



Plans For Roundup Make Rapid Advance

Vast Community Enterprise Quick To Gain Momentum

With committees functioning in unison, plans for Matador Roundup and Rodeo here May 17-18 are advancing as rapidly as possible according to an announcement made by L. B. (Bob) Robertson, president of the Matador Roundup and Rodeo Association, at a meeting of his committee chairman held in the First State Bank Tuesday afternoon.

"We have had complete cooperation in every instance," Mr. Robertson, declared, "and the response has been gratifying. We have received bids from seven or eight managers of rodeo stock and will, without question, offer our visitors one of the largest and best shows ever presented in this section. We are indebted to the Matador Independent School Board for their cooperation to the success of the celebration."

Advertising is under way. A large street banner has been ordered which will span Highway 28 at the intersection of Main street, advertising the roundup and the dates. Car stickers have been printed and are now being distributed to everyone who will use them on all kinds of motor vehicles.

Plans are being considered for the publication of an elaborate photographic souvenir program of the celebration, which will be sold to visitors.

Mrs. Willie To Head Sponsors. Mrs. U. L. Willie has accepted the responsibility in organizing both local and out-of-town sponsors and announced that invitations would be extended in the immediate future.

Mr. Robertson declared that plans for the celebration appeal to contestants and fans alike since the first announcement emphasized the fact that all rodeo contests will be strictly amateur and that under no circumstances will professionals be allowed to participate.

Box Supper Is Scheduled For Tonight

The community box supper sponsored by the Matador Lions Club to benefit the Senior Girls Basketball team and Boy Scout is expected to be a mecca for most of the community tonight. All arrangements were completed late yesterday and an entertaining program prepared. The box supper will be held in the Matador gymnasium, starting at 7:30. District Judge Alton B. Chapman will make an address on "Sportmanship." Other features of the program will include a pretty girl contest and an ugly man contest, in addition to the auction of the boxes.

Mail Route Is Delayed

The start of the star route mail service between Paducah and Plainview which is to provide Matador with additional outlet, has been delayed because of lack of a contractor.

Bids are being received by Plainview this week for the temporary service and the run will probably be started within a few days, according to postmaster E. F. Springer.

The failure in the service to start on schedule was caused by a misunderstanding in the price to be paid on the temporary run, it is declared.

TO MINERAL WELLS

Mr. and Mrs. J. E. Russell, accompanied by Mrs. Julia Cornett, left Monday for Mineral Wells, for a two weeks visit.

Also in Mineral Wells is L. A. Stearns, who left the first part of last week and will remain thru this week.

GO TO CHURCH SUNDAY

M. D. Calvert Succumbs At Flomot Sunday

Resident of County For 29 Years Is Buried Monday

Funeral services for M. D. Calvert, 66 year old resident of Flomot, were held Monday, March 18, at the Methodist Church in Flomot, with Minister H. L. Dennis of Matador, officiating. Interment was in the Flomot cemetery under direction of Hardcastle Funeral Home of Turkey.

Pall-bearers were: Jesse Spencer, T. L. Spears, James Monk, A. L. Tanner, Abe Martin, and B. A. Tanner, with the following Honorary pall-bearers: J. F. Montgomery, R. L. Anderson, J. E. Martin, C. A. Martin, J. R. Nall, S. C. Purdy, J. L. Speer, R. O. Ross, W. H. Webb, Dick Washington, Tede Blackshear, Jack Moody and Ralph Stapleton.

Flower girls were: Mrs. Jesse Spencer, Mrs. Cooper Crain, Vera Purdy, Delene Nall, Mrs. Harry Folly and Mrs. Harry Bray.

Suffers Brief Illness. M. D. Calvert was stricken with paralysis on February 27, at his home.

Junior Play Is Successful Tuesday Night

"Aunt Tillie Goes To Town" a riotous three-act comedy, was successfully presented by the junior class at Matador High School Tuesday night.

The cast included Tillie Trask, who disliked all males, played by Juanita Mize; Lucinda Talbot, her maid, who is anxious to be married, Frances Carpenter; Pamela Marsh, Aunt Tillie's charming niece, Frances Stearns; Lizzie Parsons, an aspiring young novelist, Ruth Jameson; Ellen Neeland, who appears suddenly, Joyce Irby.

Ronald Howland, who has an explanation for everything, Wiley Kennedy; Luther Lorrimer, Ronald's wealthy employer, Lowell Barkley; Mervin Tucker, who is a peck of trouble, James Rufus Fish; Charlie One Lung, a Chinese cook, Ellis Terry; Mrs. Lucille Tucker, Mervin's aunt, Lucille Plumlee; Dr. Hattie Bing, a chiropractor, Wandean Garrison.

A new stage curtain, gift of the senior class, was presented at intermission by Kenneth Simpson, business manager of the high school annual, funds derived from the annual having made possible the gift.

The curtain is wine velvet with "seniors, '40" printed in gold across the top. It opens from the center instead of being drawn up as was the old curtain.

Entertainment between acts included a reading by Rachel Carpenter, song by Virginia Estes, accompanied by Miss Roberta Jameson, and piano selections by Marie Hunsucker.

Small Fire At Lumber Yard

A small fire at the Higginbotham-Bartlett Company lumber yard caused an estimated \$40 damage before it was extinguished Saturday afternoon.

The fire started from burning trash, it was declared and damaged a pile of posts and shingles before it was brought under control.

F. F. Calhoun of Woodward, Oklahoma, arrived here Friday to accompany Mrs. Calhoun home. She had been visiting her parents, Mr. and Mrs. A. L. Fryar, of this place.

New Mustache Vogue Is Set For Roundup

Lions Ask Aid Of Entire County In Advertising Plan

Mustaches, of various shades and shapes, but typical of the tonorial vogue popular with cowboys half a century ago, will advertise the Matador Roundup and Rodeo here May 17-18, according to plans of the publicity committee announced at the regular meeting of the Matador Lions Club, Tuesday. Every member of the organization was asked to refrain from shaving his mustache until after the celebration, and everyone in the territory is asked to join the rank of boosters. A cash prize will be offered for the best mustache grown during the 60-day period, the award to be made by impartial lady judges. Also an award of a mustache-cup will be made for the most unattractive upper-lip growth attained by a man 21 or more years of age.

Earl Laughlin Gets Key

Lion Earl Laughlin was presented with a key membership following the introduction of guests. Mary Ellen Barton, captain of the Senior Girl's Basketball team made a short address expressing the team's appreciation to the Lions Club in sponsoring the box-supper to be held tonight and for other examples of the organization's interest.

County agent J. Rufus Emmons announced final preparations for the 4-H Club Livestock Show to be held here March 30. Members of the two winning patrols of the first aid contests held by the Boy Scouts were also guests. Announcements were made by Lion Bob Robertson regarding progress of the Roundup and Rodeo, and by secretary J. R. Whitworth of the zone meeting at Childress, April 4th.

The program was completed by an interesting address on "Service" by Lion W. B. Vaughn.

W. H. Webb Is Candidate For Commissioner

W. H. Webb of Flomot has authorized the Tribune to announce his candidacy for the office of county commissioner, precinct number two, subject to the action of the Democratic primary, July 27, 1940.

Mr. Webb has resided in the Flomot community for the past 18 years and is well known thru-out most of the county. Regarding his candidacy, Mr. Webb declared, "I feel that I am qualified and capable to fulfill the duties of the office which I seek, and, if I am elected, I promise to exert every effort at my command to satisfy the majority of the people in my precinct."

"I will appreciate the consideration of every voter, and those who find it possible to support me in this campaign, will receive my sincere gratitude."

Rock Entrance To Cemetery Is Completed

The attractive rock entrance to the Matador East Mound cemetery has been completed and adds unusual charm to the burial grounds. The work was sponsored by the American Legion and funds raised by Commander L. B. Robertson. The arch and imposing gateway was constructed at a cost of \$175.

Of similar material and workmanship are a number of rock fences completed in the city, or under process of construction, including Matador Hotel, homes of L. C. Harp, R. E. Campbell, Mrs. Leonora Luckett, W. F. Jacobs, Henry Ford, and a wall around the small garden at the Mission Gas and Oil Company station.

4-H Boys Grooming Stock Show Calves



Curt Martin, Jr., above, is shown with one of the two calves which he will enter in the 4-H Club Fat Stock Show at Matador, March 30. This calf is declared to have averaged a daily gain of 3 pounds during the past 60 days. The calf weighed 810 pounds on the first of March. More pictures of boys and their calves will appear in next week's issue of the Tribune.

Engraved Trophy For Champion On Display Here

Between 30 and 40 calves are receiving special grooming as members of Motley county 4-H Club prepare their entries for the first annual fat stock show to be held here Saturday afternoon, Mar. 30. County agent J. Rufus Emmons and Hawley Plemmons will visit each boy within the next few days to advise and assist in the grooming and final preparations. A large, engraved trophy, has been received by Mr. Emmons and is now on display at the first State Bank where it will remain until presented to the owner of the grand champion calf.

Roy C. Mowery To Judge. Roy C. Mowery, instructor of animal husbandry at Texas Technological College, Lubbock, will judge the show. Mr. Emmons announced yesterday.

C. B. Martin, county agent of Hale county will be here during the show and will discuss with the boys and their fathers, the marketing of their calves at Kansas City, with the Hale county boys after the Plainview show, April 8-9.

Boys declare their calves and pigs are in excellent condition for the show.

Matador Is Winner Of Track Meet

Local Boys Take 1st Honors At Crosbyton Fri.

Coach Don Martin's Matadors left Crosbyton Friday with first place in the plains city's invitation track meet which included Spur, Ralls, Crosbyton, Dickens Matador and Roaring Springs teams.

