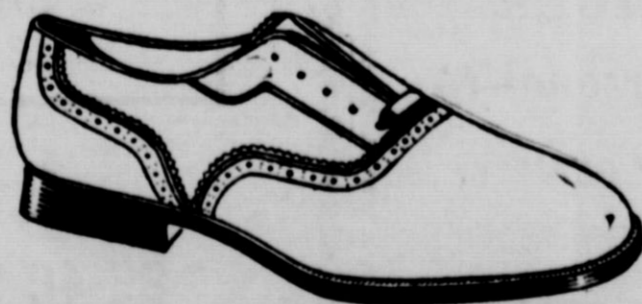
Our Regular \$1.50 Value

At **\$1.37**

Wash Ties

Colorful and fine for Summer wear

CHOICE **15c**



MEN'S WHITE SHOES

Good-Looking! Long-Wearing!
Extra Value!

They're cool, durable and comfortable, suitable for sports, out-door and general street wear.

Our Regular \$5.00 Shoe

at **\$3.95**

Our Regular \$3.95 Shoe at **\$3.35**
Our Regular \$2.95 Shoe at **\$2.45**

The Capital Onlooker

(By Charles E. Simons)

AUSTIN, Texas, June 29.—Gasoline tax collections for the 1935-36 fiscal year are expected by George H. Sheppard, state comptroller, to reach an all-time high of more than \$40,000,000. Sheppard attributed a major portion of the increase to more efficient tax collection methods, particularly to strenuous efforts to prevent evasions by illegitimate dealers.

Approximately six years ago when Sheppard was appointed comptroller by former Governor Dan Moody, he immediately started a detailed study of the state's tax collecting system. He found much room for improvement and directed prime attention at the gasoline tax since it was from this source that important highway construction activities were maintained. Public school officials, hard pressed for funds in the financial crisis, also were looking to gasoline tax receipts to keep open the doors of the state's several thousand school houses.

The story of the substantial increase in gasoline tax collections is one of untiring research and endeavor. It also involved much litigation and for a time an almost steady stream of subpoenas served visited Sheppard with injunctions of various kinds restraining enforcement of new laws passed by the legislature on his recommendation.

Sheppard sponsored the law that required refiners and operators to maintain a detailed record of their transactions and made violations of the gasoline tax law felonies instead of misdemeanors. Since this law became effective, Comptroller Sheppard has filed 176 complaints alleging violation of the statute and nearly 100 felony indictments have been returned. Numerous convictions, with assessment of penalties ranging from fines to two years in the state penitentiary, have had a decided effect in curbing violations.

One of the unique methods installed by Comptroller Sheppard to check violations is a traveling laboratory, completely equipped with several hundred thousands of tax samples of gasoline at filling stations and make immediate tests to determine if the product meets the minimum legal requirements. Many operators were found

to be contaminating gasoline with non-taxable products and this one phase of evasion alone cost the state several thousand dollars until curbed. Approximately 10,000 tests have been made and nearly 300 complaints filed.

Prior to the time Comptroller Sheppard took office there was little provision for enforcing the gasoline tax. Through his efforts enforcement efficiency has been stepped up to a point where the state now obtains several millions of dollars more than formerly at a cost of less than one per cent.

Comptroller Sheppard explained his attitude on the gasoline tax question, and other taxes, at a meeting recently in Houston.

"Taxes are unpopular and they become even more so when unevenly distributed," he commented. "I do not believe in the theory of penalizing the citizen who pays his obligations to the state by making him compete with the dodger who is able to cut prices because he escapes his tax bill. When a legislature passes a tax bill it should be like the rain—fall alike on the just and the unjust. I am convinced that if a strong effort is made to collect taxes already levied there would be little need for additional levies and the tax bill, as a whole, probably would be substantially reduced."

Since the inauguration of the gasoline tax law, the levy has yielded \$246,893,829.54 of which \$185,170,372.16 has been allocated for highway purposes, including local road bond retirement, and \$61,723,457.38 to the available school fund.

Collections in the 1934-35 fiscal year were \$37,152,957, an increase of \$3,273,309 over the previous fiscal year. Receipts for the first nine months of the current fiscal year were \$2,456,131 in excess of revenues for the comparable period of the last year and Comptroller Sheppard predicted that if the ratio of increase is maintained through the final three months a new record would be established with several hundred thousands of dollars to spare.

May 1936, collections totalled \$3,343,963.95 an increase of \$418,922.62 over the same month last year.

Exposition Will Show First 1936 Bale Of Cotton

DALLAS, Texas, July 7.—The first bale of cotton grown in Texas in the Centennial year will go on exhibit in the agricultural department of the Centennial exposition here this week. The bale was shipped to Dallas from Corpus Christi Tuesday night, according to announcement made from the offices of the state publicity department.

Arrangements for display of the bale, forerunner of the 1936 crop, were being made here by J. A. Moore of the agricultural exhibits department of the exposition, working with Jeff Bell, manager of the Corpus Christi Chamber of Commerce and members of the Corpus Christi Cotton exchange.

The bale was grown by Teofilo Garcia of La Gulla, Starr County and was received at Corpus Christi late Monday. It was bought at auction Tuesday morning by the Corpus Christi cotton exchange which paid 26 cents a pound for the total weight of 542 pounds. In addition the grower received a \$150 premium raised by Corpus Christi cotton buyers and a \$500 premium given by the Southern Bagging Company of Houston.

To Represent Texas At Cleveland Show

DALLAS, Texas, July 8.—Texas Centennial Celebrations will be represented at the Great Lakes exposition at Cleveland by Dale Miller, press director of the Centennial commission of Control Publicity department.

Miller left Dallas Monday night and is due to arrive in Cleveland Wednesday where he will spend the remainder of the week, attending the exposition. Carrying greetings from Texas and the Centennial, Miller will contact officials of the Cleveland celebration and exchange ideas with those who are in charge of promoting the Great Lakes affair.

Mr. and Mrs. E. A. Nolte and children of Tullia, who formerly lived here, were Sunday guests of Mr. and Mrs. U. L. Willie and Mr. and Mrs. Harry Willett.

LIFE IN A Buick

BEGINS AT \$765*

IT'S in your power this summer to make life brighter and broader and bigger—to open up new pleasures, find more fun, discover fresh scenes—and the key to it all is this brilliant Buick SPECIAL Series 40, priced as a Buick has never been priced before!

For \$765* and up, list price at Flint, Mich., you can have the extra lift and power and dependable, willing eagerness of Buick's own oil-cushioned valve-in-head straight-eight engine.

For a few dollars a week more than the lowest-priced cars cost, you can have the extra room, the extra comfort and the solid value of Buick's own way of building character into its cars.

For the lowest price that a Buick ever bore, you can have a car that is the sensation of the year for its brilliant performance and frugal habit.

Life begins when you buy a Buick! You'll know the pleasure of abundant thrilling power, you'll enjoy a new mastery over time and distance.

Why not let us show you the car that can do so much for you — and show you how easy it is to own?

MONTHLY PAYMENTS TO FIT YOUR PURSE!
Ask about the General Motors installment plan
*\$765 to \$1045 are the list prices of the new Buicks at Flint, Mich., subject to change without notice. Standard and special accessories groups on all models at extra cost. All Buick prices include safety glass throughout as standard equipment.

Buick

A GENERAL MOTORS PRODUCT

MATADOR MOTOR COMPANY

57 Main Street Matador, Texas

Matador Dry Goods Co.

MATADOR TRIBUNE
Successor to the Roaring Springs News
Combined With the
Motley County News
By Purchase, March 14, 1934

Published Every Thursday
By The
Tribune Publishing Co.
Matador, Texas
Entered as second class matter
at the Post Office, Matador, Texas,
under the Act of Congress,
March 3, 1879.

DOUGLAS MEADOR
Editor
National Editorial Association
MEMBER



MEMBER
West Texas
Press Association

SUBSCRIPTION RATES:
\$1.60 Per Year. 3 Months 25c
CASH IN ADVANCE

NOTICE TO THE PUBLIC
Any erroneous reflection upon
the character, standing or reputa-
tion 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 wrong-
fully 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
DIE A TEXAN."**

POLITICAL
ANNOUNCEMENTS

We are authorized to announce
the following names for public
office, subject to the Democratic
Primary, July 25, 1936.

For Representative:
Bob Alexander, re-election
S. R. Hodges

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

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

**For Sheriff and Tax Collector
and Assessor:**
Walker Williams
G. W. Green
J. E. (Edd) Skinner, re-election
L. A. Carlisle
J. Floyd Jordan

**For County Judge and Ex-Office
County Superintendent:**
W. R. Cammack, re-election

For County Treasurer:
Mrs. John Smith, re-election
Mrs. Carl Sanders

For County Clerk:
Jack Robinson, re-election

For County Attorney:
John A. Hamilton, re-election
C. B. Whitten

For Co. Commissioner Precinct No. 1
J. S. Lambert, re-election
A. A. Groves

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

For Commissioner Precinct No. 3
A. B. Simpson

**SENATOR BARKLEY'S
KEYNOTE ADDRESS**

(Wichita Daily Times)
One of the most significant pas-
sages in the keynote address of
Senator Barkley was that in which
he dealt with the supreme court's
decisions invalidating the admin-
istration's measures. He sensed
the state of mind of the American
people in respect to the court and
to the constitution which the
court has interpreted. That state
of mind is that decisions which
stand in the way of social justice
have no more finality than the
Dred Scott decision or the income
tax law decision had.

The Republicans, whooping glee-
fully every time the court scuttled
an administration measure, came
very near to waking up too late to
the fact that the decisions were
putting them on the spot. It was

**4500 GUESTS CAN DINE AND
DANCE UNDER MILKY WAY**

That Casa de Manana, the House of Tomorrow, is 100 light years
ahead of anything else of its type in the world came from Billy Rose's
own lips. He should know. He's seen 'em all at home and abroad. Besides
Billy is director of the Fort
Worth Frontier Centennial
on whose spacious
esplanade the gaudy
facade of Casa Manana
fronts.
To begin with, it's
the largest cafe-the-
atre in the world.
As another stag-
gering item, it
contains the big-
gest revolving
stage in the uni-
verse. Compare
its 130-foot
diameter with
Radio City's
Music Hall's
40-foot one
and what
do you get?

The dizzying array of 600 arches
in the building pattern suggests
a general style copied from the
land of the bullfighters. Dotting the
huge tiered amphitheater will be
tables, where 3,500 guests may
wine and dine. More secluded par-
ties can be arranged for balcony
tables. The brilliant blue and white
contrast will, to say the least, knock
your eyes out.
There inside as Paul Whiteman
twirls his baton to extract
rhythm from the orchestra, the
stage will spin around on a mam-
moth pool to reveal an elaborate
setting for the glamorous show
guaranteed to quicken the pulse.
With modest pride there will be
presented Texas' own fairest
daughter, Faye Cotton of Borger,
winner of 75-city "Texas Sweet-
heart Contest," glittering like a
Hollywood premiere in a \$5,000
gold mesh gown. Other blossoms of

not until the Guffey coal law and
minimum wage decisions were
handed down that the g. o. p. lead-
ers seemed to become aware of
the public's state of mind. Their
blindness in this respect caused
them to put into their platform a
plank that their nominee had to
replace with one of his own. But
some of the party chieftains, Mr.
Hoover being a conspicuous ex-
ample, do not yet realize the
temper of the people in such
matters.

