

"The chains of habit are generally too small to be felt till they are too strong to be broken"  
—Johnson

# Matador Tribune

"A man should never be ashamed to own that he has been in the wrong, which is but saying in other words that he is wiser today than he was yesterday."—Pope.

Tribune Vol. 11, No. 10

Matador, Motley County, Texas, Thursday, May 13, 1937

Motley County News Vol. 18, No. 10

## TRAIL DUST



By DOUGLAS MEADOR  
Strews along the hinterland of early dictionment are splinters of a portrait torn from the album of whimsical records. It is of a cane-bottom chair, placed sideways to barricade a door to the progress of small, wandering feet while a busy mother went about her duties. Perhaps many of the tears watering fruitless fields of anguish could be saved if the chairs were kept across doorways until the heart studied each footstep during this brief entracte between two extended silences.

Rising as a lighted blowtorch, the sun began its trek impetuously for the journey is long above burned prairies where bawling, milling cattle tromp fine dust near empty watering-troughs. A course of stillness clutches scattering windmills with their high wheels fused into the molten sky as riding men wet their lips from the canteens of hope caked in humble hearts. A few brave clouds thrown into the path of the sun are burned on a dazzling pyre and the pleadings of thirsty cattle gull men's souls until a wind whines in the oven and mills begin to stir. Quickly the cool springs begin to flow on a thousand mesas and cattle trail away silently in the purple dusk. Men of scalded eyes set in bronzed faces, breathe small quiet prayers as best they can.

Much of the saga of the west is not glorious and it is better that it be forgotten as the evils of a man are forgotten by the curate when he stands behind a flower-decked casket to utter a parting tribute. Yet a small chapter might be dedicated to a cowboy who long ago unsaddled his horse to camp beside a strange river when darkness pressed his journey. It was often spoken that he used the branding ring to change the ownership of cattle and a few men had wondered about the disappearance of his early partner but none doubted a sincerity prompting the giving of a fine saddle horse to a friend as a birthday present. When the horse was later stolen, the cow-thief's friend was greatly perturbed, though needlessly for he was to find that the giver had stolen back his present.

Remembering her now standing behind the silver web of years, she was not a beautiful girl, but exquisite with a strength of loveliness as enduring as a bois de arc post half buried in the earth. My adoration for her was that of a moth attracted by the moon but there was never a flame at which I could singe my useless wings or a smile to remember when the mockingbird fluttered above the tall cottonwoods on summer evenings. Yet from the morning a message arrived saying she would not return to the white school house or walk again over the laned, red hills, there was a plaintive voice in the breeze and pale smoke from a purposeless fire drifted out through the chimney of clouds. The sweet, impotent wine of youth is tempered through charcoals of tragedy.

My friend built a bridge of stone and steel, secured with rivets heated at the forge of eternity and braded with the hammer of his dreams, yet he walked across it one evening and has not returned.

White dust as mist from a waterless sea drifts across the valley from the shadow of a great mountain to the path of an ancient river near the tree where my mother once spread our lunch during a journey. There is a bleached log where the tree used to stand and the valley seems smaller, gripped so long in the hand of greedy years, but a tender sacredness has remained in the soil over which she trod. Time destroys many of the molds after the memories are emptied out.  
Economy has been expensive to me. Auditing my adventures recently, I ran across two dozen hand knitting devices which a

# GRADUATES TO HEAR BACCALAUREATE SUNDAY

## Local Talent To Be On Air Station KFYO

Virginia Estes And Elva Rhea Willis To Sing Friday  
Matador talent will again appear before the microphone of radio station KFYO, Lubbock, tomorrow from 1:30 to 2 p. m. when Virginia Estes and Elva Rhea Willis, accompanied at the piano by Miss Mable Jameson, will sing as part of the program sponsored by the A. and M. Extension Service department.  
A discussion of the new method of measuring land by the county agent's department, will be held by county supervisor W. I. Rushing and Ernest McWilliams, Frank A. Buckley, county agent announced late yesterday. The program is the third of similar nature conducted by Motley county.

## MAKING RECORD



If she can keep it up till June 1, Miss Sara Bernice Honea, student at Texas State College for Women, will be able to point with pride to a straight A record in scholarship during her entire four-year college career. She has also taken active part in campus social life, being president of the Y. W. C. A. and an accomplished singer and pianist. Her home is in Anson, Texas.

## BUGGY IS IN WASH AT AUTO LAUNDRY

HUNTINGTON, Ind., May 10.—Farmer John Scher is 83 but modern.  
He drove into an auto laundry Monday and told the attendant to wash 'er up. His vehicle was a buggy. The horse wailed.

## Complete Top Over Highway 18 In Offing

Department Promises Stretch To Finish County's System  
The completion of Motley county's system of hard-surfaced highways is seen in the near future, county judge W. R. Cammack declared yesterday in comment regarding the 11 one-half miles of unpaved road on Highway 18 extending from a point two miles north of Whiteflat to the Hall county line. Judge Cammack, during a recent trip to Austin, was given a hearing by the State Highway Commission at which, he declared, the department assured him the road would receive an appropriation for the work just as soon as funds were available. Judge Cammack declared the commission considered the 11 one-half unpaved miles a worthy project and subject to immediate consideration. He said that it was impossible to receive a direct statement as to when the work might be started, owing to the uncertainty of available funds.

## PARKING PROBLEMS SOLVED BY SCOOTER; DOG LIKES IT, TOO

PITTSFORD, N. Y., May 11.—When 70-year-old William H. Murray, Pittsford's Peace Justice, goes places this spring he scoots on his scooter and laughs at his friends' parking troubles.  
Back from his twenty-fifth winter in Florida, he has discarded his automobile in favor of the scooter and says it's handy in traffic, no trouble to park and inexpensive.  
His bull pup, Pety, rides on his lap.

## FORMER PASTOR WILL DELIVER SERMON MAY 16

Twenty Four Seniors In Class Of 1937  
Twenty-four seniors of Matador high school were started this week on their last round of high school activities, which will culminate next Friday night with the presentation of diplomas at Commencement exercises.  
Rev. Joe E. Boyd, pastor First Methodist Church, Paducah, and former pastor of the local Methodist church, will deliver the baccalaureate sermon on Sunday morning, May 16, in the high school auditorium. The program, which is scheduled to begin at 11:00 o'clock, includes: Processional, "Aida," by Verdi, Miss Mabel Jameson; Invocation, Rev. D. D. Denison; song by audience, "O Worship the King"; Announcements, Supt. B. F. Tunnell; "Seeking the Lost," selection by Male Quartette; Sermon, Rev. Boyd; "Doxology," by audience; Benediction, J. L. Woodruff.  
Commencement exercises to be held Friday evening, May 21, will also be held at the auditorium and will begin at 8:30. Mr. B. F. Harbour, high school principal and senior class sponsor has made these exercises each year unusually interesting with his selections of unique and outstanding subjects. The theme this year will be "Latin-American Relations" and will be offered as follows:  
Processional, Miss Mabel Jameson; Invocation, Rev. H. M. Weldon; Salutatory Address, "Latin-America at a Glance," Marjoria Moore; Address, "Economic Gifts of America To The World," Furman Vinson, high point boy of the class; Music by school orchestra; Valedictory Address, "Relations of the United States with Latin-America," Billie Lawrence; Address, "What Is a Good Neighbor?" District Judge A. J. Foley; Awarding of Honors, B. F. Harbour; Awarding of Diplomas, B. F. Tunnell; song, "The Eyes of Texas," audience; Benediction, Rev. H. M. Weldon.  
Class Roll  
Seniors who are candidates for graduation this year are: Eldren Adams, Jo Eda Berryman, Henry Etta Bolling, W. J. Brian, Jr., Dan Browning, Lyman Campbell, Etta Elmore, Bob Gilmer, L. C. Groves, Tatt Harcrow, Lorene Kingery, Billie Lawrence, Fred Lawrence, Geraldine Lebow, Joe Bry Meador, Marjoria Moore, Inez Pharis, Lawrence Rattan, Cecil Ray, Eula Seales, Furman Vinson, Clotelle Willie, Velma Willis, and Louise Wright.

## More Rain Is Benefit Here For Planting

Cotton Planting Now In Full Blast As Prospects Gain  
Great optimism continues to prevail over Motley county following the rainfall Sunday and Monday nights. Over one-half inch was registered in Matador, according to the J. H. Sample rain gauge, while other sections of the county reported from one to two and one-half inches late Sunday. Northfield is declared to have received as much as two and one-half inches in some sections. Elmot also received in the neighborhood of two inches. Roaring Springs reported a good rain Sunday night.  
A second raincloud swept over the north and west section of the county Monday night with heavy precipitation reported as far south as Whiteflat and Four Corners.  
Planting Cotton  
Farmers have been busy the last two days as the 1937 cotton crop is planted. Some sections estimated that the principal part of the crop will be planted within ten days or two weeks due to the increased speed made possible with tractor equipment.  
Range conditions are in splendid condition ranchmen declare with prospects of greater improvement if the rains continue. While weeds are growing rapidly in some pasture sections, the grass is also coming forward with a good growth.  
Many garden and truck patches are being planted and a substantial saving in food costs is expected to soon be realized in the county.  
Lawns, trees, shrubbery and flowers are making rapid growth throughout Matador. The many young trees planted here within the last few years are beginning to create a changed appearance in the town.