Matador won by a total of 45 1/2 points, while Crosbyton, the host city, took 2nd place with 32 1/2 points. Spur and Ralls tied for 3rd place with 24 points each.

The following members of the Matador track team attended the meeting: John Allsup, Alton Titus, Phil Green, J. C. Titus, Jack Martin, Jackie Catlin, Douglas Pitts, Jr., Billie Tunnell, Raymond Rattan, E. A. Day, Willie Fulfer, Leroy Nelson and Quinn Martin.

The boys featuring in the scoring are as follows: John Allsup, 1st in 100-220-440 dash; Alton Titus, 1st in 880 dash, 3rd in hurdles and one lap in winning the relay race; Phil Green, 2nd broad jump; Jack Martin, 3rd in mile race and 3rd in shot-put; Billie Tunnell, 3rd in low hurdles, 4th pole-vault and lap in relay; E. A. Day, 1st in broad jump and 4th in 220 dash; Willie Fulfer, 4th in 880 and lap in relay; Leroy Nelson, 4th in 440 and lap in relay.

Coach Martin was enthusiastic over the score of his team and declared the boys showed great anticipation for the county interscholastic contests to be held this week-end.

Local Scouts Take Honors In First Aid

Two patrols of the Matador Boy Scout Troop 60 won first and second places in a First Aid contest held at the Matador gymnasium last Thursday evening, where entries for the Eastern Division of the Lubbock Area participated. The Matador "Comanche" patrol won 1st place with a total of 91 3-9 points and the local troop's "Rattlesnake" patrol followed for 2nd place with a total of 89 points. Spur received 3rd place with a total of 77 points. Some troops received as low as 30 point totals.

Both the Matador patrols will go to Lubbock within a short time where they will participate in district contests, it was announced.

Mrs. J. F. Jordan and daughter Bobby Jo, of Becton, former Matador residents, spent the week end here as guests in the home of Mr. and Mrs. Henry Ford.

CANTATA FOR UNION EASTER NOW COMPLETE

In keeping with a custom established several years ago, the churches of the town will unite for a union Easter services to be held at the evening worship hour Sunday. Services this year will be held in the Baptist church and will be presented by the Matador Choral Club.

So enjoyable was the cantata which the choral club gave last year, that they were invited this year to again furnish music for the worship. The cantata to be given is "Everlasting Life" and consists of the Prelude, Part One, "Shall We Live Again?" and Part Two, "The Victorious Christ". These parts are divided into solos, duets, quartets and chorus numbers as follows:

1. Chorus, "Paeon to the Creator"; Tenor Solo, Dee Cates; Bass solo, Burrell Tipton; Quartet, Dee Cates, R. E. Campbell, J. R. Whitworth and Burrell Tipton.

2. "The Light of Nature"; Tenor solo, J. R. Whitworth; duet, J. R. Whitworth and Mrs. Jack Edwards; quartet, Mrs. Edwards, Mr. Whitworth, Jim Edmondson and T. B. Edmondson.

3. "The Voice of Faith"; Soprano

EVENTS FOR COUNTY MEET START FRIDAY

Schools of Motley county will convene here tomorrow morning for the literary events of the annual County Interscholastic League meet. All literary events and volley ball will be held here while the track and field events will be held at Roaring Springs, Saturday.

GREAT PICTURE IN TWO CITIES

The motion picture version of John Steinbeck's famous book, "The Grapes Of Wrath" will be presented at the Palace Theatre in Paducah and the Palace Theatre in Floydada on the same dates, Sunday and Monday, March 24-25. Both theatres will offer previews Saturday night, and both will maintain regular admission rates. The two cities are the same distance (30 miles) from Matador. Many critics acclaim "Grapes of Wrath" as one of the greatest pictures ever filmed.

Mother Of Former Pastor Succumbs

Mrs. W. R. Denison, formerly of Floydada, and mother of Rev. D. D. Denison, former Methodist pastor here, now of Albany, died at her home in Woodland Monday afternoon, March 4, after an illness of several months duration. She is survived by her husband and six children.

City Library Invites New Memberships

In an effort to meet the increasing needs of the Matador City Library, new membership subscriptions are being invited and urged by the Sorosis and El Progresso women's study clubs, sponsors of the institution.

In presenting the many opportunities offered by the library, as well as its needs, to the citizens of Matador and the entire county, the library chairwomen of the two organizations state: "The library is an institution in our town which needs to be better known in order to be of greater service to every citizen."

"In the Grade School building, in which the library is housed, there are nearly 1000 books which have been selected with care for adults, high school, grade school and even pre-school children to read. These include classics, biographies, religious, travel, psychology, mystery, late fiction and children's books, all attractive to any one who likes to read."

"While the study clubs sponsor and finance this library," it was stated further, "it is accessible to anyone who will buy a membership card. These may be bought as follows: 1 year for \$1.00; 6 months for 65 cents; and 3 months for 40 cents. By buying these membership cards you can help the library as well as yourself."

The library is open on Tuesday and Friday afternoons from 2:00 to 4:00 o'clock, with Miss Mary Kieth in charge as librarian. Two

LODGE DELEGATES ATTEND CONVENTION

W. B. Wason, W. Y. Higgins, R. M. Bloodworth, Bruce Martin and F. E. Stafford left Sunday for Waco, Texas, where they represented Matador I. O. O. F. Lodge at Grand Lodge which met from Monday to Wednesday.

Matador Rebekah Lodge No. 2, was represented at Grand Lodge by Mrs. Jewell Smith, who left Saturday.

Students Are Home For Easter Holiday

College students who have arrived home for Easter holidays are: Kara Hunsucker, Marjorie Moore, Dorothy Willett, Jo Gene Fort and B. F. Tunnell Jr., all of Texas Tech, Lubbock. Furman Vinson also of Tech, is visiting here and at Flomot during the holidays. J. D. Allen is visiting his father at Whiteflat.



San Angelo Plans For 100 At Meet

Judge Marshall Formby of Matador this week announced the complete program for the West Texas County Judges and Commissioners Ass'n. convention which will be held at San Angelo, Friday and Saturday.

NEWSMAN HAS TWO DREAMS COME TRUE

"Dreams of every newspaperman is to get a book published and to grab off some of that Hollywood easy money," writes Jack Gordon, famous Fort Worth Press columnist.

PROCLAMATION By The Mayor

WHEREAS, the week of March 31st to April 7th, 1940, has been designated by Governor W. Lee O'Daniel in his proclamation of March 2nd as TEXAS HEALTH, CLEAN-UP AND SAFETY WEEK;

WHEREAS, the Texas State Health Department, the State Fire Insurance Department and the State Department of Public Safety have agreed to cooperate with the city officials of Texas cities and towns in the observance of this week;

WHEREAS, the aims and accomplishments of this Week are:

- 1. To protect community health.
2. To safeguard lives of Texas motorists.
3. To create a better home life.
4. To build up pride of ownership.
5. To increase property values.
6. To beautify communities.

NOW, THEREFORE, I G. T. Edwards, Mayor of the City of Matador, do hereby join with the Governor of Texas and officials of the Texas State Health Department, State Fire Insurance Department and State Department of Public Safety, and do hereby set aside and proclaim the week of March 31st to April 7th, 1940 as

TEXAS HEALTH, CLEAN-UP AND SAFETY WEEK

In Matador. The schools, churches, clubs, newspapers, civic and patriotic organizations, boy scouts and girl scouts, and all of our citizenship are urged to take an active part in the observance of this Week.

IN TESTIMONY WHEREOF, I have hereunto signed my name officially and caused the seal of the City to be impressed hereon, this 16th day of March, A. D. 1940.

(SEAL) G. T. EDWARDS, Mayor
ATTEST: HOWARD EDMONDSON, City Secretary.

Story Conference

"We all (Zimbalist, House and a script writer) sat waiting for Conway. Finally, Conway came in and sat down in a large leather-cushioned chair. He squirmed around some, got up and doubled the cushion. He sat back down, twisting his feet into the space caused by folding the cushion.

"Just as you thought he was getting comfortable, Mr. Conway started squirming again. He said to Mr. Zimbalist, 'Don't you think it's cold in this room?'"

"The chair was moved, Mr. Conway quit squirming and we finally got down to talking about 'Boom Town.'"

House later got to know Conway so well he kidded him about his squirming. Then he learned that Conway had paid income tax on \$168,000 the year before. He joked with the great director no more.

"Boom Town", featuring Clark Gable, Claudette Colbert, Hedy Lamarr and Spencer Tracy, will be out sometime next fall. Meanwhile Reporter House will work on a book and maybe run for state office.

SHOW VISITORS RETURN HOME

Mr. and Mrs. M. J. Reilly returned home Friday from Fort Worth, where they attended the Fat Stock Exposition, accompanying Mr. and Mrs. John MacKenzie of Denver, Colorado. They were accompanied home by Col. and Mrs. E. N. Wentworth of Chicago, Illinois, who visited here during the week-end.

hundreds of them.

House chuckled. "There they had brought me half across the country in an airplane as an oil authority when they had an oil field in the studio's back yard."

He Checks In

Everyone has heard funny tales of Hollywood's lost authors—famous writing men installed at princely salaries in studio cranies and promptly forgotten by the movie bigwigs who hired them.

"I moved into my office and then didn't hear from a soul for six days", he says. House didn't worry, though. The view out of the window—purple mountains and eucalyptus trees—was nice.

