



Bull at the Fair



YORK—One of the most beautiful sculptures at the New York World's Fair 1939 is pictured here. It represents Europa riding the white swimming bull. Sculptor was Gleb Derujinsky.

The SNAPSHOT GUILD

TRICK PICTURES



"Castle in the clouds"—an easy trick shot you can make at home. For the details, see below.

TRICK pictures made with the aid of glass or mirrors are easy—and these devices permit many unusual effects.

Place an object on a table with glass top—shoot from underneath the table—and the object seems to be floating in air, for the glass, of course, will be invisible.

That is how the picture of the "castle in the clouds," shown above, was taken. A big piece of glass served as support—the castle is a toy one—the clouds are pieces of fluffy cotton. And a portrait attachment was used on the camera to permit shooting "close-up." Diagram 1 shows how things were arranged.

You can use this same technique in shooting a picture of a pet—in picturing a ship model—showing a doll making a high dive—and in many other clever, striking snapshots.

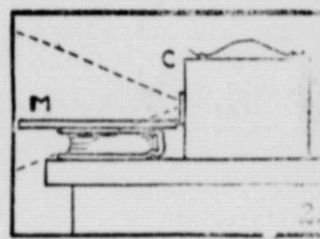
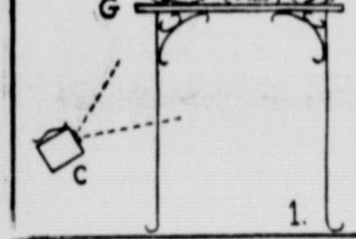
Just have the glass cleaned, don't allow it to reflect from your plane film—and your pictures will amaze anyone who views them.

Mirrors are extremely useful in making trick snaps. Face an angle shot, get a plain unobscured light, and place it level just above the camera lens as shown in Diagram 2. Take a picture of your subject in this arrangement—and if the mirror is correctly adjusted, your picture will show a scene in the lower half of the frame that substitutes an upside-down picture, just as would appear in a window sheet of water.

Try these simple, amusing camera stunts. You can make trick pictures as well as anybody!

John van Gulde.

Diagram 1—Castle picture. Put subject on glass sheet or glass top table. Shoot from below. G, glass; C, camera. Diagram 2—Trick reflection method. M, mirror arranged under lens; C, camera. The mirror creates a "false."



reduction in maintenance work since the supports are now easily movable and shoulder maintenance at these points has been reduced to a minimum.

County Students On Tech College N. M. Field Trip

LUBBOCK, April 30—Wayne Vaughn and Glenn Rose engineering seniors at Texas Technological College, were among twenty students to make the recent field trip to industrial plants in West Texas and eastern New Mexico. Vaughn is the son of the Rev. and Mrs. W. B. Vaughn of Matador, and Rose is the son of Mr. and Mrs. Joe Rose of Roaring Springs.

The fourth annual trip, sponsored by the Tech chapter of the American Institute of Chemical Engineers, aims to correlate practical plant operations with classroom theory. Dr. Aaron G. Oberg acted as faculty representative.

Itinerary included visits to Carlsbad Caverns, the mine and refining plant of the Potash Company of America near Carlsbad, the Cabor Carbon company's plant at Wickett, the Monahans plant of the Ozark Chemical company, and the oil refinery of Cosden Petroleum company at Big Spring.

WHITEFLAT NEWS

Mr. and Mrs. Clark Dye of Amarillo are scheduled to leave Friday of this week for Canada, New York and Washington D. C. Mrs. Dye was formerly Idelle Jones of Whiteflat, and was employed at the City Beauty Shop in Matador, while her parents resided here.

Mr. and Mrs. I. W. Middlebrook and son, Bob, of Margaret, Texas, were guests in the L. Y. Jameson home Sunday. Mr. Middlebrook is Mrs. Jameson's brother.

Mr. and Mrs. Varner McWilliams and daughter visited relatives in Eastland this week-end. Misses Pauline and Eloise Martin have returned to school at Amarillo after a few days visit with their parents here.

Eugene Keltz of Electra, visited his brother, Ben Keltz, Sunday.

Mrs. T. G. Tilson attended the District meeting of the Methodist W. M. S. at Hale Center, Tuesday.

W. L. McWilliams spent last week at Lake Kemp, in company with friends from Matador. He has some new fish stories to tell his neighbors.

L. Y. Jameson has been on the sick list during the past week, but is improving.

SCHOOL NEWS

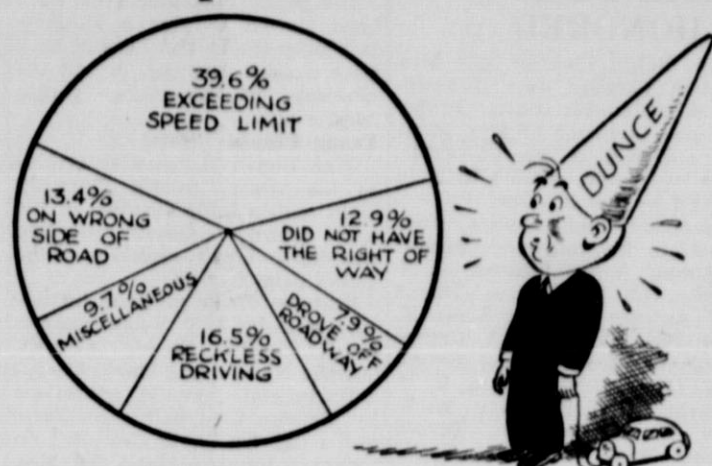
The Whiteflat High School will continue for two more weeks before dismissing for summer vacation.

DON'T SLEEP WHEN GAS PASSES HEART

If you can't eat or sleep because gas bloats you up try Adlerika. One dose usually relieves stomach gas pressing on heart. Adlerika cleans out BOTH upper and lower bowels.

SIMPSON'S DRUG STORE Matador, Texas

Exceeding Speed Limit Tops Traffic Violations



The percentage of fatal automobile accidents due to excessive speed increased again in 1938 according to an analysis released by The Travelers Insurance Company. Three years ago, in 1936, 32.6% of all persons killed as the result of some driver's lawlessness met death because of speed. In 1937 that percentage rose to 36.8%. Last year, 8,410, or 39.6% of the total of 32,000 persons who died in automobile accidents, were killed because of exceeding speed limits. Is experience the best teacher? If so, the lesson taught by the an-

nually mounting total of deaths due to excessive speed is not being taken seriously by drivers. Millions of words are poured into type each year in an effort to stem the rising tide of fatalities due to the single factor of speed, but just as children will play with matches, so the automobile drivers of America continue to toy with speed, killing thousands annually.

No one can regard with complacency last year's record of 32,000 killed and more than a million injured, or the fact that speed was the largest contributing factor to that disastrous record.

Mrs. Charlie Harris entertained the High School and seventh grade with a lively party Friday night.

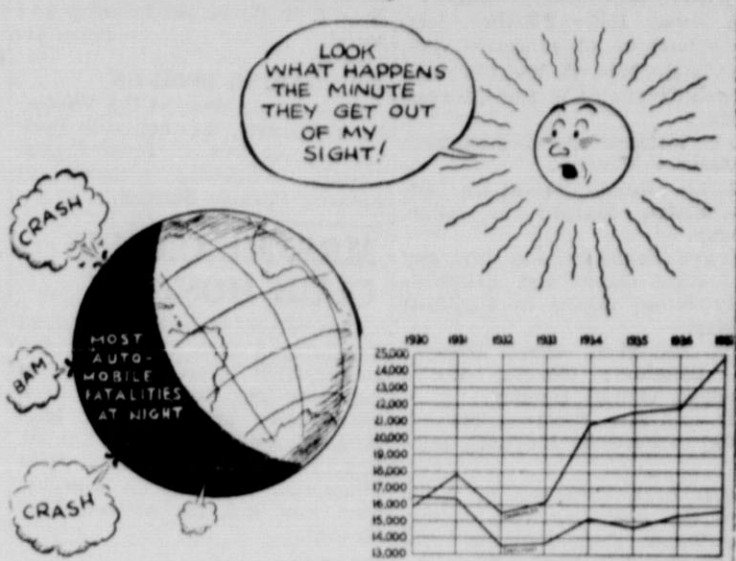
Superintendent and Mrs. C. G. Rankin entertained the school faculty Wednesday evening of last week, with an ice-cream and chicken supper at Roaring Spgs. Those attending were: Misses Bonita Newsome, Faye Mayes and May Reece, Mrs. L. H. Holden,

Troy Perkins, and Mr. and Mrs. Rankin.

Graduation exercises were held Thursday night for the grammar school, when seven students received diplomas entitling them to enter high school next year.

The Commencement address was ably delivered by County Attorney Howard Traweck, and diplomas were presented by the principal, Troy Perkins.

Drivers! When the Sun Goes Down, Slow Down



During what part of the 24-hour day are most persons being killed on our highways?

Statistics show that although most of the automobile traffic is in the daytime, most of the fatalities occur at night. Six out of every ten deaths occur while three out of every four cars are safely garaged for the night. These highly pertinent facts are revealed in "Lest We Regret," the ninth in an annual series of booklets published by The Travelers Insurance Company in the interests of highway safety.

During the period from 1930 through 1937, deaths due to automobile accidents during the hours of darkness increased 54.5%; while fatalities during daylight actually decreased 5.4%.

Those graduating were: Avis Kimble, Olene Wells, Laverna Murphy, Gladys Cook, Estelle Morris, Marshal Vinson and Lynn Martin.

These facts, the booklet points out, are a challenge to traffic experts to devise physical safeguards which will eliminate some of this night-time slaughter. They are a challenge to public officials to put into force whatever legal restrictions may be necessary to curb these crashes. Most of all, they are a challenge to drivers and pedestrians to double their caution in driving and walking at night.

Highway safety, in a last analysis, will never be achieved through the efforts of a few engineers, public officials and lawmakers. Only the combined efforts of 40,000,000 drivers and 100,000,000 pedestrians will accomplish it.