There is irony in the fact that
the two men whose names the
Republicans profess to revere
most devoutly—Abraham Lincoln
and Theodore Roosevelt—each
raised his voice in angry protest
at supreme court decisions. When
the party's nominee exchanged
greetings with each other much
was made of the fact that both
were devoted followers of Theo-
dore Roosevelt who once shocked
the country as it had seldom been
shocked before by demanding that
the means be provided for recall
of judicial decisions.

Senator Barkley played cleverly
upon the Republicans' confused
state of mind on the question of
the constitution. In effect, he dar-
ed them to go ahead with their
plea that the constitution be re-
garded as sacrosanct and that the
supreme court's decisions be hum-
bly accepted as final. It is a chal-
lenge that they can neither accept
nor disregard.
In dealing with the larger aspects
of the campaign, the speaker drew
a comparison between the 12
years of Republican rule that pre-
ceded March 1933 and the three
years of Democratic rule since
that time. The essence of Demo-
cratic strategy in the campaign
is to keep the public's mind on
that comparison, to make the peo-
ple understand what a return to
Republican rule would mean. That
comparison is so utterly damning
to the Republicans that there is
little need for the Democrats to do
more than call attention to it. The
failure of the Republican platform
to commend the Hoover adminis-
tration or to mention Mr. Hoover
by name is evidence of that party's
unwillingness to have the compar-
ison made. Senator Barkley did
a very effective job of making
it.

THE LANDSLIDE BEGINS
With a speech that started a
landslide to his standard, Govern-
or James V. Allred opened his
active campaign Tuesday evening
before a large and appreciative
audience which had gathered from
all over the state.

The Governor, who has been re-
ferred to as "Jauntly Jimmie" by
the "Trotting Tom" aggregation,
lived up to the cognomen Tues-
day night, despite the fact that he
spent a very fatiguing week at the
National Democratic Convention
at Philadelphia where he had the
pleasure of nominating Vice-
President Garner for re-election.
Apparently as fresh as ever, he
told the enormous crowd of his
earnest endeavors in behalf of the
people of Texas and of his future
aims for the common good.
"There is no occasion," declared
the Governor, "for the dire pre-
dictions of disaster and demand
for new and oppressive taxes."
This is only one of the many points
by which Allred has "sold" him-
self to the people of Texas. He is

positively against any new tax
burdens and predicts that, as the
situation stands, Texas' deficit
will be entirely wiped out within
the next two years.
Such infamous accusations are
nothing short of ridiculous. Think-
ing people know it and it is very
likely that Jimmie Allred will be
again a great governor of a great
state without the necessity of a
run-off.
Thinking Texans appreciate the
fact that the issue has not yet
been raised that our Governor
will evade. No question was left
unanswered in his opening speech
and several points were really
revelations to the audience.
Jimmie Allred, a true man and
a great Governor is all the people
of Texas want for a leader. —The
Whitesboro News-Record.

MOVIE CHATTER

By A Rogue
Love On A Bet
Did you ever make a bet on
love? That's just what's happen-
ing in the picture, "Love On A
Bet", Thursday night. To win a
bet from his rich uncle, nephew
starts out from New York to Los
Angeles in his underwear. He
arrives at his destination with

money, clothing and a charming
fiancee. The nephew, Gene Ray-
mond; the fiancee, Wendy Barrie.
Helen Broderick does her part.
A Message to Garcia
Friday and Saturday, "A Mes-
sage To Garcia", with Wallace
Beery, John Boles and Barbara
Stanwyck. A young lieutenant,
aided by the daughter of his
former guide and by a soldier-
of-fortune, finally succeeds in the
dangerous task of getting a mes-
sage through to General Garcia
in Cuba. You'll remember Barbara
Stanwyck as Buffalo Bill's sharp-
shooter in "Annie Oakley". A pic-
ture for everyone.

Three Wise Guys
"Three Wise Guys", starring
Robert Young, Betty Furness and
Bruce Cabot for Sunday and
Monday. The title doesn't mean
much, but here's a jam-up good
picture. A girl proves she's not a
gold-digger; a boy proves his
worth and three "con" men be-
come three wise guys when they
recognize real love and help the
two young people out of a jam.

In Memory
of
SISTER MOLLIE ECHOLS
Loyal Member
of
Matador Chapter No. 66
Order of the Eastern Star
for
29 years.

Sister Mollie Echols was a pio-
neer woman of the West; devoted
to her home and family; warm in
her friendships and hospitalities;
ever true to her convictions of
high ideals and duty.
After a long and weary illness,
which she bore with Christian
fortitude, she passed away on
June 9th, 1936.
To the bereaved family we ex-
tend our deepest sympathy and
would dedicate and set aside a
page in the proceedings of our
Chapter to the memory of our
departed Sister.
Fraternally submitted:
Frances Fryar,
Velma Moore,
Virginia Walton Willie.

ENFORCING THE LICENSE LAW
(Wichita Daily Times)
Noting that during the first 10
weeks under the new drivers' li-
cense law in Texas, only 27 auto-
lists out of the 320,000 licensed
were deprived of the first portion
of their licenses involving six
months' suspension of driving pri-
vileges, the Denton Record Chron-
icle politely wonders if this means
remaining licenses are perfect
drivers. The number against whom
the license law has been invoked
is very small indeed compared
with the number of those who are
chronic violators of the traffic
laws. The value of the license law
however, cannot be measured by
the number of those whose right
to drive cars is forfeited under its
provisions. Its chief value is in its
moral effect. The realization that
he is operating a car, not as a
matter of right, but as a privilege
that may be cancelled, serves to
make many a driver more careful
of his traffic habits. The experi-
ence of other states which have
had more experience with drivers'
licenses attests the value of the
law in that respect.

In due time, of course, there will
be many suspensions and cancella-
tions. Probably there are a good
many thousands of autoists in
Texas who have never obtained
licenses and whose lack of same
has gone undetected. There are
many thousand more whose failure
to realize the change in their
status that was wrought by the
law is leading them toward trouble
with the law.
We are told that there has been
a slight reduction in traffic casual-
ties since the law went into effect.
It is when comparative statistics
are available that the value of the
law will be measured.

They have gotten the votes of
the lumber industry, the cattle in-
dustry, the sheep and goat in-
dustry, the farmers and fruit growers
of this state. I went into one of
their meetings the other night and
just watched and listened. I
thought everybody in Texas hated
a darn truck but I was surprised.

They had the biggest men in town
out to a truckers' meeting and
they are really going to wield the
power in July unless the people
wake up.
They are going to walk off with
all the elections while the rest of
us are talking about pensions. All
the trucks should be put off the
highways but "that ain't the point"
they are going to have about one-
third of the votes in Texas in July
and that will be enough to ruin
our railroads. Candidates had bet-
ter take warning.—Houston Press.

T. G. Tilson is suffering from an
attack of mumps.

**POWERFUL TRUCKERS
IN POLITICS**
No one in the state seems to
know what the issues are in the
present campaign. The people are
going to get the shock of their
lives in July for all the candidates
are overlooking the largest block

of votes in the state. The candi-
dates had better take warning and
start looking for truckers. They
are not doing any talking or brag-
ging but they are doing plenty of
organizing. According to the offi-
cial organization newspaper, The
Texas Trucker, there are 260,000
registered commercial vehicles
and over 300,000 drivers and own-
ers. But these 300,000 truckers are
not satisfied with just the votes of
their own and those of their wives
and families—they are after the
votes of the 170,000 filing station
operators, garagemen, motor com-
panies, tire stores, cafes and other
affiliated interests and their wives
votes.

Laughs Under the Big Top!


Gay crowds are thronging Dallas for the magnificent Centennial
Exposition. And why? Well, one good reason is that the Gaietyville
Community Circus is booked for three shows June 25, 26, and 27, and
laughs and thrills will tumble over each other in three big rings of
excitement. Juanita Bailey, daring aerialist, in an acrobatic on a dizzy
high wire as she is here in the ample arms of Billy Beasinger, chief
clown, whose specialty is a lula in a grass skirt. The circus, the only
enterprise of its kind in the world, is composed entirely of amateurs
drawn from ranks of merchants, waitresses, judges, policemen, Sun-
day school teachers, and many other classes.

money, clothing and a charming
fiancee. The nephew, Gene Ray-
mond; the fiancee, Wendy Barrie.
Helen Broderick does her part.
A Message to Garcia
Friday and Saturday, "A Mes-
sage To Garcia", with Wallace
Beery, John Boles and Barbara
Stanwyck. A young lieutenant,
aided by the daughter of his
former guide and by a soldier-
of-fortune, finally succeeds in the
dangerous task of getting a mes-
sage through to General Garcia
in Cuba. You'll remember Barbara
Stanwyck as Buffalo Bill's sharp-
shooter in "Annie Oakley". A pic-
ture for everyone.

Three Wise Guys
"Three Wise Guys", starring
Robert Young, Betty Furness and
Bruce Cabot for Sunday and
Monday. The title doesn't mean
much, but here's a jam-up good
picture. A girl proves she's not a
gold-digger; a boy proves his
worth and three "con" men be-
come three wise guys when they
recognize real love and help the
two young people out of a jam.

In Memory
of
SISTER MOLLIE ECHOLS
Loyal Member
of
Matador Chapter No. 66
Order of the Eastern Star
for
29 years.

Sister Mollie Echols was a pio-
neer woman of the West; devoted
to her home and family; warm in
her friendships and hospitalities;
ever true to her convictions of
high ideals and duty.
After a long and weary illness,
which she bore with Christian
fortitude, she passed away on
June 9th, 1936.
To the bereaved family we ex-
tend our deepest sympathy and
would dedicate and set aside a
page in the proceedings of our
Chapter to the memory of our
departed Sister.
Fraternally submitted:
Frances Fryar,
Velma Moore,
Virginia Walton Willie.

ENFORCING THE LICENSE LAW
(Wichita Daily Times)
Noting that during the first 10
weeks under the new drivers' li-
cense law in Texas, only 27 auto-
lists out of the 320,000 licensed
were deprived of the first portion
of their licenses involving six
months' suspension of driving pri-
vileges, the Denton Record Chron-
icle politely wonders if this means
remaining licenses are perfect
drivers. The number against whom
the license law has been invoked
is very small indeed compared
with the number of those who are
chronic violators of the traffic
laws. The value of the license law
however, cannot be measured by
the number of those whose right
to drive cars is forfeited under its
provisions. Its chief value is in its
moral effect. The realization that
he is operating a car, not as a
matter of right, but as a privilege
that may be cancelled, serves to
make many a driver more careful
of his traffic habits. The experi-
ence of other states which have
had more experience with drivers'
licenses attests the value of the
law in that respect.

