



### Night Blooms on Treasure Isle



Night blooming cereus will adorn the Hawaiian pavilion gardens at the 1939 Golden Gate International Exposition on Treasure Island in San Francisco Bay. This night scene on the Exposition site shows Miss Ilano Kealani with an armful of the strange flowers.

Capital, had undergone in 1521, at the hands of Cortez. Twenty-one years later Montejo and his followers razed the and the present Merida was founded on its site.

#### THE PRESENT MERIDA

As one saunters about the streets of Merida today, one notices the extreme simplicity of their architecture. Their buildings are, for the most part, one or two-storied affairs, plain, unadorned. One sees many cubicles in pastel shades. Here and there ultra-modernism is rearing its head in this vicinity that has been occupied a score of centuries. The office of the Pan American Aviation Company, for example, is housed in an up-to-date structure that shrieks of present day modernity.

The streets of Merida are quite narrow and cross each other at right angles. An unromantic, but practical method of designating streets obtains here.

All streets running East and West bear odd numbers, while those running North and South bear even numbers. But it was not always thus. Formerly they were called, for example, The Street of the Old Woman; Elephant Street; Two Faces of Tiger Street, et cetera. Pictures of these various objects were affixed at street corners. This enabled the illiterate peon to find his way about. Would you not prefer to have your residence, say, on the corner of The Old Woman and the Elephant, instead of corner of 57 and 62. It surely would sound more interesting and intriguing.

On the streets, the first thing that strikes one, are the very

reactions. They may suit the lovers, but I didn't care so much for them. When I was seated in one of the chairs—the other one was vacant and maybe that was the trouble,—I was not overwhelmed with amorous thoughts. What I really did think though was "these cement seats are harder than rocks" not exactly a pure love thought. So next time I come I will bring a cushion along. And this is a tip for you too.

Architecturally three things vie for your attention: The Cathedral so plain and massive looking; the Montejo Mansion with its splendid door-way and facade; and through the green leaves of the trees shines forth the pink tower—a clock tower—of the Government Palace. Along several sides runs the arcades (called portales here) one catches glimpses of their arches through the trees. I don't recall having seen a more attractive or charming plaza anywhere in Mexico. But maybe I am prejudice on account of the love-seats.

#### SIGHTS OF MERIDA—

Some travelers are so eager to get to Chichén Itzá and Uxmal when they arrive in Merida, that they just stay over-night and continue the next morning. In this manner they miss a most delightful city. To get even as much as a bowing acquaintance with this place two or three days are absolutely necessary. Besides seeing the catalogued 'sights' one should make a practice to take aimless rambles about the place. In this manner many interesting 'bits' may be seen not mentioned in any guide book. Comedy, Tragedy, and Drama lurk in unexpected corners. The by-ways must not be ignored, often they are of far greater interest than the orthodox sights seen on the highway.

Besides Merida itself, see its Cathedral plain and massive, so

free of all over-ornamentation. Then by all means see the exterior ornamentation of the Montejo mansion—the first residence built in Merida in the 16th century. Go to the Museum—this will act as a cocktail to whet your appetite for the glories you will encounter later on at Chichén Itzá and Uxmal. See how hammocks are woven, go out a short distance from Merida and visit a typical henequén hacienda. See the marble Opera House and if you want to get some idea of how the Spanish noblemen were ensconced, stay at the Itza Hotel which is a remodelled colonial mansion.

Later on I shall go into further detail regarding these sights, but now while on the subject of Merida their mere mention must suffice.

While traveling in Yucatan, one gets the feeling one is no longer in Mexico. This part of the world seems to stand apart—aloof—like an aristocrat with an air of distinction and superiority. To miss Yucatan, while traveling in Mexico, is like going to Rome without seeing Saint Peter's. Mexico in-

terested me greatly with all its strange customs and sights, but this part of it—Yucatan—with its wonderful archeological offerings, the famous ruined cities of Chichén Itzá and Uxmal, was the climax of the whole trip, the most worth-while feature of it all.

(To Be Continued)

#### HENRIETTA SHUCK CIRCLE MEETS WITH MRS. DOSS

The Henrietta Shuck Circle met the Baptist W. M. U. met Monday afternoon with Mrs. Vernon Doss, Mrs. Bill McCaghren read the devotional, after which Mrs. Doss taught the lesson.

The seven ladies present were Mrs. McCaghren, Mrs. Elbert Reeves, Mrs. Elbert Seigler, Mrs. Jarvis Ridgway, Mrs. J. D. Craven, Mrs. Jack Edwards, and the hostess, Mrs. Doss.

#### NEW ARRIVAL

Born to Mr. and Mrs. Gerald Waybourn, at Traweck Hospital, on Thursday, October 13, 1938, a daughter weighing 8 3/4 pounds who has been given the name Barbara Jo.

**Maize Heads WANTED**  
Will Pay Highest Market Price  
Phone 13  
**John C. Turner**  
Roaring Springs

small horses drawing still smaller old-fashioned 'top-buggies'. But I must warn you if you weigh more than 400 pounds, do not venture forth in these interesting small conveyances. You might find yourself beneath the crushed debris of buggy with the horse on top entangled in the shafts, and kicking furiously.