## OLD NEIGHBOR STEALS DOG; IS ARRESTED HERE

Sheriff L. A. Carlisle received an unusual message Sunday afternoon. It was from the sheriff's department at Mangum, Oklahoma, requesting that he arrest a man with a dog. Within thirty minutes after the call was received the man was arrested at Bob's Oil Well and held pending the arrival of the rightful owner of the dog, who claimed his pet had been stolen. When the dog's owner arrived he was astonished to find the arrested man to be an old neighbor and friend of the family.  
No charges were filed after the dog, a pure-bred black spaniel, valued at \$150, had been returned, although the man apprehended was forced to pay for his own arrest and the cost of the trip of "his old neighbor and friend." The man arrested was on his way to his home in Lubbock.  
It is declared that charges of grand larceny could have been filed in the case under the Oklahoma law and had not the dog's owner shown leniency because of the former acquaintance and friendship. The total cost to the canine purloiner, besides the humiliation, was in the neighborhood of \$13.  
The bright-eyed spaniel happily retrieved by his master, seemed to enjoy the experience.

## Royalty Take Thrones Here At May Fete

Colorful Pageant Is Cast With 206 From Local Schools  
Amid much pomp and regal splendor, King Lyman of the house of Campbell and Queen Louise of the House of Wright were officially crowned rulers of Matador High School, Monday evening, when over 500 spectators viewed the coronation ceremonies included in the annual May Fete presented by Mrs. J. R. Whitworth and Miss Mabel Jameson under the sponsorship of the Child Welfare Association.  
The fiesta, which was held in the school gymnasium, was attended by possibly the largest crowd ever to assemble for a school festival and gives evidence of the mounting popularity of the program.  
Over 200 Participate  
Some 206 school children participated in the events which included in addition to the coronation procession and ceremonies, selections by the Matador School band, directed by Earl Martin, and the following entertainment for their Majesties' pleasure:  
Reign of Grace Kimble as Queen of Autumn, over the Asters, Dahlias, Jack Frost, Woodpeckers, Autumn Leaves and Pumpkins.  
Hetty Jo Simpson as Queen of Winter reigning over the Fire-thorn, Snow Birds, Poinsettias, Snow Flakes and Snow Men.  
Lorene Kingery, Queen of Spring, attended by March Winds, April Showers, Lilacs, Red Birds and Tulips in the May Pole dance.  
Mynavae Barkley, Queen of Summer, reigned over the Blue Birds, Roses, Forget-me-nots, Zinnias and Sun Flowers in a beautiful Garden Boquet number in which Virginia Estes sang "You're Just a Flower From An Old Boquet" as she arranged the colorful blossoms in a huge May basket.  
The Royal Party included four attendants from each of the high school classes.

## Local Officers At Meet In Oklahoma

H. H. Courtney, local deputy sheriff and Ed Russell, venerable Peace officer and representative of the Texas Cattle Raisers' Association left Matador early Tuesday to attend a meeting of the North Texas and Southern Oklahoma Peace Officers' Association being held at Hollis, May 11 and 12.  
One of the most outstanding programs of the organization was outlined in invitations mailed to peace officers throughout the territory. Mayor Harry Hicks of Hollis assured the association that all the doors and gates of the city would be open during the convention.  
The two local officers were expected to return to Matador last night.

## Grade School Graduation To Be Held Thur.

Students To Present Class Day Program Friday, May 14  
Graduation exercises for members of the seventh grade have been set for Thursday morning, May 20, at 10:45 in the high school auditorium, according to an announcement by their sponsor, Miss Bertha Casstevens. At that time 31 pupils will receive diplomas in completion of their elementary work and entitling them to enter high school next fall as freshmen.  
Frances Stearns, who has been named valedictorian, and Frances Carpenter, salutatorian, by virtue of their having attained highest honors will address the assembly as will Rev. H. M. Weldon, pastor of the local Baptist church. Diplomas will be presented by Vernon Doss, Grade School principal, and Supt. B. F. Tunnell will present certificates of awards to those students having perfect attendance, distinguished list and honor roll records.  
Class Day Program  
Tomorrow afternoon, May 14 at 1:00 o'clock the grade school graduates will be presented in a specially arranged class day program, to include: Introduction, Pearl Hart; History, James Rufus Fish; Song, Girls; Statistics, Alice Thompson; Class Will, Lucille Plumlee; Band Selection, Boys; Prophecy, Frenchie Brandon; Cartoons, Bobby Jones; Psalm, Joyce Irby; Violin Solo, Frances Carpenter; Colors, Ruth Rushing; Presentation, Juanita Mize.  
Members of the class to receive diplomas are: Mary Ellen Barton, Frenchie Nell Brandon, Frances Carpenter, Eula Hamiter, Pearl Hart, Joyce Irby, Edna Jackson, Hylois Jackson, Juanita Mize, Lu-

## LOCAL ANGLERS LURED BY FISH

Called to Kemp  
Mrs. C. C. Renfro was called to Kemp, Texas, Thursday of last week due to the sudden death of her mother, who succumbed at Corpus Christi, in the home of a daughter with whom she was residing.  
Funeral services and interment were made at Kemp, former home of the family.  
Mr. and Mrs. Arlie Carpenter, accompanied by the former's sister, Miss Vera Carpenter, all of Lafors, were visitors here last week with relatives and friends.

## PIONEER MEET AT PLAINVIEW

Plans are underway for the Ninth Annual Pioneer Round Up, to be held in Plainview, Saturday, May 22nd. A banner attendance is expected this year. Many old timers from other states have written signifying their intention to be present. Details for the Round Up have not yet been complete, but will be announced in the near future. The Pioneer Round Up is sponsored by the Business and Professional Women's Club of Plainview.

## Chamber Commerce Starts Active Plans After Success With Fund Drive Reports

With total funds amounting to \$111 reported the Matador Chamber of Commerce breathed with new life at the regular monthly luncheon held at the Texan Cafe Tuesday, R. A. Day, as chairman of the membership and dues committee reported that \$69.60 was collected Monday and \$12.50 collected up until noon Tuesday and that his committee had met with unanimous support of Matador business firms. Secretary W. F. Jacobs reported that the total amount of funds on hand was \$111.  
President R. E. Campbell commended the committee on its successful work and appointed county judge W. R. Cammack, chairman, Elmer Stearns and Fay Jacobs as a planning committee to direct the

## Planning Board Is Selected For Club

activities of the club through the remainder of the year. It is expected that they will name proposed projects for the club at the next regular meeting.  
Discussion of Plans  
President Campbell outlined possible work for the club in assisting in bettering the parking situation in Matador and suggested that a part of the large courthouse square be converted into useful space. He also suggested the possibility of some street paving program for the city in the future. Ben Meador suggested that the organization offer full cooperation to the Miller and Miller Motor Freight Company in any new freight service schedule which might be put into operation. Randal Whitworth suggested that the club offer full support to the Matador School band.  
The attendance committee named for the next meeting included: George Springer, Jim Peeler and Elmer Jameson.

## STUDENT WILL FILL PULPIT

Clifford Harris, youthful son of Rev. and Mrs. H. T. Harris of Whiteflat, and a student at Wayland College, Plainview, will deliver the sermon at the evening services of the local Baptist Church, Sunday, May 16, in the absence of the pastor, Rev. H. M. Weldon. Rev. Weldon left Sunday for New Orleans, La., where he is attending Southern Baptist Convention in session there this week, and will not return in time to fill the pulpit this Sunday.  
Young Harris, only 15 years of age, graduated from Matador High School last year as the youngest member in the class, and entered Wayland College last fall. He apparently is following in his father's footsteps, as Rev. Harris is pastor of the Whiteflat Baptist Church.

## ACCEPTS POSITION

Miss Sylvia Nell Patton, who has been visiting her brother and his family in Roswell, New Mexico, will remain in that city where she has accepted a position with the firm of Montgomery Ward and Company, according to advice received here by her mother, Mrs. Bess Patton.  
A man sold to me to mend the rents in my wife's hosiery, but after he had left I was never able to perform the miracle which I had witnessed with too great an enthusiasm. I am glad now that I had no more money at the time of his visit.

## ATTEND AUSTIN MEET

Bodie Brown, high point man at the recent district track meet held at Childress, together with Coach R. P. Terrell, returned home Sunday from Austin, where Bodie was entered in field and track events in the State meet the latter part of last week.