In due time, of course, there will
be many suspensions and cancella-
tions. Probably there are a good
many thousands of autoists in
Texas who have never obtained
licenses and whose lack of same
has gone undetected. There are
many thousand more whose failure
to realize the change in their
status that was wrought by the
law is leading them toward trouble
with the law.
We are told that there has been
a slight reduction in traffic casual-
ties since the law went into effect.
It is when comparative statistics
are available that the value of the
law will be measured.

They have gotten the votes of
the lumber industry, the cattle in-
dustry, the sheep and goat in-
dustry, the farmers and fruit growers
of this state. I went into one of
their meetings the other night and
just watched and listened. I
thought everybody in Texas hated
a darn truck but I was surprised.

They had the biggest men in town
out to a truckers' meeting and
they are really going to wield the
power in July unless the people
wake up.
They are going to walk off with
all the elections while the rest of
us are talking about pensions. All
the trucks should be put off the
highways but "that ain't the point"
they are going to have about one-
third of the votes in Texas in July
and that will be enough to ruin
our railroads. Candidates had bet-
ter take warning.—Houston Press.

T. G. Tilson is suffering from an
attack of mumps.

**POWERFUL TRUCKERS
IN POLITICS**
No one in the state seems to
know what the issues are in the
present campaign. The people are
going to get the shock of their
lives in July for all the candidates
are overlooking the largest block

of votes in the state. The candi-
dates had better take warning and
start looking for truckers. They
are not doing any talking or brag-
ging but they are doing plenty of
organizing. According to the offi-
cial organization newspaper, The
Texas Trucker, there are 260,000
registered commercial vehicles
and over 300,000 drivers and own-
ers. But these 300,000 truckers are
not satisfied with just the votes of
their own and those of their wives
and families—they are after the
votes of the 170,000 filing station
operators, garagemen, motor com-
panies, tire stores, cafes and other
affiliated interests and their wives
votes.

They have gotten the votes of
the lumber industry, the cattle in-
dustry, the sheep and goat in-
dustry, the farmers and fruit growers
of this state. I went into one of
their meetings the other night and
just watched and listened. I
thought everybody in Texas hated
a darn truck but I was surprised.

T. G. Tilson is suffering from an
attack of mumps.

money, clothing and a charming
fiancee. The nephew, Gene Ray-
mond; the fiancee, Wendy Barrie.
Helen Broderick does her part.
A Message to Garcia
Friday and Saturday, "A Mes-
sage To Garcia", with Wallace
Beery, John Boles and Barbara
Stanwyck. A young lieutenant,
aided by the daughter of his
former guide and by a soldier-
of-fortune, finally succeeds in the
dangerous task of getting a mes-
sage through to General Garcia
in Cuba. You'll remember Barbara
Stanwyck as Buffalo Bill's sharp-
shooter in "Annie Oakley". A pic-
ture for everyone.

Three Wise Guys
"Three Wise Guys", starring
Robert Young, Betty Furness and
Bruce Cabot for Sunday and
Monday. The title doesn't mean
much, but here's a jam-up good
picture. A girl proves she's not a
gold-digger; a boy proves his
worth and three "con" men be-
come three wise guys when they
recognize real love and help the
two young people out of a jam.

In Memory
of
SISTER MOLLIE ECHOLS
Loyal Member
of
Matador Chapter No. 66
Order of the Eastern Star
for
29 years.

Sister Mollie Echols was a pio-
neer woman of the West; devoted
to her home and family; warm in
her friendships and hospitalities;
ever true to her convictions of
high ideals and duty.
After a long and weary illness,
which she bore with Christian
fortitude, she passed away on
June 9th, 1936.
To the bereaved family we ex-
tend our deepest sympathy and
would dedicate and set aside a
page in the proceedings of our
Chapter to the memory of our
departed Sister.
Fraternally submitted:
Frances Fryar,
Velma Moore,
Virginia Walton Willie.

ENFORCING THE LICENSE LAW
(Wichita Daily Times)
Noting that during the first 10
weeks under the new drivers' li-
cense law in Texas, only 27 auto-
lists out of the 320,000 licensed
were deprived of the first portion
of their licenses involving six
months' suspension of driving pri-
vileges, the Denton Record Chron-
icle politely wonders if this means
remaining licenses are perfect
drivers. The number against whom
the license law has been invoked
is very small indeed compared
with the number of those who are
chronic violators of the traffic
laws. The value of the license law
however, cannot be measured by
the number of those whose right
to drive cars is forfeited under its
provisions. Its chief value is in its
moral effect. The realization that
he is operating a car, not as a
matter of right, but as a privilege
that may be cancelled, serves to
make many a driver more careful
of his traffic habits. The experi-
ence of other states which have
had more experience with drivers'
licenses attests the value of the
law in that respect.

In due time, of course, there will
be many suspensions and cancella-
tions. Probably there are a good
many thousands of autoists in
Texas who have never obtained
licenses and whose lack of same
has gone undetected. There are
many thousand more whose failure
to realize the change in their
status that was wrought by the
law is leading them toward trouble
with the law.
We are told that there has been
a slight reduction in traffic casual-
ties since the law went into effect.
It is when comparative statistics
are available that the value of the
law will be measured.

They have gotten the votes of
the lumber industry, the cattle in-
dustry, the sheep and goat in-
dustry, the farmers and fruit growers
of this state. I went into one of
their meetings the other night and
just watched and listened. I
thought everybody in Texas hated
a darn truck but I was surprised.

They had the biggest men in town
out to a truckers' meeting and
they are really going to wield the
power in July unless the people
wake up.
They are going to walk off with
all the elections while the rest of
us are talking about pensions. All
the trucks should be put off the
highways but "that ain't the point"
they are going to have about one-
third of the votes in Texas in July
and that will be enough to ruin
our railroads. Candidates had bet-
ter take warning.—Houston Press.

T. G. Tilson is suffering from an
attack of mumps.

**POWERFUL TRUCKERS
IN POLITICS**
No one in the state seems to
know what the issues are in the
present campaign. The people are
going to get the shock of their
lives in July for all the candidates
are overlooking the largest block

of votes in the state. The candi-
dates had better take warning and
start looking for truckers. They
are not doing any talking or brag-
ging but they are doing plenty of
organizing. According to the offi-
cial organization newspaper, The
Texas Trucker, there are 260,000
registered commercial vehicles
and over 300,000 drivers and own-
ers. But these 300,000 truckers are
not satisfied with just the votes of
their own and those of their wives
and families—they are after the
votes of the 170,000 filing station
operators, garagemen, motor com-
panies, tire stores, cafes and other
affiliated interests and their wives
votes.

They have gotten the votes of
the lumber industry, the cattle in-
dustry, the sheep and goat in-
dustry, the farmers and fruit growers
of this state. I went into one of
their meetings the other night and
just watched and listened. I
thought everybody in Texas hated
a darn truck but I was surprised.

T. G. Tilson is suffering from an
attack of mumps.

money, clothing and a charming
fiancee. The nephew, Gene Ray-
mond; the fiancee, Wendy Barrie.
Helen Broderick does her part.
A Message to Garcia
Friday and Saturday, "A Mes-
sage To Garcia", with Wallace
Beery, John Boles and Barbara
Stanwyck. A young lieutenant,
aided by the daughter of his
former guide and by a soldier-
of-fortune, finally succeeds in the
dangerous task of getting a mes-
sage through to General Garcia
in Cuba. You'll remember Barbara
Stanwyck as Buffalo Bill's sharp-
shooter in "Annie Oakley". A pic-
ture for everyone.

Three Wise Guys
"Three Wise Guys", starring
Robert Young, Betty Furness and
Bruce Cabot for Sunday and
Monday. The title doesn't mean
much, but here's a jam-up good
picture. A girl proves she's not a
gold-digger; a boy proves his
worth and three "con" men be-
come three wise guys when they
recognize real love and help the
two young people out of a jam.

In Memory
of
SISTER MOLLIE ECHOLS
Loyal Member
of
Matador Chapter No. 66
Order of the Eastern Star
for
29 years.

Sister Mollie Echols was a pio-
neer woman of the West; devoted
to her home and family; warm in
her friendships and hospitalities;
ever true to her convictions of
high ideals and duty.
After a long and weary illness,
which she bore with Christian
fortitude, she passed away on
June 9th, 1936.
To the bereaved family we ex-
tend our deepest sympathy and
would dedicate and set aside a
page in the proceedings of our
Chapter to the memory of our
departed Sister.
Fraternally submitted:
Frances Fryar,
Velma Moore,
Virginia Walton Willie.

ENFORCING THE LICENSE LAW
(Wichita Daily Times)
Noting that during the first 10
weeks under the new drivers' li-
cense law in Texas, only 27 auto-
lists out of the 320,000 licensed
were deprived of the first portion
of their licenses involving six
months' suspension of driving pri-
vileges, the Denton Record Chron-
icle politely wonders if this means
remaining licenses are perfect
drivers. The number against whom
the license law has been invoked
is very small indeed compared
with the number of those who are
chronic violators of the traffic
laws. The value of the license law
however, cannot be measured by
the number of those whose right
to drive cars is forfeited under its
provisions. Its chief value is in its
moral effect. The realization that
he is operating a car, not as a
matter of right, but as a privilege
that may be cancelled, serves to
make many a driver more careful
of his traffic habits. The experi-
ence of other states which have
had more experience with drivers'
licenses attests the value of the
law in that respect.

In due time, of course, there will
be many suspensions and cancella-
tions. Probably there are a good
many thousands of autoists in
Texas who have never obtained
licenses and whose lack of same
has gone undetected. There are
many thousand more whose failure
to realize the change in their
status that was wrought by the
law is leading them toward trouble
with the law.
We are told that there has been
a slight reduction in traffic casual-
ties since the law went into effect.
It is when comparative statistics
are available that the value of the
law will be measured.

They have gotten the votes of
the lumber industry, the cattle in-
dustry, the sheep and goat in-
dustry, the farmers and fruit growers
of this state. I went into one of
their meetings the other night and
just watched and listened. I
thought everybody in Texas hated
a darn truck but I was surprised.

They had the biggest men in town
out to a truckers' meeting and
they are really going to wield the
power in July unless the people
wake up.
They are going to walk off with
all the elections while the rest of
us are talking about pensions. All
the trucks should be put off the
highways but "that ain't the point"
they are going to have about one-
third of the votes in Texas in July
and that will be enough to ruin
our railroads. Candidates had bet-
ter take warning.—Houston Press.