On the outskirts one comes across very primitive looking buildings, oval in form, white-washed, except for the roof which is thatched with dried palm fronds.

**NATIVE WOMEN**  
One sees many native women on the streets and they all look attractive.

They are all immaculately attired in 'white Mother Hubbards' adorned with colored embroidery at the neck, around the short quarter-length sleeves, and about the hem. These dresses are always spotless and their dark faces and dark feet protruding therefrom, form an interesting and provocative contrast. Nearly every one goes about bare-footed here, poor place to sell corn plasters. The men, not to be out done, present an immaculate appearance also. They dress all in white—with their shirts hanging out of their trousers. And of course, bare-footed. These Indians, unlike some that live elsewhere in Mexico, perform bodily ablutions daily before retiring at night in their hammocks. The language spoken by these Indians and nearly all of the whites, is Maya.

**THE PRINCIPAL SQUARE, LOVERS' SEATS—**  
The large square in the center of Merida is unusually attractive. One of the noticeable features here is the thrifty, vigorous looking trees—Indian Laurels. They stand forth in all the glory of their arborial prime. Needless to say how welcome is their shade when a hot brassy sun, sizzles above.

Besides the many park benches one also sees 'lovers' seats'. These are joined together standing side to side but facing in opposite di-

WINTER WOULD BE FUN IN A SNUG HOME LIKE THAT!

THE WISE OLD DUCK IS RIGHT—WINTER-TIME IS A TIME OF COMFORT AND ENJOYMENT IF YOU HAVE A SNUG, WARM HOUSE.

GET YOUR HOME READY FOR WINTER. MODERNIZE NOW WHILE YOU CAN HAVE THREE YEARS TO PAY. SMALL MONTHLY PAYMENTS.

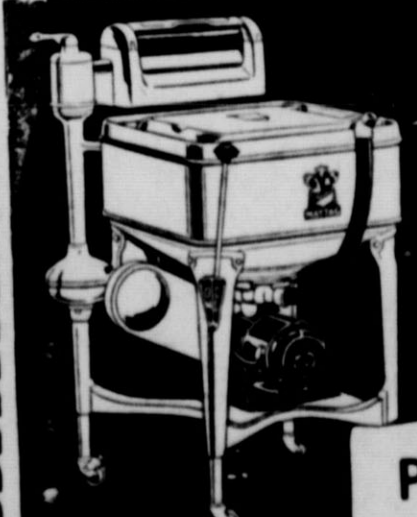
NO MORTGAGES

**Burton-Lingo Co.**  
"Pioneer Lumber Company Of West Texas"

**Thanks...**  
**MRS. BERRYMAN,**  
For Your Order Of  
**EIGHT NEW MAYTAGS**

WE KNOW your customers of Matador and vicinity will enjoy using this group of fine new machines; three million homes have tested and proved the MAYTAG—Whatever they wash, three million women like the special care that Maytag gives their clothes. Its gentle washing action makes clothes last longer. Lingerie, dresses, work clothes and heavy blankets are all washed with ease and proper thoroughness, quicker and better.

SAVE MONEY, CLOTHES AND TIME AT  
**MRS. BERRYMAN'S HELP-YOURSELF LAUNDRY**  
MATADOR, TEXAS



You Can Now Depend On  
**Maytag**

To Do The Difficult Job  
Proven by satisfied customers

Installations made by the Motley County Maytag Distributors  
**THACKER SUPPLY COMPANY**  
ROARING SPRINGS, TEXAS



#### ANCHORS AWEIGH

**CAPITAL OF YUCATAN**  
The Capital of Yucatan, founded in 1542 when Francisco Montejo founded it. Before that, the Spaniards occupied the hundreds, perhaps thousands of years. They called their "Tho" or "Ti-hoo," a variation of a much longer name. The Spaniards arrived in the fore part of the 16th century and they were amazed when they found this ancient Maya. The barbaric splendor of the temples and palaces, the glories of architecture and the advanced stage of Maya Indian had reached evolution. But all this city was to suffer the same fate as Tenochtitlan, the Aztec

**Dr. E. B. Jones**  
—ANNOUNCES—  
**The Opening Of His Office**  
For The Practice Of  
**GENERAL DENTISTRY**  
Office Over City Drug Store  
Matador, Texas

**SEIBERLING**  
America's Finest  
**Tires**

We now stock a complete line of Seiberling Tires and Tubes. We believe they are the best tires that money will buy. We have a tire for every purse.

**Winter Proof Your Car**

CHANGE TO  
**MOBILGAS--MOBILLOIL**  
Now is the time to buy Anti-Freeze  
We stock the popular brands

**Auto Repair Service**  
We are prepared to give you complete automobile repair service on all makes of cars—our prices are moderate—Wrecker service.