DR. WARNER, the eyesight specialist, makes regular visits to Matador. Office in City Drug Store. Specializing in cataracts and cross-eyes. Next visit, Tuesday July 11.

**SINCLAIR H-C GASOLINE**

**NO WONDER H-C IS USED IN 1 1/2 MILLION CARS DAILY!**

**You'll like the way Sinclair dealers treat you**

Agent Sinclair Refining Company (Inc.)

**F. C. KING, Roaring Springs, Texas**

Reg. U. S. Pat. Off.

Copyright 1938 by Sinclair Refining Company (Inc.)

**A Real Treat For Everyone**

The whole family wants the delicious goodness of Eddie's bakery goods. Buy for them right now!

**EDDIE'S BREAD**  
Slow baked to retain all the good taste and vitamin content.

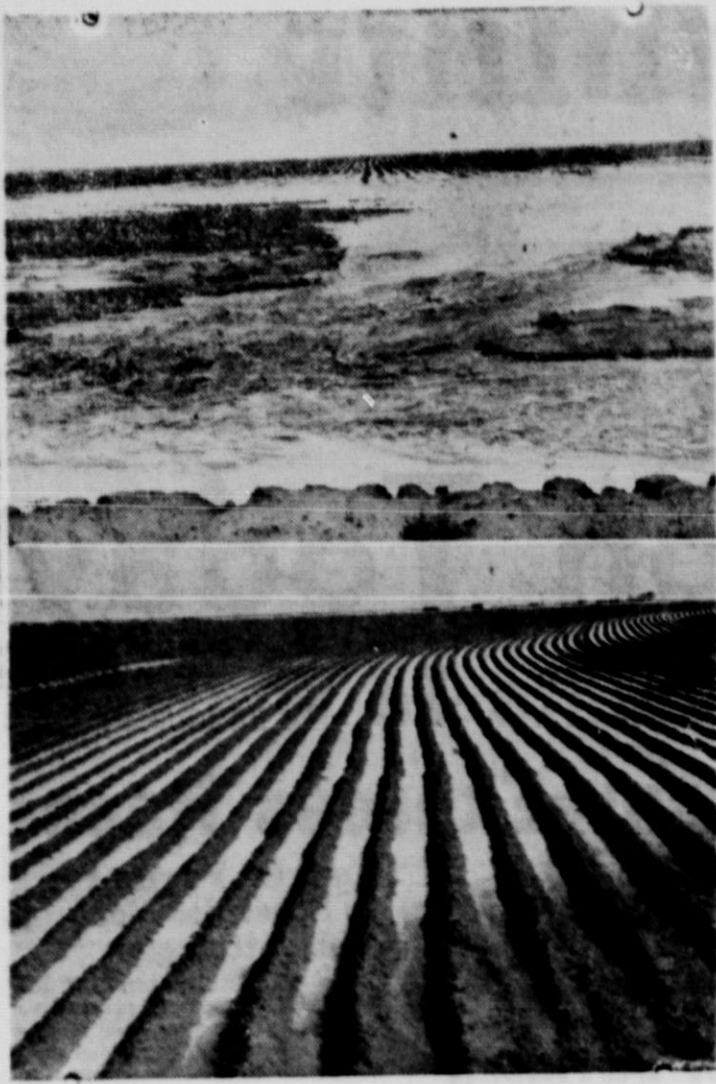
**TASTY DOUGHNUTS**  
Excellent as dessert or in-between snacks.

**ASSORTED CAKES**  
Your choice of fresh-daily, assorted cakes everyone loves.

**DELICIOUS PIES**  
Every member of your family loves our "home-baked" pies.

**Eddie's Bakery**

WATER—FOR FLOODS OR CROPS?



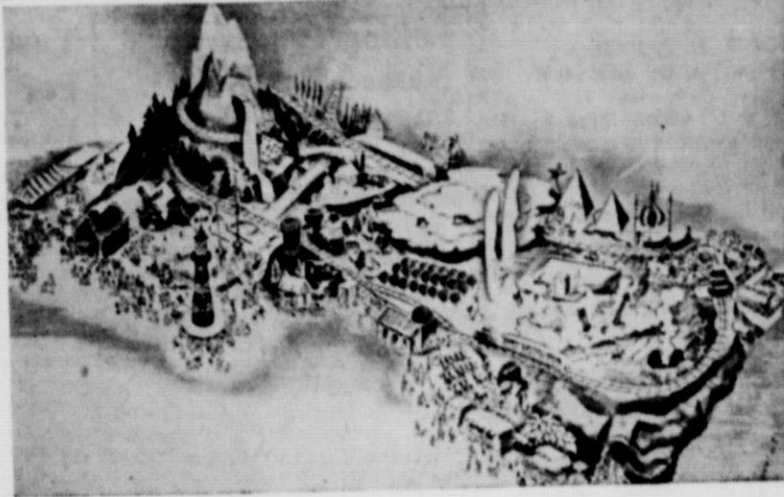
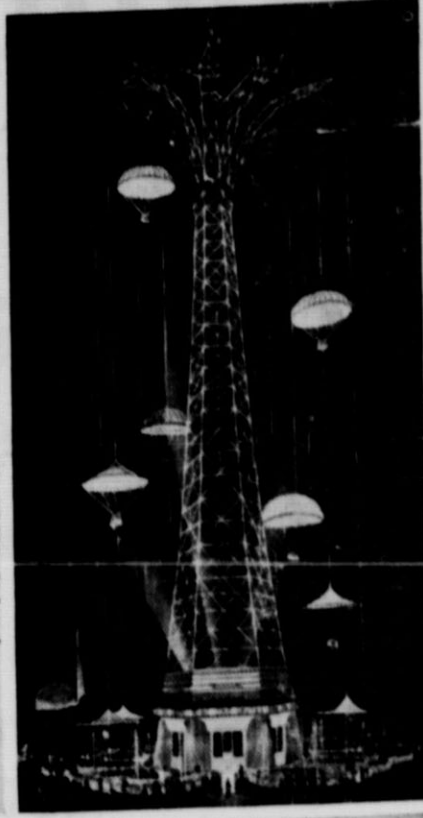
Proper control of water is necessary to prevent soil erosion and to insure successful crops. The Soil Conservation Service says. Straight rows up and down slopes (shown at top) serve as miniature drainage ditches which allow water to flow off and where it falls. This rushing water is taking a heavy load of valuable topsoil and is being lost for use in

growing crops, to say nothing of adding to flood danger downstream. Contour rows (shown at bottom), strengthened by terraces where necessary, hold practically all the water on the land. This insures even crop stands, better yields, prevents soil losses and gullying and tends to check flood damage.

FUN AT THE FAIR



NEW YORK—Three of the hundreds of amusements that will furnish enjoyment and thrills at New York World's Fair 1939. Above is a sketch of George Jessel's "Old New York," which will feature "Steve Brodie" jumping from the Brooklyn Bridge (6 times daily!). At the right, top, is the 250-foot parachute jump which will bail-out passengers and bring "happy landings." At the right is one feature of the Children's World—"A Trip Around the World."



ative but effective in the... The kitchen in this house... the one I saw in the Govern... mansion in Guadalajara, stand... in my mind as supreme exam... of what an artistic, tiled kitchen... can be in the homes of the we... thy Mexicans. On leaving the Casa Alfenique I turned around for a last look... its sugar-paste decoration... then it struck me as more ridic... and out-of-place than ever... like a huge bull wearing a... collar of Valenciennes lace. (To Be Continued.) Houston: "What do you charge for your rooms?" Clerk: "Five dollars up." Houston (Thinking the price is a little high) "Yes, but I'm a student." Clerk: "That being the case the price is five dollars down."

GIVE THEM A HELPING HAND!



EASY TO USE Easy to Own UNDERWOOD CONVENIENT BUDGET PAYMENTS ARRANGED

See The New UNDERWOOD Typewriter PORTABLE Universal Model, \$54.50 Champion Model, \$64.50

You'll be amazed how easy it is to help children do neat, accurate, orderly school work. An Underwood Portable serves them and effort. Ask to see the finer features of Underwood—"The Typewriter Leader of the World."

MATADOR TRIBUNE PHONE 123

Assist: Sports Feature Joke I Report Lela C Spons

How Beg:

Since comm... idly dr... describe... these... Harv... first... Americ... liam a... about... and P... later... The... held a... a class... and w... tions... has be... since... Those... gala-d... times... day o... ing... from... high... This... unmar...

ANCHORS AWEIGH BY MARSHALL FISKE

The Rhoades Family . . . by Squier



TWO WEEKS' WAGES GO FOR MOTOR TAXES!

More than half of the motorists earn less than \$30 per week and they pay an average of \$50 a year in taxes on their cars. That means that nearly two whole weeks' wages are paid by many motorists for automotive taxes.

TILES—Puebla and tiles is like that other well-known combination of ham and eggs, one can hardly think of one without the other.

After the Conquest of Mexico (1521) Dominican friars imported some of the finest potters from Spain. These potters hailed from the village of Talavera de la Reina, hence the name of "Talavera" which was bestowed on their ware. Their work was synonymous with the finest in the

land and deserved its well earned fame. Puebla, and the immediate surroundings, saw more than a score of potteries flourish for more than two centuries. Its products were disseminated throughout the length and breadth of the land. And why not? The chromatic and decorative beauty of the tiles were well adapted to arch-

itectural embellishment. THE SOURCE—While a visitor in Puebla, I thought it incumbent on myself to enter at least one of the potteries where this Talavera tile was born. A special earth is employed, washed, then passed through sieves to remove any extraneous matter that might later on show up as a blemish in the finished product. Color that is employed, is of very pale hue, but on the subsequent many firings, these pastel shades resolve themselves into brilliant and vivid colors. The color combinations most often seen are blue and white; blue and yellow; green and yellow. The designs run the gamut of variations—geometric patterns, floriated scrolls, conventionalized flowers, human and animal figures and the like.