The following Monday, House was to learn what a movie technical adviser does. He was called to sit in on a story conference with Producer Sam Zimbalist and Director Jack Conway of "Boom Town". Let House take it up there:

left Matador Wednesday night for their home in Crosbyton, after having attended the Texas and Southwestern Cattleman's convention and Fort Worth Exposition. They accompanied Mrs. Bradshaw's father, J. E. Russell, and her sister and husband, Mr. and Mrs. J. W. Drace to Fort Worth. Young Jack Calvin remained here with his grandmother, Mrs. J. E. Russell. James Russell Neblett, a grandson of Mr. Russell also made the trip to Fort Worth with them.

During the first six months of the state's current fiscal year, motor vehicle owners used 30,873,925 gallons more of gasoline than in the same period a year ago, according to figures furnished by the Texas Motor Transportation Association.

State Comptroller George Shepard reported that the additional consumption of gasoline added an additional \$1,234,785 to the state treasury over the amount of gasoline taxes collected during the same period of 1938-39.

The total from September thru February amounted to \$26,282,244, compared with \$25,047,286 for 1938-39. An increase was shown for each of the six months, with January the largest total collection of \$4,403,452, an increase of \$251,148.

The 7,000-pound load limit law of Texas last month extracted a cash bounty of \$27,149.30 from the motor truck operators, an increase of almost \$5,000 over January, according to a report received by the Texas Motor Transportation Association.

License and weight inspectors of the State Department of Public Safety reported that 1,916 of the 1,917 cases filed during the month were for violation of the load limit law. Cases pending, the majority of which were load limit violations numbered 118.

Increase of the Texas ad valorem tax rate by 57 per cent to the constitutional maximum, by the State Automatic Tax Board, added \$3,500,000 annually to the Texas oil industry's tax bill.

Palace Theatre FLOYDADA, TEXAS

Preview Saturday Night

March 23rd, 11:15

Sunday & Monday

March 24-25

Honestly, fearlessly on the screen!

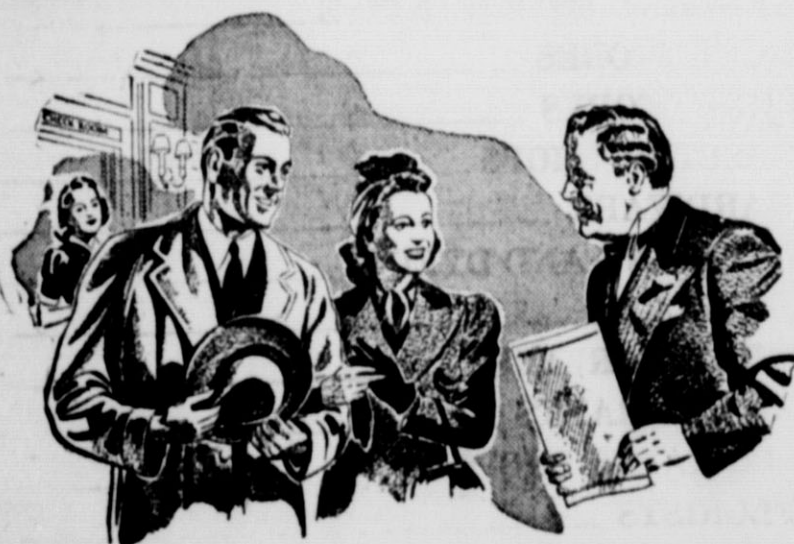


Plus Latest News Events and Mickey Mouse Comedy

ADMISSION 10c-25c

THE RECORD... Facts That Concern You

No. 16 of a Series



"THANKS FOR A LOVELY EVENING..."

A new kind of beer retailing is bringing wholesome recreation to millions of Americans!

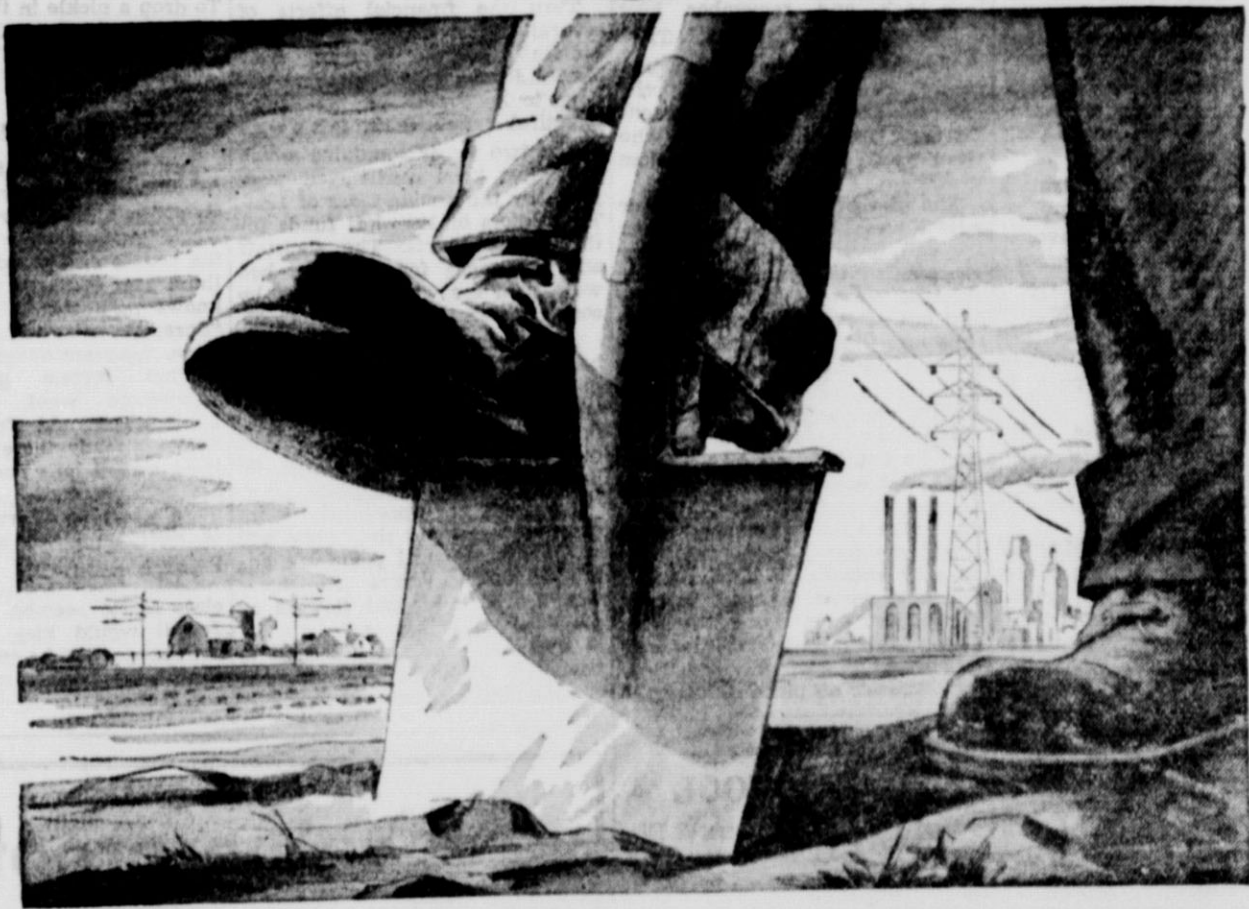
America's new kind of beer retailer wants to sell good beer, of course... but he is also keenly aware of his social responsibility to the community.

action to eliminate any abuses in beer retailing that may occur.

We have instituted a new plan... now in effect in a few states and being extended as rapidly as possible... to protect your right to drink good beer in decent surroundings.

The Brewing Industry wants all of beer's retailers to benefit of this type. We do not want any other kind. And we are taking

BEER... a beverage of moderation



Our work has just begun

YOU think electric service is a wonderful thing—and it is. It lights our homes. It makes our streets safe at night. Turns wheels in factories. Lifts the burden of housework.

Really, there doesn't seem much left for electricity to do, does there?

Yet we employees of your electric company believe that every service and comfort electricity now gives you is but a beginning of what's to come.

Why, today we don't even know what electricity is. We simply know and enjoy some of the things it is capable of doing every moment of the day and night. But we

also know that there are still a great many undiscovered tasks for electric service.

Who will perform these miracles-to-come?

The men who serve you now—the same great army of skilled technicians, capable managers and loyal employees whose tireless efforts in your behalf have already vastly improved the service your electric company gives you, already drastically reduced its cost.

No, it isn't an accident that electricity has reached its greatest present development in the United States. The reason is that these thousands of men and women in the electrical industry have the American spirit of initiative—the good old-fashioned kind.

Their work, and theirs alone, makes your electric service the best in the world. It's an amazing service. It gets better and better, costs less and less.

Your electric company doesn't often think about the work it has done because it is too busy planning the work that lies ahead.

MORE FOR YOUR MONEY

In the last 10 to 15 years, the engineering improvements and operating economies of your electric company have made it possible to cut the average price of household electricity just about in half.



West Texas Utilities Company



CLUBS  
CHURCHES  
SOCIALS  
SOCIETY

PHONE 123

# THE WOMAN'S PAGE

EDITED BY  
MRS. DOUGLAS MEADOR

## St. Patrick's Day Furnishes Motif For Recent Parties

Hostesses who entertained during the past week dressed up their parties with the St. Patrick motif in tallies, refreshments and gift wrappings, adding to the enjoyment of the guests.

Mrs. T. J. Daffern was among those who used these appointments when she entertained the Four O'clock club Tuesday afternoon of last week, with two tables of bridge.

Six games were played, with Mrs. J. S. Stanley holding high score and Mrs. Jack Edwards second high. Others present were Mesdames L. R. Bishop, U. L. Willie, Annie Tudor, W. W. Clements, and Robert Collier.