**M. C. 'Mack' Green**  
**MACK'S SERVICE STATION**  
WILEY McCOWAN, Mgr.



**Matador Tribune**  
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**WILLIAMS MEADOR**  
 Editor and Publisher  
 Editor, Shop Foreman  
**TO GLORY ENOUGH**  
**TO MAN TO LIVE AND**  
**BE A TEXAN.**  
**MEMBER**  
**HANDLE PRESS**  
**ASSOCIATION**  
**MEMBER**  
**BEST TEXAS PRESS**  
**ASSOCIATION**  
 Generous reflection upon  
 character of any person or  
 appearing in these columns  
 gladly and promptly cor-  
 rection being brought to the  
 attention of the management.  
**SCRIPTION RATES**  
 per copy, 5c.  
 per month, \$1.50  
 per year, \$18.00  
 in advance.  
**WHICH A MAN DOES**  
**ITSELF DIES WITH HIM,**  
**THAT WHICH HE DOES**  
**FOR HIS COMMUNITY LIVES**  
**ON.**

**THE STATE OF TEXAS**  
**COUNTY OF MOTLEY**  
**CITY OF MATADOR**  
 AN ORDINANCE ENTITLED AN  
 ORDINANCE LEVYING TAXES  
 UPON ALL PROPERTY, EX-  
 CEPT SUCH AS EXEMPT, WITH-  
 IN THE CITY LIMITS OF THE  
 CITY OF MATADOR, TEXAS,  
 FOR THE CURRENT YEAR, 1938  
 AND DECLARING AN EMER-  
 GENCY.  
 Be it ordained by the City  
 Council of the City of Matador,  
 Texas, that there is hereby levied  
 for the year 1938 on all real estate  
 situated in and all personal prop-  
 erty owned within the City Limits  
 of the City of Matador, Texas, on  
 the first day of January, of the  
 current year (1938), except so  
 much thereof as may be exempt  
 by the Constitution and Laws of  
 the State of Texas or the United  
 States, the following taxes, to-wit:  
 1. An ad valorem tax of and at  
 the rate of 15 cents on the one  
 hundred dollars cash valuation  
 thereof, estimated in lawful cur-  
 rency of the United States, for the  
 general fund of said City of Ma-  
 tador.  
 2. An ad valorem tax of and at  
 the rate of 20 cents on the one  
 hundred dollars cash valuation  
 thereof, estimated in lawful cur-  
 rency of the United States, for the  
 purpose of providing funds for  
 the maintenance of the streets and  
 alleys of said City of Matador.  
 3. An ad valorem tax of and at  
 the rate of 45 cents on the one  
 hundred dollars cash valuation  
 thereof, estimated in lawful cur-  
 rency of the United States, for the  
 purpose of providing funds for  
 the maintenance of the streets and  
 alleys of said City of Matador.  
 3. An ad valorem tax of and at  
 the rate of 45 cents on the one  
 hundred dollars cash valuation

thereof, estimated in lawful cur-  
 rency of the United States, for the  
 purpose of paying the current in-  
 terest and to provide one year's  
 sinking fund for the Waterworks  
 Bonds of said City of Matador.  
 4. An ad valorem tax of and at  
 the rate of 20 cents on the one  
 hundred dollars cash valuation  
 thereof, estimated in lawful cur-  
 rency of the United States, for the  
 purpose of paying the currency  
 interest and to provide one year's  
 sinking fund for the Funding  
 Warrants of said City of Matador.  
 The fact that it is now time for  
 the taxes for the current year of  
 1938 to be paid creates an emer-  
 gency and an imperative public  
 necessity requiring the reading of  
 this ordinance at three separate  
 meetings be dispensed with, and  
 it is so done, and the same is  
 passed by the City Council of the  
 City of Matador, Texas, this  
 4th day of October, 1938, and shall  
 become effective from and after  
 its passage and publication.  
 G. T. Edwards, Mayor,  
 City of Matador, Texas.  
 ATTEST,  
 Howard Edmondson,  
 City Secretary.  
**APPRECIATION**  
 We wish to express our appre-  
 ciation to the people of Matador  
 and Motley county for their  
 friendships, their patronage and  
 their neighborliness during the  
 years in which we made our home  
 in Matador. We deeply regret the  
 necessity which makes it impera-  
 tive that we establish a residence  
 elsewhere, for we shall never hope  
 to find better friends, neighbors  
 and customers.  
 Mr. and Mrs. W. W. Clements  
 and family.  
**DR. PETTY TO BE HERE**  
 Dr. W. A. Petty, optometrist  
 of Lubbock, will be here one day,  
 Sunday, October 23, according to  
 an announcement appearing in  
 this issue of the Tribune. Dr.  
 Petty will be located at Simp-  
 son's Drug Store.

**Hogs Wanted**  
 We still have the  
**BEST HOG**  
**MARKET IN**  
**TEXAS AT CROSBYTON!**  
 Paying Highest Cash Prices for Hogs  
**EVERY DAY IN THE WEEK**  
 At Santa Fe Stock Pens  
**Peyton Packing Co. Inc.**  
 Crosbyton, Texas



**Study Club In**  
**Initial Meet**  
 The Senior El Progreso Study  
 Club opened its 1938-39 year's  
 activities with a nine o'clock  
 breakfast Saturday morning, Oc-  
 tober 15, at the Motley Hotel. The  
 Halloween motif was used for  
 decorations.  
 The president, Mrs. M. J. Reilly,  
 presided as hostess for the occa-  
 sion and the program consisted  
 of an original roll call by each  
 member present.  
 Other features on the program  
 combined to make this a memo-  
 rable event of the year's work.  
 Miss Ruth Groves and Mrs. Ben  
 Meador made a business trip to  
 Lubbock Thursday afternoon of  
 last week.