T. G. Tilson is suffering from an
attack of mumps.

**POWERFUL TRUCKERS
IN POLITICS**
No one in the state seems to
know what the issues are in the
present campaign. The people are
going to get the shock of their
lives in July for all the candidates
are overlooking the largest block

of votes in the state. The candi-
dates had better take warning and
start looking for truckers. They
are not doing any talking or brag-
ging but they are doing plenty of
organizing. According to the offi-
cial organization newspaper, The
Texas Trucker, there are 260,000
registered commercial vehicles
and over 300,000 drivers and own-
ers. But these 300,000 truckers are
not satisfied with just the votes of
their own and those of their wives
and families—they are after the
votes of the 170,000 filing station
operators, garagemen, motor com-
panies, tire stores, cafes and other
affiliated interests and their wives
votes.

They have gotten the votes of
the lumber industry, the cattle in-
dustry, the sheep and goat in-
dustry, the farmers and fruit growers
of this state. I went into one of
their meetings the other night and
just watched and listened. I
thought everybody in Texas hated
a darn truck but I was surprised.

T. G. Tilson is suffering from an
attack of mumps.

Don't Scratch
Use BROWN'S LOTION
for ITCH, Tetter, Bad
Foot Odors, Mosquito and
Chigger Bites, Athlete's
Foot, Ringworm, Impetigo,
Poison Ivy, etc.
60c and \$1.00.
First bottle sold with
money back guarantee at
CITY
DRUG STORE

ROGUE
THEATRE
Matador, Texas
THURSDAY WATCH

NEW KIND OF CIRCUS SAYS IT WITH GIRLS

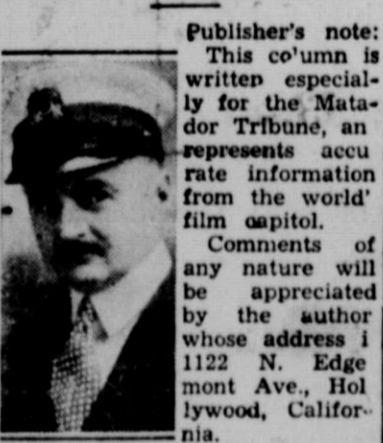
"BRING ON THE WOMEN," ECHOES BRAINY BOWERS IN ROSE SPECTACLE



TOP—A Fair Deuce Who Serve as Bridesmaids in the Colorful "Wedding in the Air." CENTER, LEFT—A Comely Equestrienne. CENTER, RIGHT—A Maid of Honor. BOTTOM—Eight Well Turned Specimens of What Has Been Termed "Perfect Understandings."

When Billy Rose set out to produce a new kind of circus he did. Truly it may be said that "Jumbo" is the first upset to tradition in the sawdust ring in 100 years. As Brainy Bowers, the comic character in the big show observes with

HOLLYWOOD By Marshall Fiske



An actor recently 'blew up' in his lines—not once, but twenty times. The more he tried, the worse it was. Finally, in desperation the director shortened his speech. Again the actor was stumped. Then his speech, greatly curtailed was written with white chalk on a blackboard and placed before him—just out of camera range. But no use—he gave it a couple of swift, nervous glances—garbled his lines, became inarticulate and that was the eighteenth time. As a last resort, the director took him aside and as they passed he overheard the director say—"Now, the trouble with you is, Bill, you are just trying to memorize a bunch of words—get the underlying thoughts first clearly in your mind—the words will come to themselves

Classes Fort Worth With Gayest of World Capitals

Because of the Fort Worth tradition . . . or at least largely so . . . Billy Rose is director of what is acknowledged to be the largest enterprise devoted exclusively to entertainment in the world, the Fort Worth Frontier. Only three other towns in America could have secured his services, New Orleans, San Francisco and Chicago.

The Fort Worth enterprise did not spring full grown from the Rosean cerebrum. He has culgated the idea for several years, even before his "Jumbo" was produced. Back further still in pre-Billy Rose Music Hall days he schemed. An amusement enterprise of huge proportions . . . the largest in the world to be truthful . . . in which several great attractions might be seen at moderate admission fees . . . such was the Rose vision.

When Fort Worth wanted to celebrate 100 years of history . . . leaving the historical part to other communities . . . by a "wild and Whoop-pee" party Rose, as the foremost of living American showmen, was offered the job. He accepted with alacrity. It wasn't entirely that the financial deal was to his liking, either. It was that Fort Worth was and is Fort Worth.

"There are certain cities in the United States noted for their liberality while others have equal repute for piety. In the latter class are such chaste communities as Los Angeles, Boston, Cincinnati and Dallas. Fort Worth, Reno, Chicago, New Orleans, Butte and San Francisco come in the other category. Ever since its cow town days Fort

★ MARKS THE SPOT



Out Where the Fun Begins

Worth has been sterile ground for prudes. That's why I can put on a show like my Casa Mañana in Fort Worth," declared the producer in a recent interview.

and the words will come through without effort. However, there are some people who are gifted with a photographic mind—to them this advice would not apply. These people, however, are rare and in the great minority.

I recently talked to an old character actor of seventy-four. He told me much of his interesting and colorful life as he went on reminiscing. After he had finished I put this query to him: "Would you, Mr. Dash, if you could live your life over again and knowing what you do now, choose to follow an acting career?"

He looked at me for a long moment before answering and then his words came out slowly, but deliberately—"Yes I would—but one thing I would do this time—I have learned my lesson—I would save some of my money." A pause—then he continued: "To make four or five hundred dollars a week—to me, that meant just that much of 'chicken feed'—'easy come, easy go'. Then all of a sudden I took very ill—did not work for three years—I was broke. After that I could only get very minor parts on the stage—I became disgusted, then came to Hollywood to try my luck, and now if I get a day or two a week, with the strictest economy my wife and I are just able to pull through, and that's about all.

"When I now look back on my reckless, foolish squandering of money in the past, it seems to me I am looking at another man. I say to myself 'that man was never you, he couldn't have been, why he's just a plain fool'."

Farmers Are Best Petroleum Buyers

"We are increasingly impressed with the importance of the buying power of the farmers in our marketing territory, which includes Texas and some twenty other states, their total purchases absorbing over half of the bulk output of our ten refineries," says Dan Moran, President of the Continental Oil Company, who has just finished a four-weeks' inspection trip to the Company's various properties.

"We know also that farmers on the whole are more discerning buyers of petroleum products than their city cousins.

"Whether this is due to the farmer's long familiarity with internal combustion motors in tractors, ensilage cutters, individ-

unknown and impossible candidates who have been beating their chests and fanning the overheated Texas air trying to drum up an issue or some antagonism will take to flight when Jimmy begins talking facts, issues and principles as only he can.

Even now there is rumor that one Texas demagogue will withdraw his puppet from the race because he has found not a single issue to make and no appeal with which his colorless personality could even attract crowds. Others undoubtedly will follow and Governor Allred will be given the customary term in office by default or by a tremendous majority in the first primary. Texas owes Allred this honor and Texas should elect him on the first ballot and save him for the national campaign of the Democratic party.

There is no reason for a run-off primary this year. The candidates opposing Governor Allred might show their patriotism and their appreciation of the greatness of the Number One young man of the nation by withdrawing now and saving themselves the humiliation of utter riot at the polls in July. Such action on their part would reflect lasting credit to them and to the man who will be the next governor of Texas and who may be the presidential or vice-presidential nominee for the Democratic party in 1940. It would be appreciated by a tremendous majority of the voters of Texas who simply cannot take any candidate or any issue in the governor's race seriously this year.

Prince of India Invited To Texas

AUSTIN, Texas, July 6.—The Maharaja of Kapatihala, one of the most widely known of India's glamorous princes has been invited to visit Texas during the Centennial year observance, according to Col. Paul L. Wakefield, military attaché to Governor Allred. The invitation was extended by the governor at the request of several Texans who have been guests of the potentate in Europe.

Owner of a number of the world's most famous jewels and a celebrated host in his land and on the European continent, the Maharaja is said to wear the largest known emerald, weighting several hundred carats, in his durbar turban.

NO REASON FOR RUN-OFF IN GOVERNOR'S RACE THIS YEAR

(Amarillo News-Globe) Governor James V. Allred, busy with his duties as Centennial governor and at the Democratic national convention where he has played a prominent role, opens his campaign for re-election Tuesday. It is likely that the list of virtually

COOL

Foods For Hot Days

Are Easy to Prepare With An

ELECTROLUX

OIL BURNING REFRIGERATOR

IN YOUR HOME

See and try this newest creation of refrigeration engineers, in your own home and prove to your own satisfaction the service and economy it embraces.

It is the only oil burning refrigerator that maintains the same temperature and freezes ice cubes every hour day and night and does not require daily attention.

COST OF OPERATION

From 80c to \$1.25

Per Month

Ask Us For A

FREE TRIAL

Of The

ELECTROLUX

Matador Hardware and Furniture Co.

"We have it. Will get it or it is not made"

You Can't Go Wrong on

GROCERY VALUES

like these!

Receive a dividend on the money you spend. Customers of Bob's Foodway have received enough cash since last December to purchase either 14,000 cans of pork and beans, 7,000 loaves of bread, about 20,000 pounds of flour, 14,000 pounds of pinto beans or about 3,500 pounds of sugar. Over \$700 in cash has gone back into the pockets of customers who have found it more profitable to trade with us. Enough money to pay for a new automobile or build a modest home, yet it has been distributed equally and fairly to the customers whose patronage has made our business possible.

It is the simplest and fairest plan ever devised, making every purchaser a stock-holder in a modern food store filled with the finest foods products that money can buy. Consequently every purchase increases the customer's stock and his savings. If you are not familiar with our dividend system, let us explain it to you today so that you too, may draw interest on that which you spend.

Fruits & Vegetables



Fruits fresh from the fertile valley of the Rio Grande, Arizona and California and far-off tropical islands. Kept in modern refrigeration so that the natural flavor is brought unimpaired direct to your table. Vegetables from the garden spots of the country - every variety fresh and tender - at prices surprisingly low.

Always Fresh! First Quality

MEATS

We spare neither effort nor expense in securing the very best meat products obtainable. Much of the meats are raised in Motley county, thus keeping money at home in every possible instance. All meat department products are kept in the most modern refrigeration equipment.

Plenty of ice water at our Store

BOB'S FOODWAY

Farmer, 103, Granted First Payment Under Texas Pension Law

AUSTIN, July 4.—Late in the year 1870 a middle-aged "scheifer decker" and his pretty young wife disembarked from a German boat anchored in the Galveston harbor. Next day they started inland by oxcart.

June 29, nearly 66 years later, Frank Kainer, 103, and his wife, Anna, 95, received from the Governor of Texas the first two old age pension checks ever issued by this State. Governor James V. Allred handed them a check apiece, congratulated them, said he hoped the money would make them happy. Each check was for \$25.

Frank and Anna broke the ground on their farm in Fayette County 66 years ago. They raised and educated a family of sturdy children. But that is history because those boys and girls now have grandchildren of their own.