**CAMMACKS ARE HOSTS**  
Another attractive St. Patrick's party was that given by Mr. and Mrs. Bryan Cammack who were hosts Wednesday evening at a dinner for members of their couple club.

Following dinner, five progressions of bridge were played, which resulted in these score winners: Mrs. E. B. Jones, high for the ladies, and George Gray, high for the men. Mrs. Jones also received a travelling prize.

Those present were: Mr. and Mrs. Alvin Stearns, Mr. and Mrs. J. D. Craven, Mr. and Mrs. George Gray, Dr. and Mrs. E. B. Jones and Dr. and Mrs. J. S. Stanley.

**MRS. CLEMENTS ENTERTAINS**  
Mrs. W. W. Clements was hostess last week to the Friday Club, with three tables of bridge. Three guests were present.

At the conclusion of six games, Mrs. Harry Campbell held club high, Mrs. D. I. W. Birnie, 2nd high, and Mrs. U. L. Willie guest high.

A St. Patrick's motif was carried out in tallies and plate refreshments, which were served the following: Mesdames D. E. Pitts, T. J. Daffern, A. A. Harp, Robert Collier, E. B. Jones, Charlotte Hunsacker, J. S. Stanley, B. F. Tunnell, Leonora Luckett, and Mesdames Willie, Campbell and Birnie.

## WHITENS FALSE TEETH Get Rid of Tobacco and Other Stains This Safe, Easy Way.



Don't let your false teeth show they are false. If gums are dark and unnatural-looking, with teeth dingy and stained, a Kleenite bath while you dress, or overnight, will quickly give your teeth the clean, bright, attractive lustre of "live" teeth on natural-looking gums and plate.

Here's all you do: Simply put a little Kleenite in half a glass of warm water, stir; put in your denture and leave for a few minutes. NO Brushing—just rinse and replace.

Get Kleenite today but be sure you get Kleenite. Dentists use it and...

CITY DRUG STORE

## TEXAS IS CLUB PROGRAM THEME

"Texas" was the program theme for El Progreso study club when the organization met Thursday afternoon of last week at the home of Mrs. W. M. Joslin. Roll Call was answered with "Interesting Facts About Texas."

Mrs. W. L. McWilliams was leader of the program which included the following papers: "The Outstanding Texan, John Garner," by Mrs. McWilliams; "Legend of the Bluebonnet," Miss Mary Keith; "New Industries in Texas," Mrs. Joslin, and "Texas Poet Laureate; Lexie Dean Robertson's Poem"; Miss Thressia Godfrey, Ensemble singing of "Texas, Our Texas", preceded the talks.

Members present other than those appearing on the program, were: Mesdames Joe Bloodworth, Leonora Luckett, Mae McKenzie, James Neblett, A. C. Traweeke, Jr., J. R. Whitworth and J. L. Woodruff.

## BAPTIST W. M. S. TO PACK BOX FOR ORPHANS

Announcement is made that the Baptist Women's Missionary Society will pack a box of clothing at the general meeting of all circles Monday afternoon at the church, to be sent to Buckner's Orphan Home. Everyone is invited to contribute as much as possible to this worthy cause.

Also included in the offering will be a shipment of eggs, and everyone who has eggs to contribute are asked to bring them to Campbell's Food Market during next week, to be sent later.

## Girl's Auxiliary Has Meeting Mon.

The Girl's Auxiliary of the Baptist church met Monday afternoon at the church for a program on missionaries and the work they do in other countries. The president conducted the meeting.

In a contest, the "blue's" side won for attendance. Popcorn was served by Mrs. J. L. Woodruff, sponsor.

The following members were present: Dorothy Woodruff, Helen Van Dyke, Ruby Lee Henderson, Billie Ruth Young, Lavern Pollock, Edna Marie Neal, Joy Harris, Stefa Allen, Virginia Daniels May Jo, Russell, Betty Price, Joneta Webb, Ona Hawley, Annie Lois Henderson, Earlene McCain, Wilma Fay Smith, Edna Mae Martin, Imogene Archer, Billie Jo Archer, Frances Marshall, Mary Joyce McMahan, Annie Chambliss, Marjorie Ann Thacker, Frances Schweitzer, Ruby Vivian Mary Franklin, Gladys Springer, Bobby Jo Boggs, Leatrice Russell, Evelyn Johnson, Mary Joyce Johnson and Helen Partridge.

## Pioneer Candidate



Mrs. Claud Jeffers, above, who is a candidate for the office of county treasurer, is a Motley county pioneer.

Her husband, the late Claud Jeffers, was one of the outstanding cowboys of western Texas, having been employed by the Matador Ranch over half a century.

## MRS. BIRNIE IS CLUB HOSTESS

Mrs. D. I. W. Birnie was hostess this week to the Tuesday Morning Club.

At the conclusion of six progressions of bridge, Mrs. U. L. Willie held high score and Mrs. Elmer Stearns, second high. Coffee was served preceding the games.

Attending were: Mesdames Harry Campbell, L. C. Harp, Leonora Luckett, W. W. Clements, D. E. Pitts, Stearns and Willie.

## "42" CLUB IS ENTERTAINED

The "42" Club met in the home of Mr. and Mrs. Bennie Cox Wednesday evening of last week. Present were: Mr. and Mrs. Leland Timmons, Mr. and Mrs. H. Courtney, Mr. and Mrs. Cecil Pipkin, Mr. and Mrs. Clyde Gilbert, Mrs. M. S. Patton, Miss Julia Davis, Miss Billie Lawrence, and Messrs. Raymond Barber, Ben Dickerson and Julian Edmondson.

Refreshments of chicken salad sandwiches, cake and spiced tea, were served.

## FORMER RESIDENT IS HOSPITAL PATIENT

Frank A. Buckley, former county agent here is a patient in a hospital at College Station, following an emergency operation for appendicitis last week, according to communications received by friends here.

Mr. Buckley recently resigned his position with the soil conservation administration at Temple to take post-graduate work at A. & M. College. Friends here regret to learn of his hospitalization.

Mr. and Mrs. Joe R. Meador and daughter Frieda Jo, of Paducah, were Matador visitors Sunday.

## RESIDENTS SEE SHOW AT CHILDRESS RECENTLY

Local residents who drove to Childress last week to see the picture, "Gone With The Wind", included the following:

Mr. and Mrs. Elbert Seigler and Miss Ruth Groves, Rachel Patton and Thressia Godfrey, who were guests of Mr. and Mrs. Kenneth Givens; Mr. and Mrs. Leland Timmons and Miss Julia Davis; Mr. and Mrs. W. N. Pipkin; Mrs. F. G. Simpson, Mrs. Don Martin, Mrs. Clinton Hobbs, Kenneth Simpson and E. A. Day; Mrs. F. M. Jinkins, Homer T. Jinkins, Mrs. Ethel Payne and son, J. D.

Mr. and Mrs. Vernon Doss and son George; Mrs. T. E. Cammack, Mrs. L. A. Carlisle, Mrs. Bob Martin and daughter Elwanda; Mrs. Bess Patton; Mrs. Lula Carpenter, Rachel and Rudolph Carpenter and Fausteena Fuller; and Mr. and Mrs. Ben Meador, Burrell and Mary Ola Tipton, who were guests of Mr. and Mrs. Kenneth Fink.

Miss Maggie Bryan was among local residents who saw the picture when it was showing in Lubbock. She accompanied her niece, Mrs. Jack Barton, of Spur.

## RECOVERS FROM ILLNESS

Lowell Sharbutt, secretary of the Motley County A. C. A. in the office of County Agent J. R. Emmons, returned to his work this week following a week's absence following an attack of flu. Mr. Sharbutt was visiting his parents at Levelland when he was stricken, and was unable to return to Matador until Tuesday.

## BRANDON-SEALES

Announcement is made of the marriage of R. L. Brandon of Childress, and Miss Lillie Seales of Cee Vee, in a ceremony performed March 9, at Childress by the Methodist pastor of Tell, Texas.

Mrs. Brandon attended high school here last year, graduating with the 1939 class. She was an outstanding member of the girl's basketball team.

The groom, formerly of Matador, is the son of Mrs. John Brandon of this place. The young couple will make their home at Childress, where he is employed. Their many friends here join in wishing for them much happiness.

## OBSERVES BIRTHDAY

Mrs. A. D. (Mother) Burleson quietly observed her 87th birthday Sunday, March 17, at her home here, receiving a number of friends who called during the afternoon to extend best wishes. Mother Burleson is the only remaining charter member of the Baptist church here.

## ATTENDS FUNERAL

L. C. Harp left Saturday night for Troy, Texas, where he attended funeral services Sunday morning, of an aunt, Mrs. W. O. Maedgen. He was joined at Ft. Worth by his daughter, Gene, T. C. U. student.

Accompanying Mr. Harp from Childress and Kirklund were his brothers, Lee and Clarence Harp and their sisters, Mrs. C. P. Boyd and Mrs. Ova Pryor. The group accompanied other relatives to Temple where interment was made.

## IN LUBBOCK HOSPITAL

C. P. Waybourn was conveyed to Lubbock last week, where he is a patient in a hospital. Mrs. Waybourn and other members of his family have been at his bedside.

Mr. Waybourn has lost the sight of one eye, and it is feared that he will also lose sight in the other, it is reported.

Mr. and Mrs. A. J. Daffern left Saturday for Hot Springs, Arkansas, where he is receiving treatments this week.

## TAKES DENTAL COURSE

Dr. Ernest B. Jones, local returned home Tuesday from Fort Worth where he attended a post-graduate course in dentistry Monday and Tuesday. Dr. Jones left Saturday for Ft. Worth.