**REPORT OF CONDITION OF**  
**FIRST STATE BANK**  
 of Matador, in the State of Texas, a member of the Federal Reserve System, at  
 the close of business on September 28, 1938.

ASSETS	
Loans and discounts	\$249,701.79
Overdrafts	340.93
Other bonds, stocks, and securities	24,893.32
Banking House, \$7,000.00	10,000.00
Furniture and Fixtures, \$3,000.00	1,448.20
Real estate owned other than banking house	45,110.83
Reserve with Federal Reserve bank	182,035.73
Cash, balances with other banks, and cash items in process of collection	493,530.80
<b>TOTAL</b>	<b>\$493,530.80</b>
LIABILITIES	
Demand deposits of individuals, partnerships, and corporations	350,827.90
Time deposits of individuals, partnerships, and corporations	4,279.20
State, county, and municipal deposits	41,031.11
Deposits of other banks, certified and officers' checks, etc.	6,037.41
Not secured by the pledge of loans and investments	\$402,175.62
Common stock, 375 shares, par \$100.00 per share	\$37,500.00
Surplus	\$37,500.00
Undivided profits—net	\$16,355.18
<b>TOTAL CAPITAL ACCOUNT</b>	<b>\$91,355.18</b>
<b>TOTAL, INCLUDING CAPITAL ACCOUNT</b>	<b>\$493,530.80</b>

STATE OF TEXAS, COUNTY OF MOTLEY.  
 We, A. B. Echols, as President, and Elmer Stearns, as Cashier of said Bank, each  
 of us do solemnly swear that the above statement is true to the best of our knowledge  
 and belief. A. B. Echols, President, Elmer Stearns, Cashier.  
 CORRECT—ATTEST: C. D. Bird, Harry H. Campbell, J. C. Burleson, Directors.  
 Subscribed and sworn to before me this 14th day of October, A. D. 1938, Lila Meador,  
 (SEAL) Notary Public, Motley County, Texas.

**Reap the SAVINGS From these Values**

**NEW SILK DRESSES**  
 There is an adorable air about these new fall styles that makes them irresistible. There's a selection of the finer styles at the Matador Dry Goods Company, that insures your complete satisfaction. You will find the dress that is 'your dress' in this large group.  
**\$3.95 To \$10.95**

**STYLISH COATS For Ladies And Misses**  
 They're all styles that you'll adore—for their smarter, more expensive look—for the tailored comfort and for the choice of styles. Winter is here now and you will receive full value, comfort and pleasure in a selection from our stock.  
**\$6.95 To \$16.95**

**SWEAT SHIRTS**  
 Silver-Gray Sweat Shirts For Men And Boys  
**Only 49c**

**COWBOY BOOTS**  
 Well Made With Pegged Arches  
 Fancy Stitching  
**Priced \$6.95 To \$9.95**

**NEW HATS**  
 High little hats to send your spirits soaring! Fascinating tri-corns, swirling brims, "doll" hats, dramatic berets—hats full of NEW fascination for you! Glamour for dress-up in black and vivid colors!  
**\$1.00 To \$1.95**

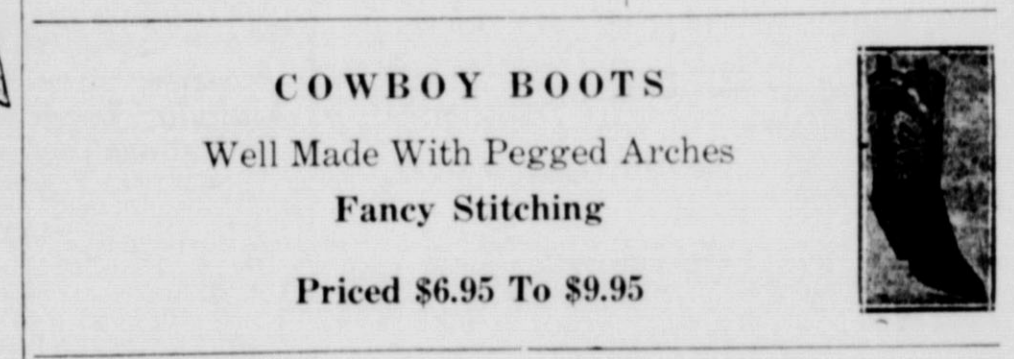
**The Season's Newest In DRESS SHOES**  
 Fetching shoes with a brilliant future! Adorable styles in rich Fall colors that will complete your costume mood to perfection!  
**\$2.98 To \$4.98**

**Bedding Buys!**

**BLANKETS**  
 Single Cotton Plaids  
 Size 70x80 **49c**  
 Double Cotton Plaids  
 Size 70x80 **98c**  
**QUILTS 20% Wool Filled \$1.98**