## GO TO CHURCH SUNDAY

**MATADOR TRIBUNE**

Successor to the Roaring Springs News

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**NOTICE TO THE PUBLIC**

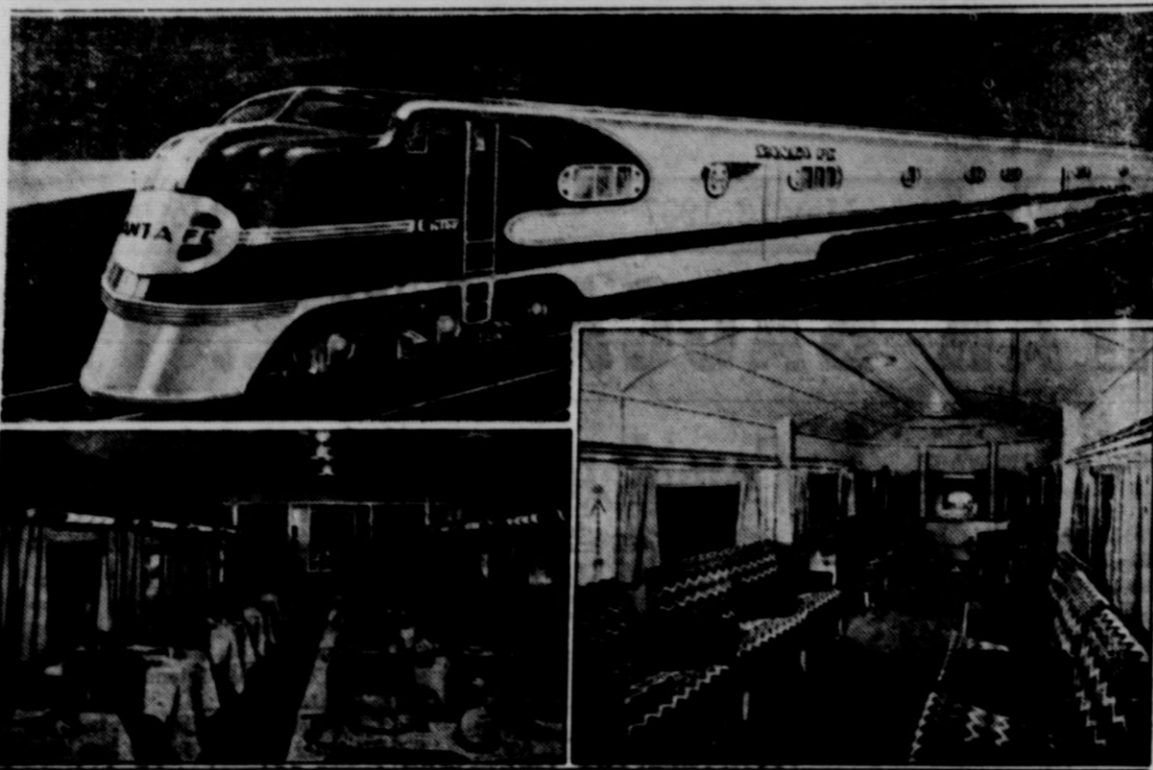
Any erroneous reflection upon the character, standing or reputation of any individual, firm, concern, or corporation that may appear in the columns of The Tribune will be gladly corrected when called to the attention of the editor. It is not the intention of this newspaper to wrongfully use or injure any individual, firm, concern or corporation and corrections will be made when warranted as prominently as was the wrong published, reference or article.

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

**LOCALS**

Mr. and Mrs. Jack Edwards and daughter, Rosemary, also Mr. and Mrs. H. S. Watson made a trip to Lubbock Saturday.  
Miss Rebecca Smith of Floydada and Miss June Gibson of Roaring Springs visited here this week as guests in the home of Mr.

**Navajo Craft Designs Used in Super Chief**



The New Stainless Steel Super Chief of the Santa Fe, with its sweeping, streamline design. Lower left—The dining car of the new train is unusually large. Its specially designed interior, with silver and china in modernized reproduction of Indian craft, is shown here. Lower right—The colorful observation lounge, in which desert colors of sand, copper and turquoise have been used for decoration, with sand paintings and reproductions of Navajo craft and weaving.

FROM the Navajos of the picturesque southwest, the Santa Fe drew the inspiration for the design of its new stainless steel streamline train, the Super Chief, newest of the luxury trains in the west.

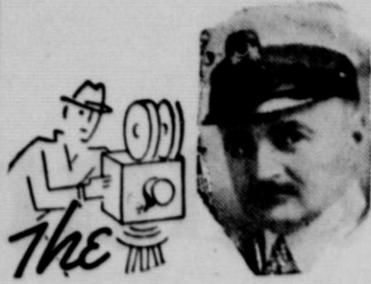
The rich colors associated with the country through which the train travels have been used as the background for decorations, faithfully reproducing the art and craft of the Navajo Indians. Sand paintings, silver craft and weaving have been skillfully combined with rare woods and modern design to give the train

all the beauty and color of the desert. The train was built by Edward G. Budd Manufacturing Company of Philadelphia. The locomotive was furnished by the Electro-Motive Corporation of Chicago.

Throughout the train, each compartment has its own color scheme and arrangement, and each has been designed so that seats may be formed by use of connecting doors. In the cocktail and observation lounges has been preserved much of the beauty of Navajo life. Sand paintings have been used in the

panels to illustrate the characters which occur in the story of Dilliy "Noyan, the Myth of the Mountain Chant." All of the figures are executed in native colored sands and charcoal.

Coverings are reproductions of rare Navajo museum pieces, and lighting fixtures have been adapted from the fourth painting of Dilliy "Noyan. The "Plumed Arrows" have been fashioned into glow lights and a rear table lamp employs the sacrificial knife stem for a base with its shade fashioned of goat skin.



**Hollywood Camera**

By **MARSHALL FISKE**

The American Riviera . . . The trip from Mobile to New Orleans—mostly along the Gulf of Mexico—might be called the American Riviera. For miles one motors along the sun-flecked waters of the Gulf on one side and trees, lawns, homes and hotels on the other side. Although this scene presents a very modern appearance, somehow one's mind sees another scene when millions of years ago amphibians crawled out of the warm waters into the land lush with vegetation. These are to America what the shores of the Mediterranean are to the Old World—the beginnings of civilization. Yucatan projecting into the Gulf on the south, saw the mighty civilization of the Mayan Indians, with their huge terraced pyramids, temples etc. Antedating, some think, even those of Egypt.

After leaving the glittering, dancing, shimmering immensity of the waters of the Gulf of Mexico, one sees swamps with here and there a dead tree projecting out of the surrounding flatness. Its dead branches festooned with the grey Spanish moss often harbor a large flock of birds, black ones, that for all the world resemble birds of death—like one sees in India near the Towers of Silence—awaiting their prey.

Soon thereafter we arrive at the suburbs of New Orleans, to me, the most interesting of all American cities.

(To be continued)

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We do all types of beauty work. Only skilled licensed operators are employed, using modern equipment and high-grade preparations.



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Mr. and Mrs. Delbert Groves.  
Mr. and Mrs. G. G. Wilson and children, accompanied by Mr. Wilson's sister, Mrs. Clarence Harrison, all of Littlefield, visited here during the week-end with Mrs. Wilson's parents, Mr. and Mrs. J. T. Spears.

Mrs. Will Graham and son Burleson were week-end visitors here with the former's mother, Mrs. A. D. Burleson and other relatives.

Mr. and Mrs. Jimmie Harold and the latter's daughter, Miss Lena Mae Cudd, of Memphis, spent the week-end here visiting Mr. and Mrs. Raymond Cudd, who accompanied them to their home Sunday evening.

FOR SALE—Reclined Half and Half Cotton Seed, J. L. Woodruff, Matador Auto Co., Matador Texas.

W. J. Collier and family of Afton were guests here Sunday of Mr. and Mrs. Robert Collier.

Mr. and Mrs. J. L. Smallwood and niece, Captola Smallwood, of Levelland, visited here Sunday with Mrs. Smallwood's parents, Mr. and Mrs. J. T. Spears.

Miss Wilma and Cleve Mae McCain and Mrs. Chas. Pollock spent Sunday visiting at Flag Springs.

Mr. and Mrs. M. S. Patton and son Keith, accompanied by Misses Minnie Nixon, Bertha and Ella Mae Casstevens and Mary Keith, drove to Spur Sunday.

Mr. and Mrs. L. R. Bishop and family spent Sunday in Quanah where they visited his mother, Mrs. J. D. Bishop. They were accompanied from Paducah by his brother and wife, Mr. and Mrs. W. A. Bishop.

Mr. and Mrs. Clinton Hobbs, together with his mother, Mrs. J. W. Hobbs, drove to Turkey Monday where they were called to the bedside of the latter's mother, Mrs. T. R. Fuston, who is ill.

Mr. and Mrs. Clyde Pipkin and children of Dalhart, spent the week-end visiting relatives here.

Mrs. Witt Springer of McLean visited here during the week-end with her parents, Mr. and Mrs. P. B. Barton.

Mr. and Mrs. A. B. McCaghen of Quitaque, formerly of Matador, visited relatives here during the week-end.

Mr. Hugh Gray, teacher in Matador High School, spent the week-end visiting relative at Cee Vee. Mesdames A. J. Daffern and T. J. Daffern, together with Mr. and Mrs. Steve Daffern and their daughter, Mrs. Lillie Reilly of Phoenix, Arizona, drove to Olney Monday where they visited relatives.

Mr. and Mrs. Claude Groves, formerly of Matador and recently of Memphis, have moved to Childress to make their home, Mr. Groves having employment with the State Highway Department.

Mr. and Mrs. Groves spent the week-end here visiting their parents and other relatives.

Mr. James E. Meador of Paducah, visited here during the week-end with his mother, Mrs. M. E. Meador, and other relatives.

Mr. and Mrs. J. C. Peeler and children visited in Ropesville during the week-end.

Mr. and Mrs. Clyde Bartlett and children returned home Monday morning from Coleman, where they spent the week-end.

Mr. and Mrs. Bert Estes and small daughter, Shirley, returned home Saturday morning from Llano, where Mr. Estes is employed.