EXAMPLES—The church of San Francisco at Puebla is a notable example of tile work as applied to the facade of a church. The many tiled domes of the churches, from the air, look for all the world like huge colored easter eggs. The famous 'House of Tiles' in the Mexican capital is a fine example of tile decoration as applied to a secular building. And the kitchen of the wealthy Mexicans are veritable gems of chromatic art. The provocative allure of their beauty makes them most magnetic in their appeal and often it is this very kitchen that is the most distinctive and impressive room in the whole house.

Then one finds many fine examples of tile work adorning patios, even the cement seats, in some of the parks in Mexico, have colored tiles imbedded in their hard surfaces. Tiles, somehow, strike me as some women practicing 'Mrs. Warren's Profession' although they look hard and brittle, yet it is difficult to resist their provocative beauty.

CASA ALFENIQUE—

Casa Alfenique (house of almond-paste) is one of the sights of Puebla. On my arrival, I stood across the street from this bizarre house to examine its exterior. The effect produced is flamboyantly exotic—like something out of a fairy-tale. The facade is a mass of red brick in which blue tiles have been set at frequent intervals. In the upper reaches of this secular building is a wide band composed of many swirls, twists and curls—all in white that recall the confectioner's art—like a fancy decoration on a monumental iced wedding cake. It is this sugary-like decoration on this building that is its most unique feature.

THE INTERIOR—The interior of this gaily caparisoned house, although confining some things of interest, does not enjoy the distinctively bizarre character of its exterior. The lower floor is devoted to archaeology. The second to Revolutionary history. Here one sees some wax figures that are somehow startlingly life-like yet, at the same time, appear frozen into a

gruesome, disturbing immobility. The top floor is devoted to a suite of rooms upon which the former occupant, an artist, has left a very definite imprint. It is a domestic museum, showing the interior of a wealthy Mexican's home in Colonial times. Yet, somehow, it struck me as not typically Mexican in character, what with its Chinese red doors and the like, it seems to possess a very oriental character. In the drawing room one saw a crystal chandelier suspended from ceiling rafters and on a raised dais stood an ornate chair—a sort



BOWL FOR PLEASURE! FOR HEALTH!

You bowl a better game if you play in our fine hall. Regulation equipment insures complete satisfaction. Plan now to bowl... for pleasure and for healthful exercise.

ANDREWS BOWLING ALLEY SOUTH SIDE OF SQUARE MATADOR



Baseball MATADOR OUTLAWS ROARING SPRINGS Sunday, May 14, 2:30 pm NEW FIELD, ONLY ONE GATE! LOCATED WEST OF SHADY REST CAMP 1-2 MILE WEST OF MATADOR

GAS SAVINGS 15% TO 40%!

MOST POWER IN ANY TRUCK

More pulling power, less gas consumption and extremely low first cost! That's why GMC's cost less to own. That's why they pay for themselves. All-vee-in-head SUPER-DUTY engines with POWER-PAK pistons—all with V-Cabs—all with striking appearance! See GMC before you buy.



MATADOR BUICK CO. Matador, Texas

GMC TRUCKS TRAILERS DIESELS

# Utility Company's Cooking School To Be Conducted Here Next Week

## Classes Start At Methodist Church Basement May 18

Women today are entitled to comfort and convenience in their homes, believes Miss Jewell Taylor, a widely-known educator and cooking expert, who will conduct the two-day cooking school opening May 18th, for the Texas Utilities Company. The school will be held in the Methodist church basement, starting at 2:30 daily.

Taylor, a native of Fort Worth, but now connected with the economics department of the Hotpoint electric range factory in Chicago, will conduct a program of "better living" for women at the school.

Following her graduation from State College for Women in Austin, Miss Taylor continued her economics study at the University of Colorado. She then returned to Texas State College to give home demonstration work. Her work was so outstanding that she was selected to direct the Fort Worth Food and Dairy Club, where she worked with women in developing home economic kitchen styles. Her success in Miami, Florida, and Memphis, Tenn., from whence she came to Chicago to serve as a demonstrator and advisor for the Hotpoint electric range company.

Taylor says her career has been devoted to "making life easier for women". She has concentrated on "taking heat and steam out of the kitchen" and giving homemakers more time to do the things she really wants to do.

"I am a housewife," she declares, "and I know kitchen drudgery. Every woman dreams of a kitchen that does her part and allows time for other things in life. The electric cookery comes nearer to this dream a reality than anything else in the world today. This is why I recommend the electric range. It is cool and clean and uses low electric rates that are economical in just averages."

Taylor urged that every woman in Matador, regardless of her age or cooking experience, attend the school. Food prepared during the demonstrations will be distributed to those present and free of charge.

## County To Vie For Prize In CCC Contest

Matador County has entered the Conservation Parade which is staged Tuesday, May 16, in conjunction with the East Texas Conservation Convention at Abilene. One or more cars, with members of the County Conservation and Water Utilization Committees, will take part in the event which starts at 5:00 p. m. Most of the hundred odd other counties competing in the West Texas Conservation Contest are expected to participate.

A double panel, three feet by four feet, showing the outstanding conservation activities of the county, is being prepared to display in the hood of the Matador County lead car. County Judge Cammack, chairman, and Agent Frank A. Buckley, secretary of the Soil and Water Conservation Committee, are preparing arrangements this week for the attendance of the Matador delegation.

## Howard Traweek To Speak At Grammar School Exercises

Howard Traweek, county attorney of Matador county, will give the commencement address at the Matador Grammar school during the exercises which will be held at the high school auditorium next Thursday, May 11, at 11:00 a. m.

A class of 26 graduates will participate in the following program: invocation, Rev. Joslin; class history, Mrs. M. S. Patton; salutatory address, Ruth Evelyn Keith; valedictory address, Norman Merie; class song; address, Howard Traweek; presentation of diplomas; Principal Vernon Doss; presentation of awards, Supt. B. F. Garrison; benediction, Rev. W. B. Seay.

Miss Jewell Taylor, Hotpoint Home Economist, will be the guest speaker at the exercises.

Dorothy Echols and Mrs. Webb, drove to Plainview Tuesday evening to visit their mother, A. B. Echols, a patient at the Plainview hospital.

## LOCALS

Mr. and Mrs. R. A. Day accompanied their daughter, Mrs. Ware Fogerson and small son, Victor, to their home at Silverton Sunday. Mr. Fogerson had accompanied them here on Wednesday and returned to Silverton Thursday.

Mr. and Mrs. Hal Overstreet of Quitaque, attended the Lions Club picnic Tuesday night, as guests of Dr. and Mrs. A. C. Traweek.

Mrs. Gordon Herron and baby son of Abilene, are visiting here with her parents, Mr. and Mrs. T. F. McCain.

Mr. and Mrs. R. A. Seay visited in Flomot Sunday, at the home of her sister, Mrs. F. S. Bourland, and family, where a number of relatives were assembled for the day.

**FOR RENT**—Modern two room furnished apartment. D. E. Pitts

Mrs. Witt Springer of McLean, visited here from Wednesday

until Saturday with her parents, Mr. and Mrs. P. B. Barton.

Mrs. M. S. Patton and B. C. Cox made a trip to Paducah Friday.

Mr. and Mrs. Rod White of Hobbs, N. M. accompanied by her mother, Mrs. A. A. Groves, and sister, Mrs. Gertrude Nelson, visited relatives at Gorman, Texas from Sunday until Tuesday night.

Mrs. Foy Bourn of Lubbock, visited here this week in the home of her sister, Mrs. Bob Echols, and family.

L. C. Harp and C. M. Glenn left Sunday for San Antonio, where they are enjoying a week of golfing. Mrs. Harp accompanied them to Brady, where she is visiting Mrs. Hubert Gilbreath, formerly of Matador.

Mrs. T. J. Daffern and Mrs. L. J. Barkley made a trip to Paducah Tuesday.

Oscar Vinson of Lubbock, formerly of this place, transacted business here this week.

Mr. and Mrs. Bert Edmondson of Tipton, Oklahoma, former Matador residents, visited here for several days this week.

Dr. and Mrs. J. S. Stanley and small daughter, Ruth Marie, left Sunday for San Antonio, where Dr. Stanley is attending a medical convention this week.

Mr. and Mrs. A. A. Harp and sons visited relatives at Kirkland Sunday.

Miss Lucille Meador, accompanied by Mesdames F. A. Buckley and Ben Meador, and Miss Rachel Patton, made a business trip to Amarillo Saturday.

**Flameless Electric Cookery Praised By Women Who Know**

"To me, one of the most important features of the electric range is its cleanliness," many Matador women say after trying out electric cookery.

"A range always has a dominant part in the cleanliness of the kitchen in which it is used. I most appreciate the fact that my electric range is clean—and cool."

The primary difference between electric cookery and other types is that there is no flame—no fire whatever—involving in operation of the electric range. There is no combustion at all—just clean, glowing heat. Where there is no combustion, there is no smoke or soot. This means cleaner walls and curtains, free from greasy, sooty deposits so common with flame-type cooking devices.

"With electric cooking also, the bottom of the pans are always just as bright and shiny as when new," says Miss Jewell Taylor, Hotpoint home economist of Chicago, who will conduct the two-day cooking school here for the West Texas Utilities Company.