**DRESS SHIRTS . . . 98c**  
**NEW STYE HATS \$1.98 - \$5**  
**DRESS SHOES \$1.98 - \$8.75**

**MATADOR DRY GOODS COMPANY**



**Bedding Buys!**

**BLANKETS**  
 Single Cotton Plaids  
 Size 70x80 **49c**  
 Double Cotton Plaids  
 Size 70x80 **98c**  
**QUILTS 20% Wool Filled \$1.98**

**DRESS SHIRTS . . . 98c**  
**NEW STYE HATS \$1.98 - \$5**  
**DRESS SHOES \$1.98 - \$8.75**

**MATADOR DRY GOODS COMPANY**

Northfield News

Mr. J. A. Bethany of Portales, New Mexico, is here this week transacting business. Sheryl Vails of Coe Vee was a business visitor here one day this week. A. B. Henderson and H. H. Hale were in Childress attending to business one day this week. Mrs. J. J. Berry and Theima Knight made a trip to Matador Wednesday. Mr. and Mrs. P. A. Simpson and Mrs. J. A. Tipton transacted business in Matador Thursday of last week. J. B. Collins of Childress was in Northfield Saturday of last week. Mrs. Tom Collins went to Memphis one day last week to spend a week or so with relatives. D. G. Wilcoxson and W. E. Thomas were in Turkey one day this week. Mrs. Chas. Ready and A. J. Daulton went to Childress Wednesday night. Roy Russell and Pete Rice of Turkey were business visitors in

Northfield Wednesday. D. G. Wilcoxson, Edward Payne G. A. Ashford, W. E. Thomas and Mrs. C. Kincaid and son transacted business in Matador Monday of last week. Mr. and Mrs. Newell Timmons and two sons, and Tot Timmons were in Childress last Tuesday. Mr. and Mrs. W. E. Thomas, Mr. and Mrs. W. P. Bethany and Mr. and Mrs. M. A. Tate were shopping and attending to business in Childress Saturday. Mr. and Mrs. Orville Matthews and son of Frost, Texas, visited his brother and wife, Mr. and Mrs. Chas. Matthews one day last week. Mr. and Mrs. C. A. Russell and son of Turkey spent Sunday with Mr. and Mrs. D. G. Wilcoxson. Mrs. Mollie Brown and Rheta Tate of Childress spent the weekend here. B. F. Simpson made a trip to Matador Tuesday and attended the meeting of the Motley County Game Management Association. He was accompanied by Thomas Fulham, who is visiting relatives in Matador, and also by Mr. and



"That's my Uncle Joe"  
"Yeah—"  
"He was one of the speediest drivers around here"  
"That so, where is he now?"  
"Oh he's dead"



Fair Boost for Fair



Patsy Sheldon, ardent booster for the 1939 Golden Gate International Exposition, added this extra license plate to her car, inviting the world to visit the Exposition on Treasure Island in San Francisco Bay next year.

Mrs. Fay Tipton and children, who transacted business.

WHITEFLAT NEWS

Mrs. W.R. Tilson, accompanied by her little grandson, Warren Earl Tilson, are visiting Mr and Mrs. Will Tilson at Brownfield. Quite a number from Whiteflat attended the Motley County Singing Convention at Fiomot Sunday. Mrs. Homer Marcy spent last week-end at her home in Spui. Misses Katalynn Humphries, Camella Wilkinson, J. D. Allen and Varner McWilliams of Texas Tech, spent Saturday and Sunday with their respective families here. Miss Doris Quattlebaum returned to her home in Dalhart last week, after spending several weeks with her aunt, Mrs. T. G. Tilson.

Watch Your Kidneys! Help Them Cleanse the Blood of Harmful Body Waste. Your kidneys are constantly filtering waste matter from the blood stream. But kidneys sometimes lag in their work—do not act as Nature intended—fail to remove impurities that, if retained, may poison the system and upset the whole body machinery. Symptoms may be nagging headache, persistent headache, attacks of dizziness, getting up nights, swelling, puffiness under the eyes—a feeling of nervous anxiety and loss of pep and strength. Other signs of kidney or bladder disorder may be burning, scanty or too frequent urination. There should be no doubt that prompt treatment is wiser than neglect. Use Doan's Pills. These have been winning new friends for more than forty years. They have a nation-wide reputation. Are recommended by grateful people the country over. Ask your neighbor!

G. A. HAS MEETING

The Junior Girl's Auxiliary of the Baptist church met at the church Monday afternoon at 2:30 o'clock for a business and social meeting. Included in the business was the election of officers.

The following girls were present: Annie Lois Henderson, Joetta Webb, Stella May Donnell, Earlene Laughlin, Edna May Martin, Martha Ray Cudd, Glenda Nelson, Jane and June Bishop, Rachel Carpenter, Fausteena Fulfer, Dorothy Woodruff, and the leader Mrs. Earl Laughlin.