Mr. and Mrs. C. T. Howell and children of Plaska, arrived here Saturday to spend the week-end with her parents, Mr. and Mrs. J. A. Groves.

Mrs. J. A. Tipton of Northfield, who has been at the bedside of her sister, Mrs. A. A. Tipton, who is confined to her bed as the result of a sprained ankle, spent the week-end with her family, returning to Matador Monday.

**VERY LATEST**  
By Patricia Dow

Refreshing Afternoon Frock Pattern #949: You'll be gloriously young and perfectly attuned to Spring in this newest, freshest version, by Sew-Your-Own! The collar is pure flattery us, for that matter, is every line and eve y inch of it from start to finish. Think of the refreshing influence this number will have, made up in a glamorous floral or any one of the back-to-nature prints so in the fashion news these days. The softly draped girdle gives the slender waist such decorative chic as to delight both the wearer and the passerby—for truly this is one frock that will make heads turn and eyes follow!

Organdie and voile are also charming mediums for this intriguing number.

Voice (over telephone): "Are you the game warden?"  
Game Warden: "Yes, ma'am."  
Voice: "Well, I am so thankful I have the right person as last! Would you mind suggesting some games suitable for a children's party?"

**ROGUE THEATRE**

Matador, Texas

THURSDAY

Robert YOUNG Florence RICE

Joseph Calleria

Sworn Enemy

FRIDAY-SATURDAY

Joe COOK Larry CRABBE

IN

Arizona Mahoney

SUNDAY-MONDAY

Joe PENNER Jack OAKIE

Frances Langford

COLLEGIATE

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Matador, Texas

**What is the "Low-price Field"?**

YOU hear a lot about "the low-price field" these days. A good many cars claim to be in it.

So whenever the low-price field is mentioned, remember:

Until Ford came, no average American could own a car.

Today all Ford prices are still low — with the prices of the 60-horsepower Ford V-8 \$30 to \$60 lower than those of any other car of comparable size.

But with Ford, "low price" doesn't merely mean low figures on the price tag. It means much more than that. It means low prices and low costs all the car's long life. Low prices for service — for parts — and, above all, for operation.

Both Ford V-8 engine sizes are economical to operate. The 85 horsepower gives greater gasoline mileage this year than ever, and the "60" delivers the highest mileage in Ford history.

Private owners, cab companies, fleet operators all report that the "60" averages from 22 to 27 miles per gallon of gasoline.

Check and see how much Ford saves you.

**Ford Founded the Low-price Field**  
**Ford Keeps That Field Low-priced Today**

**Ford V-8 Prices Begin at \$529**

AT DEARBORN FACTORY. TRANSPORTATION CHARGES, STATE AND FEDERAL TAXES EXTRA

This price is for the 60-hp. Coupe equipped with front and rear bumpers, spare tire, horn, windshield wiper, sun visor, glove compartment and ash tray.



\$25 A MONTH, after usual down-payment, buys any Ford V-8 Car from any Ford dealer in the U. S. — through Authorized Ford Finance Plans of Universal Credit Co.

YOU SEE THEM ON THE ROADS

Come See Them For Yourself

FOR PROOF OF Extra Value



You see more and more GMC's these days. And for very definite reasons. Truck buyers—tens of thousands of them—are finding in GMC's that extra quality which assures them of improved performance, greater reliability and increased economy. Capacities range from 1/2 to 12 tons. Both conventional and cab-over-engine types are available. Advanced stream-style and exclusive "dual-tone" color design give them unusually distinctive appearance. Prices are surprisingly attractive. You are urged to come and see them for yourself.

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Matador Bulck Co. MATADOR, TEXAS

GENERAL MOTORS TRUCKS & TRAILERS



Modern Homes Keep Step With Lighting Progress



Soft shadows and emphasizing highlights in this room are produced by new lamps which provide eye-comfortable lighting and enhance the decorative scheme.

By Jean Prentice

THE home that wants to avoid being "just another house" must keep pace with the new aids that science is bringing to modern housing to insure more comfortable living. And it is just such aids that the nighttime appearance of your living room will reflect if it is lighted with the new I. E. S. lamps. These lamps, made in a wide variety of types by numerous manufacturers, and sold by good stores everywhere, carry tags certifying that they comply with the scientific specifications of the Illuminating Engineering Society. They provide soft, diffused light that is kind to the eyes and, at the same time, harmonize with any decorative scheme. Millions of them have been sold, and millions of eyes are thankful. Until your home has some of these lamps, you'll never know what real eye-comfort and decorative beauty can be provided by portable lamps. This is not to suggest that you buy a number of them at once, but that you at least make a start with them toward putting your home lighting on a scientific basis. Just notice the effect in the living room illustrated here. The lamp be-

hind the davenport, one of the new I. E. S. types, has a 10-inch plastic bowl concealed behind the shade, and carries one of the new three-light bulbs, from which three different amounts of light may be obtained at successive turns of the switch. Note that it is placed behind the divan, where the light reflected upward bathes the entire room with a soft glow, while the light sent downward illuminates the full length of the divan. The end table lamp beside the easy chair is also of the I. E. S. type, and gives a generous amount of light from one 100-watt bulb. These two lamps form the start of the lighting program in this living room. Later on, a second end-table lamp matching the one now used will be purchased, and the two placed on matching end-tables at both ends of the davenport. The floor lamp will then go over to the rear of the fireside chair. The owners of this home feel that the money spent on their lighting program will do more to keep them in step with modern home progress than a similar amount could possibly do in additions to or changes in the furnishings. Don't you agree with them?

Population Growth Buttresses Texas Bid For New Industries

DALLAS, May 5. (Special)—Population trends—the heralds of expanded markets, sales and profits—are hastening Texas' selection as manufacturing and distribution point for major industries, a survey of the All-South Development Council, released today, points out. Overcoming the stumbling block which in past years has prevented greater industrialization of the Lone Star state, the 100% growth of Texas population since 1900, plus its proximity to the only other two regions which showed larger gains, namely the Pacific Coast and the Rocky Mountain states, is buttressing the campaign now under way, the Council states, to bring to this state new industries with their benefits of increased employment and larger payrolls. Although the Pacific region showed the record gain of 262% since the turn of the century, followed by the Mountain states' population growth of 124%, the selection of Texas as the distribution point is forecast, due to the additional factor of growing Latin trade, the Council feels. Evidence of the upturn in Texas development as a consumer goods producing state is contained in the announcement that in Dallas alone a total of \$1,000,000 worth of industrial building for this type of manufacturing is scheduled to begin within the next 60 days. "We are getting more live, businesslike

inquiries from nationally known firms that at any time in 20 years" said Clyde Wallis, industrial manager of the Dallas Chamber of Commerce, who is quoted in the report. In the opinion of experts who are analyzing population, market, and manufacturing trends, one of the most important factors which is coming into the equation, particularly in the south, is that of state policies of taxation. Tax exemption laws, severance tax laws, and other forms of legislation affecting industry, the Council reports, are being scrutinized with increasing thoroughness by indus-



Spreads farther—Lasts Longer—Looks Better SHERWIN-WILLIAMS PAINT HEADQUARTERS HIGGINBOTHAM-BARTLETT CO. MATADOR, TEXAS

Let's Go Conoco with

- Four Corners Store
Dobbs City Merc. Co.
Bob's Oil Well
York's Service Station
Highway Service Sta.—Flomot
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L. B. Robertson
Commission Agent Matador, Texas

tries committed to decentralization policies.

In this connection Texas lags behind several of the other southern states. "With other states leaning over backward" to court industry, the threats of the current Texas legislature to add further tax burdens to natural resource industries and to revise state franchise imposes drastically upward, may frighten off capital that otherwise would flow in this direction," the report concludes.

Cowgirls To Have Place At Stamford

Stamford, May 8—Rules governing the competition for prizes to be awarded cowgirl sponsors representing the various towns and cities at the Texas Cowboy Reunion here July 1, 2, and 3 have been adopted and invitations to chambers of commerce to select girls to represent their cities, will be mailed out within a few days.

H. G. Andrews, chairman of the sponsors' committee announced a list of four prizes to be awarded girls participating in the Eight Annual Reunion. Top prize will be a fine saddle, martingale and bridle presented by the Reunion. Second award is a pair of spurs given by the Nocona Boot Company of Nocona, and fourth, a pair of riding bits.

Awards will be based on personality, riding togs and equipment and the riding ability of the girl and the conformation, appearance, equipment and performance of her mount.

Better facilities for the entertainment of the visiting sponsors have been provided this year as a part of the \$10,000 improvement program at the Reunion grounds. Sponsors will register this year at the new pavillion building on the Reunion grounds instead of uptown. Corrals for their horses also

are being provided at the grounds and stalls will be available for rent in the new horse barns that are being erected.

White Star News

Mrs. Custer Sharp has returned much improved in health, after spending several weeks in Glenwood, Arkansas.

Mr. J. P. Hart is convalescing after serious illness.

Mrs. McClain of Floydada, Mrs. Mahagan and Mr. and Mrs. Aaron Hart of Amarillo spent part of last week with their father, Mr. J. P. Hart in the Jhon Brogden home.

Mr. and Mrs. J. C. Green and family of Whiteflat and Mr. and Mrs. J. C. Green Jr., of Matador were Sunday visitors in the M. F. Slover home.