## Bowling Score

Magnolia Cafe	1	2	3	Pts.
Calloway	107	125	177	409
Courtney	164	141	196	501
Briggs	128	192	161	481
Briscoe	184	191	135	510
New	280	137	201	618
Total Pts.	863	786	870	2519
Burden's Gro.	1	2	3	Pts.
Rhodes	163	150	133	446
Marshall	165	207	146	518
Stafford	163	142	115	420
Vivian	119	125	127	371
Andrews	121	172	158	451
Total Pts.	731	796	697	2226
Leon Ice Co.	1	2	3	Pts.
Renfro	187	151	136	474
Summerall	159	115	135	409
Hobbs	146	143	141	420
Brandon	205	145	135	485
Laughlin	183	151	105	439
Total Pts.	880	705	649	2234
Matador D. G.	1	2	3	Pts.
Stanley	105	158	153	416
Latimer	217	140	147	504
Edmondson	115	205	196	516
Craven	161	157	138	456

Bird	157	143	84	384
Total Pts.	755	803	718	2276
Ford Motor	1	2	3	Pts.
McBride	169	190	123	401
Muse	147	206	211	564
Allen	111	211	110	432
Day	94	106	162	362
Poteet	133	155	145	433
Total Pts.	654	787	751	2192
City Drug	1	2	3	Pts.
King	133	155	111	399
Worsham	194	118	106	418
Rushing	123	141	184	448
McBeth	104	166	121	391
Derickson	134	130	149	413
Total Pts.	688	710	731	2129
The Magnolia Cafe won last week's bowling contest with a total of 2519 points.				
Team Standing	G	W	L	
City Drug Co.	6	3	3	
Leon Ice Co.	6	3	3	
Burden's Grocery	6	3	3	
Magnolia Cafe	6	3	3	
Ford Motor Co.	6	3	3	
Matador Dry Goods	6	3	3	

## TOURIST TRADE BOOSTS PROSPERITY



Reddy Kilowatt  
INVITES  
YOU TO ATTEND  
THE  
COOKING  
SCHOOL

Conducted by



MISS JEWELL TAYLOR  
Hotpoint Home Economist

BE THRIFTY



# Hotpoint ELECTRIC RANGE

BE MODERN



## ★ THEY LAUGHED WHEN HE GOT UP TO COOK ★



"IT'S A GAME" SAID MRS. TED, THE CAKE BAKING CHAMP AND OWNER OF A NEW HOTPOINT ELECTRIC RANGE, "LET'S ALL COOK SOMETHING."



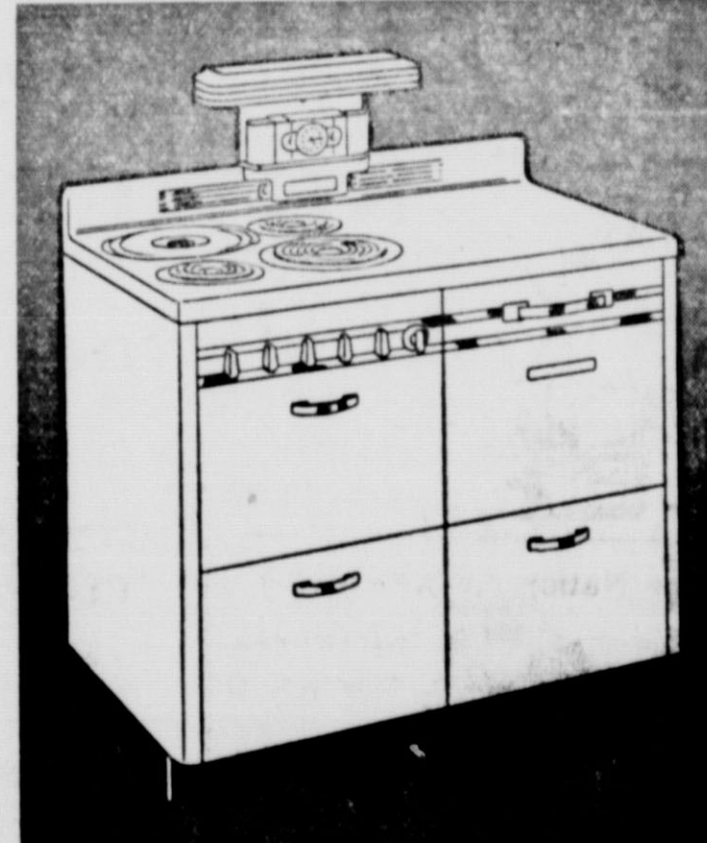
ETHEL "TRUMPED" MRS. TED'S CAKE WITH BISCUITS THAT COULD FLOAT WITHOUT WINGS ACCORDING TO BOB'S VERSION.



TED LOOKED FUNNY IN HIS WIFE'S APRON BUT HE LED HIS FAVORITE TRICK...A SALMON LOAF WITH TOMATO SAUCE TED GOT A BIG HAND



THEY LAUGHED WHEN BOB GOT UP TO COOK BECAUSE EVERYBODY KNEW THAT BOB COULDN'T COOK AN EGG—BUT THEY DIDN'T LAUGH LONG. BOB SHOWED THEM THAT ANYBODY CAN COOK ON A HOTPOINT.



SALISBURY—The style and value headliner of Hotpoint's great line of modern electric ranges. Built-to-the-floor... full porcelain enamel, Directional Heat Oven... all surface units are new 5-Speed Select-A-Heat Controls. And many other features.

All-Electric  
**COOKING SCHOOL**  
IN  
**FREE** Methodist Church Basement **FREE**  
May 18-19, 2:30 p. m.  
*Enjoy a Cool Kitchen This Summer!*

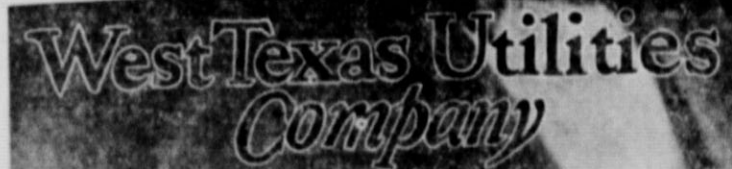


- You needn't think for a moment that a completely electrified kitchen is beyond your means. You can reach the All-Electric goal, one unit at a time.
- If you have an electric refrigerator, add an electric range. Or vice versa.
- Then add an electric dishwasher, and an electric hot water heater until every appliance is thoroughly modern!
- A few dollars down and a small monthly payment will install any appliance, or a complete electric kitchen, in your home. Attend the cooking school and learn about the Coolness, Cleanliness and Economy of an All-Electric kitchen.



Investigate THE LOW COST OF ELECTRICITY FOR COOKING

## CALROD TARGETS THE HEAT



## COOKING SCHOOL







Kara Hunsucker, Editor

Editor: Honson Schweitzer, Editor: Wandell Berryman, Editor: Jewell McCoy, Writers: Frances Stearns, Keith Patton, Editor: Marie Hunsucker, Editor: Frances Carpenter, Virginia Estes, Editor: Myrnavae Barkley, Jimmie Lee Irby, Pat Sheridan, Editor: Mrs. Reva A. York

For The Things... Mother's Day is a day set apart... the second Sunday in May...

back of its observance with the words: "In the honor of the best mother that ever lived—your mother."

It's Economical TO SEND Washing TO FLOYDADA LAUNDRY. Services for every need all thrifty priced. Rapid pick-up and delivery service—!

RAWEEK HOSPITAL. Completely Equipped For OBSTETRICS, PEDIATRICS. Newest Type X-Ray Equipment. Day and Night Service.

"O" means only that she's growing old, "T" is for the tears were shed to save me, "H" is for her heart of purest gold, "E" is for her eyes, with love-

light shining, "R" means right, and right she'll always be, Put them all together, They spell "MOTHER", A word that means the world to me.

Institute Of Student Opinion Students Name Favorite Literature

When asking several students to name their favorite type of literature, we find that almost all of them prefer fiction. Ruth Rushing, Eugenia Tilson, and McElton Skaggs like stories of adventure and happenings of olden times.

Matador Girls Win County Baseball

In the county baseball meet held at Roaring Springs last Saturday, the Matador girls were victorious. In the first round, Matador defeated Whiteflat 22-1, and in the second round they defeated Flomot by a 21-5 victory.

State Supervisor Visits School

The Deputy State Superintendent, Mr. J. L. Beard, visited our school on Wednesday, May 3. Looking over the school, Mr. Beard did the following things: visited classes, looked over the work done by the various departments during the current year, and checked the school equipment.

When Using The Library

One of the greatest blessings to mankind is the public library. We should be very grateful for the courtesies extended there.

Thanks, Lions!

We wish to take this means of thanking the Matador Lion's Club for the interest that is taken in the schools at various times. The Lions have backed us at the football games; they have sponsored a successful basketball tournament each year; and they have promoted many other activities that have been of estimable value to the school.

This and That

Orchids to the juniors! That banquet was certainly a "hum-dinger!" Especially did we enjoy Rudolph's characterization of the matador, Wandell's rendition of "Ferdinand the Bull," the delicious Mexican food, and Mrs. Whitworth's reading. However, every minute was thoroughly enjoyed—from the welcome address to the singing of "Auld Lang Syne."

Grade Gatherings

The work of the first grade was highly complimented last week by the inspector. Ruth Evelyn Keith won the prize of one dollar given by Miss Godfrey for the making of the best fire prevention poster.

Hints For Homes

Here's something different for dessert—whipped cream with peppermint candy ground up in it. Set in the ice box before serving. A variation is peanut brittle and whipped cream. Grind up the brittle like the candy.

Grade Gatherings

The work of the first grade was highly complimented last week by the inspector. Ruth Evelyn Keith won the prize of one dollar given by Miss Godfrey for the making of the best fire prevention poster.

hot pans and pots won't mark it—it will wear well and is easily cleaned. Candles last longer if placed in a refrigerator for a few days. They hold their shape better and burn slower after this treatment.

Keep your wooden ware away from the stove. The sudden drying on the outside will cause it to warp and sometimes to crack. Don't throw away that sour cream. Gingerbread made of sour cream is fine, particularly with sweet whipped cream on top. Cottage cheese is dandy, too. So are griddle cakes—also some salad dressing.

Por la Escuela

Again we congratulate the juniors upon another outstanding accomplishment. That was the best banquet that we have ever attended. Yes, it was worth all of that hard work; for we certainly enjoyed it. Mr. Gray is conducting a two-week's session of spring training for the basketball girls, and he says that they are going to state next year!

The Poet's Corner "The English Class"

Next is Elmer Gene with his clever remarks. Telling why—on a date—he parks. Both Harley and Harold try to learn. Because someday a date they hope to earn. Jonita sits low and tries to find. Some tall someone to hide behind. Raymond pretends that he knows his lesson.

"OH! THE TEACHERS OF MHS" We have a boss who doesn't fumble. And by the boss we mean Mr. Tunnell; And though we like him none the less. He's at the head of M. H. S. The grin of the strawbosg shows no hurt, When friends and pupils say "Unca' Bert"; And at that, he's about the best, For he's the principal of M. H. S. If you hear him holler loud as he can, You'd start thinking he's much 'o a man; Since he has wit, you can guess— That he's Coach Martin of M.H.S. If you think you want a demerit today, Just ask and call for Mr. Gray; And all the science that we possess Is due to Gray of M. H. S. (This poem, by Ervin Clower, will be continued next week.)