Future Farmers of America will hold a hill-billy contest, a horse-shoe pitching contest, a washer pitching contest and various other competitions on their day, Saturday, Oct. 8, at the Godey Jubilee Celebration of the State Fair of Texas. L. I. Samuel of Arlington, North Texas supervisor of the FFA who is in charge of arrangements for the FFA celebration said that more than 7,500 were expected to attend the State Fair.

The bill of fare available at the New York World's Fair 1939 will provide visitors with a veritable gastronomic trip around the globe. A score of foreign nations will have restaurants in their national pavilions. France, for instance, will offer to the gourmet a canard nantais a l'orange; Belgium is to specialize in Flemish and Wallon dishes, with delicacies cooked in fig leaves; Cuba will have arroz con pollo; Mexico, tamales, frijoles and baked pig; Rumania, a wide range of game; Russia, blinis and kasha; Brazil, colorful assemblies of tropical vegetables. Did anyone call the waiter?

AUSTIN Additional NYA work projects providing vocational shop work and training for boys in Crockett, Paris, Palestine, and Blossom School in Lamar County thru part-time employment in public workshops have been approved.

All exhibit space on the grounds of the State Fair of Texas has been 90 percent sold. Otto Herold, president announces. This includes the "wide open" spaces, where will be erected concessions of various sorts.

Mr. and Mrs. G. T. Edwards of Matador were Whiteflat visitors Sunday afternoon. Mrs. Nelson Pinder of Cloudcroft, N. M. visited in the home of Mr. and Mrs. C. E. Harris last week. Miss Pinder is the daughter of the late Dr. H. H. Harris, an early settler of Whiteflat, and has many friends among the older people of Whiteflat and Matador.

Largest agricultural show in the history of the State Fair of Texas is assured for this year. Sixty-seven counties from the Panhandle to the Rio Grande from El Paso to the border already have signed space.

Quality Foods Cooked In Wholesome Style Bob's Cook Shack -WE NEVER CLOSE- COMPLETELY AIR CONDITIONED

EXPERT... Auto Repair 24-HOUR SERVICE Have Your Car Repaired While You Sleep COMPETENT MECHANICS The most modern precision Shop Equipment Every Job Guaranteed BOB'S OIL WELL GARAGE For Road Service Call 222

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

Protection For Your Family...This Winter There's no place like home when it's cold and stormy outside. That is—if your home is warm and comfortable in the coldest weather. You'll spend a goodly portion of your time at home this winter and you wouldn't be happy or comfortable if a chilly draft is playing up and down your back. So give your home a COMFORTABLE CHECK-UP and you'll be sure of complete protection. Everything For The Home, Farm and Ranch Higginbotham-Bartlett Co. LUMBER, BUILDING SUPPLIES AND HARDWARE

Sail Towards Happiness... Eddy's Bread Good HEALTH -FRESH EVERY MORNING- Good health is happiness. It's the condition that gives us a capacity for enjoyment of life. Proper diet is the basis of health. And right there is where Eddy's Bread comes in! It's an important factor in a healthful, balanced diet. Its richness in milk, butter and nourishing, energizing mineral elements give it unique qualities as a health food. Its delicious flavor adds to its accomplishments—making eating a pleasurable experience as well as a beneficial one! So for health's sake, use lots of Eddy's Bread! Get it at your grocer's! EDDY'S BAKERY

Personalized Service WHETHER YOU NEED FREE AIR OR A NEW TIRE LET THE PERSONALIZED SERVICE OF OUR TIRE SPECIALISTS SAVE YOU MONEY. YOUR NEIGHBOR, The Independent "U.S." Tire Dealer Our gratis tire check-up service is open to all local car owners—regardless of the brand of tires they now use. Come in yourself and start benefitting by this friendly money-saving service. It assures you of all the mileage built into your tires and reduces trouble to absolute minimum. Stop in today! And Here's THE BEST BUY IN TOWN SAFE MILEAGE U.S. ROYALS AT NO EXTRA COST SAFER FROM BLOWOUTS... every ply is a safety ply. SAFER FROM SKIDS... sure-gripping Cogwheel Tread. SAFER FOR MORE MILES... patented TEMPERED RUBBER See Us for Prices Bob's Oil Well MATADOR MAKE IT A REGULAR HABIT TO STOP FOR OUR PERSONALIZED SERVICE

**EYES TESTED**  
And  
**GLASSES**  
**CORRECTLY**  
**FITTED**  
By  
**DR. C. HOWARD,**  
**Optometrist**  
Paducah, Texas  
New or Repair Work  
Office At  
**Matador Hotel**  
Nov. 1st To 15th

**Junior Study Club Meet With Sponsor**  
The members of the Junior El Progresso Study Club met Wednesday afternoon at the home of Mrs. E. W. McKenzie, a sponsor of the group from the senior club. The meeting was called to order by the president and minutes of the previous meeting read by the secretary.  
Each club member answered the roll call by naming a show they had seen. Jewel McCoy was welcomed in the club as a new member, after which the program was turned over to the leader, Ruth Rushing.