Mr. and Mrs. A. L. G. and daughter, Lou Ruth, mot visited here Sunday with brother and family, Mr. and Mrs. W. W. Clements.

## AMERICAN MEMORIES

BY palmers



Exquisite toiletries, capturing the essence of American life, created especially for American women by America's first perfumer—scented with BROCADE, fragrant, poignant loveliness.

- Perfume . . . \$1 and \$2
- Cologne . . . . . 1.00
- Dusting Powder . 1.00
- Talcum . . . . . .50
- Bath Salts . . . . .50
- Soap—4 cakes . . 1.40

## CITY DRUG STORE

MATADOR

# WELCOME Easter WITH GAY NEW APPAREL

## EASTER HATS GAY WITH FLOWERS AND VEILS



## Parade Of Prints

VIVID PASTEL PRINTS—STRIPES! FLORALS! DOTS!

YOU'LL like these new styles—prints with new skirt front fullness—glowing pastels on light and dark grounds. Pick your prints for Easter. Sizes for Misses, Women!

\$3.98-\$5.95-\$7.95

## Shining STRAWS

\$1.00  
\$1.95  
\$2.98

First loves for Spring! Narrow or wide-brimmed sailors. Navy, black, new colors.



## Color-Bright Bags

\$1.00-\$1.98

A "must" with your suit! Doesuedes in cyclamen-pink, fuchsia, gold, navy. Tailored, dressy.

## WEAR SLACKS THIS SPRING

Slacks will be worn more than ever before during the coming spring and summer—and they are more attractive than ever before. We have a complete range of styles, sizes and prices.

Slack Suits  
\$1.98-\$2.98  
\$3.95-\$5.95

Slack Pants  
\$1.00

## Gay Gloves

\$1.00

Classic doeskins to match your exactly! White



# Easter

YOU WILL FIND OUR SELECTIONS OF EASTER NECESSITIES COMPLETE ...

## NEW ARRIVALS—

LADIES' HATS—HOSE—HANDBAGS AND COSTUME JEWELRY—Our prices will please you!



## Easter Candy

Give Her A Box of Our Fine Chocolates For Easter.

39c—75c  
98c—\$1.75

## QUEEN'S LACE HOSE IN NEW SPRING SHADES

PRICE

\$1.49 pair

## Matador Variety

## HARRY WILLETT & CO



**LUBBOCK**  
Mrs. J. D. Earnest moved to Lubbock recently, where she is living in her home.

**PROTECT**



**YOUR HOME!**

Our policy selection affords you protection against all losses thru destruction.

**WE SELL ALL KINDS OF INSURANCE!**

**Motley County Insurance Co.**

R. Whitworth\*Elmer Stearns

**Humor Kept In Film Of Joad Trek**

To develop completely the human, every-day warmth and power of the most widely discussed novel of modern literature was the primary concern of all those connected with Darryl F. Zanuck's production of "The Grapes of Wrath." John Steinbeck's sensational bestseller which was wildly acclaimed at its premiere run at New York's Rivoli Theatre.

As soon as Associate Producer Nunnally Johnson had completed his screen play of the Steinbeck story, all the resources of the studios were put at the disposal of Academy Award Winner John Ford, who directed the picture.

From the outset Director Ford impressed all his players, from Henry Fonda, who plays the part of Tom Joad, down to the lowliest extra, with the essential simplicity and power of Steinbeck's widely acclaimed novel. Ford forbade the use of make-up on the set.

He also used the candid camera technique in shooting scenes. Thus for the first time in the history of Hollywood, players were filmed without benefit of glamorizing lights.

Wherever possible, Director Ford used real "Okies" as extras. More than one of these "Okie" families made more in the few days they were on the 20th Century-Fox lot than the Joad family was able to gather together after selling all their earthly possessions to finance their now historic journey from the dust bowl.

In addition to using the "Okies" themselves, Ford also used their jalopies. Before the picture began, 150 battered, broken-down cars which had survived the grueling trek across mountain and desert, were purchased.

**Roaring Springs NEWS**

Mrs. A. B. Nichols is visiting relatives in Childress this week.

Mrs. L. C. Davis, Jack Davis and Marion Alice Mitchell spent the week-end visiting relatives in Lubbock.

Mr. and Mrs. A. L. Harris, with their children, of Levelland moved here Saturday to make their home. Mr. Harris has accepted a position in the Hinson Barber Shop.

A. B. Nichols visited relatives in Spur Sunday. He was accompanied by his daughter Birdie Nell and Beryl Nichols.

Mrs. Ruth Coffman visited friends in Northfield during the week.

Miss Meredith Gibson of Calgary, is visiting her mother, Mrs. Bertie Gibson this week.

Mr. and Mrs. Rex Parsons and little daughters of Matador, visited relatives here Sunday.

Mr. and Mrs. G. L. Godfrey returned Sunday from a several days visit to the Fat Stock Show in Fort Worth. They were accompanied by their son, Hollis.

David Campbell spent the week end visiting his parents, Mr. and Mrs. W. A. Campbell near Afton.

Mrs. W. A. Lewis with her daughters, of Flomot, visited here during the week-end.

Columbus C. Haile of Dickens, attended to business and visited friends here Saturday. Mr. Haile is president of the Motley-Dickens counties Old Settlers organiza-

tion. Mesdames Freeman Thacker, M. E. Keashey, J. N. Fletcher and J. C. Brownlow were Lubbock visitors Friday. Mr. and Mrs. J. N. Scrivner and Mrs. W. E. Bowen made a business trip to Plainview Thursday. Mr. and Mrs. Homer Bax and little daughter of Dougherty, visited relatives here during the week-end.

Cecil Spring and Fred Pyron of Redlands, California, visited here this week. Mr. Pyron was reared near Roaring Springs.

Mr. and Mrs. Demp Clifton with their small son Maurice, of Afton, were visitors here Monday.

Mr. and Mrs. Chas. Graham of Plainview, visited in the home of Rev. and Mrs. H. W. Graham this week-end.

Miss Elizabeth Swim, who has employment in Flomot, spent the week-end visiting relatives here.

**CITY TAILOR SHOP IS SOLD**

In a trade closed late Monday, Mr. and Mrs. Charles Graham of Plainview became owners of the City Tailor Shop owned and operated by E. E. Jackson.

The new owners will move here at once and begin work.

**Townsite Is Being Surveyed In Blocks**

Mr. W. D. Newell of Floydada is here this week, making a new survey of the Roaring Springs Townsite Company property.

Several new homes are to be erected here in the future, and all lots are being remarked for the benefit of purchasers.

**OPEN HOUSE IS HELD FRIDAY AT PARSONAGE**

The Pastor's home which has recently been completed by the Baptist church at Roaring Springs, was visited by a large number of friends Friday evening, when Rev. and Mrs. H. W. Graham held open house.

A reception committee comprised of Misses Joyce Marie Thacker, Frances Overstreet and Lena Barnett, greeted the guests and presided at the registration

book. Mrs. M. S. Thacker and Mary Hughes poured punch and served the guests.

A program consisting of group singing led by J. D. Mitchell, special music by Mrs. M. S. Thacker, and interesting talks by several of the visitors, was enjoyed. At the close of the meeting the pastor and his family were presented a shower of gifts.

Those who enjoyed the occasion were: Mr. and Mrs. Clyde Whitaker and family, Mr. and Mrs. R. E. Long, Mr. and Mrs. F. L. Ferguson, Mr. and Mrs. J. D. Mitchell, Mesdames E. F. Cole, J. E. Powell, Lem Miller, Garlin Murphy, M. S. Thacker, Angus Ferguson, W. E. Bowen, Sudie K. Jones, W. P. Cooper, Ed Smith, Jno. Green, E. A. Overstreet and Mary Hughes; Misses Juanita Thacker, Lou Ida Fletcher, Joy Rice, Edith Peck, Doris Hunter; Rev. L. A. Reavis, pastor of the Methodist church; Melvin Thacker James Harmon, B. T. Clifton and Turner Hunter.

**FRESHMEN ENTERTAINED WITH PARTY SATURDAY**

The freshman class of Roaring Springs High School, was entertained Saturday evening in the

home of Gene Franklin. Games were enjoyed until a late hour, and refreshments of sandwiches, cocoa and cake were served to the (Continued On Back Page)



**OUR BUSINESS IS SERVICE**

**Check Your Battery... Guaranteed National Tires and Batteries -We Appreciate Your Business- Gulf Service Station**

BENNIE COX Mgr.

**Saturday Midnight, March 23 Sunday and Monday, March 24-25**



DARRYL F. ZANUCK'S Production of

**THE GRAPES OF WRATH**

by John Steinbeck



Tom Joad - HENRY FONDA  
Ma Joad - JANE DARWELL  
Casy - JOHN CARRADINE  
Grampa - CHARLEY GRAPEWINE  
Roseashore - DONNIS BOWDON  
Pa Joad - RUSSELL SIMPSON  
Al - O. Z. WHITEHEAD  
Muley - JOHN GUALEN  
Conna - EDDIE O'QUILLAN  
Grimes - ZEFFE TILBURY

Directed by JOHN FORD  
Associate Producer, and Screen Play by Nunnally Johnson  
A 20th Century-Fox Picture

**PALACE THEATRE PADUCAH, TEXAS**  
No Advance In Prices

**Poultry profits come from layers**  
.. and good layers come from MATADOR HATCHERY

MORE eggs without increasing the number of birds on feed in the combination alert, feathered, heavy, mature money. That's why hundreds of successful poultry raisers in this county are getting their chicks from us and coming out ahead. Investigate the laying records of our parent stock. That will show what you can expect from our brand of chicks. Or send one for yourself the hasty layer that are pushing up egg output per hen. Here are birds that can produce steadily under the exact weather and temperature conditions found on your farm.