"The Cyclone"

A low rumble echoed in the distance, As the cloud grew darker and swirled; On, on, as if in a maddening trance, Lashing with its fangs unfurled. The villagers saw with dimming eyes The menacing funnel of terror; Horrifying cries rent the air, As they screamed in frenzied fervor.

That Nagging Backache

May Warn of Disordered Kidney Action. Modern life with its hurry and worry, irregular habits, improper eating and drinking—its risk of exposure and infection—throws heavy strain on the work of the kidneys. They are apt to become over-taxed and fail to filter excess acid and other impurities from the life-giving blood.

DOAN'S PILLS. Everything For The Home, Farm and Ranch. Higginbotham-Bartlett Co. LUMBER, BUILDING SUPPLIES AND HARDWARE

Buildings toppled to the ground— 'Twas human slaughter in first degree; Little bodies were torn asunder, And hurled to eternity. It left as quickly as it came, And breathless stillness filled the air; Earth again had paid her homage At the altar of despair.

(The above poem was written by B. F. Tunnell, Jr., student at North Texas State Teachers College at Denton. It was recently printed in the "Avesta", monthly magazine of that school.)

Baseball Meet Held Saturday

The Matador Grade School won the All-round County Championship. It received a large loving cup for this achievement. They had a total of 122 1/2 points. The boys grade school team ended an undefeated season by winning first place in the county last Saturday. It defeated Whiteflat 19-7 and Flomot 12-5. The team averaged 14 scores for each game during the season.

Last Program To Be Given By Grade School

The last chapel program of the year will be presented for the Matador Grade School on Friday, May 12. Students of the fourth, fifth, and sixth grades will be on the program. The program consists of the following: three plays, "Solving a Problem", "The Spelling Match", and "The New Scholar" by the students of the fourth, fifth, and sixth grades. These will be followed by a tap dance by Betty June Meador. The dance will be followed by readings by Mary Price and La Nelle Dunlap. Claud Jackson will give two solos. "Blue Hawaii" and "There's a Home in Wyoming" will be sung by June Bishop, Jane Bishop,

Dorothy Nelson, Madge Bradley, Billy Wason, Harold Smallwood, J. D. McNeley and Claud Jackson

Song Of The Week Ferdinand the Bull

Oh, there once was a bull, a magnificent bull in a pasture near old Barcelona. He would romp and he'd play thru the flowers all day till he'd smell just like Eau de Cologne. He was gentle and kind and his "moo" was refined, which the rest of the bulls all resented. For when he'd start to "moo" in a moment or two, he'd have all the cows discontented. Ferdinand, Ferdinand, the Bull with the delicate "ego", Ferdinand, Ferdinand, the heifers all called him "Amigo", Ferdinand, Ferdinand, he curtsy and greet them politely. Now he knew how to tango and dance the fandango, but he never learned to fight. —by Larry Morey and Albert Hay Malotte.

Thoughts To Think About

You will never be your best unless you are better than being merely good. You are sure to slip now and then if you attempt to climb very high. The world is not growing worse to the people who are helping to make it better. A man's worth is judged best by what he has for what he spent. All the other witnesses may die, but your own conscience will stay with you to the end. Many a problem has been solved when you are trying to state the case to another. Shared happiness doubles itself. H. M. Stansifer.

The Grab Box

There isn't much practical advice to be given the hopeful young graduate this season, except to marry the first girl he finds who has a steady job. A new skating rink is being built in London. We hear that it will seat 1,000 people.

INVESTIGATE TODAY! Butane GAS Only 7c per gallon. ALL SIZES BUTANE TANKS. F. H. A. TERMS—NO CASH DOWN-PAYMENT. TAPPAN GAS RANGES, HUMPHRIES HEATERS, MISSION WATER HEATERS. 5-YEAR GUARANTEE ON ALL APPLIANCES. INSTALLATIONS MADE BY FACTORY TRAINED EXPERTS. S. J. BRASELTON, Manager. BRASELTON APPLIANCE CO. ROBERT MEASON — SALESMEN — T. E. LONG, JR. BANK BUILDING ROARING SPRINGS

STOP WISHING You can BUILD NOW! LET US HELP YOU PLAN A NEW HOME! Conditions have never been more favorable for building a new home than at present. So stop wishing and start toward the realization of your cherished plans by consulting us. Our service is yours for the asking and we will aid you in every possible way, including the problem of financing—A good home is always a safe investment. Everything For The Home, Farm and Ranch. Higginbotham-Bartlett Co. LUMBER, BUILDING SUPPLIES AND HARDWARE

SPRING IS HERE— Check Your Battery... Guaranteed National Tires and Batteries —We Appreciate Your Business— Gulf Service Station. BENNIE COX, Mgr.

Matador Tribune

Combined with Motley County News By Purchase March 14, 1934. Issued Thursdays at Masonic Building, Matador, Texas, by THE TRIBUNE PUBLISHING COMPANY

Entered at the post office at Matador, Texas, as second class mail matter, according to an act of Congress, March 3, 1879.

DOUGLAS MEADOR Editor and Publisher

MEMBER PANHANDLE PRESS ASSOCIATION

MEMBER WEST TEXAS PRESS ASSOCIATION

SUBSCRIPTION RATES

In Motley, Floyd, Cottle, Hall and Dickens counties— One year, in advance \$1.50 Elsewhere, One year, \$2.00

Any erroneous reflection upon the character of any person or firm appearing in these columns will be gladly and promptly corrected upon being brought to the attention of the management.

"THAT WHICH A MAN DOES FOR HIMSELF DIES WITH HIM, BUT THAT WHICH HE DOES FOR HIS COMMUNITY LIVES ON AND ON."

"THERE IS CLORY ENOUGH FOR ANT MAN TO LIVE AND DIE A TEXAN."

Northfield News

Mr. and Mrs. Bill Bethany visited friends and relatives in Northfield, N. M. this week.

Mrs. M. A. Tate and daughter, Nova Jim, spent Friday night with her sister, Mrs. Clarence Harp at Kirkland.

Mr. and Mrs. A. B. Collins and Mr. and Mrs. C. D. Kincannon visited at Flomot Sunday.

Mr. and Mrs. W. E. Collins and Mr. and Mrs. Tom Collins visited J. B. Collins in Childress Wednesday.

Mr. and Mrs. F. G. Tipton, R. C. Byrd, B. F. Simpson and Chas. Matthews were in Matador Saturday.

Mr. and Mrs. C. M. Payne and Ruby left last week for Kirkland where they will make their home.

Mrs. Finis Collins and son have returned to Clovis, New Mexico, after a visit here.

Mr. and Mrs. Lawrence Timmons and son spent Friday night as guests of Mr. and Mrs. Ebb Thomas.

Mr. and Mrs. J. D. Spray of

Senior Favorites at T. C. U.



MARTHA CECIL GRAVES

FRANCES TAYLOR



EMAJEAN HAGGARD —Orgain Studio Photos

CONSTANCE CLARK

These four coeds have been named by their schoolmates as "Favorites" from the class of 1939. They are: Martha Cecil Graves, Fort Worth; Frances Taylor, Fort Worth; Emajean Haggard, Plano; and Constance Clark, Wichita Falls.

Whiteflat visited friends and relatives here Sunday.

Mr. and Mrs. Chas. Matthews, and Mr. and Mrs. Nolan Thomas and baby spent Sunday with Mr. and Mrs. Sam Moore.

Mrs. W. E. Collins and Ralph, also Miss Nina Kincannon and Mrs. F. G. Tipton were in Matador Friday.

Mr. and Mrs. Joe Allen of Turkey spent Saturday and Sunday with Mr. and Mrs. D. G. Wilcoxson.

Misses Bernice and Martha Wil-

coxson visited in Turkey Monday of this week.

(Delayed) Mr. and Mrs. T. B. Simpson were transacting business in Matador last Tuesday.

Mesdames J. E. Payne and Finis Collins were business visitors in Matador Wednesday.

Misses Nina and Bessie Kincannon, Mrs. W. E. Collins, Velma and Ralph Collins and Mrs. F. C. Tipton were in Matador Friday.

Mr. and Mrs. G. A. Ashford were business visitors in Childress

New York City Brushes Up for Fair of Century

NEW YORK — While the New York World's Fair 1939 speeds toward its opening on April 30, the city is preparing to receive 15,000,000 guests. The Fair will be the greatest party this town has ever thrown.

Thousands of workmen, artists and technicians are now engaged in finishing-up the vast spectacle and large crews are at work on Manhattan Island, grooming hotels, apartment houses, theatres, and public buildings for the date when The World of Tomorrow will steal the show from the City of Today.

"Going to the Fair" this year will mean two shows for the price of one so far as the out-of-town visitor is concerned. New York's Broadway, amusement center of the nation, will not rival, but will supplement entertainments at the Fair.

Extending in a broad arc beyond the New York State Marine Amphitheatre and along the eastern shore of Fountain Lake is the 280-acre Amusement area where gaiety will rule.

At the amphitheatre, Billy Rose, Broadway's master showman, will present Eleanor Holm in his \$1,000,000 extravaganza in which 300 dancing and swimming girls will take part. A curtain of water will shield the stage from the audience between the acts. The theatre will seat 10,000 persons.

Rides and thrillers take up one section of the Amusement Area; games of every kind another, while still another section will hold exotic villages.

In the Cuban village, covering three acres, the atmosphere of Havana's cafes will be recaptured. Here the rhumba and danzon will be danced to native orchestras and arroz con pollo will be on the menu.

In Merrie England visitors will watch Elizabethan games on the village green, eat ample slices of roast beef and walk the streets of Old London.

Old New York will be another village. Here the Bowery of the mauve decade will live again.

Admiral Richard Byrd's "Penguin Island" and "Sun Valley," a winter wonderland with a daily blizzard will bring a dash of frosty fun to the scene.