In Europe during the middle of the turbulent Nineteenth Century, Anna and Franz his name was Franz then) grew to womanhood and manhood. This was before the Franco-Prussian War clouded all Europe. They lived in the Province of Moravia in the Austria, Hungarian Empire. Born of peasant stock, Franz and Anna were baptized in Ohrusdorf—proudly they will show you today Franz's baptismal papers dated more than a century ago, July 9, 1833.

Learns a Trade
A "scheiferdecker"—a craftsman who works with slate roofing—took Franz as an apprentice when the latter was only a child. It was an honorable trade not overcrowded by other workers. After a few years Franz became a "scheiferdecker" in his own right.

Moderately well fixed financially, Franz traveled all over the Empire successfully practicing his trade. Many of the palaces of that day, some are standing now as show places for tourists, had slate roofs which Franz constructed. There are Hapsburg palaces in Europe today that Franz helped build.

Franz Kainer worked until he was 37 years of age before he returned to his own province to marry Anna Manofsky (or Manofsky). Franz had known Anna from childhood, but she had not been willing to marry him because his work required that he travel so much. Anna wanted a home.

So October 2, 1870, Franz Kainer, 37, and Anna Manofsky, 29, were married at Ohrusdorf, Mora-

Fair Texan Nominates Centennial



Politics did not completely dominate the stage in Philadelphia at the Democratic National Convention. The Texas Centennial celebration had their charming emissary in the person of Marion Fore (right), whose father, Sam Fore, Jr., is the popular publisher of the Floresville Chronicle-Journal. Her commission was signed in Austin by Governor Allred and presented in Tyler at the annual convention of the Texas Press Association by President Louis Elbert of Galveston. First to congratulate her was James Jewett of San Antonio, lovely sweetheart of the Texas Centennial, who is shown examining her official commission, while the gentleman in the center, also an honoree at the Philadelphia conclave, looks on approvingly from his portrait.

via, Austria-Hungary. They built a home and settled down to raise a family.

Prussian War Neats
But the Franco-Prussian War was near. Germany and Austria-Hungary could not forget the indignities of Napoleon. Europe was again in arms. Soldiers in glittering Nineteenth Century uniforms marched the streets of the little village of Ohrusdorf. Swagging and distasteful, three soldiers of the Emperor made life unpleasant even for a well-to-do "scheiferdecker". Franz had never been a soldier and he did not like the army.

His Apostolic Majesty, King and Kaiser Franz Joseph I, ruled the Empire with the severity of a true Hapsburg, who had not forgotten

that Austria-Hungarian emperors had for centuries been titular heads of the Holy Roman Empire. Franz was no longer able to travel because of his wife and home. All Austria-Hungary was a military camp. Then, too, Anna had relatives living across the ocean in a part of America called "Texas".

Letter after letter came from the place "Texas" where land was free, where there was no Hapsburg emperor. Texas was free. Franz and Anna decided to go upon a great adventure—they would sell their home and cross the ocean. A month or so after their wedding in 1870 the two applied for pas-

ports. Twenty two days later they arrived in the New World—at Galveston.

Travel by Oxcart
At the port they bought a team of oxen and a wagon. Then Franz and Anna started inland. After a long, slow trip the two arrived at the little settlement of High Hill in Fayette County. Here were Anna's relatives. Franz found a fertile valley, cleared the land and broke the soil. That spring, 1871, he planted his first crop.

Things went well with the couple. Land which had been laboriously cleared now yielded generous crops. Franz was a well-to-do farmer. As the years passed, six children were born to them.

In 1889 Franz became an American citizen. For 47 years, he has guarded his naturalization papers. The certificate saying that he is a citizen of the United States is one of his proudest possessions. He will show it to you today and smile with pride.

"I am an American", the old man will boast. When he became a citizen, he changed his name to "Frank", the English translation of "Franz". Frank Kainer remembers the Hapsburg rule in Austria-Hungary. America is free. Texas is free. Frank Kainer is proud to be an American and a Texan.

Hundredth Birthday
July 9, 1933, Frank was a century old. Citizens of Weimar, the nearest town, celebrated his birthday. In 1934 and 1935 neighbors and friends from farms and towns miles away came to see the old couple on Frank's birthday.

People around Weimar are proud of the old man and his wife. Hanging on the wall of the principal bank of the city is the picture of Frank Kainer on his one hundredth birthday.

Monday when he and Anna received their first pension check, a delegation of about seventy-five friends and relatives—ages 5 to 95—came to Austin to attend the ceremony. Frank and Anna were given the first checks ever to be written for old age assistance in Texas.

A week ago when Frank and Anna heard they would receive the first two checks and learned that they were cases No. 1 and No. 2 under the Old Age Assistance

Law, they said that they were grateful for the necessities that \$50 a month would buy them.

Want to Meet Governor?
"We want to meet the Governor; he is a fine man to take such trouble about old people," Aunt Anna and Uncle Frank said to the representative from the Old Age Assistance Commission.

These old people live about five miles from Weimar, Colorado County, on Route 2. Although they receive their mail on a route out of Colorado County, the farm is in Fayette.

In a little two-room house on a farm which their son-in-law rents from a man in Weimar, the two old people live alone. Aunt Anna keeps the place clean and looks after Uncle Frank. Uncle Frank broke his hip when he was 98; so he sits on the porch and looks across the fields.

Anna has taken care of him for 66 years; Anna will continue to

care for him as long as he lives. Now the State of Texas will pay him a pension to buy those things he needed but could not get.

ROY BURLESON
General Insurance
First State Bank Building
Matador, Texas

DALLAS, Texas, 'Queen's Night' featuring a Hollywood star as master of ceremonies, will be held at the Texas Centennial Exposition four week-ends in July.

Season Now Open
ROARING SPRINGS SWIMMING POOL
Swim and Enjoy Life

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

Completely Equipped For
OBSTETRICS, PEDIATRICS
And General Medicine
Newest Type X-Ray Equipment

TRAWEEK HOSPITAL

Phone 59 Day and Night Service
A. C. Traweck, M. D. Albert Traweck, Jr., M. D.

GOING TO THE CENTRAL EXPOSITION?

Play Safe. Stop in Fort Worth. Be sure of accommodations. Your mind at rest, you'll enjoy the short, pleasant drive to and from Dallas and the FRONTIER CELEBRATION IN FORT WORTH.

The Worth gives you the MOST for your money. A cordial atmosphere of friendly hospitality. Every room with bath or shower . . . rates as low as \$2.00 a day.

JACK FARRELL, Manager
18 floors of cheerful Guest Rooms
AIR-CONDITIONED
Coffee Shop—Dining Room

WORTH HOTEL

FORT WORTH

Plenty to SEE
Plenty to DO
Right Here in TEXAS

Texans are seeing Texas during CENTENNIAL YEAR!

Visit these interesting CENTENNIAL CELEBRATIONS

July 8 through Sept. 13, Revised in June 1936

July 4-11—VALLEY MILLS—27th Annual Homecoming Reunion
July 13-15—COLEMAN—West Texas Historical Exposition
July 13-15—SAN SABA—Texas Growers' Festival
July 13-18—LEONARD—Centennial Pageant
July 17-17—NEEL—Community Fair and Centennial Celebration
July 18—TSLETA—Tuleo Mission Centennial
July 18-17—SWEETWATER—Water Carnival
July 18—TOMLINSON HILL—Old Settlers Reunion and Pageant
July 17-18—TULIA—Centennial Round-Up
July 17—BUFFALO GAP—Taylor County Old Settlers Centennial Reunion
July 17-18—HICO—Centennial Homecoming Celebration
July 18—DECEMBER 1—FORT WORTH—Texas Frontier Centennial
July 18-18—GALVESTON—Water Carnival Week
July 18—NORDBEIM—Firemen's Reunion
July 18-30—ATLANTA—Watermelon Festival and Old Exposition
July 18-31—HAYS COUNTY—Ben McCulloch, U. C. V. Reunion-Centennial Celebration
July 30-31—WELLSFORD—Parker County Fair and Mason Exhibit
July 31-AUGUST 31—ALPINE—Centennial Celebration
AUGUST 3-8—GALVESTON—Centennial South Carnival
AUGUST 8—GALVESTON—Annual Auction and Boat Race
AUGUST 8—HOUSTON—Re-erectment of Old San Jacinto
AUGUST 18-18—JOHNSON CITY—Texas Centennial Reunion
AUGUST 18—PANDIA MARIA—Centennial Celebration
AUGUST 20-22—COLORADO—Homecoming
AUGUST 22—PENNYTON—Sabbath Fair
AUGUST 22-22—GAINESVILLE—Oaks County Fair
AUGUST 27-28—ROARING SPRINGS—Duck and Old Settlers Reunion
AUGUST 30—HOUSTON—Anniversary
AUGUST 31-SEPTEMBER 3—GREENVILLE—Community Fair
SEPTEMBER 8-8—BERNE—Centennial Day
SEPTEMBER 7—HENDERSON—East Texas Centennial
SEPTEMBER 7—GASTROP—Centennial Pageant and Celebration
SEPTEMBER 9—BIG SPRING—Cowboy Reunion
SEPTEMBER 9-10—HENRIETTA—Pioneer Days
SEPTEMBER 10-12—PEARSALL—Water Carnival Pageant
SEPTEMBER 10-13—HALLTOWVILLE—Lubbock County Centennial Fair

For dates beyond September 13 write State Headquarters TEXAS CENTENNIAL CELEBRATIONS Dallas, Texas

Matador, 1

LOCAL LE POST

BY S. D. R. Post Hustler, Matador, June Post No. 337, was n Fleming's, a cour who gave his life o one of the final World War. Fleming's was b 1893 at Eufaula, O died before he wa mother soon after phan boy was raise John Seales. After young Fie Motley County he rider with Rang Th for more than one a likeable fellow, soon dubbed him Slim." This name and every cowboy for miles around him by that name. When registrati "Hackberry Slim" the range and regis tary duty. Some when his number quietly disposed of sent his personal be

New M

The Form Service manager onage, service a

Gasol

Gulf

CLAU

Me

CELAR

SHI

and SHO 50c v 39c

Silk H

Popular shades and lot of regular \$1.00 89c One lot of regular only 69c

LOCAL LEGION POST HISTORY

BY S. D. RATTAN,
Post Historian

MATADOR, June 13.—Flemings Post No. 337, was named for Frank Flemings, a courageous soldier who gave his life Oct. 18, 1918, in one of the final battles of the World War.

Flemings was born March 23, 1893 at Eufaula, Okla. His father died before he was born and his mother soon afterwards. The orphan boy was raised by his uncle, John Seales.

After young Flemings came to Motley County he worked as a rider with Rang Thornton's wagon for more than one season. He was a likeable fellow, and the boys soon dubbed him "Hackberry Slim." This name stuck to him, and every cowboy and ranchman for miles around came to know him by this name.