**WE SELL AND RECOMMEND RED CHAIN FEED**

**MATADOR HATCHERY**  
Lewis Newman, Manager

Completely Equipped For  
**OBSTETRICS, PEDIATRICS**  
And General Medicine

Newest Type X-Ray Equipment  
Phone 59 Day and Night Service  
**TRAWEEK HOSPITAL**  
A. C. Traweek, M. D. Albert Traweek, Jr., M. D.

**YOU CAN PAY MORE -but why?**

You can pay a lot more than the modest Chevrolet price for a motor car. But you'll find yourself asking, "Where can I get any more beauty, driving and riding ease, road action, safety and all-round value than I get in Chevrolet for '40?" ... Particularly when you consider Chevrolet's extremely low prices and Chevrolet's exceptionally low cost of operation and upkeep!

The 1940 Chevrolet gives higher quality at low cost! ... Low Prices ... Low Operating Costs ... Low Upkeep.

No other motor car can match its all-round dollar value

**"CHEVROLET'S FIRST AGAIN!"**  
LEADER IN SALES ... & OUT OF THE LAST 9 YEARS

**Eye It .. Try It .. Buy It!**

**CAMPBELL CHEVROLET Co.**  
MATADOR, TEXAS

**CHECK Your Cost ...**

**HEATING, COOKING, WATER HEATING AND REFRIGERATION**

**Get All The Facts ...**

IF you seek escape from paying high fuel bills, then get all the facts about Butane Gas. Now, more than ever before you can afford to change to this cleaner, cheaper and more flexible fuel to operate heating, cooking, hot water and refrigeration appliances.

Over a ten-year period you will save enough by owning your Butane plant to pay for your appliances and the plant.

We want to prove this statement: It is cheaper to buy and operate Butane Gas appliances—gas ranges, water-heaters and Electrolux refrigerators than to have other types given to you.

Come in today and let us explain all the facts about this great modern fuel. Get more for your money and save.

We install Butane plants and equipment. Our stock includes the following appliances to operate on Butane Gas: Roper Ranges, Grand Ranges, Electrolux Refrigerators, Rex Hot Water Heaters, Hearth-Glo Heaters, Humphrey and Dearborn Heaters and Ward Floor Furnaces.

**SAVE...**

You can save enough on your fuel bills to pay the cost of a Butane plant.

**TERMS...**

We sell Butane plants on convenient terms—Save while you use the fine, modern fuel—**CHEAPER—CLEANER—BETTER**

**Butane Gas**

NOW PER GALLON **5c**

TO OUR PLANT OWNERS

**Matador Hardware & Furniture Co.**  
MATADOR'S HARDWARE DEPARTMENT STORE





Keith Patton, Editor

Assistant Editors: Wandell Berryman, Marie Hunsucker  
 Inquiring Reporter: Frances Stearns  
 Junior Reporter: Aurene Jameson  
 Sophomore Reporter: Wanda Nelson  
 Freshman Reporter: Oneita Whitaker  
 Poets: Ruth Kushing and Willena Wilkinson

**Institute Of Student Opinion**  
 FAVORITE AUTHORS ARE CHOSEN

Who is your favorite author and why?

Ruth Rushing: My favorite author is Mary Roberts Rinehart, because she writes such baffling mystery stories.

Eugenia Tilson: Zane Grey is my favorite because his stories have plenty of excitement and adventure.

Nona Bell Wells: Temple Bailey and Zane Grey are my favorites because they write adventurous stories.

Aurene Jameson: My favorite authors are Gene Stratton Porter and Zane Grey, because their stories just appeal to me.

Marion Clements: Gene Stratton Porter is my favorite author.

Willena Wilkinson: My favorite author is Shakespeare, because of his good plays.

Lela Carpenter: Loyd Douglas is my favorite because he has such a deep mind and can put things in writing so that they appeal to people.

J. D. Payne: I prefer Zane Grey. His books are very good.

Dora Mae Bottoms: My favorite author is Shakespeare. I love to read his wonderful plays.

Gaye Wolfe: Eugene Field is my favorite author because his poems are so realistic. He can make anyone feel just what he writes.

Tom Nell Darsey: Margaret Mitchell is my favorite author because she wrote "Gone With the Wind."

Alla Mae Fulfer: Emily Dickinson is one of my favorites because her poems have so much meaning. Of the later writers and authors my favorite is Louisa Alcott, because her books are the kind that appeal to me.

**YOUNG MODERNS SOLVE PROBLEM**

Once upon a time our mothers had a problem that worried them considerably, but a few months ago it suddenly disappeared. And we know that they still love to look back and remember how quickly it disappeared. They really had a reason to worry though, because it was the problem of providing entertainment for their dear little children, who were really juniors and seniors in MHS.

The idea of having dances after school was born, and since then the parents have had no worry except that of paying bills for records. We will admit that it is just one of those ways of wasting time and still having a lot of fun, but we think it's a good idea at that.

Why should "us moderns" seek entertainment elsewhere when it may be found in our own homes? Time was when we were so bashful that we were afraid to even gaze upon a floor without a rug on it and wondered if we would ever be silly enough to like dancing. But now we've changed, because if we just have some Johnson's Dance Wax mixed with "Johnson Rag", we will be firmly convinced that "there's no place like home."

**HIGH HONORS IN THE SCHOOL**

First Grade, Mrs. Tunnell. Distinguished List: Garland Rattan, Norman Neighbors, Wanda

Graham, and Dorothy Traweck. Honor Roll: Bobbie Jean Pruitt, Nevada Cook, Charles Cliett, Charles Pollack, Kenneth Thompson, Lowell Don Whitaker, Velma Fay Briggs, Dorothy Cudd, Joanis Daniels, Shirley Estes, Almada Martin, Joy Martin, and June Neighbors. Perfect Attendance: Chares Cliett and Garland Rattan.

Freshman Class: Honor Roll: Rachel Carpenter, Melba Faulkner, Fausteena Fulfer, Betty Greene, Tom Ed Jameson, Ruth Keith, Norman Pitts, and Lawrence Spray. Perfect Conduct: June Barton, Rachel Carpenter, Wanda Crump, Catherine Daffern, Joyce Daniels, Melba Faulkner, Ruth Keith, Neida Lane, Lawrence Spray, and Oneita Whitaker.

Sophomore Class: Distinguished List: Dorothy Wason. Honor Roll: Johnny Allsup, J. W. Durbin, Johnnie Griffin, Junella Jackson, Bennie Wayne Marshall, Marshall Lee Morton, Wanda Nelson, Frank Price, Mavinee Russell, Bert Schweitzer, and Johnnie Belle Willis. Perfect Conduct: J. W. Durbin, Phil Green, Bennie Marshall, Wanda Nelson, Frank Price, Justine Rattan, Mavinee Russell, Laverne Smallwood and Bert Schweitzer.

Junior Class: Distinguished List: Alla Mae Fulfer, Aurene Jameson and Frances Stearns. Honor Roll: Frances Carpenter, James Fish, Helen Hill, Joyce Irby, Wiley Kennedy, James Russell Neblett, Lucille Plumlee, Ruth Rushing and Nona Belle Wells. Perfect Conduct: Alla Mae Fulfer, Aurene Jameson, Flora Jerden, Vernell Markham, Ruth Rushing, Ruth Simpson, Eugenia Tilson, Nona Belle Wells, and Corine Briggs.

Senior Class: Distinguished List: Myrnavae Barkley, Wandell Berryman, Lela Carpenter, Marion Clements, Marie Hunsucker, Elmer Gene Jameson, Keith Patton, Aileen Russell, and Willena Wilkinson. Honor Roll: Dora Mae Bottoms, Tom Nell Darsey, Harley Hill, Oneita Kimbell, Jewell McCoy, Zona Scaff, and Glenn Woodruff. Perfect Conduct: Dora Mae Bottoms, Harley Hill, Marie Hunsucker, Harold Jameson, Ruth McBride, Jewell McCoy, Keith Patton, G. W. Ratcliff, Nellie Ray, and Jonita Smart.

**IMPROVEMENTS ARE MADE ON SCHOOL CAMPUS**

Thru the financial efforts of several senior classes, a campus building program is being conducted. When it is completed, we hope to have one of the most beautiful campuses in this area.

The two water fountains which have just been constructed were given by the Senior Class of 1939. The seniors of 1938 left funds for the tennis courts. The flagstaff and the rocks for the rose bed were paid for with funds left by some classes.

At the north of the high school building a loafing place is being provided. There will be seats, a water fountain, and shade trees especially for loafers, lovers etc. Grass has been planted on both school campuses.

As funds are provided, more flowers, trees, and shrubbery will be planted. Special pains are being made to have as many varieties of trees and flowers as possible.

It is true that it takes time to have a beautiful, landscaped campus, but a wonderful headway

has been made here at MHS. If the future senior classes take an interest in the campus, no doubt great things will be accomplished.

**Por la Escuela**

My, one would think that our school were Hollywood or Broadway lately. Three plays were in rehearsal at the same time all last week.

Boy, are we proud? We have some new indirect lighting fixtures in the study hall. Now we should all make "A" in every subject.

Everyone should pay his fees. There are a great many typing and public speaking fees due; and, it is rumored, the school needs the money.

Well, some of us haven't been to a social gathering for nearly a month now. Someone should have something, hint, hint, hint.

**The Grab Box**

Cavemen used to knock girls senseless, but that is no longer necessary.

Doctor: "I don't like to mention it but that check you gave me has come back."