Mr. and Mrs. Chas. Garrison and daughters Cleo and Charline, of Silverton, visited Sunday in the home of Mrs. Garrison's sister and family, Mr. and Mrs. T. J. Darsey.

Mr. and Mrs. Boyd Sharp entertained the young people of White Star with an ice cream supper Saturday night.

Grandmother Garrison of Silverton, visited in the Earnest Fisher home Sunday.

Young Women Meet In Circle Program

Mrs. Delbert Groves was hostess to the Henrietta Shuck circle of the Baptist W. M. S. Tuesday afternoon of last week at which time Mrs. Vernon Doss of the Blanche-Simpson circle began a study of the book "Palestinian 'Apostries'". Eight members were present, being Mesdames Morris Gates, J. T. Swearingen, W. F. McCashen, Jack Edwards, J. D. Craven, W. N. Pipkin Vernon Doss and the hostess.

On Tuesday evening of this week the circle met in the home

of Mrs. B. F. Harbour for a continuation in the study of the book which is being taught by Mrs. Doss, who led a discussion of Chapter Two. Other parts on the program were given by Mesdames W. N. Pipkin, W. F. McCashen, and Jack Edwards. In addition to those named, Mrs. W. W. McDowell and Mrs. H. M. Weldon were present at the meeting.

True Value Sale Is Proving Successful

Claud Harp of the Matador Hardware tells us the amazing story that so far National True Value Week at his store has been more than a wonderful success.

He attributes it to the fact that people in the community recognize the quality of his offerings at exceptionally low prices.

The Matador Hardware is one of the hundreds throughout the nation featuring this great event. This widespread cooperative effort makes it possible to offer these needs for every household farm and shop at a great saving to you.

Mr. Harp also explained that the vast buying of Hibbard, Spencer, Bartlett & Co., the great Chicago wholesale house, has been behind this nationwide selling event. Months were spent selecting articles for the sale in order that the saving obtained by the carload buying might be passed on to you.

Quality Foods Cooked In Wholesome Style

Bob's Cook Shack

WE NEVER CLOSE

More Mileage to you— BREAD & BUTTER TO ME



My station is all on its own. My living's got to come mostly from just you people right here. I want your steady trade, so's to build a real growing business. And there's where it helps me a lot, I can tell you, to be selling Conoco Germ Processed oil. You see it makes customers and keeps them for me. It's patented—the only oil that can Oil-Plate your engine. Meaning that a definite part of this oil always fastens direct to every working part... forms a real Plating of oil, which can't run down. Other oils will "dry off" every time you park, but Oil-Plating can't, so you'll never make any hard, grinding starts. And that ends the worst wear of all. Or when you're hitting it up all day, you won't find this real Oil-Plating rubbing right off, like just some plain little drops of oil. Oil-Plating's not thinning out either, nor burning right up. Which gives you mighty solid reasons why Oil-Plating means more mileage from your engine and your Conoco Germ Processed oil. Besides making customers, I get a kick out of changing you to an oil I can believe in myself, right to the limit.

CONOCO GERM PROCESSED OIL



from Your Mileage Merchant

# MODERN WOMEN

by CHARL ORMOND WILLIAMS

Painting exotically colored deep sea flora and fauna is something that interests Miss Elsie Hostle- man, who has assisted Dr. William Beebe in his explorations of the depths of the ocean. Miss Hostle- man uses an iron music rack to which she fastens her canvases and her paint brushes are tied to strings and lowered from a boat. When she wants a certain kind of brush she reaches up and finds it dangling above her head.

A costume worn by Mrs. Grover Cleveland when she was our "First Lady" and in which she appeared when hostess at a White House ball in 1894, was displayed recently by Mrs. John H. Amen, daughter of the late President and Mrs. Cleveland. The dress is of rose and green broadcloth with rose velvet trimming on the bodice. Mrs. Amen, who was Marion Cleveland, appeared with several other society women in costumes of the "gray nineties" at a charity fashion show in New York.

Miss Sally Clary, taxidermist and hunter, says she holds the world record in lion shooting, having killed two lions in two minutes with two shots. She is a well-known explorer and her trophies are numerous, including the skins of the two lions and heads, horns and many other hides she brought back from Africa. She keeps her aim from going bad by practicing in shooting galleries.

The art of bookbinding has reached a high point of beauty and excellence through Miss Marguerite Duprez Lahey who has encased many of the treasures of the Pierpont Morgan Library. Miss Lahey goes to Paris annually to select fine leathers for her work.



Sam Baugh and Walter Roach must be great athletes when they can grab the newspaper headlines in competition with such lovely sports competitors as these four on the Horned Frog campus. Let the girl athletes of T. C. U. rule in sports for a day! And what rulers! Ready for a bit of tennis is Mrs. Kenneth Vaughan, junior, from Fort Worth. And who wouldn't relish a round of golf with Miss Betty Trammell, a Fort Worth freshman. Even the golf ball should enjoy its lovely role! Archery dates back to ancient times but Miss Billy Stocker supplies the modern touch. She is a sophomore from Pasadena, Calif. And a real "pup" is Miss Catherine Pipkin, Fort Worth junior, poised for a plunge in T. C. U.'s swimming pool.

Mme. Laura Dreyfus-Barney, French feminist, who has returned home after spending some time in the United States, is a leader of the Peace and Arbitration Committee of the International Council of Women. She is the only woman to have sat at the League of Nations subcommittee of experts in education and she is an officer of the Legion of Honor.

The French Government recently made Miss Dorothy Flagg Leet, director of Reid Hall, the American Women's Paris Center, France a Chevalier of the Legion of Honor for her work in France in cementing friendship between Americans and the French. Miss Leet, who is a graduate of Barnard College, is in New York for a vacation. She is also a member of the board of directors of the American School of Paris.

I am told that New Jersey has its first firewoman. Mrs. Augusta Chasen who has been elected one of the fifteen charter members of the volunteer fire department of Jersey Homesteads. This is the Resettlement Administration's cooperative colony five miles from Hightstown. Her husband is president of the volunteer fire department but she was elected because of her own ability.

Mme. Alexandra Roube-Jansky, first visit to the United States.

first visit to the United States, wants to establish a Franklin scholarship so that once every decade an outstanding American Journalist will be able to travel and observe for a year what goes on in other countries and then write about what he saw.

Dame Laura Knight, wife of Harold Knight, is the first woman elected to the British Royal Academy since it was founded in 1768.

The Harvard Club in New York opened its doors to a woman speaker for the first time recently when Dorothy Thompson, wife of Sinclair Lewis and well known columnist was invited to lecture there.

the day, for the most part inspire the designs. "Old-fashioned" effects predominate, but deftly modern-highlights of metal, new colors such as the new vivid blues or tawny beige, formalized treatments or smart lace motifs on celophans or in photogravure, combine to prove that the old-fashioned effect is really newest of the new.

Then, too, in addition to carnations, there are many new flowers which bloom on this year's cards—forget-me-gots and pansies, lilies of the valley, pond lilies and orchids—and garden scenes from old-time vistas to formally landscaped scenes.

In lighter vein are cards with casual line-drawings and sprightly sketches. Many jest at recollections of childhood mischief, but whether serious or gay, greetings uniformly come straight from the heart for mother who is "always young in spirit."

Think of your appearances as a whole, from head to foot—not bit by bit. From the soles of your straight-heeled, carefully polished shoes to the top of your neatly brushed hat there should be no flaws in grooming or dressing. Getting yourself up smartly is a matter of paying attention to each detail that makes up a part of the finished ensemble.

Paris women, instead of matching bright gloves and bright handbags to freshen a tired winter wardrobe, are now matching jewelry and gloves.

Next to navy and white, black with yellow touches is just about the coolest-looking color combination for hot days in town. One attractive ensemble includes a black silk dress with yellow pin dots, enormous yellow hat, yellow gloves, scarf and boutonniere. Shoes and bag are black.

If when you put on a perfume everybody knows exactly what it is the minute they whiff it—well, it isn't very much of a perfume. Like women, perfumes must have mystery about them.

Nine persons out of ten mispronounce the word "grimace" . . . Indolent doesn't always mean just lazy. Sometimes it means insensitive or indifferent to pain.

Household Hint: When you want to slice fresh bread in very thin slices, place the loaf in the refrigerator until it is thoroughly cold. You will then be able to make thinner, neater slices.

### Unemployment Of State Is Reduced

SAN ANTONIO, April 26—Combined placements by the National Reemployment Service and the State Employment Service in Texas during the month of February reduced the total of unemployed by 24,226, according to information received by H. P. Drought, State Director for the National Emergency Council.

Of this number, 16,379 persons were absorbed by private industry which figure was a gain of 223 per cent over the total for the previous month and in excess of the number being given public employment.

For the first time since the existence of the National Reemployment Service the national total of persons receiving positions in private employment exceeds the total of public placements and assignments on relief work. Despite the short month, 250,249 placements were made, of which 158,013 were in private employment.

### WHITEFLAT NEWS

Mr. and Mrs. Chas. Gibson of Aspermont were Sunday visitors in the home of Mrs. J. D. Morriss.

Mr. and Mrs. G. P. Sims spent Sunday with relatives in Spur. Mrs. Odell Wilson of Crosbyton spent a few days recently with her parents, Mr. and Mrs. M. D. Morriss.

Mrs. Lawrence of Oklahoma City, is visiting her parents, Mr. and Mrs. C. H. Norton.