It is estimated that 2,000,000 children between the ages of 3 and 14 will visit the \$1,000,000 Children's World. Admission to this zone will be free, although modest charges will be made for special entertainments including the diminutive restaurant.

In the "thrill section" will be found a parachute leap where visitors will experience all the excitement of "bailing out" without risking broken bones. An automatic, "fool-proof" mechanism will release the "chutes in such a manner that folding up will be impossible. The landing will be gentle. While this is one of the latest hair-raisers, the play center will be replete with coasters, wheels and rides of all varieties.

And to quote Grover A. Whalen, President of the Fair Corporation: "The World of Tomorrow" exposition will display the marvels of science, industry and art, and at the same time provide fun and gaiety for everyone."

Friday. Mr. and Mrs. Odell Meyer, Mrs. J. E. Payne, Mrs. Finis Collins, Mrs. Susie Stratton, and R. C. Cozby attended the singing at Turkey, Sunday.

Mrs. C. A. Russell of Turkey, visited Mrs. D. G. Wilcoxson, Sunday.

Mr. and Mrs. W. H. Patterson visited in Wellington Saturday and Sunday.

B. F. Simpson returned home Sunday night after spending a week in Marlin, Texas.

I GIVE YOU TEXAS BY BOYCE HOUSE

Austin jottings: Hick Hiccomb has a unique "guest register." Recently, the well-known political figure (who managed Jerry Sadler's campaign) fractured his ankle. He has visitors to sign the plaster cast. Incidentally, with the anniversary of the battle of San Jacinto at hand, it is easy to understand why State Railroad Commissioner Sadler feels an even greater interest than most Texans; his great grandfather, Capt. W. T. Sadler, had charge of the detail that conveyed the captured Santa Anna from the battlefield to Galveston. Na-

Personal Touch Makes Stork Club Successful Spot

SHERMAN BILLINGSLEY, New York's night-club phenomenon, receives the accolade of the Cosmopolite of the Month in the May issue of Cosmopolitan magazine and Finis Farr interprets the personality of this successful young man on the café-society trapeze. According to Mr. Farr, the genial host of Manhattan's famous Stork Club is a year-in and year-out winner because of that very thing—he is a host



Sherman Billingsley—Genial Impresario

in all that the word ever implied. There are no lengths to which Mr. Billingsley will not go to make his guests feel at home. He takes trouble to find out things which please his patrons and then he provides them—even if it entails having stone crabs sent up from Florida daily by airplane to please exacting palates, fermenting out and stocking obscure beverages which they casually mention as their favorites, admitting apes and other wild animals (one gentleman even wanted to bring in a horse) to the blue and silver confines of his club because their owners insist, and cutting the check in half when he thinks it is costing more than the patron can afford. It is easy to see why Mr. Billingsley's customers soon look on him as a personal friend.

Through the portals of the Stork Club have passed more celebrities, celebrity seekers, actresses, debutantes, models, rich writers, photographers, glamour girls, movie actors and actresses, gossip columnists, booking agents and assorted socialites than any doorway on earth. In

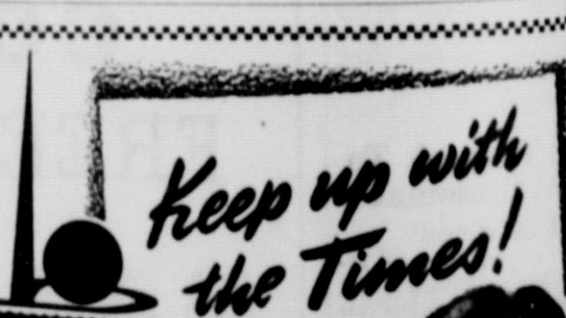
addition the political, diplomatic and industrial tycoons have not passed it by. This medium-sized restaurant on East Fifty-Third Street in Manhattan, with its elegant and dignified decor, which seats only three hundred devotees at a time and offers just dance music, drinks which start at seventy-five cents, food, the other customers and Billingsley by way of entertainment, still tops competition which puts on elaborate revues. The secret of this is Billingsley.

Sherman Billingsley says that beautiful women are the only worthwhile decoration for a night club and he goes to considerable trouble to make the Stork a rendezvous for the most attractive society buds of every season who bring him little in the way of cash but much in custom and reputation. Two other rules for making a night club go are given by Billingsley in Finis Farr's article. "People like to come into a crowded room," he reports, "and you've got to have plenty of mirrors. Outside that your guess is as good as mine." People in the know guess that you've also got to have Billingsley.

DO YOU KNOW THAT— Independence, Va., and Sparta, N. C. are only 10 miles apart, yet a telephone call between them has

THE WORLD'S GOOD NEWS THE CHRISTIAN SCIENCE MONITOR

An International Daily Newspaper. It records for you the world's clean, constructive doings. The Monitor does not exploit crime or sensation; neither does it ignore them, but deals correctively with them. Features for busy men and all the family, including the Weekly Magazine Section. The Christian Science Publishing Society, One, Norway Street, Boston, Massachusetts. Please enter my subscription to The Christian Science Monitor for a period of: 1 year \$12.00 6 months \$6.00 3 months \$3.00 1 month \$1.00. Wednesday issue, including Magazine Section: 1 year \$2.50 6 issues \$1.50. Name: Address: Sample Copy on Request



Keep up with the Times! Let SPUR LAUNDRY Do Your Wash! Back-breaking, home washing belongs to the horse and buggy age. Modern women have the laundry do their wash! And here's why! Spur Laundry charges no more than it costs to do it at home. Spur Laundry certainly gets clothes cleaner! Go modern, call them today!

Spur Laundry. Complete X-Ray Service. Office Over City Drug Store. Telephone 146-J. Matador, Texas.

NOTICE TO ALL MOTLEY COUNTY Landowners ATTEND THE SOIL CONSERVATION CONVENTION

Pursuant to a proclamation by the Governor of Texas, and in accordance with a recent act of the State Legislature, the Commissioners Court of Motley County hereby calls a convention of the land-owners in each Commissioner's Precinct, for the purpose of selecting one representative from each such precinct, who shall constitute a County Committee of four.

The date set for all such Commissioners' Precinct conventions is May 15, 1939, at 3 p. m., in the following places, to wit:—

- In Precinct No. 1, The Courthouse, Matador; In Precinct No. 2, The White Star School House; In Precinct No. 3, The Church House, Northfield; and In Precinct No. 4, The Womack Building, Roaring Springs.

On the following Wednesday, May 17, at 3 p. m., the four precinct representatives shall meet in the courthouse in Matador and select ONE of their number as a delegate to the State District Convention, which is to be held in Plainview, Texas, at (Eleven) 11 a. m., on the following Monday, May 22, 1939.

Only land owners are eligible to participate in these conventions, and they are urged to attend the meeting in their home precinct, on May 15, 1939

Commissioners Court MOTLEY COUNTY, TEXAS

### How Tall Will Your Child Be?

any age after six years, it is possible to determine the adult height of your child, according to Dr. Josephine E. Kenyon, who provides the determination of height, in an article in the May issue of Good Housekeeping Magazine. The height of the child should be carefully measured and recorded at each birthday in order to determine whether or not he has made the average growth expected at each



is Measured Annually to Record His Increase in Height.

present median height of average adult in the United States is 5 feet, 7 1/2 inches and the median height of a child in this chart are based on the median height. If your child is taller at each birthday than the figure in the median chart, he will probably attain a stature of 6 1/2 inches when he is grown.

BOYS			GIRLS			
Height in inches	Expected growth between the following years	Age	Height in inches	Expected growth between the following years	Age	
42.8	5-6	2.2	5	4.2	5-6	2.2
45	6-7	2.1	6	4.7	6-7	2.1
47.1	7-8	2.0	7	4.8	7-8	2.0
49.1	8-9	1.9	8	4.8	8-9	1.9
51.1	9-10	1.9	9	5.0	9-10	1.9
52.9	10-11	1.8	10	5.2	10-11	2.1
54.7	11-12	1.7	11	5.4	11-12	2.4
56.4	12-13	2.2	12	5.7	12-13	2.3
58.6	13-14	2.4	13	5.9	13-14	1.7
61.1	14-15	2.4	14	6.1	14-15	1.0
63.5	15-16	2.0	15	6.2	15-16	.5
65.5	16-17	1.2	16	6.2	16-17	.2
66.7	17-18	.5	17	6.2	17-18	0.
67.2	18-21	.3	18	6.2	18-21	0.

Adult Height, 67.5" Adult Height, 62.8"

### MATERNITY DEATH INDICATES PREVENTION UNHEEDED

Maternity death in May 11—"It is logical to expect that the number of deaths in May will be an increasing one. Mother's Day should be observed not only as a tribute to the mothers of the world, but also serves to remind us that, despite great advances in the field of obstetrics, the mortality yet experienced by women in childbirth still is too high," states Dr. Cox, State Health Officer.

to consumers and other phases of disease control. These lend themselves readily to organized efforts. However, when the problem involves personal conduct the solution becomes more difficult. "Physicians and public health officials realize that scientific information and the part that the individual must play in personally applying such knowledge are very different matters. The high maternal mortality rate is an example of this fact. "In the light of present-day knowledge, nearly 30,000 annual deaths in the United States associated with maternity can mean only that medical science is not being given a fair chance in prevention. "Expectant mothers must realize that both for their own sake and

### BUSINESS SPEAKS FOR ITSELF

THE American business man has been the butt of censure, ridicule and blame for almost every unpleasant condition in our economic life. He has been maligned, badgered and misunderstood and he has said very little about it. In the May issue of Cosmopolitan magazine under the title of "Autobiography of America - 1939," a typical business man relates the simple yet thrilling story of his life to Boyd's Sparks. The sincere, modest, invincible spirit of the man emerges in this article. Without bidding for sympathy or asking quarter, the business man—a mill owner—discusses some of the things which give him the most worry in his job. Chief among these are strikes which he calls hideously wasteful. "The people on my mill payroll never want to strike, it seems to me," he says. "Way, I know most of them by name and we are friends. Yet they are being told in insidious ways that I am their enemy. I honestly believe that in these times strikes are a stupid form of behavior. I do not question the sincerity of those who promote strikes but before God, I question their intelligence and their fitness to be treated as leaders of human beings.