Patient: "Well, that sure is funny, Doc, so did my lumbago."

Mary had a little lamp  
 It was well trained no doubt  
 'Cause every time her boyfriend came  
 That little lamp went out.

"Doggone!" said the professor as his glass eye rolled down the sink, "There goes my last pupil."

"Twas in a restaurant where they met,  
 Romeo and Juliet  
 Romeo couldn't pay the debt  
 So Romeo'd what Juliet.

**The Poet's Corner**

**"THE KING OF SWING"**  
 By Miss Pat Willard

Who's that swingin' down the street?  
 No, it can't be Cuban Pete!  
 It must be that rhythm king,  
 He keeps a monkey on a string.

That organ grinder grinds all day  
 Just to make the neighbors gay  
 First he'll swing the Rumba Jump  
 Then he'll "hep" the Bustle Bump.

All the kids come scampering up  
 To drop a nickle in the cup  
 When he plays the Jumpin' Jive  
 The kids are glad that they're alive.

**This And That!**

Just to be different they thought they'd go together, we guess. Wiley and Ietta, we mean. Our whole student body is discussing the couple and wondering if anything will come of it. One never knows does one? Especially in "Sprang" when the love-bug is loose. Wonders never cease!

What certain good looking Sophomore went callin' on a Senior girl and found another Senior already there? We wonder if he stayed long enough to leave his calling card. Anyway for quite a while afterward a cloud of dust remained after his departure.

Last Monday in Economics class Marie seemed afraid that Jewell would kiss E. A. We're not supposed to be curious, but we can't keep from wondering about her anxiety. Could it be possible

that some handsome brunette is slipping? Oh, mercy! How fickle! Such a mix-up we've never seen! Our Junior boys, innocent and sweet (?), dating the adult and designing Senior girls. In this particular case we mean Leroy and Wilena. From the information we can gather it seems they had some sort of misunderstanding on their last date. Too bad!

"A girl in every port. Why not a boy in every port?" says Myrnavae. Her current interest seems to be in the general direction of Children. It is commonly known that she spends most of her time inquiring about "him"; and seeking someone who can enlighten her. Smooth sailing, dearie!

Again the younger lad seek older damsels! James Fish and Tommy Darsey do have fun together, we hear tell. After all she's just a cut-up at heart, and full of vitamins x, y, and Z. She was known to have remarked that she didn't want to go to the box supper because she didn't have a date. With an ardent admirer around most all time you shouldn't worry, child.

**WHITEFLAT NEWS**

Mr. and Mrs. C. H. Murphy, Laverne, Mary Bernice and C. H. Jr., were Plainview visitors Thursday.

Mrs. Frances Berryman, who is attending Draughon's Business College in Lubbock spent the week end with her parents, Mr. and Mrs. Sherman McCary.

Mr. and Mrs. C. G. Rankin were called Thursday to the bedside of his mother, who is seriously ill in Lubbock.

Guy Kimbell Sr., and Guy Kimbell Jr., accompanied Troy Perkins to the Fat Stock Show at Ft. Worth, Saturday and Sunday.

Mr. and Mrs. Jess Perkins and Boyd Perkins attended the Fat Stock Show in Ft. Worth the first part of the week.

Levi Wilkinson made business trips to Lubbock this week.

Miss Louise McDonald, Miss Corrine Wilkinson, Mrs. Weldon Bailey, Mrs. Malcolm Morris, Sr., and Mrs. Malcolm Morris, Jr., attended the picture "Gone With The Wind" at Childress Saturday. Mr. and Mrs. Pal Martin are visiting Mr. and Mrs. Bunyan Price at Buffalo, Texas.

Mr. and Mrs. F. M. Case, Dorothy Jean and Mary Frances Newman Casey, O. T. Casey Jr., Mr. and Mrs. Grady Acker were in Hollis Oklahoma Thursday and Friday, where they attended funeral services of W. W. Case.

**ENTERTAIN WITH PARTY**

Misses Aurene and Melba Jameson entertained with a party at their home Friday night. An evening playing games, delicious refreshments were served to the following:

Oleane Wells, Laverne Mary Bernice Murphy, Edna Morris, Avis Kimbell, Edna Turner, Mary Juanece, Gwyneth and Rita Carolyn Wilkins, James and Chares Price, Eugene Fisher, C. D. Garrison, L. M. Skeeet Jameson, Mrs. C. H. Murphy and C. H. Jr., Mrs. Bernice Jameson, Mrs. Pearl Wilkinson, Guy Kimbell Sr., Mr. and Mrs. J. M. Jameson, and the hostess Melba and Aurene.

Mr. and Mrs. Wayne Vaughn Dumas, visited here during the week-end with his parents, Mr. and Mrs. W. B. Vaughn.

**CONFUCIUS SAY:**  
**"Merchant No Advertise, Go Broke"**  
 No, Confucius Didn't Say That, But Bradstreet's Report Was . . .  
**95% of Business Failures Are Non-Advertisers!**

Here's the recommended percentage of gross sales as compiled by the Harvard Bureau of Business Research and Northwestern University Bureau of Business Research for various businesses:

Kind of Business	Percent
DEPARTMENT STORES	1.09 to 3.1
GROCERY STORES	1.0
HABERDASHERS	3.3
WOMEN'S WEAR SHOPS	3.1
FURNITURE	6.3
GENERAL MERCHANDISE	1.5
DRUG STORES	1.0
SHOE STORES	2.9
ELECTRIC SHOPS	2.7
HARDWARE	1.0
CLEANING AND DYEING	3.3
JEWELRY	3.1
MEAT MARKETS	1.0
RESTAURANTS	3.1
SPECIALTY SHOPS	3.8
FLORISTS	5.0
MILLINERY	2.2

While every line of business is not represented here, you will be able to determine the amount that you should invest in advertising your business.

**The Best Advertising Is Your Newspaper!**

**Matador Tribune**  
 "Your Home Paper"

**TAKE THE EASY WAY...**

"All I do now is put my laundry away when it's returned"

Many Matador women have found new leisure and happiness through the Spur Laundry services. One of the most popular is our All-Finished Service which returns clothes to you completely washed and ironed, including apparel. There are other services to suit every preference and need.

**Spur Laundry**

**Weatherproof**  
 Your Home With  
**Good Lumber!**

- Face Brick
- Flooring
- Planking
- Shingles
- Millwork
- Paints
- Cement
- Brick
- Nails
- Tile

—It's an axiom in the building trades that a home is only as good as the material used in its construction. This fact is proven by sound reasoning . . . use the very best available and your home, which is your greatest investment, will stand as a monument for permanence and beauty.

Everything For The Home, Farm and Ranch  
**Higginbotham-Bartlett Co.**  
 LUMBER, BUILDING SUPPLIES AND HARDWARE



**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

NATIONAL EDITORIAL ASSOCIATION 1940 Active Member

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

**CARD OF THANKS**

We wish to express our heartfelt gratitude to our many friends and neighbors, who were so thoughtful and kind to us during the illness and death of our beloved one. We also wish to express our grateful appreciation for the lovely floral offering and the many expressions of sympathy. May God bless each of you.

Mrs. M. D. Calvert  
Mrs. L. O. Martin and family  
Mr. and Mrs. Dick Morton  
Bill Calvert and family  
Ottie Calvert and family  
D. L. Calvert and family  
Mrs. Cisco Purdy and family  
Mr. and Mrs. Roy Calvert  
Mr. and Mrs. Bub Green.

Mr. and Mrs. R. R. Fraser and small daughter Shirley Gail of Rotan, visited here Sunday with her parents, Mr. and Mrs. Joe H. Campbell. Mrs. Frazier's brother, Joe E. Campbell, accompanied them home for a visit.

**Library ...**

(Continued From Page 1)

books may be checked out if a patron wishes a fiction and non-fiction book, or a juvenile book and one of either of the above.

**New Books Added**

New books which have recently been added to the shelves of the library include the following novels: "Johnny Got His Gun", Dalton Trumbo; "Gone With The Wind" (Motion Picture Edition) Margaret Mitchell; "Christ In Concrete", Pietro Di Donato; "Black Narcissus", Rumer Godden; "The Nazarene", Sholem Asch; "Captain Horatio Hornblower", C. S. Forester; and the following non-fiction selections: "Wind, Sand and Stars" by Antoine De Saint Exupery, author of "Night Flight", and "Days of Our Years" by Van Paassen. One new juvenile book has also been added, "Myths and Enchantment Tales", by Margaret Evans Price.

**Easter ...**

(Continued From Page 1)

solo, Mrs. Thelma Dirickson.

4. "The Raising of Lazarus"; Quartet, Mr. and Mrs. W. F. Jacobs, T. B. and Jim Edmondson; Chorus; and Tenor Solo, T. B. Edmondson.

5. "Hosanna in the Highest"; Chorus: Solo, R. E. Campbell; duet, Mr. Campbell and Mrs. Jack Edwards.

6. "Dawn of the Third Day"; Chorus: Solo, Miss Virginia Estes; Bass solo, Jim Edmondson; tenor solo, Vernon Doss.

7. "He Is Risen"; Chorus: Bass solo, Burrell Tipton, solo, Miss Virginia Estes; quartet; Mrs. Dirickson, Mrs. Jacobs, and Messrs Whitworth and Tom Tilson.

8. "Christ Appears to Mary"; Trio, Miss Mabel Jameson, Mesdames Dirickson and Edwards; Tenor solo, J. R. Whitworth Soprano solo, Mrs. Whitworth.

9. "Christ the Firstfruits"; Chorus: Men's Voices in Unison.