Mr. and Mrs. J. M. Jackson made a trip to Oklahoma City last week.

Rev. A. E. Butterfield held services at the Methodist Church Sunday in the absence of Rev. Barnett, the pastor.

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Fits any make tower  
Lasts A Lifetime

Use  
THE MOST  
ECONOMICAL  
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THE  
**Baker**  
Pumps More Water  
Because It Has . . .  
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Simplicity of Design  
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SEE  
THE NEW  
**Baltic**  
CREAM  
SEPARATORS  
Get All The Cream

**John Deere**  
PUMP ENGINES  
FOR SERVICE

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MATADOR, TEXAS

**HEALTH NEWS!**

THERE IS MORE FOOD  
VALUE AND VITAL BODY  
BUILDING ELEMENTS  
IN EVERY LOAF OF

**Eddy's  
Bread**

ASK FOR IT IN  
Matador  
Roaring Springs  
Whiteflat  
Four-Corners  
Dickens

ALL KINDS  
PIES  
CAKES  
Dough-Nuts

**EDDY'S  
BAKERY**  
MATADOR

**Nancy Hart's  
HOME  
NEWS**

Mother's Day cards this year pay broader tribute than ever before to the spirit of motherhood as such. Cards for "Mother" are only a part of the day's greetings. Cards are popular in an exquisite variety of designs with tenderly appropriate wordings for many other mothers, as well.

Mothers-in-law, grandmothers, mothers of one's friends are all remembered. Along with the cards for the children, for Mother—or Mom or Mama or Mumsie, as the case may be—cards for the husband to send to the wife and mother are a new vogue, and cards to both parents jointly.

Flowers, the general symbol of

**Thrives  
ON  
HARD KNOCKS**

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

**Burton-Lingo Co.**  
(PIONEER LUMBER COMPANY OF WEST TEXAS)

**Lowe Brothers**

The bride of a few weeks noticed that her husband was depressed. "Gerald, dearest," she said, "I know something is troubling you, and I want you to tell me what it is; your worries are not your worries now, they are our worries." "Oh, very well," he said, "We've just had a letter from a girl in New York, and she's suing us for breach of promise."

Ask About A  
**Free Trip**  
To The  
**Medina Irrigated Farms**  
Located Near San Antonio, Texas  
Ideal Climate Where There Are  
**No Dust Storms, No Droughts, Good Soil, Cheapest Irrigation Water in Texas**

Good market and pay day to the farmer every month in the year

**Land Reasonably Priced**  
800 farm tracts sold during 1936

Get in Before Prices Advance For Full Details See  
**J. C. ROGERS**  
GLENN, TEXAS  
OR INQUIRE AT MATADOR TRIBUNE OFFICE  
In Matador on Saturdays  
We Make Trips Weekly

**NEW "SUPER-DUTY" FRIGIDAIRE**  
WITH THE METER-MISER

Provides ALL 5 BASIC SERVICES FOR HOME REFRIGERATION

- Greater Ice-Ability**  
Ends "Cube-Struggle" and "Ice-Famine"! Only Frigidaire has the new Instant-Cube Ice Release.
- Greater Storage-Ability**  
New 9-Way Adjustable Interior. Plenty of space for tall bottles and storage space for specials.
- Greater Protect-Ability**  
Keeps food safer, fresher, longer! Safety Zone cold all the time proved by Food-Safety Indicator on door.
- Greater Depend-Ability**  
5-Year Protection Plan. Steel Cabinet. Built and backed by General Motors.
- Greater Save-Ability**  
Only Frigidaire has the Meter-Miser. Cuts current cost. The simplest refrigerating mechanism ever built.

Come in See the Proof

**New Beauty! Amazing New Ability to Save and Serve!**

Come in. See what a thrilling advance Frigidaire with the Meter-Miser brings for 1937. Superb new beauty plus SUPER-DUTY at the price of an ordinary refrigerator. You get proof of completeness never known before in ALL 5 BASIC REFRIGERATION SERVICES. You don't buy on mere say-so. Now you see proof, right in our store, that Frigidaire is the most complete ice-provider, food-storer and food-preserver ever known.

Make sure of getting most for your money. See Frigidaire Proof Demonstration first.

**West Texas Utilities Company**

**Rich Have Cause to Worry**

A young man, who is vice-president of a New York bank, told me that he dined recently at a fashionable resort. "All the other guests were very rich," he said. "They were older people, many of them retired. They were shaking in their boots. They are afraid there will be a social upheaval and that their money will be taken away."

I told him I thought these people had a right to worry. "The social order will not be over-turned," I said, "nor will people like your friends be stripped of their possessions. But I do believe that the rich will be poorer and the poor will have a degree of comfort and security that they have never possessed before. And this will be better for everybody."

In saying this, I am taking a position which is contrary to my own selfish interests, for, while I am not and never shall be rich, I have an income that is much above the average. If taxes are higher, mine will go up with the rest.

But shouldn't they? What have I done to deserve as much as I get out of life?

If I have used intelligence, it is not greatly to my credit. I happened to have been born into a home of culture. I was sent to college, and my expenses were paid.

Many rich people, who are worried for fear they will have to bear a larger burden in the future, have had all these advantages, plus the added advantage of inherited wealth. When they grumble they give me a pain.

Surely, we who have had the best luck in this country are going to be wise enough to recognize it and to assume cheerfully our full share of the load.

**Take the Profit Out of War**

My friend Admiral Samuel McGowan was purchasing agent for the Navy during the World War.

He saw something of the fine idealism and sacrifice which war calls forth. But he saw, also, how greed and profiteering and the basest sort of foolishness wrap themselves in the cloak of patriotism and proceed cold-bloodedly to exploit the public necessity.

He suggests a plan for prevention that would entirely remove the present premium on war and in its stead impose a very heavy penalty.

I cannot see how any intelligent patriotic person can object to that proposal. If we had the sense and courage to write it into the Constitution at once we should destroy war propaganda, for no one would be so foolish as to spend money on propaganda when no money could possibly be made from war.

The silliness of war, under modern conditions of destructiveness, is almost as appalling as it is horrid.

Copyright, K. F. S.

**WILL STAR AT FORT WORTH FIESTA**



Angelic is the word for Miss Harriet Hector, world's greatest dancer, who will thrill the throngs with her grace and beauty at the Fort Worth Frontier Fiesta as one of the stars of Billy Rose's Casa Manana Revue of 1937—all new and different, on the world's biggest revolving stage. Miss Hector was featured in the super-film, "The Great Ziegfeld" and formerly was a star in the Ziegfeld Follies. Recently, she completed a motion picture with Fred Astaire.

**CLINT SMALL'S DAY DREAM**

Hon. Clint Small, with a number of co-workers in the senate, are about to put through legislation whereby a water conservation program would be had for all West Texas, including some of the eastern counties of New Mexico. The bill has been completed and will soon become effective.

This project calls for the damming of Red, Pease, Canadian, and the other streams of West Texas that carry a body of water that would amount to anything. The purpose is to put in large dams, conserving this water and making it available for irrigation purposes. Cottle County comes under the list as has been set forth in the bill.

At first thought, most people who have been reared in the west, would say it is a day dream. Nothing of great importance ever came about without someone first having a "day dream", working to that end and finally putting it in effect. Beyond the question of a doubt, the great trouble with so little rainfall in this country is the fact there are no lakes and streams from which evaporation can be had. If this project were to serve no other purpose at all than just that, it would add to the humidity of this arid country; which, in turn could mean nothing less than a greater amount of rainfall each year. This question has been so thoroughly studied by agencies of agriculture and stock raising that ranchers, and even farmers, have been advised over and over to have earthen tanks built at intervals all over the land. Evaporation from enough of these could do nothing less than cause a lot of evaporation, creating a humid air, which would in turn cause a greater rainfall.

If this project would serve no other purpose, it would certainly help along that line. But it is not a "flight of fancy" to think of irrigation in this country. The garden spots of California were once nothing more than a desert—one of the worst in the whole world. Today most of the citrus fruits we eat comes from that state and it was made possible through irrigation.

No country in the world would be more productive than the Panhandle of Texas if water could be had when it is needed, and that would ordinarily sell for twenty to thirty dollars per acre would be worth more than the land of the Rio Grande Valley, California, or any other country where irrigation is used.

Maybe it's a day dream, but it is one that is worth trying.

Mr. and Mrs. Charlie Parks left Saturday for a visit to Rosebud. They expect to be gone this week and will be accompanied home by Mrs. W. W. Moore, who has been visiting relatives there.

Mrs. H. V. Jackson, of Afton, spent the week-end here with her sister, Mrs. Eldred Seigler.

Miss Pauline Reister, English teacher in Matador High School, visited her parents in Abilene during the week-end.

Mr. and Mrs. Oscar Fulkerson and daughter Mary Jean of Quanah, spent the week-end here

visiting his parents, Mr. and Mrs. D. A. Fulkerson and other relatives.

Mrs. Raymond Davis and son, Don Carlos of Ralls, visited relatives here last week.

Miss Zona Beth Faulkner, Home Economics teacher, drove to Childress where she spent the week-end with her parents.

Mrs. I. C. Hinson and small son Ross Dean of Calgary visited her parents, Mr. and Mrs. J. A. Groves here Sunday, having accompanied Mr. and Mrs. Algie Groves from Spur.