The next most pressing worry is how to get orders for goods at a price on which the mill can make a profit. This is a widespread problem with all manufacturers who find that their customers are unwilling to carry any inventory and send in rush orders for amounts too small to even bother with in normal times. Taxes are a prevalent scourge of this industry. When there is a profit, taxes can take a large part of it. When there is no profit or even when there is a loss, heavy taxes go on. "Taxes are so high today and so sure to be higher, that I am afraid they will be the end of me as an employer," this business man says. He cites in addition the heavy tax on his business by government and state officials. In this article Boyd's Sparks captures the genuine spirit of a man who makes an effort to reveal persuasive proof of the validity of America's system of free enterprise. The story of his life is a testament to his belief in this system. It is the story of initiative, hard work, responsibility and honesty. It is a story which has many counterparts in the fabric of our national life.

for that of the new life the time to become interested in a successful outcome is the moment the expectancy is realized. It so happens, however, that too many mothers fail to surround themselves with the medical advice and protection that are so important not only at the conclusion of the gestation period but throughout the entire term. Many of the conditions cause needless maternal mortality that can be traced to ignorance or indifference to this primary guard. "Or, to express it positively, every expectant mother should be under the supervision of a physician during the entire prenatal period. Until this fact is more generally appreciated the present loss of maternal life will probably continue."

### PLANS STARTED FOR STAMFORD COWBOY MEET

STAMFORD, May 11—Governor W. Lee O'Daniel is one of half a dozen outstanding men of the State and Nation who already have accepted invitations to at-

### COOKING RANKS HIGH AS MASCULINE HOBBY

MORE and more men are openly admitting that they enjoy cooking and are going for it as a hobby, according to Leo Nejedli, one of the leading spirits in the restoration of man's primeval right to cook. "Not a week passes," Nejedli says, "that I don't discover among my acquaintances and friends, more and more men who enjoy cooking. Some make a fetish of complex and involved foods. Others go in for simple dishes. But there is one thing all of them have in common—and that is the deep and sincere enjoyment they derive from the preparation of food."



LEO NEJELSKI

Nejedli contends that the man who cooks gets more pleasure from eating. He opposes the idea that eating should be indulged in from habit and declares that a man does not have to be a gourmet to pamper his sense of taste. "Eating can be fun," Nejedli says. "And it costs no more that way. Even a child enjoys his food more if he has some part in cooking and seasoning it."

tend the tenth annual Texas Cowboy Reunion which will meet in Stamford July 3, 4 and 5.

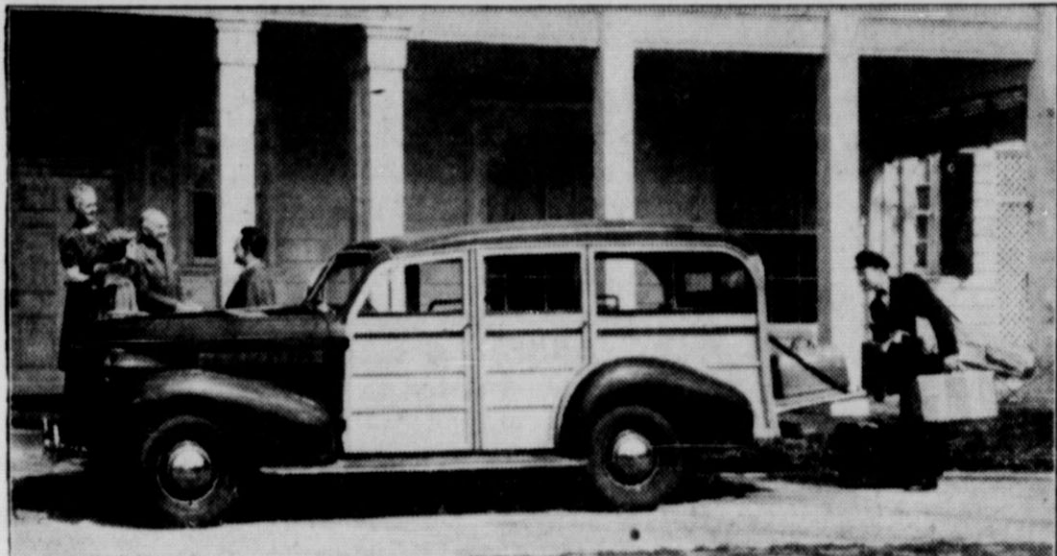
Lieutenant Governor Coke Stevenson also has said he will be here. Federal Judge James V. Allred, who never missed a session during the four years he was governor, will be back this year, as well as Edward Clarke, former secretary of State, another annual visitor.

Paul Whiteman, famous orchestra director who has taken up horses as a hobby, has accepted an invitation for a second visit to the Reunion. He attended in 1937. With Whiteman will be Amon G. Carter, Fort Worth publisher, who has become an ardent Reunion enthusiast since his visit here last year. Carter is said to be practicing up on his riding in order to make a good showing with the cowhands.

All of these notables have been given honorary memberships in the Texas Cowboy Reunion Association, but Frank M. King, associate editor of the Western Live stock Journal, Los Angeles, is a member of the oldtime cowboys' organization in his own right, being a former Texas Cowhand. He attends the Reunion every year and has written Chas. E. Combes, secretary of the association, that he will be back this year "if somebody don't shoot me."

Read the Tribune Ads

### New All-Round Utility Model



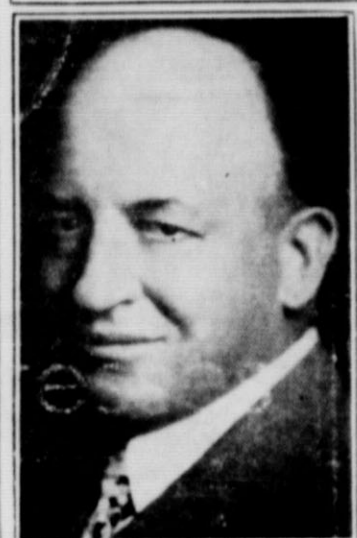
Summer's approach forecasts many such scenes as this, for the Station Wagon is closely associated with the idea of vacation time and pleasant leisure hours. Actually, however, the car itself gets little rest, as a rule, for its all-round utility keeps it on the move. This new Chevrolet, for instance, has comfortable accommodation for eight passengers, and space for a large quantity of luggage or other package-carrying. It is popular not only with "two-a-lance" families and large estates, but with taverns, hotels and ranches.

### Best Known Big Game



The white-tail deer of the east and south is America's best known large wild animal. This species of deer has enormously increased in many northern states within the past quarter of a century, returning to territory from which it had been totally absent for a hundred years. There are now plenty of deer within 50 miles of New York city. Lynn Bogue Hunt painted the white-tail deer for the 1939 Wildlife Week poster stamps.

### WTCC CHAIRMAN



J. S. Bridwell, above, of Wichita Falls, is chairman of the Work Committee for the 21st annual West Texas Chamber of Commerce convention in Abilene May 15-17. Bridwell also is second vice-president of the regional organization. The 25-member Work Committee is composed of leaders in business and agriculture from every section of West Texas. Vital problems of the area will be studied by the committee and recommendations will be made to the 191 WTCC directors for action during the convention.

### Highway Dept. Flower Shows Being Held

AUSTIN, May 6—Julian Montgomery, State Highway Engineer, stated that the annual wild flower exhibits sponsored by the Highway Department are now being held in each highway district. The practice of holding these flower

shows was started several years ago to acquaint the public with the many varieties of wild flowers grown on the roadsides, and the attendance has increased each year until it is now necessary to hold the Austin district exhibit in the Gregory Gymnasium at the University. The wild flowers are collected from the roadsides and adjacent fields and are displayed by the ladies beautification committees, in co-operation with local civic organizations. The exhibit is not held in the same city or town each year, but moved around in the district. Some of the wild flowers are arranged in individual classification, while others are in at-

tractive mass displays. All are shown with both the common name and scientific name. Mr. Montgomery urged everyone to watch for the date of the local exhibit and attend same. "There is no admission fee or charge of any kind," he said.

**OIL - CHANGING PART I**  
Drain and refill to oil-level as usual

**OIL - CHANGING PART II**  
At no unusual price get the plus of OIL-PLATING

"The 2-in-1 oil-change," automotive experts call it, because... 1st—It gives your engine the change badly needed today—from Winter dirt and oil to your correct Spring grade of patented Conoco Germ Processed oil... AND 2nd—Your engine thus gets the out-and-out plus of OIL-PLATING. The exclusive Germ Process gives this oil such an intense "power of attraction" that it holds to cylinder walls, bearings and piston rings as if

plated there. Plating on the bumpers, for instance, doesn't fry up in the heat, fly off at speed, or drain down during parking. These same things apply to OIL-PLATING. So it keeps your engine ready-oiled for safe starting every time. And it helps you get big plus mileage all Summer from your Conoco Germ Processed oil. Good time right now to change to Your Mileage Merchant. Continental Oil Company

**CONOCO** from Your Mileage Merchant

## Before You Buy A Butane Gas Plant

Investigate...  
The Automatic Agitated SYSTEM  
FOR COMPLETE SATISFACTION

**BUTANE Gas**  
6 1/2 gallon

ALLOW US . . . To explain the superior features of this modern, inexpensive fuel for heating, cooking, lighting and refrigeration. We also carry a complete line of Butane gas appliances. Reliable installation and service.