10. "Alive Forevermore"; Tenor solo, Vernon Doss; Chorus.

Other members of the choral club who will sing in the choruses are Mesdames Ethel Payne, M. S. Patton, Earl Laughlin, George Springer, Margaret Newman, W. E. Ballard and Tom Newman; Keith Patton; and Misses Lela Carpenter, Jewel McCoy, Frances Stearns, Marion Clements and Mary Ola Tipton.

The Matador Choral Club is to be commended on its splendid performances under the direction of Miss Mabel Jameson and of Mrs. Margaret Newman, as president. Other officers include Miss Roberta Jameson, pianist, and Mrs. W. E. Ballard, secretary-treasurer.

**LOCAL ITEMS**

Mrs. Vera Whitten, teacher in the Dumas school system, is attending to business interests here this week.

Mrs. Frank Eiring of Plainview was a Matador visitor Wednesday.

For Easter Flowers—Easter lilies, hydrangea and other pot plants also cut flowers and Easter corsages. Call Mrs. Bennie Cox.

Mrs. Whitey Bishop and daughters June and Jane, who have been making their home at Longview for the past few months, returned to their home in Matador last week, and will again reside here.

**Calvert ...**

(Continued From Page 1)

home three miles east of Flomot, where he was confined to his bed until his death Sunday at 2:30 a. m. He was born in Lebanon, Missouri, December 3, 1874 and came to Wise county, Texas, with his parents in 1880. He was married to Miss Georgia Curry on November 24, 1893 at Paradise, Texas and to this union were born nine children, five boys and four girls.

He obeyed the Gospel in 1891 and was baptised at Draco, Texas, becoming a member of the Church of Christ. He was a resident of Motley county for 29 years, and of the Flomot community for the past 26 years, where he was loved and respected by his many friends.

Besides his wife, Mrs. Georgia Cavert, he is survived by seven children, Mrs. L. O. Martin, Dickens; Mrs. Myrtle Morton, and Mrs. Alma Purdy, Lubbock, Bill, of Lamesa; Ottie, of Flomot; D. L. of Wichita Falls, and Roy, of Abernathy; and twenty-five great-grandchildren.

Three surviving relatives are other sisters: Mrs. Lula Roark, Terrell, Oklahoma; Mrs. Myrtle Golden, Duncan, Oklahoma and Mrs. Bertie Dennis, Tulsa, Oklahoma, all of whom were present for the funeral.

**Northfield News**

Mr. and Mrs. Lonnie Wade of Sunset visited her father, W. E. Collins and family, Sunday.

Mrs. F. G. Tipton, Mr. and Mrs. John Collins and Mr. and Mrs. Jim Collins of Childress, and Mr. and Mrs. Wyatt of Tell, visited in the W. E. Collins home Sunday.

Mrs. D. G. Wilcoxson and family of Turkey visited Mrs. Nell Vaughn Sunday.

Visitors in the A. B. Simpson home Sunday were Mr. and Mrs. C. D. Kincaon, Mrs. Sparky and Mr. and Mrs. Clyde Gilbert of Matador.

Mr. and Mrs. Tom Collins visited her mother, Mrs. Upton, of Memphis, Saturday night.

B. F. Simpson and Mrs. Nell Vaughn were Childress visitors Saturday. Mr. Simpson attended

the Fat Stock show at Fort Worth last week.

Ralph and Velma Collins, Dorothy McDonald and Bernice Wilcoxson drove to Childress Tuesday to attend the show "Gone With The Wind."

Mrs. D. T. Florence and Mrs. Edd Thompson are visiting in Matador.

**DR. E. B. JONES**

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**Spring Motor Tune-up**



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INCLUDES—  
CLEAN CARBURETER, ADJUST POINTS, CLEAN SPARKPLUGS  
ADJUST VALVES, AND SET TIMING.

**EXPERT BODY AND FENDER WORK**

YOU WILL GET A BETTER DEAL AT

**Campbell Chevrolet Co.**

"WE KNOW CHEVROLET—YOU KNOW US"

**R. Springs News**

(Continued From Page 3)

following:  
Sponsor Jarrett, Jimmy Joe Keahey, Billy Long, Wanda Miller, George Masey, Charmaine Merrell, K. J. Clifton, Helen Hall, and Edith Helen Powell, all of whom voted Gene an excellent hostess.

**Relatives Visit In McDorman Home**

Mr. and Mrs. P. H. McDorman had a very pleasant surprise last week when they had 36 relatives as guests in their home two miles south of Roaring Springs.

Among those who visited them were: Mrs. Gertrude Mahon and sons, Terrell and Melvin, Mr. and

**Enjoy The BEST All The Time... DRINK ADMIRATION COFFEE Featured By GARRETT GROCERY Flomot "We Appreciate Your Patronage"**

Mr. and Mrs. Jimmie Fulkerson of Silverton, spent the week-end here visiting his parents, Mr. and Mrs. M. P. Fulkerson.

**SORE THROAT: TONSILLITIS!**

For prompt relief try Anesthesia-Mop, our guaranteed throat mop. If the first bottle does not relieve pain and discomfort of sore-throat and tonsillitis, purchase price will be refunded. **Simpson Drug Store.**

Mrs. F. M. Jenkins is visiting in Corpus Christi with her daughter, Mrs. Gail Bradley, and family. She was accompanied there Sunday, by Mr. and Mrs. Bill Pipkin, who will return home today.

Mr. and Mrs. D. I. W. Birnie were Amarillo visitors Saturday.

For Easter Flower—Easter lilies, hydrangea and other pot plants also cut flowers and Easter corsages. Call Mrs. Bennie Cox.

Mr. and Mrs. Leonard Crowell of Flomot, with their son, Orio, of Amarillo, visited in Matador a short while Sunday morning.

Mr. and Mrs. Claud Groves and small son, Barton, of Spur, spent the week-end visiting relatives here. They were accompanied on their return trip by Mrs. J. A. Groves, who is visiting her daughter, Mrs. I. C. Hinson, and family.

**DON'T SCRATCH!**

Our Paracide Ointment is guaranteed to relieve itching associated with Eczemas, Athletes Foot, Ordinary Itch, and other minor skin irritations. Large Jar only 60c at City Drug Store.

Ware Fogerson of Silverton, stopped here Sunday enroute to his home from a business trip to Oklahoma, and accompanied Mrs. Fogerson and their son Victor, home. They had visited here with her parents, Mr. and Mrs. R. A. Day, last week.

**SALESMAN WANTED**

WANTED: A good reliable man to supply customers with Rawleigh Products. Write Rawleigh's, Dept. Txc-495-127M, Memphis, Tenn., or see L. B. Martin, Floydada, Texas. 3-28-40.

Mr. and Mrs. A. L. Fryar, with their daughter, Mrs. F. F. Cal-

ALL SIZES  
NEW PIPE USED  
FOR EVERY PURPOSE  
CENTRAL PIPE & SUPPLY CO.  
2611 So. Ave. H Phone 406  
Lubbock, Texas

Mrs. Gordon Mahon, and Mr. and Mrs. Elzie Mahon of Parks, Arizona, Mrs. Georgia Berry and son of Sweetwater, and Mrs. J. M. Kingery and family of Plainview.

Natural gas from the Panhandle gas field of Texas is piped nearly one thousand miles to the industrial centers of Illinois and Indiana.

**POLITICAL ANNOUNCEMENTS**

We are authorized to announce the following names for public office, subject to the Democratic Primary, July 27, 1940.

For Governor: Harry Hines

For State Senator, 30th Senatorial District of Texas: Alvin R. Allison

For State Representative, 121st District: Allen Harp (Second Term)

For District Attorney, 110th Judicial District: John A. Hamilton, Re-election

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

For Sheriff, Tax Assessor and Collector: L. A. Carlisle, re-election H. H. Courtney

For County Treasurer: Ethel Payne  
Lula Carpenter  
Mrs. Claud Jeffers  
Lois Cook

For County Attorney: Howard Traweek (re-election)

For Commissioner Precinct 1: John Turner  
J. S. Lambert, re-election

Commissioner Precinct Two: Malcolm Jameson  
A. K. (Kim) Wilkinson re-election  
W. H. Webb

For Commissioner Precinct 3: A. B. Simpson, re-election

For Commissioner Precinct 4: T. E. Long, re-election.

**A Friend WHEN YOU NEED ONE MOST OF ALL**

YOU CAN RECEIVE BURIAL INSURANCE FOR AS LOW AS 75c PER QUARTER OR \$3 PER YEAR FOR AGE TO 55. HEARSE SERVICE UP TO 75 MILE RADIUS. NO AGE LIMIT.

**\$150 BENEFIT**

Beautiful cypress or redwood casket. Professional services of a licensed embalmer and funeral director. Hearse, grave equipment, lining grave and grave marker.

We have recently paid the funeral costs of one policy holder in Motley county. M. D. Calvert of Flomot, altho he had paid only \$2.10 in premiums. We invite your investigation of our plan which assures you of aid at that time when you need it most.

**HARDCASTLE BURIAL ASSOCIATION**  
OLLIE NALL, Representative  
FLOMOT

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Friday & Saturday **10c Dozen**

Sugar 10 lbs 53c | K. B. Flour 48 lbs \$1.65  
Spuds 10 lbs 19c | Coffee Folgers 24 lbs 85c  
30c Pound

Fresh Vegetables

**SKAGGS' GROCERY**

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The BEST by Taste

EDDIE'S BREAD IS GOOD BREAD BECAUSE THE FINEST OF INGREDIENTS AND BAKING SKILL GO INTO ITS MANUFACTURE. BAKED FRESH AT EVERY DAWN.

**EDDIE'S BAKERY**