When registration day came, "Hackberry Slim" rode in from the range and registered for military duty. Some months later when his number was called he quietly disposed of his equipment, sent his personal belongings home

and answered ready when his name was called.

He was sent to Camp Bowie, where he began learning military life as carefully as he had learned ranching. In due time he became a machine gunner, was assigned to Headquarters Company of the Seventh Infantry and sent to France. As a machine gunner he was soon on the western front, taking an active part in the big Allied drive that ended the war.

Somewhere in the Meuse Argonne sector on the 18th day of Oct. 1918, just 24 days before the war ended, he was killed in action. The following testimonial, which was sent to his uncle, has been donated to the local American Legion Post. It will be framed and placed on the wall of our Legion hall.

"In memory of 'Private Frank Flemings, Hdq. Co. 17th Infantry' who was killed in battle October 18th, 1918. He bravely laid down his life for the cause of his country. His name will ever remain fresh in the hearts of his friends and comrades. The record of his honorable service will be preserved in the archives of the American Expeditionary Forces." (Signed) John J. Pershing, Commander-in-Chief.

Another testimonial given by order of President Woodrow Wilson has also been donated to the

local post and will be framed and placed along side of the first one. It reads:

ARMY OF THE UNITED STATES OF AMERICA

To All Who Shall See These Presents, Greeting: This is to certify that Frank Flemings Private Hdq. Co. 17th Infantry died with honor in the service of his country on the 18th day of October 1918. Given at Washington, D. C. Office of the Adjutant General of the Army this first day of July, 1919. (Signed) W. V. Carter, Adjutant General.

A large American flag which presumably was used at Flemings' military funeral and later sent to his uncle, has likewise been sent to the post after being kept by Mr. Seales for seventeen years.

Since he has no relatives here to mourn for him or to erect monuments to his memory, we think it is peculiarly fitting and proper that our local American Legion organization should be named Flemings Post in his honor.

In all, there were about 150 men who went from Motley county to the world war. At least six of these lost their lives in the service. Probably six more have died since their return home. As nearly as we can learn we now have about 140 war veterans living in our county.

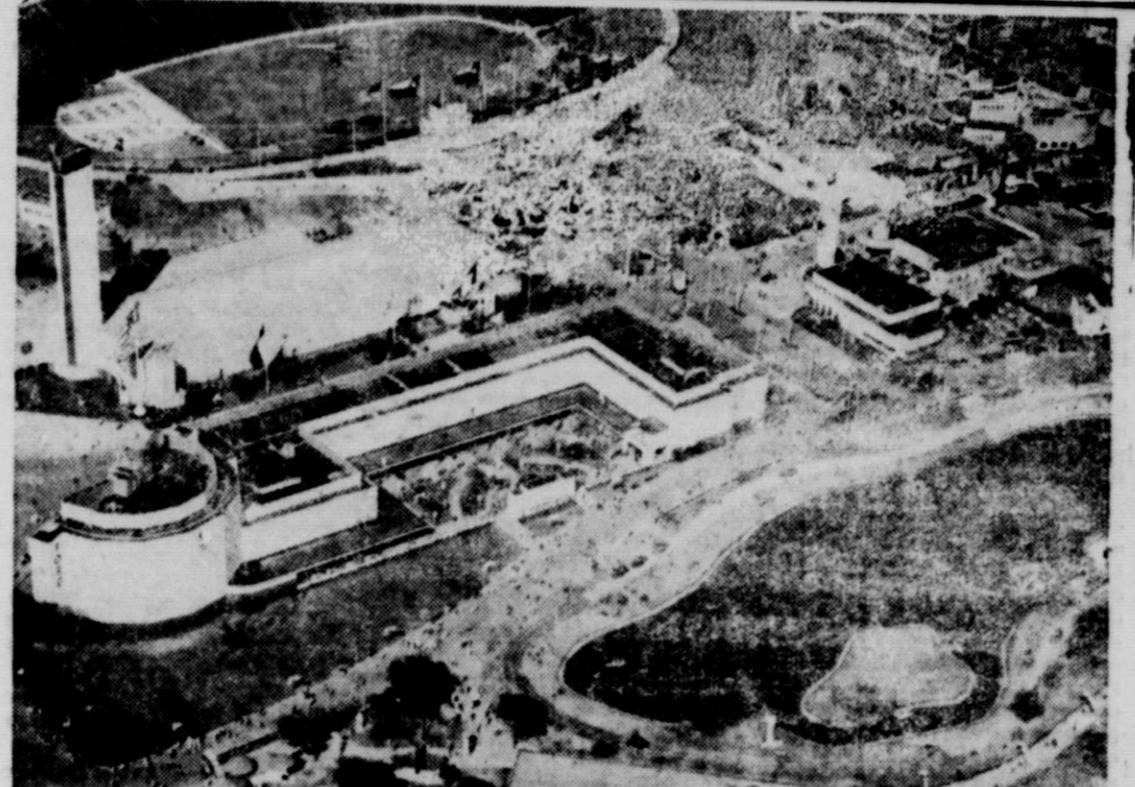
Flemings Post was organized in 1921 with fifteen charter members. R. L. Hamilton was Post Commander; J. R. Whitworth was Adjutant and C. M. Glenn was Finance Officer. Since that time it has had a continuous existence and almost a continuous growth. Some of its Post Commanders have been: R. L. Hamilton, T. P. Metcalf, J. R. Whitworth, M. S. Patton, Frank Brian, Henry Ford, J. L. Speer and the present commander, Walter Carpenter. At present there are 61 active members. The post owns a building site in Matador and cherishes the

dream of building for itself a home on this site in the near future.

Flemings Post was the original organizer of the present Boy Scout organization in Matador. It assisted other organizations in getting our local park established. It has set out many trees, sponsored much cemetery work, put on patriotic Armistice Day programs and helped with Christmas trees. It has taken an active part in getting six tombs for veterans who have passed away. It has helped many veterans to get disability benefits, hospital treatment and aid from other sources. This spring it has given free service to every veteran in the county in making applications for soldier's bonus. On the whole we feel that its record has ever been such as to merit the cooperation and active support of our people.

S. D. Rattan, Post Historian

Huge Air-cooled Structure Housing Ford Exposition and Famed Trails and Roads of Southwest Nearby



This aerial photograph shows the size of the huge air-conditioned Ford Exposition building at the Texas Centennial in Dallas. The court with its shady seats and attractive shrubbery is a popular spot, especially when Jose Manzanera and his South American orchestra appear in the band shell. The picture shows a portion of the lagoon which is completely encircled with "Roads of the Southwest," exact reproductions of nine famous trails and highways. At the top is seen the famous Cotton Bowl, in which President Roosevelt spoke.



Courtesy of SOUTHERN LABORATORY KITCHENS "Where Flour is Proved"

- BUTTERMILK BISCUITS**
3 cups flour
6 tabs. shortening
1 1/2 cups buttermilk
1/2 tsp. soda
3 tsp. baking powder
1 tsp. salt
- Sift flour, baking powder, soda and salt together three times. Cut in shortening with edge of knife, then all milk to make stiff dough. Toss on well floured dough board, roll out 1/2 inch thick, cut out and place in well greased pan. Brush top with melted butter and bake in hot oven 450 degrees F. until golden brown.
- CHEESE BISCUITS**
2 cups flour
4 tabs. shortening
1-3 cup grated cheese
2 tsp. baking powder
1 tsp. salt

sweetmilk
Sift flour, baking powder and salt together five times. Cut the grated cheese and shortening into the flour with edge of knife. Add slowly cutting constantly, just enough milk to make a stiff dough. Roll out 1/2 inch thick on floured board. Cut with small cutter and bake on greased tin for ten minutes in hot oven 450 degrees F. Nice to serve with salads, tea or coffee at informal parties.

DROP BISCUITS
3 cups flour
1 tsp. salt
1 tsp. sugar
3 tsp. baking powder
4 cups melted shortening
cups sweetmilk

Sift flour, baking powder and salt and sugar together twice. Add melted shortening to milk, then add flour mixture. Beat thoroughly. Drop from spoon into buttered pan; bake in a hot oven until a golden brown. Serve while hot.

OLD FASHIONED BEATEN BISCUITS
1 quart flour
1 tsp. sugar
2-3 cup shortening
1 tsp. salt
sweetmilk

Dump the salt and sugar into the unsifted flour. Cut the chilled shortening in with a knife. Add enough of the milk to make a stiff dough. The dryer the dough the better. Beat with a mallet until the dough is smooth. This process requires about one-half hour. When the dough begins to blister, roll out

about 1/4 of an inch thick, cut out with small cutter and pierce clear through with a fork. Place in ungreased pan and start cooking in a moderately hot oven, increasing the heat gradually until biscuits are very delicately browned which should take about 30 minutes. Turn off the heat, open oven door and allow biscuits to stand in the cooling oven to thoroughly dry them out.

RAISED TEA BISCUITS
3 cups flour
1 1/2 cups warm milk
2 well beaten egg yolks
1 tsp. salt
2 tabs. butter
1 tsp. sugar
1 yeast cake

Sift flour, salt and sugar together once. Dissolve yeast cake in sweetmilk. Add beaten egg yolks and melted butter. Mix well and pour the mixture into the flour. Mix all together with a wooden spoon. Do not touch it with your hands. Cover and set to rise for 3 1/2 hours. Turn out on floured dough board and pinch off small bits with finger tips and mold these lightly and quickly into round biscuits, place in greased pan. Do not let them touch, and bake in a moderately hot oven until a golden brown.

SAUSAGE BISCUITS
Roll biscuit dough out in an oblong shape to about the thickness of pie crust, then with a sharp knife cut into four inch squares. Place a sausage link in the center of each square of dough and wrap the dough around the sausage

FORT WORTH BANS GYPS

Transport Lines Offer Low Rates to Frontier

A glorified excursion, sans ant-infested lunch boxes, stalled motors and rooks on every corner, awaits the wide-awake this Summer.

Railroads and bus lines are bending over backwards to make things possible and pleasant for Frontier visitors through the Summer.

There's no need in backing an unwilling family chariot out of the garage and brone-ing it all the way in. Besides that, highways may be uncomfortably crowded unless your machine is knee-actioned, free-wheeled and streamlined.

Transportation lines are certain of their heaviest traffic in years this Summer, but they're not taking the customer by the heels and shaking out his pockets.

There'll be schedules from all points in the United States, and 7-day, 10-day or 30-day excursion rates for cities within a 24-hour radius.

Main point is that instead of paying more to get the biggest single show in the history of the entertainment world, you'll be paying less.

Same way with buses. Customary rate is a round trip for the double fare less 10 per cent. Those who are smart and intelligent and fun-loving enough to come to the Frontier Centennial will get a round-trip for a fare and one-half's worth.

In addition to paring down the rates to meet the pocketbooks, transportation operators are increasing schedules, adding equipment, installing air-conditioning.

Once you get here, Fort Worth will treat you right.