**M. L. SOLOMON**  
**JEWELER**  
FLOYDADA, TEXAS

The subject of the program was "Shows," with the following parts given: "Snow White", Ruth Rushing; "Heidi", Zona Ruth Scaff; "A Yank at Oxford", Frances Stearns; "A Jane Withers Show", Aileen Russell.  
After adjournment, refreshments of hot chocolate and cookies were served to the following members: Lela Carpenter, Marie Hunsucker, Jewell McCoy, Mary Ola Tipton, Aileen Russell, Alice Thompson, Frances Stearns, Ruth Rushing, Zona Ruth Scaff, Frances Carpenter, Myrnavae Barkley, and Wandell Berryman, one guest Jimmie Lee Irby, and the sponsors, Miss Amy Glenn and Mrs. McKenzie.  
A rummage sale will be conducted Saturday by the club, it was announced.

**'LOS TOREROS'**  
**Dramatic Club Practices Plays**

The dramatic club will present two one-act plays, "The Trip" and "Double Crossed," some night next week in the high school auditorium. Practice has begun on these plays and a hilarious evening of entertainment is promised by all who attend. Let's all back the club in this project to raise money for textbooks to be used in the public speaking department. The admission prices will be fifteen cents for students and twenty-five cents for adults.

The dramatic club has chosen the last Thursday of each month as the time for their meetings, and these meetings will be held in the auditorium during the public speaking period.  
**GRADE GATHERINGS**  
Last Friday, October 14, the seventh grade presented a chapel program in the high school. Will Morris Stephens gave two numbers on the French harp; Onita Whitaker gave a reading; Ruth Keith, a piano solo; Rachel Carpenter sang "Little Old Cathedral in the Pines." A pantomime, "The Old Apple Tree," was given at the close of the program, and almost all of the seventh grade students took part in it. A musical chorus for the pantomime was furnished by Rachel Carpenter, Virginia Briggs, Katherine Daffern, and Faustena Fulfer.  
The third grade will present a Halloween program on October 28.

**Matador Loses To Paducah**

The grade school football team played the Paducah team last Thursday on the Matador Arena. It was a close game, the score being 12 to 6 in favor of Paducah. Vance Campbell made the touchdown for the Matadors in the fourth quarter. The next game will be played on October 29 at Floydada, and the Matadors are determined to win this game to make up for the loss Thursday.

**Social Science Department**

The social science department is one of the most important in the high school. Courses taught in this department are ancient and medieval history, modern history, American history, and civics and economics. At least three credits in social science, including American history, are required for college entrance. Within the next year or two ancient, medieval, and modern history will probably be consolidated into one course to be known as world history.  
Mr. Gray teaches the first year of history, and the other courses are taught by Mr. Ezzell. Mr. Ezzell is a graduate of A. C. C. where he majored in education. He lacks only one summer's work and a thesis before receiving his master's degree.

**FLEMING POST NO. 337 AMERICAN LEGION**  
Meets 1st Monday night each month at IOOF hall. All ex-service men invited to attend.  
D. P. Keith, Post Commander  
Vernon Doss, Adjutant

**LODGE No. 824, A. F. & A. M. Matador, Texas**  
Meeting Saturday on or before full moon of each month.  
Jim Clower, W. M.  
W. N. Pipkin, Sec.

**MATADOR LIONS CLUB**  
Meets 1st and 3rd Tuesdays each month; Methodist and Baptist churches.

**LOYALTY**

The highest honor which M. H. S. can bestow upon a high school student is the Balfour award. This award is given each year to the most outstanding, all-around boy and girl of the senior class. Its meaning is threefold: loyalty, scholarship, and achievement. Every student should know the full meaning of each of these, and for that reason "Los Toreros" will describe them within the next three weeks.  
The first is loyalty. In what ways may we be loyal to our school? First, we should stand up for it at all times and never make unjust criticisms. Second, we may enter numerous sports and other events for the Interscholastic League Meet; but in doing so, we should not take these events lightly, but should strive to win in whatever we are representing the school. Third, we may be loyal by being willing at all times to take part in those things which are sponsored by the school or our class, such as assembly programs or class plays. We should remember that the proper attitude of the student is essential in order to make these things a success.

Bill: "I haven't a pencil or any paper for this exam."  
Miss Rister: "What would you think of a soldier who went to battle without a rifle or ammunition?"  
Bill: "I'd think he was on officer."

**GAME MEET . . .**  
(Continued From Page One)

Game Management Association, called the members of that body to order, to consider changes in the organization's policy.  
**Amendments Adopted**  
Amendments were adopted providing for improved food and cover conditions for wildlife, a schedule of annual dues for membership, and a uniform charge for hunting on the lands of the members. It was expressly emphasized that members who desire no hunting at all will be fully protected, and that those who wish to give free permits to friends are at liberty to do so.

Forms to be used by the members in making an inventory of game giving permits to hunt or fish, and reporting game taken were demonstrated to those present.