Mr. and Mrs. Pat Sheridan and son Patsy, accompanied by Miss Dora Jameson, visited relatives in Amarillo Sunday. Mrs. J. H. Sheridan, former Matador resident and mother of Mr. Sheridan, returned home with them for a visit.

Mr. and Mrs. Forrest Campbell of Abilene were in Matador during the week-end, visiting with their parents. They were accompanied by his brother, R. E. Camp-

bell Jr., and Odis Crowell, both students at Hardin-Simmons, and by Miss Lucretia Estes, who visited in Abilene the latter part of the week.

Mr. and Mrs. Elgin Dobkins of Glenn, were business visitors in Matador Monday.

Mr. and Mrs. H. S. Watson, Mrs. M. P. Fulkerson and Mrs. W. F. McCaghen and son W. F. Jr., drove to the Alexander community in Swisher county Friday, where they visited Mr. and Mrs. Mose Damron, teachers in the school there.

Mr. and Mrs. Alvin Stearns of Meadow, arrived here Saturday to spend the week-end with relatives.

Mr. and Mrs. Houston Patton of Wichita Falls, visited relatives here Sunday.

Mrs. Algie Groves, accompanied by Misses Ruth and Hattie Tee Groves drove to Spur Saturday evening. Mr. Groves, who is employed in Dickens county, returned with them.



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**Texaco Gasoline and Oils**

Washing—Greasing—Lubrication

**Shorty's Service Station**

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**FOR \$11.00**

Splendid assortment of patterns available for every room. Let us demonstrate this new floor covering achievement which was developed after years of research. The design, colors and material are one. Patterns last as long as the material.

Here is the thrifty, easy to clean floor covering that is guaranteed to give satisfaction.

**Bring Room Measurements**

We Also Have A Complete Stock of

**Gold Seal Congoleum Rugs**

And Roll Goods in All the Newest Patterns

9x12 rugs \$5.95 up

Roll Goods 45c sq. yd. up

There is nothing Better To Brighten and Renew the Appearance of Your Home Than New Floor Coverings

See Our New Patterns Now On Display

**Matador Hdwe. & Furniture Co.**

"We have it, will get it or it is not made"

**SEE US AND AVOID TIRE TROUBLE THIS SUMMER GET THE SAFE MILEAGE of World-Famous U.S. ROYALS**

**AT OUR HOLIDAY PRICES**

**HERE'S WHY**

- COGNEL TREAD ... a famous traction principle that gives you extra skid protection.
- SAFETY-BONDED COED BODY ... exclusive with "U.S." makes every ply a safety ply ... gives you extra blow-out protection.
- TEMPERED RUBBER ... this patented "U.S." tread compound wears longer - gives you extra miles.

**FREE SAFETY ANALYSIS... ALL MAKES**

Drive to today for a complete report on the true condition of your tires.

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**EXCLUSIVE CONOCO PRODUCTS**

**Graduation GIFTS**

You will find a wide selection of gifts for the graduate here all priced economically

<b>For Her</b>	<b>For Him</b>
Mesh Panties 29c - 49c	Rayon Shorts 25c
Silk Dance Sets 98c	Rayon Shirts 25c
Silk Panties 25c to 69c	Linen Kerchiefs 25c
Lovely Gowns \$1. to \$1.95	Lawn Kerchiefs 6 for 59c
Manicure Sets 49c to \$1.25	Slax Socks 25c
Beach Pajamas \$1.95	Shave Sets 49c & 98c
Kerchiefs box 25c & 49c	Billfolds 25c & 98c
Sheer Wash Frocks \$1. to 1.95	Military Brush Sets 49c
Novelty Jewelry 25c	Sport Shirts 49c to 98c
Compacts 29c to 89c	Shirts \$1.00 & \$1.49
Schaeffer Pen Sets \$4.95	Neck Ties 49c & 79c
Silk Negligee \$4.95	Wash Pants pr. 98c
Toilet Sets 49c & 98c	Wrist Watch \$3.95
Over Nite Bags 98c to \$1.95	Pajamas \$1.25 to \$1.50
	Tie Rack 59c

**VANETTE HOSE**

the gift that is sure to please

**79c to 1.15**

A gift that will last a lifetime

**ELECTRIC SHAVER**

**\$15.00**

**MATADOR VARIETY**

"GET THE HABIT"

**Grade School - - -**

(Continued From Page 1)

cille Plumlee, Justine Rattan, Ruth Rushing, Frances Stearns, Alice Thompson, Lowell Barkley, Wade Berryman, Billie Bishop, E. A. Day, Gilbert Duncan, James Edmondson, James Rufus Fish, Haskell Hamiter, John Jackson, Bobby Jones, Byron Knight, Stanley Level, T. H. McCain, James Russell Neblett, Leroy Nelson, Arnold Patton and Raymond Smallwood.

**BAPTIST W. M. S. CIRCLES MEET**

The Sunshine Circle, meeting with Mrs. G. S. Craven Monday afternoon, reported an attendance of Mesdames J. H. Sample, A. D. Burleson and R. E. Cambell, for a Bible study of the 5th chapter of Acts.

The Dorcas Circle met with Mrs. Pearl Moorman for a study of a book on Tithing. Those attending were Mesdames M. P. Fulkerson, W. W. Worsham, Arthur Fulkerson, T. E. Cammack and J. T. Spears.

Mrs. J. Solon Lea was hostess to the Blanche-Simpson circle

with Mesdames J. C. Peeler, Earl Laughlin and H. M. Weldon attending.

**General Meeting**  
On Monday afternoon, May 17, all circles will meet in a general meeting at the church at 3 o'clock for a special program on "Old Ministers".

**METHODIST MEN ENJOY REGULAR SESSION TUES.**

An enthusiastic group of men convened Tuesday evening in the basement of the Methodist Church for their regular monthly Men's Night session, and declared it to be one of the most interesting to be held since the organization of the assemblage.

Program Sponsor, Fay Jacobs prepared the program which included: Leader, W. N. Pipkin; Song Leader, Jim Edmondson; Music: Devotional, J. R. Whitworth; Address, Rev. John Eldridge, pastor First Methodist Church, Floydada; Round Table Discussion led by Rev. D. D. Denison, local pastor.

Special music was furnished by a group of youngsters from the Matador school band, directed by Earl Martin.

**CONOCO PROVES NEWSPAPERS IN MERCHANDISING**

Convinced that newspaper space represents the most advantageous medium for merchandising its products as is evidenced by substantial increases in sales of Conoco germ-processed motor oil following past newspaper advertising campaigns, Continental Oil Company is again launching a large-scale advertising campaign in some 1400 carefully selected papers in all sections of the nation. The campaign will continue into September and will be distinguished by the fact that it will feature the local dealer as well as the company's oil.

Surveys conducted by Continental's advertising department showed two factors which decided the nature of the forthcoming campaign. First, it was ascertained that the best sales results followed the use of newspaper advertising and second, that the average motorist is far more concerned with the mileage he obtains from his motor oil than any other single factor.

Correlating this information with the fact that Continental distribution is now conducted entirely through local independent dealers, the advertising campaign will stress that each dealer is a "mileage merchant" who, in order to retain his customers and gain new ones, must sell mileage in the form of a motor oil which will give efficient service.

**Traweek Hospital Reports A Number Pneumonia Cases**

According to a report from Traweek hospital, five cases of lobar pneumonia have been treated during the past month, several of the patients being in a critical condition, but gradually improving.

Earl Stephens of Whiteflat, who has been suffering from the malady for the past three weeks and receiving private attention at his home, was conveyed to the hospital Friday. Mrs. Raby Webb of Flomot, the former Mary Echols, contracted the ailment Friday and was immediately conveyed to the hospital, where she is still a patient. Others who are recovering from the epidemic include R. M. Morris of Flomot, who was dismissed Wednesday; the nine months old baby daughter of Rev. and Mrs. Frank Beauchamp of McAdoo, and one of the small twin daughters of Mr. and Mrs. J. C. Vandyke.

**Others Treated**  
Other patients who have been receiving medical attention are: Mrs. N. E. Keeling of Flomot; J. D. Morris, who is recovering from an attack of flu and complications; two children of Mr. and Mrs. Ed McAllister of Whiteflat who underwent tonsil operations; Mrs. A. A. Tipton for fractured ankle; Mrs. H. O. Stanfield, severe case of flu; John Lewis, Floydada, fractured ankle; Mrs. L. Rattan, an acute stomach ailment, and Mrs. Minnie Smart of Floydada, medical treatments.

The drunk tiptoed up the stairs, his shoes in hand. He patched up the scars of the brawl with adhesive tape, then climbed into bed, smiling at the thought that he had finally put one over his wife. Came the dawn. The ex-drunk opened his eyes, and there stood his wife, glaring at him. "Why, what's the matter, dear?" goth he. "You were drunk again last night," she replied. "Why, darling, I was nothing of the sort."

"Well, if you weren't, who put all the adhesive tape on the bath room mirror?"

She (cooly): "You naughty boy. Don't you kiss me again."

He: "I won't. I'm just trying to find out who has the gin in this party."

**Former Grid Star Is Wed**

Friends here were greatly surprised when they recently learned of the marriage of Clayton (Red) Titus, former Matador grid star, to Miss Wilma Garehime of Las Vegas, Nevada, in a ceremony performed at Kingman, Arizona, on February 28, 1937.