Duck into any restaurant and you can purchase chicken and dump-lings for the same price as ever. Ask for a breezy southeast hotel room and you'd never suspect it could be rented for twice what you're paying. Souvenirs, necessities, clothing and entertainment will wear the same old price tags. The staggering features of the frontier show itself can be seen for a ridiculously low tax.

"We're just square-shooting, that's all," says a Fort Worth spokesman.

pressing the edge and ends together firmly with the fingers. Prick the dough in two or three different places with a fork allowing the fork to stick completely through the dough, penetrating the sausage. Place in a pan and bake in a hot oven about 450 degrees F. until a golden brown. The sausage links must be pricked and boiled for three minutes in enough water to cover, then dried with a clear cloth before rolling in the dough.

This makes a splendid breakfast dish since it can be prepared the night before and placed in the refrigerator. The baking next morning does not require more time than the toasting of bread.

SOUTHERN BISCUITS
3 cups flour
1-3 cup shortening
1 1/2 cups sweetmilk
3 tsp. baking powder
1 tsp. salt

Sift flour, baking powder and salt together three times. Cut shortening into flour with the edge of a knife, then crumble with tips of fingers until the consistency of corn meal. Cut milk into flour with blade of knife. Toss onto dough board and knead for one minute. Roll 1/4 inch thick and cut with biscuit cutter.

New Management 

The Former Phillip Graves Service Station is now under new management. We solicit your patronage, offering courteous, efficient service and standard merchandise.

GOOD GULF
Gasoline and Famous Oils

Gulf Service Sta.
CLAUD SWARINGEN, Mgr.
Phone 222

DUROC PIGS

Ready for delivery about August 15th
See or write
Fay Tipton,
Northfield, Texas

Value Shoppers! Quality Shoppers!
LOOK NO FARTHER FOR YOUR NEEDS

Take Advantage of These
Week-end Specials

Men's CELANESE SHIRTS and SHORTS
50c value
39c ea.

Silk Hose

Genuine Mexican Palm Hats
All Sizes
98c

Silk Dresses
One lot of \$3.95 values in Silk Dresses at
\$2.95

WASH DRESSES
One lot Wash Dresses values \$1.39, \$1.49 - 1.95
at **\$1.00**

One lot \$1.00 value Wash Dresses at **79c**



Popular shades and sizes... One lot of regular \$1.00 value at
89c

One lot of regular 79c value at
69c

BATISTE
Our regular 29c and 39c values offered during the week-end for
25c per yard

LACE CLOTH
Value of 49c per yard at **39c**

SLIPS and STEP-INS
Wonderful values in new Underthings... One lot of Slips, regular \$1.49 value offered at
\$1.19

WHITE STEP-INS
Reg. 39c values at **29c**

TRUE VALUES



Western Dry Goods Co.

ANNOUNCING AMAZING TYPEWRITER BARGAIN

FREE HOME TYPING COURSE



ONLY \$49.50 CASH

BRAND NEW MODEL No. 5 REMINGTON PORTABLE

The opportunity you've waited for! A brand new Model 5 Remington Portable for only \$49.50 cash. An easy, practical Home Typing Course FREE! With it, anyone can quickly become an expert on this machine — the lowest priced complete typewriter ever made. No need of labels. Standard 4-row keyboard. Standard width carriage. Margin Release on keyboard. Back spacer. Automatic Ribbon Reverser. Every essential feature of the office typewriters.

With your Remington Model 5 you get a 15-day complete typing course. You can type almost anything you want. At the end of 15 days you should be able to type letters, reports, contracts, etc. and you'll have a complete Home Typing Course FREE!

Come in and try it!

Tribune Publishing Co.
Phone 123 :: :: Matador, Texas

BANK CHARTERING POLICY REVIEWED

State Official Declares Sound Principles in Licensing Banks Are Essential

PHILADELPHIA—Sound public policy in chartering banks was discussed by Carl K. Withers, Commissioner of Banking and Insurance of the State of New Jersey, before the Eastern Conference on Banking Service, held here recently under the auspices of the American Bankers Association. He declared that "few questions bearing on the future stability and security of our banking systems loom as more important than that of a sound policy to be pursued in bank chartering."

Alluding to competitive policies of both state and national banking authorities to charter the most banks in the past, he said that "this country was over-banked, and that aside from any other consideration, economic or otherwise, this condition was brought about largely through an unwise, unsafe and unthinking charter policy, alternating between the state and national systems, which has marked and hampered banking progress in this country since its very inception."

Political Influence

He decried political considerations in connection with the chartering of banks saying: "Political influence has no more place in banking than it has in the deliberations of our highest tribunal—the Supreme Court of the United States. Until this is recognized and brought into being within both our state and national systems, we may never feel safe against the shifting sands of political expedience and favor."

As to the "element of sometimes ridiculous competition heretofore existing between the state and national systems," he said that much may be said in favor of the progress made in recent years. In many states there exists a practical working agreement between local supervising authorities and the federal authorities, whereby all charter applications are mutually considered on a basis of community need rather than competitive advantage as between systems. In some states this arrangement goes even further in the refusal of the one authority to even consider a charter while pending with the other.

Aside from the competitive and political aspects of our future charter policy, he continued, there are several others more individual and local which merit consideration. Among these he mentioned honesty of purpose, community need, the character of management and adequacy of capital.

Most state laws make reference to the "character, responsibility and fitness" of the incorporators of a new bank, he said, continuing: "So important do I conceive this factor to be, that I place it first among those for consideration, for unless the motive is sound, honest and sincere, there is little likelihood that the resultant institution in its service to the community will reflect other than the spirit of its founders."

The Lessons of the Past

"Too often in the past have charters been granted to promoters pure and simple—not always pure, and by no means simple. The country was dotted with such. The experience has been costly and, it is to be hoped, the lesson well learned, not only by charter-granting authorities, but by the general public as well."

Other factors to be considered as among the most important in granting new bank charters, he said, are the number of institutions already serving the area, the record of earnings of existing institutions, the number of failures since 1920, and the reasons therefor, public convenience and advantage, the reasonable prospects for growth of the community, expectation of profitable operation and whether a branch of an existing institution could serve as well.

"Sound public policy demands that no new banks be chartered unless there is a definite, necessitous and permanent need," he declared. "Sound mergers, consolidations and the sensible extension of branch banking are much to be preferred to any general movement toward a flood of new charters. But heretofore we must guard carefully against monopoly, unbridled haste and capriciousness, either of which might become as dangerous as the organization of new banks."

Public Confidence

Challenging a recently published statement that there is an "apparent loss of public confidence in banks," William A. Boyd of Ithaca, N. Y. asks why, if this were true, bank deposits are constantly increasing. "I maintain that any banking institution which has continued to serve its community since the trying days of 1929 must be enjoying the respect and confidence of that community, and I am sure that the very large majority of banking institutions which have come through this depression have never had to 'regain public confidence,'" he says.

Mr. and Mrs. Tex Litteral and daughter of McNary, arrived here last week for a visit with Mrs. Litteral's parents, Mr. and Mrs. J. S. Lambert.

LOCALS

FOR SALE—New brick building just completed in Matador. Size 25x100, best materials used throughout. Only \$500 down and balance like rent. See W. M. Graham.

FOR SALE—Pitt Bull puppies. Leonard Crowell, Jr. Flomot, Tex.

DON'T SCRATCH—Paracide Ointment is guaranteed to promptly relieve eczema, itch, chigger infestations or any itching skin irritation or money refunded. Large jar 50c at City Drug Store. 9-3

Mr. and Mrs. Price Hennon and family of Roswell, New Mexico, were visitors here with Mrs. Hennon's parents, Mr. and Mrs. W. T. Patton during the week-end.

MEN WANTED for Rawleigh Routes of 800 families. Reliable hustler should start earning \$25 weekly and increase rapidly. Write today. Rawleigh's, Dept. TXG-495-S, Memphis, Tenn. 9-30

Miss Ruth Groves returned home Monday from Dallas, where she attended the Centennial during the week-end.

Mr. and Mrs. Houston Patton of Wichita Falls, visited relatives here during the week-end. They were accompanied by Mrs. Raymond Davis and son Don Carlos, who recently moved there from Lubbock. They are former Matador residents.

Mr. and Mrs. Oscar Fulkerson and daughter of Quanah returned to their home Sunday evening after a week-end visit here with relatives.

Mr. and Mrs. Joe Wason of Springer, New Mexico arrived here last Friday evening for a visit with relatives.

Mrs. A. J. Daffern and daughter Sibyl and Mr. and Mrs. Joe Terrell drove to Stamford Thursday, where they attended the Cowboy's Reunion and rodeo.

Mr. and Mrs. Farris Fish and sons James Rufus and John Farris together with Mrs. Lottie Hunsucker and daughters Kara and Marie, returned home Monday evening from Carlsbad, New Mexico, where they spent the week-end.

James Lee Day returned home Sunday from Quanah, where he spent a week visiting with his father, O. J. Day.

Miss Adelaide Self who is attending Texas Tech, visited her sister, Miss Hazel Self, here last Thursday.

Miss Ruth Moore and Julia Davis accompanied friends to Stamford Saturday, where they attended the Cowboy's Reunion and rodeo.

Mr. and Mrs. Bennie Cox of Lawton, Oklahoma, former Matador residents, visited with relatives here during the week-end.

They were accompanied by Mrs. Dick Davis and children, who visited her parents, Mr. and Mrs. W. Y. Higgins.

Mr. and Mrs. Loyd Patton and family of Fort Worth, are visiting here with the former's mother, Mrs. Ed Patton and other relatives.

Mrs. J. H. Sheridan and daughter, Miss Beulah Sheridan, former Matador residents, visited here this week with friends and relatives.

Mr. and Mrs. Marvin Patton and son Keith left last Friday for Dallas to attend the Centennial Exposition. They were accompanied by Paul Patton. Before returning home they will visit in Galveston, Houston and San Antonio.

Mr. and Mrs. U. L. Willie and daughter, Cletelle, attended the Polo game between Lamesa and Plainview at Floydada the Fourth.

Mr. and Mrs. J. R. Whitworth, accompanied by Mrs. Henry Ford, left last Thursday for a trip to Carlsbad, New Mexico and from there they continued to Ruidoso for a visit before returning home.

Mr. and Mrs. Albert Daffern and daughter Sibyl, together with Mr. and Mrs. Joe Wason who are visiting here from Springer, New Mexico, drove to Stamford Saturday to attend the Cowboy's reunion which was held there.

Mr. and Mrs. Buck Waybourn of Houston visited here during the week-end with the former's parents, Mr. and Mrs. C. P. Waybourn. Mrs. Waybourn, together with friends, left Monday for a visit in California. Mr. Waybourn returned to Houston Sunday evening.

Mr. and Mrs. Bill Pipkin and children drove to Dalhart Saturday, where they spent the week-end with relatives. They were accompanied by the former's mother, Mrs. C. D. Pipkin.