**LOCAL ITEMS**

Mr. and Mrs. Delbert Groves and small daughter spent the week-end visiting in Abilene.  
Mrs. L. F. Davis of Lubbock is visiting relatives here and transacting business this week.  
**NOTICE**—All persons are warned not to dump rubbish and junk on our lands bordering the old highway north of Matador. Those violating this notice will be vigorously prosecuted. J. E. Russell and Doug Meador, 10-20-38  
Thomas Fulgham of St. Louis, Missouri, who is spending the winter with relatives at Northfield, is visiting here this week with his cousin, Mrs. A. A. Tipton.  
Mr. and Mrs. Clyde Bartlett and children spent the week-end visiting relatives at Coleman and Santa Anna.  
Miss Pauline Rister visited with relatives and friends at Lubbock during the week-end.  
Mrs. Sarah Ann Odom of Mexico is visiting here in the home of Mr. and Mrs. A. A. Groves. She is an aunt of Mrs. Groves.  
Miss Russle D. Rasberry of Crowell is visiting here this week as guest of Miss Willie Sue George.  
Mr. and Mrs. A. A. Groves visited their daughter at McLean during the week-end.  
Mrs. Arvil Craven, who is attending West Texas State Teachers College, Canyon, spent the week-end at home here.  
Misses Helen Simpson and Julia Davis accompanied Mrs. H. W. McCary to Lubbock Wednesday.  
Messdames Elmer Stearns and R. E. Donovan made a trip to Lubbock Saturday.  
Mr. and Mrs. W. N. Pipkin made a business trip to Floydada Tuesday.  
Mrs. Arch Black underwent an operation at the hospital at Plainview, Friday.  
Mr. and Mrs. A. B. Groves returned home Friday from Tyler, where they have been visiting their son and family, Mr. and Mrs. C. B. Groves.  
Julian Edmondson, student at West Texas College, Canyon, spent the week-end here with his parents, Mr. and Mrs. T. B. Edmondson.  
Mrs. W. M. Graham returned home Tuesday from Dallas, where she spent last week. She accompanied Mrs. Orvil Dirickson and small son, Tuesday of last week.  
Mrs. Grady Acker, accompanied by Miss Ila Acker of Whiteflat, spent the week-end visiting in Sweetwater. Miss Acker visited in Anson and Abilene.

**Better Get Ready for WINTER Now!**

ENJOY A COMFORTABLE HOME THIS WINTER . . .

If you have difficulty in heating your home; if your fuel bills are excessively high; winter will not be very pleasant for you this year. But you can do something about it! By replacing your present stove with a modern, efficient one, you can enjoy a comfortable winter in a well-heated home.

**CLEAN OIL HEAT**  
with this  
**SUPERFEX**

Come in and see the popular Superfex Oil Burning Heaters, made by the Perfection Stove Company the world's leading manufacturer of oil stoves. These heating stoves connect to chimney flue like ordinary stoves. Burn low-cost fuel oil without machinery wicks or lighting rings. No dirt or ashes. No troublesome fire tending. Several sizes and styles for homes, offices, schools, churches, stores and shops. Easy terms, if desired.

We Also Stock A Full Line Of  
**COAL and WOOD HEATING STOVES**  
ALL TYPES—ALL PRICES

STOVE PIPE  
COAL SCUTTLES  
ELBOWS & DAMPERS  
Metal Stove Boards  
SHOVELS — POKERS

**MATADOR HARDWARE AND FURNITURE COMPANY**  
"MATADOR'S HARDWARE DEPARTMENT STORE"

**Matador Loses To Paducah**

**Social Science Department**

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**HOT SPECIALS**  
At The New Grocery  
These Prices Friday and Saturday

SALT PORK	STREAKED	LB.	16c
JOWLS	SALT	NEW STOCK	LB. 12c
SMOKED BACON	Sweet and Fresh	LB.	21c
COMPOUND	4 LB. CARTON		44c
FLOUR	GUARANTEED	24 LBS.	65c
COFFEE	WHITE SWAN	3 lbs.	CAN 85c
SYRUP	ANY BRAND	1-2 Gallon	33c
		1 Gallon	63c
GALLON PRUNES	3 for		\$1.00
CRACKERS	CRISP And FRESH	2 LBS.	17c
BANANAS	GOLDEN YELLOW FRUIT,	EACH	1c
APPLES	Delicious, Nice Size	Doz.	20c
HONEY	BURLESON'S	1/2 GALLON	45c
		1 GALLON	95c

**The Nifty Grocery**  
LEONARD DENNIS, Manager  
TWO DOORS WEST OF POST OFFICE

**WINTER IS HERE**

**BUY A HIRSHMAUR COAT**

**Dr. W. A. Pettey**  
**OPTOMETRIST**  
Of Lubbock  
Will Be In  
**MATADOR**  
AT  
Simpson's  
Drug Store  
Sunday Oct. 23  
To Fit Glasses



**Hirshman**

HERE'S the event that's bringing every value record open. Gorgeous coats—one of them—the kind that bring you a storm of compliments. They're of Cashmere, the rich nubby coat weave that's caused a sensation from coast to coast. Lined with gorgeous silk. Sylvia—an Eastman Rayon—extra interlining. Neva-Kold—genuine lambs leather. Sizes 12 to 44. 26½.

**SMALL DEPOSITS HOLD YOUR COATS UNTIL WANTED**

**WESTERN DRY GOODS**