# MATADOR HARDWARE

## and Furniture Company

MATADOR'S HARDWARE DEPARTMENT STORE



# PRICE MEANS NOTHING UNLESS IT IS LINKED WITH QUALITY



WHITE SWAN LUNCHEON PEAS  
No. 2 CAN **18c**



WHITE SWAN Catsup  
MADE OF FANCY RED - RIPE TOMATOES AND PURE SPICES  
14 OZ. BOTTLE **14c**

Free THIS 13 OZ. MODERNISTIC GLASS TUMBLER with 1/4 lb. ... WHITE SWAN TEA **21c**

FireSide Beans Old Fashion, Home Style— Just Like Mother Used to Cook Large 24 oz. Can **10c**  
 Pure Cane Sugar . . . . 10 Pound Cloth Bag **54c**  
 P&G White Naptha Soap 3 Giant Bars **13c**  
 Magic Washer . . . . . Large Size **21c**

WHITE SWAN Grapefruit Juice . . . . . 2 No. 2 Cans **15c**  
 TOMATOES, Wapco . . . . . 2 No. 2 Cans **19c**  
 Corn Flakes, White Swan. . Large **9c**  
 PRESERVES, White Swan. 16 Oz. Jar **23c**  
 Apple Cider Vinegar, W-P. Qt. **14c**  
 Pickles, Concho, Sour-Dill. Qt. **14c**  
 Old Plantation Syrup . . . . 1/2 Gal. **29c**

Grape Juice, White Swan. . Pint **19c**  
 WHITE SWAN TOMATO JUICE . . . . . 2 14 Oz. Cans **15c**  
 Fresh Prunes, White Swan. No. 1 Can **10c**  
 PINK SALMON, Concho. . . . . No. 1 Tall **13c**  
 MUSTARD, Concho . . . . . Quart **14c**  
 Toilet Tissue . . . . . 3 Rolls **13c**  
 CLABBER GIRL BAKING POWDER . . . . . 25 Oz. Can **23c**

**SMOKED AND FRESH MEATS**

Ham	HALF OR WHOLE	LB.	<b>29c</b>
Lunch'n Meat		LB.	<b>24c</b>
Sliced Bacon		LB.	<b>24c</b>
Cheese		LB.	<b>17c</b>
Bologna		LB.	<b>13c</b>
Steak		LB.	<b>21c</b>
Salt Pork		LB.	<b>16c</b>

**CRISP, FRESH PRODUCE**

Lettuce		HEAD	<b>5c</b>
Green Beans		LB.	<b>8c</b>
New Potatoes		LB.	<b>5c</b>
Lemons		DOZ.	<b>25c</b>
Oranges		DOZ.	<b>18c</b>
Black Eye Peas		LB.	<b>7c</b>
Bananas		DOZ.	<b>12c</b>

WHITE SWAN COFFEE  
**COFFEE**  
HUNDREDS AND HUNDREDS OF DELIGHTFUL, REFRESHING SIPS IN EACH POUND  
**Lb. 29c**

WHITE SWAN LUNCHEON CORN 2 No. 2 Cans <b>25c</b>	WHITE SWAN SLICED BEETS No. 2 Can <b>12c</b>	WHITE SWAN DICED CARROTS No. 2 Can <b>10c</b>	WAPCO CUT STRINGLESS Green Beans 2 No. 2 Cans <b>19c</b>
-----------------------------------------------------	-------------------------------------------------	--------------------------------------------------	-------------------------------------------------------------

Specials Friday and Saturday  
**BURDEN'S FOODWAY**  
PAY CASH - PAY LESS - WHY PAY MORE

WHITE SWAN COLOSSAL HALVES PEACHES  
LARGE No. 2 1/2 Can **19c**

WHITE SWAN BARTLETT PEAR  
Matched Halves No. 2 1/2 Can **19c**

WHITE SWAN FRUIT COCKTAIL  
No. 1 Tall CAN **19c**

WHITE SWAN SALAD DRESSING  
MADE OF THE FINEST INGREDIENTS WILL ADD ZEST TO YOUR SALADS QUART **39c**

Assist. Sports Featur Joke 1 Report Lela C Spons

How Beg:

Since commed idly dr describ these e Harv first Americ liam a about and F later. The held a a class and w tions, has be since. Tho ments gala-d times day o ing. I from high c This unmar

In: QUI or wo. Altu teche things. Ma some better their under W.

ador, Mo  
w Tall  
any age after s  
of your child, a  
for the deter  
od Housekeep  
ately measured  
whether or no

is Measur  
present mee  
verage adult  
is 5 feet, 7 1/2  
in this char  
edian height.  
shes taller at  
e figure on  
to reach an  
9 1/2 inches.

BOY  
ximate heig  
adult height

42.8
45
47.1
49.1
51.1
52.9
54.7
56.4
58.6
61.1
63.5
65.5
66.7
67.2

Adult Heig  
led from "T  
Ph.D. Jour

RNITY D  
INDICAT  
CE UNH  
N, May 11  
ually upo  
n May an  
Mother's  
his observ  
bute to th  
y, but al  
e that, de  
the field  
ity yet e  
od in chi  
lly too hi  
Cox, State  
alg can e  
lic health  
ng pure w



# Welcome to Matador



CELEBRATING...

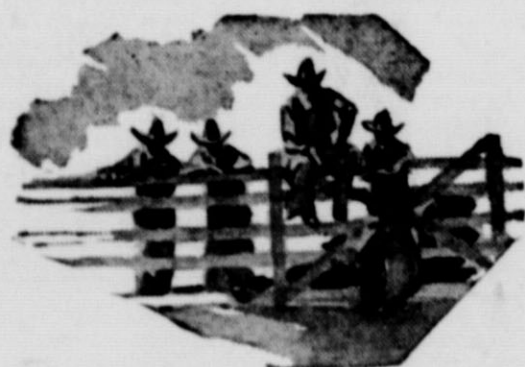
## Shannon Davidson Day

THURSDAY, MAY 11, 1939

Honoring Shannon Davidson and Willie Meyer

In Winning the Nocona to Oakland  
**PONY EXPRESS RACE**

---A TRIBUTE TO THE BEST HORSEMAN IN TEXAS---



### Congratulations To Davidson and Meyer

MATADOR, THE LAST FRONTIER OF THE COWBOY, IS HONORING AN OUTSTANDING CITIZEN . . . . WITNESS THE OLD WESTERN SPIRIT AT HIGH TIDE . . . . A WELCOME TO WARM YOUR HEART . . . . A GREAT PARADE OF 300 RIDERS, WAGONS, BUGGIES, BUCKBOARDS . . . . THE MATADOR RANGE WAGON AND REAL COWBOYS PAYING TRIBUTE TO A COMRADE . . . . MISS ENID JUSTIN OF NOCONA, DONOR OF THE \$750 CASH PONY EXPRESS REWARD, HERE IN PERSON TO PRESENT DAVIDSON WITH A PAIR OF NEW BOOTS . . . . YOU ARE INVITED AND YOU'LL ENJOY EVERY MINUTE, PARDNER!



This Expression of Goodwill and Appreciation is Made Possible by the Following Firms and Individuals . . .



- MATADOR VARIETY
- TEXAN CAFE
- JAMESON & SON GROCERY
- DR. C. HOWARD
- GARTH CLOSE
- MATADOR HARDWARE and Furniture Company
- CITY TAILOR SHOP
- W. H. JACKSON
- CITY DRUG STORE
- DR. E. B. JONES
- FIRST STATE BANK
- H. F. PIPKIN
- PAT SHERIDAN
- R. E. CAMPBELL
- MATADOR DRY GOODS CO.
- SIMPSON'S DRUG STORE
- HOMER SHEATS
- Higginbotham-Bartlett Company
- ROSA'S COFFEE SHOP
- FRED FULFER BOOT SHOP

- MATADOR CLEANERS
- BISHOP'S FEED STORE
- BURTON LINGO CO.
- E. F. SPRINGER
- H. L. DENNIS GROCERY
- BURDEN'S FOODWAY
- MAGNOLIA CAFE
- GULF SERVICE STATION
- WILSON'S CAFE
- MAGNOLIA SERVICE STA
- LEON ICE COMPANY
- MATADOR AUTO CO.
- WEST TEXAS UTILITIES CO.
- MATADOR HOTEL
- DOUG MEADOR
- EDDIE'S BAKERY
- JOE BLOODWORTH
- SPOT CASH GROCERY
- MOTLEY HOTEL
- WEST TEXAS GIN CO.
- SUPER SERVICE STATION
- DR. A. C. TRAWEEK

Assists Society Sports Feature Joke Report Lela C Spons

How Beg:

Since commedly dr describ these e Harv first Americ liam a about and F later. The held a a clas and w tions, has be since.

Thos menta gala-d times day o ing. I from high c This unmar

In:

QUI or wo Alte teach things Ma wome better their under W.

AIL  
By  
DOUGLAS  
had tou  
the thurifer  
blossoms  
wind st  
on of the  
ence weig  
arkness o  
penetrat  
guinea-fo  
stretched  
reality.  
ure follow  
ian by est  
ation for  
to abide  
reception of  
ound the p  
he slender  
ary in th  
se though  
amid sple  
lakes, st  
crystal cas  
his welt, th  
ed ag she  
angs were  
otton, b  
the tub of  
t to lift  
ts of spa  
joining co  
nist from  
and sto  
ing the  
m fill a  
d at the  
red yard.  
moved  
ails of ene  
he limite  
ll leaves  
hearts li  
an aspen  
growth of  
other fo  
the char  
ent man's  
not unde  
he doe  
underst  
eds a carp  
ness.  
yotes ha  
left nee  
of a burn  
-grounds  
in crumbs  
wide cl  
wed a cr  
utes to  
nd. A lo  
oy's slic  
st a flo  
p cow tr  
ed cellop  
rope.  
red, one  
g cabinet  
have  
awaits  
They  
ished  
and journe  
kerchiefs  
and hel  
acket of  
rest sid  
ness near  
the th  
ed the pl  
als of a  
mustach  
has fall  
taken tr  
sroom of  
ling th  
es; a sm  
needed.  
If clip bi  
lady's bl  
vaults w  
ons are  
travel l  
t.  
all boats  
tiny v  
light a  
igated  
our pre  
edge  
maiden  
bench a  
-house  
absorb  
that fr  
The m  
youth  
ed to hi  
ssed a  
bled su  
did no  
youth p  
about  
cinder  
le. She  
joinin  
cheek;  
these of  
or grow  
or the  
hold  
awn.