"Red" as he was known in this vicinity, is the son of Mr. and Mrs. L. B. Titus who reside in the White Star community. He attended Matador high school until mid-term this year, when he joined Coach Harvey C. Stanford, former Matador coach, in Las Vegas, to continue his promising career in the field of athletics, and his studies as a senior in high school. His bride, the daughter of a prominent Las Vegas family, and a talented pianist, was also a senior student, it was disclosed.

The young couple will continue to make their home in Las Vegas.

**JUNIOR CLUB ENDS YEARS ACTIVITIES**

The Junior El Progreso Study Club, meeting in the home of Miss Marie Hunsucker, May 6, brought to a successful close the year's programs. The house was called to order by the president, Zona Ruth Scaff, and the minutes were read by Lela Carpenter, secretary.

The subject studied was the state of Pennsylvania and included discussions on "The Quakers", by Lela Carpenter; "Minerals" by Pearl Hart, and "Pennsylvania's Settlements" by Zona Ruth Scaff.

Delicious refreshments were served to the following members: Pearl Hart, Lela Carpenter, Aileen Russell, Mary Ola Tipton, Zona Ruth Scaff, Marion Clements, Myrnavae Barkley, Tom Nell Darsey, Jonita Smart and Evelyn Lea, and to these visitors: Juandell Davis, former member of the club now of Clovis, N. M.; Mesdames W. W. Clements, E. W. McKenzie, Geo. Springer, Miss Amy Glenn, sponsor, Miss Kara Belle Hunsucker and Mrs. Lottie Hunsucker.

On April 27, the club enjoyed a picnic in the park.

**CHILD WELFARE IN FINAL MEET**

The Matador Child Welfare Association met in final session Tuesday afternoon, with around forty parents and pupils attending.

Miss Lorene Fryar, first vice-president, presided in the absence of Mrs. John Russell, president of the organization. Miss Minnie Nixon has been named secretary-treasurer for the ensuing year.

The afternoon's program included: Song by first grade pupils; violin solo, Keith Patton accompanied at the piano by Miss Mabel Jameson; an original composition on the subject of "Women", by Mrs. U. L. White.

At the close of the meeting, delicious refreshments were served by the committee in charge of arrangements.

**SENIOR CALENDAR**

**Monday, May 3**  
Banquet given by Baptist W. M. S. at Baptist Church.

**Friday, May 7**  
Class Play, "Who Wouldn't Be Crazy"

**Tuesday, May 11**  
Junior-Senior Banquet in school gymnasium.

**Thursday, May 13**  
Class day Assembly Program: high school auditorium at 9:45.

**Friday, May 14**  
Senior Day and picnic. Complimentary show at the Rogue theatre as guests of the management.

**Sunday, May 16**  
Baccalaureate Services. Annual Senior-Faculty Tea as guests of Mr. and Mrs. B. F. Harbour in their home.

**Friday, May 21**  
Commencement.

An Epitaph on a Tomb in Georgia had the following inscription, "Stop my good friend as you pass by, As you are now so once was I. As I am now, you soon shall be. Prepare yourself to follow me." A boy took a chalk, and wrote underneath the Epitaph the following: "To follow I'm not content. Until I know which way you went."

Gofus: "I'm scared! I just got a letter from a man telling me he'd shoot me if I didn't stay away from his wife."  
Rufus: "Well, all you have to do is stay away from his wife."  
Gofus: "Yeah, but he didn't sign his name."

**Record Crowd Attends Play Senior Class**

It was estimated that the largest crowd ever to attend a local talent play in Matador was in evidence last Friday evening when the senior class presented "Who Wouldn't Be Crazy", a three-act farce comedy, in the high school auditorium. The proceeds amounted to around \$70.00.

The Matador High School Band, recently organized under the direction of Mr. Earl Martin, and composed of thirty students, ranging in age from eight years and older, entertained the assembly preceding the play, and also following the first act when a group of eight of the younger band members performed. These included George Doss, Bobby Harp, Harry Louis Willett, Billy Tunnell, Sonny Russell, J. L. Lea, Mack Jacobs, and Math Barkley.

The play directed by B. F. Harbour, proved highly entertaining and popular with the audience, from beginning to end. Much talent was displayed in both acting and direction, as was indicated by the responsive applause.

The comedy was presented by special permission of The Dramatic Publishing Company of Chicago, Illinois.

**JUNIORS HAVE NAUTIC MOTIF FOR BANQUET**

Faculty members and the senior class were guests Tuesday evening, May 11, of the junior class at a picturesque banquet held in the school gymnasium, prepared by the Child Welfare Association under the direction of Miss Zona Beth Faulkner, home economics instructor.

A blue and white color scheme was featured in a nautical motif, with an anchor and rope design on the program covers, Blue tapers, and silver ships on azure reflectors graced the banquet tables, while huge white life-savers were in evidence about the court-deck.

The menu consisted of fruit juice cocktail, baked chicken, dressing, potatoes in half-shell, green lima beans, celery curls, radish roses, hot rolls and butter, life-saver salad, iced tea, ice cream and cake, served by nine sailorettes attired in navy blue slacks, white shirts and sailor caps. These were Betty Jo Simpson, Estelle Stafford, Corrine Briggs, Opal Vivian, Kara Hunsucker, Vivian Estes, Jeanette Jinkins, Jimmie Lee Irby and Viola Floyd.

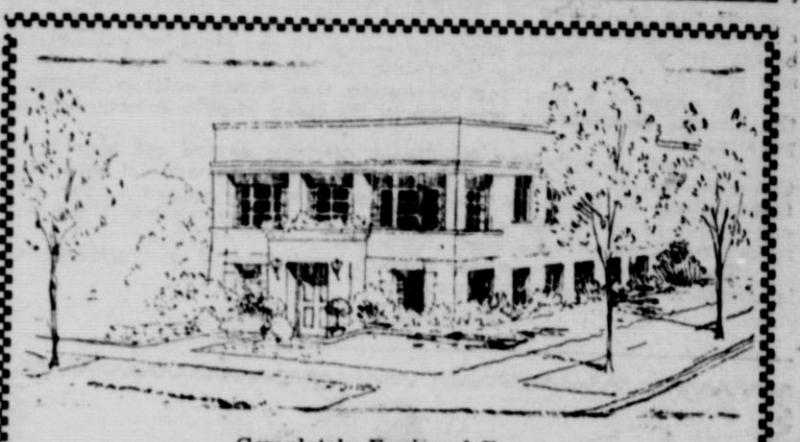
The naval program was comprised of: Invocation, B. F. Harbour; song, "Star Spangled Banner"; group; "Ship Ahoy", toastmaster; "Helm", Marjoria Moore; "Three Bells", Jean Harp, Elva

Rhea Willis and Grace Kimble; "Rudder", R. P. Terrell; Poem, Eugenia Garrison; "Captain's Inspection", Supt. B. F. Tunnell; "Don't Give up the Ship", group. Miss Ruby Spears is visiting relatives in Levelland this week.

Salesman: "Yes, sir, I can guarantee this refrigerator will actually pay for itself in a short time."  
Prospect: "Fine! Put one away for me. When it has paid for itself, send it out to my house."

GO TO CHURCH SUNDAY

**DR. E. W. MCKENZIE**  
**DENTIST**  
OFFICE AT RESIDENCE



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

**MORE PEOPLE Are Planning a VACATION This Year**

The pleasures and benefits of travel and relaxation are enjoyed each year by thousands of Americans. They travel in a manner that kings of an earlier day could not command . . . on sea, by rail, over super-highways, in the air. Money makes these vacations possible, from research to develop new transportation to the purchase of a ticket that opens new worlds to the individual. Your money will buy a vacation for you . . . bring you more than ever before, dollar for dollar.

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MATADOR

DEPOSITS INSURED BY The Federal Deposit Insurance Corporation WASHINGTON, D. C.

\$5000 MAXIMUM INSURANCE FOR EACH DEPOSITOR \$5000

Money Is Worth More in America Today Than Ever Before in the History of the World

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*Gifts for the GRADUATES*

Carry Your Congratulations

**Frocks**  
to wear for Graduation and after  
1.49 to 7.95  
New Organdies, Swiss and chiffons will make her graduation happier.

**Lingerie**  
Rayon Panties, tailored and lace trimmed  
25c 39c 50c

**GIFTS FOR HER**  
Sheer Hosiery \$1.  
Bags in White \$1  
Fitted Bags \$7.50  
Nifty Nities \$1.00  
Costume jewelry \$ 1.00  
Corsages 50c  
Handkerchiefs 50c

**Silk Hosiery**  
Beautiful sheer silks, new and rich shades  
79c 1.00 1.25

**GIFTS FOR HIM**  
Linen Handkerchiefs 35c  
Stunning Ties \$1  
Silk Sox 35c  
Colorful Pajamas \$ 1.95  
Snappy Hats 1.98  
Tie Chains 1.00  
Belt Sets 1.00

Give him a new Shirtcraft Shirt  
Beautiful new patterns in Dust tones and Madras. Also White Broadcloth  
See these priced 1.50 & 1.95

**Extra Pants**  
New light shades in Slacks and regular styles

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Roaring Springs Pool Now Open

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Scenic Picnic Grounds  
Improved Road To Springs

SWIM AND ENJOY LIFE

MODERN POOL CAPABLY OPERATED

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