Mr. and Mrs. Harry Duval left a business trip to Boise City, Oklahoma, Wednesday of last week, returning home Friday.

Mr. and Mrs. L. Y. Jameson of Olton, visited here Saturday and Sunday in the home of Mr. and Mrs. J. E. Jameson.

Mrs. W. J. Drace accompanied her sister and husband, Mr. and Mrs. E. A. Haley of Amarillo, on a trip to South Bend, Texas last week. Before returning home they expect to visit relatives in Dallas.

Mrs. Flora Shira and Miss Alice Thompson returned to Matador this week, from a visit in San Antonio.

R. E. Campbell Jr., who is employed at Big Spring, visited here with his parents, Mr. and Mrs. R. E. Campbell the first of the week. He was accompanied by Big Spring early Tuesday, by Charlie Meador.

Mr. and Mrs. N. C. Beam have

"WILD AND WHOPEE" TYPIFIES F. W. SHOW

Within the last few weeks the likeness of a rather scantily clad but buxomly beautiful young woman with stars presumed to symbolize

GALS AND HOSSES



Fort Worth Trade-Mark

as their guest this week, the former's mother, Mrs. W. S. Beam of Abilene.

Whiteflat News

BRIDAL SHOWER

(Delayed)

On Thursday P. M. June 25, the members of the W. M. U. were hostesses to the many friends of Mrs. Coyt Carlisle, who honored her with a miscellaneous shower which event occurred in the basement of the Baptist Church at Whiteflat. Mrs. Carlisle is the daughter of Mr. and Mrs. L. R. Browning, who are prominent in social and church circles of Whiteflat community.

The honoree was the recipient of many lovely gifts. Those present were: Mesdames L. R. Browning, Tom Spray, Ben Keltz, L. A. Carlisle, Vern Austin, Roy Mitchell, H. T. Harris, T. D. Doran, A. J. Browning, W. M. Clifton, Cliff Stephens, Watt Key, F. M. Casey, Geo. Sims, Maud Dean, D. E. Rattan, W. L. McWilliams, A. K. Wilkinson, E. P. Humphries, Loyd Barnett, Jack and Tom Edwards, S. M. McCary, Leslie Jameson, G. M. Acker, Bill Dunning, Frank Edwards, J. D. Perkins, R. B. Owens, Emmett Fisher, C. D. Willingham and R. E. Bryan. Misses Eunice and Dan Browning, Doris Stephens, Camella and Wil-

lena Wilkinson, Katalynn Humphries and Frances McCary.

Those who sent gifts, but were unable to attend were Mesdames Frank and Preston Spray, H. A. Stephens and Miss Minnie K. Stephens, Sloan Jordan and Flora Jordan, Bunyan Price and Miss Edwanda Willingham.

Everyone is rejoicing over the good rains which fell Sunday and Monday.

Mrs. Floyd Henderson was taken to Dallas last week for medical treatment.

Troy Perkins and Mr. and Mrs. Cecil Burnam of Lubbock spent the week-end here.

Mr. and Mrs. Joe Bloodworth spent the 4th in Amarillo.

Mr. and Mrs. Hiram Murphy and relatives from Paducah spent 4th at Roaring Springs.

Miss Georgia Bourland visited friends at Pampa last week.

The Home Coming, held at the Baptist Church Sunday was well attended and enjoyed by all. Rev. G. I. Britain one time pastor, preached at the morning services. Visitors from Plainview, Silverton, Floydada, Flomot, Mt. Blanco, Dickens, Spur, Matador and Olton were present. At the noon hour a

bountiful feast was served in the spacious basement. The program of the afternoon was of a miscellaneous nature and was enjoyed by all.

Mrs. H. B. Stephens returned Saturday from Skelleytown where she has been visiting for several weeks.

Dick Atwood of Frankston was a recent guest in the L. R. Browning home.

Mrs. R. L. Pritchett of White Star spent Saturday night with her sister, Mrs. T. M. Dixon and attended Home Coming Services Sunday.

Mr. and Mrs. L. Y. Jameson and Mr. and Mrs. A. A. Martin of Olton were here Sunday.

Mr. and Mrs. Leslie Jameson went to Lubbock Monday.

Mr. and Mrs. Hobart Lewis and children of Roby spent the week-end with Mrs. Maud Dean.

Mrs. J. D. Perkins is visiting Mrs. Hoyt Burnam of Matador.

FROM CALIFORNIA

Miss Texas Dalton of Long Beach California, accompanied by her aunt, Mrs. Jim Wilson of Paducah, visited for a short time in the home of Mr. and Mrs. Douglas Meador, last Sunday evening.

TO SPEAK

L. D. Rees, Hall county candidate for representative declared yesterday that he would make an address in Matador, Saturday afternoon, July 18, to conclude his campaign.

Hemorrhoids (PILES)

Treated without surgery. No loss of time from work.

DR. R. P. REEDS

Third floor Myrick Building
Lubbock, Texas

The New Merriam-Webster



The latest and greatest of the famous Merriam-Websters—backed by a century of leadership and representing the highest modern scholarship. Just completed at a cost of \$1,200,000. Twenty years newer than any comparable dictionary. The greatest corps of editors ever organized was created to make this volume and to maintain the Merriam-Webster reputation of leadership.

WEBSTER'S NEW INTERNATIONAL DICTIONARY Second Edition

600,000 Entries—122,000 Not Found in Any Other Dictionary. Thousands of New Words. 12,000 Years Illustrated. Magnificent Plates in Color and Half Tint. Thousands of Etymologies. Articles. 20,000 Geographical Entries. 15,000 Biographical Entries. 200 Valuable Tables, Synonyms and Antonyms. 5,350 Pages.

See the New Merriam-Webster at Your Bookstore or Write for Pamphlet to S. & C. MERRIAM COMPANY Springfield Mass.



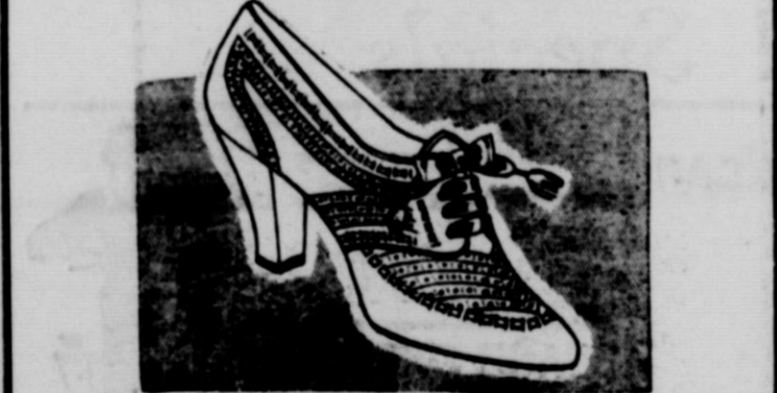
WERE SO SORRY

that we have to spring this chestnut on you: A local boy asked his sweetie whether she'd let him kiss her hand. "Sure, kid, but to it," she said, "but don't burn your nose on my cigarette."

bundle up your wash each week for our Thrift Service. Here's a service that is truly convenient and satisfying. You are relieved of all wash day labor at a cost that is decidedly reasonable considering the service you receive.

SPUR LAUNDRY

CLOSE OUT PRICES LADIES' WHITE SHOES



Plenty of Narrow Widths and sizes up to 9AAA.

White in Brown Trim, White in Blue Trim, White in Tan Trim and all White. Regular \$3.95 to \$4.95 values

at \$2.95

Our entire stock of White Shoes offered at reduced prices.



WHITE SHOES ARE STYLISH

Harry Willett & Co
"The Store of Friendly Service"

SPECIAL JULY SALE MEN'S WHITE and VENTILATED SHOES



Cool, Comfortable and good for many months of wear.

Fine Quality, Good Solid Leather Summer Shoes

A B & C WIDTHS

Regular \$5.00 Values	Regular \$3.50 Values
\$3.95	\$2.95

Come Early While Our White Shoe Stock Is Complete

Harry Willett & Co.
"The Store of Friendly Service"

Campbell's FOOD MARKET

MATADOR No. 1 ROARING SPRINGS No. 2

Frozen Chicken Free

Three dressed chickens frozen in a block of ice at our store Saturday. Guess the weight, in ounces, of one of them and the closest guess will be given the chicken free of charge. No obligations.

SPECIALS for SATURDAY, JULY 11th

Mustard	QUART JAR	11c
MAYONNAISE	QUART JAR	25c
Flour 48 lb sack	Heart of Gold	\$1.39
Matches	ctn. 6 boxes	17c
Peaches	HEARTS DELIGHT, Best grade, No. 2 1/2 can	1 can 17c 3 cans 49c
CALUMET	BAKING POWDER 5 lb. can	68c
Tomatoes	Extra quality No. 2 can	3 for 22
STEAK	TENDER CHUCK	15c
Beets	FANCY CUT No. 2 1/2 Can	9c
Coffee	CHOICE RIO	lb. 14c

SEE THE C... But Rememb... Seen Texas... The I...

TRAIL... DOUGLAS... So many compl... my mediocre exist... not lend themselv... remedies at my di... forced to abandon... at the bedside of... as a limited phy... over a critical p... the healer, achiev... balance without... success or failure... as the earlier diag... is common with... stage in events wh... time alone can fu... It is after the c... flowers of hope ar... that we must mak... the dream which... and returning alo... clean dawn of a... our futile bereav... scurvy beneath... smile. These sol... essential to the... for that intangibl... the world often re... the standard of co...

Personal adve... paramour deep... woman. A slav... power is older a... the hills 1600's... boudoir mirrors i... novel to contend... and attention t... play second and... This blue-beard... silken mustache... lids slowly in sh... bargain counters... with no more eff... which usually su... a life-long fidel... success of this... remains in the... women select... benefit and env... You would hardl... for information r... and color hat hi... heart wore last S...

Of course it w... before the influ... out here in the c... it seems that t... stores could hav... more discreet i... the new summer... This is Centenn... neighbors of Tex... some difficulty i... proper spirit of... venture while w... girdle some wh... and below a St... aren't they high...

His eyes were... their private ad... as wind-swept s... grass tapestry... he rode so far al... time he used to... mesquites with... bance than the... mount in the sh... hole. Smiling an... would remove... handled revolvel... and relax as he... ed youths splas... waters. He was... loved life but... his solitary rang... ly courage of l... unfailing accu... of pearl and ste... side.

Dying one af... boots on and in... own blood, it se... his eyes remain... of such an over... And the trace... lips as if it r... courage to die... rolling hills in... twilight and pu...

The tides of... away most of t... once drifted int... of cow-outfits f... of sage and ho... grim, adventuro... the past in the... a course around... they sat cross-l... shadows, weavin... saddle girls on... rigging for a... further escape... they dreamed... camp-fires, so... stars, in the... fragrant memo...