

**Small Businesses
Comprise Bulk Of
Total Industries**

DALLAS, July 28. (Special.) In an analysis of factors necessary to assure Texas the prosperity and sound economy her rich resources and energetic population warrants the All-South Development Council in a report today called attention to the growing part played in industry by "modest-scale enterprises capitalized at \$50,000 or less, which today constitutes 84 per cent of the 190,000 industries in the United States."

Citing a tendency for reiteration of the word "industry" to create an exaggerated picture of the typical industrial unit, the report recommended a "more realistic viewpoint of industry, that is, as embodying small units clearly identified with the activities and consumer demands of the people of a region and warranting the active financial support of those of moderate means."

A broadening of participation in

industrial processes—seen as inevitable with the decentralization of major industries and the rapid growth of population and consumer markets in the southwest—would bring better understanding of the problems facing industry in Texas today, and more aggressive interest in combatting state extravagances which are making the tax burden more and more acute on industry, business and "John Public" alike.

The report quotes form an address by Arthur Coleman, associate editor of Holland's magazine: "Other things being equal, 60 industries capitalized at \$50,000 each decentralized in 40 or 50 suitable locations, will operate with more total value and profit and satisfaction to the state than one \$3,000,000 industry. Together they'll spend more money, support larger payrolls, operate more consistently produce more manufactured values, and have less dissatisfied labor than the larger unit."

"For a long time we have welcomed with open arms those industrialists who would come in."

the south with their capital and develop our resources. We have been willing to pay them to do it. And, of course, we still welcome those who are worthy and serious, and who come here to do the right kind of developing."

Striking a balance between, on the one hand, healthy growth of numerous small industrial plants, principally functioning to supply foods, clothing and building materials to the more or less immediate market and, on the other welcoming certain major industries which operate on a large scale to select Texas as a field of operation, would be the ideal solution, says the report.

Achieving the former demands, to a large extent, upon eradication of what Editor Coleman calls an "industrial inferiority complex," resulting from "300 years of agricultural and agrarian economy and way of living, which has ingrained in us a hesitancy where investment in industry is concerned."

As for the appeal to major industries, Texas' unquestioned richness in natural resources, and her propitious labor situation normally would attract those which are looking afield for decentralized locations, the report says. However, the campaigns being waged by other states, notably in the south, to attract new big industries with tax exemption lures and vigorous advertising, are to a large extent counteracting these physical advantages.

While a tax exemption plan is not recommended for Texas, positive steps toward halting the constantly-upward trend of state industrial taxation—particularly on natural resources, which are the prime attraction for industrial prospects—are necessary if Texas is to represent a completely inviting front to industry, the report concludes.

"Flying Schoolhouse" at Kansas City this week.

New air hostesses also were needed aboard additional Skysleepers and Skyclub schedules introduced by TWA this summer. In the next 45 days, the airline will institute new passenger-mail-express service between Chicago-Dayton-New York and San Francisco-Albuquerque-Chicago-New York upon awarding of contracts by the Post Office Department.

It may be said in passing that the officials who called the "summer flying school" to session, John B. Molitor, superintendent of passenger service, was partly responsible because last month he married Miss Ruth K. Rhodes, formerly TWA chief hostess. Other officials are calling him a renegade. Naturally he has a good inside track on the marriage plans of most of the line's 65 girls.

At present there are 25 neophyte air hostesses in training in the "flying schoolhouse" at Kansas City with registered nurses from 15 other cities about to proceed to the airline base for selection

and training. Molitor expects the summer school to continue for six weeks.

Regular classroom work under the supervision of Miss Thelma Jean Hiatt, first air hostess employed by TWA in 1935, is conducted daily in one of the huge new \$125,000 Skysleeper planes. The text book is the TWA air hostess manual comprised of 100 single-spaced pages, together with 100 bulletins covering general instruction.

The curriculum covers the proper manner in which air hostesses are to greet passengers at the door of the planes; how to stand in the aisle to talk to passengers; the correct way to serve hot food prepared in the plane's buffet; how to make up berths; the correct make-up of face and nails; number of inspection trips within the cabin during flight; and scores of other "do's" and "don'ts."

Other topics covered inside the "flying classroom" include instructions on the Skysleeper construction; cabin steam-heating system; why and how an airplane

flies; and, in general, the rudimentary facts concerning the pilot's duties and abilities aloft.

GO TO CHURCH SUNDAY

Charged with breaking into a garage and stealing \$33.75, H. Russell Brown, a member of the police force at Barnstable, Mass., has been arrested.



FRIDAY, SATURDAY, and MONDAY

FLOUR	EVERLITE	24 POUNDS	93c
SPUDS	10 POUNDS	COLORADO	19c
SPINACH	NO. 2 CANS	3 FOR	23c
TOMATOES	NO. 2 CANS	3 FOR	23c
HOMINY	NO. 2 CANS	3 FOR	23c
Green Beans	NO. 2 CANS	3 FOR	23c
KRAUT	NO. 2 CANS	3 FOR	23c
PRUNES	NO 10	GALLON	33c
GREENS	MUSTARD OR TURNIP	NO. 2 CANS 3 FOR	23c
English Peas	no. 303		5c
Pork & Beans	10 oz.		5c
Salad Dressing	25 OZ. MEL-O-MIX		23c
BANANAS	doz.		17c
LETTUCE	head		5c
TOMATOES	lb.		7c
Dry Salt Jowls	lb.		19c
ROAST	lb.	12½c and 15c	
STEAK	loin lb.		23c
STEAK	'special' lb.		19c
CHEESE	full cream lb.		19c

BOB'S FOODWAY
"The Home Of Good Things To Eat"

SKY HOSTESSES ARE VICTIMS OF CUPID'S DARTS

Sparkling diamond rings observed by company officials on the third finger, left hand, of 18 pretty TWA hostesses in the last three weeks, coupled with the fact that 36 sky girls succumbed to marriage recently prompted the premature opening of the company's



MORE FREEDOM

From Summer Heat and Drudgery

USE BAKERY BREAD

EDDY'S BREAD

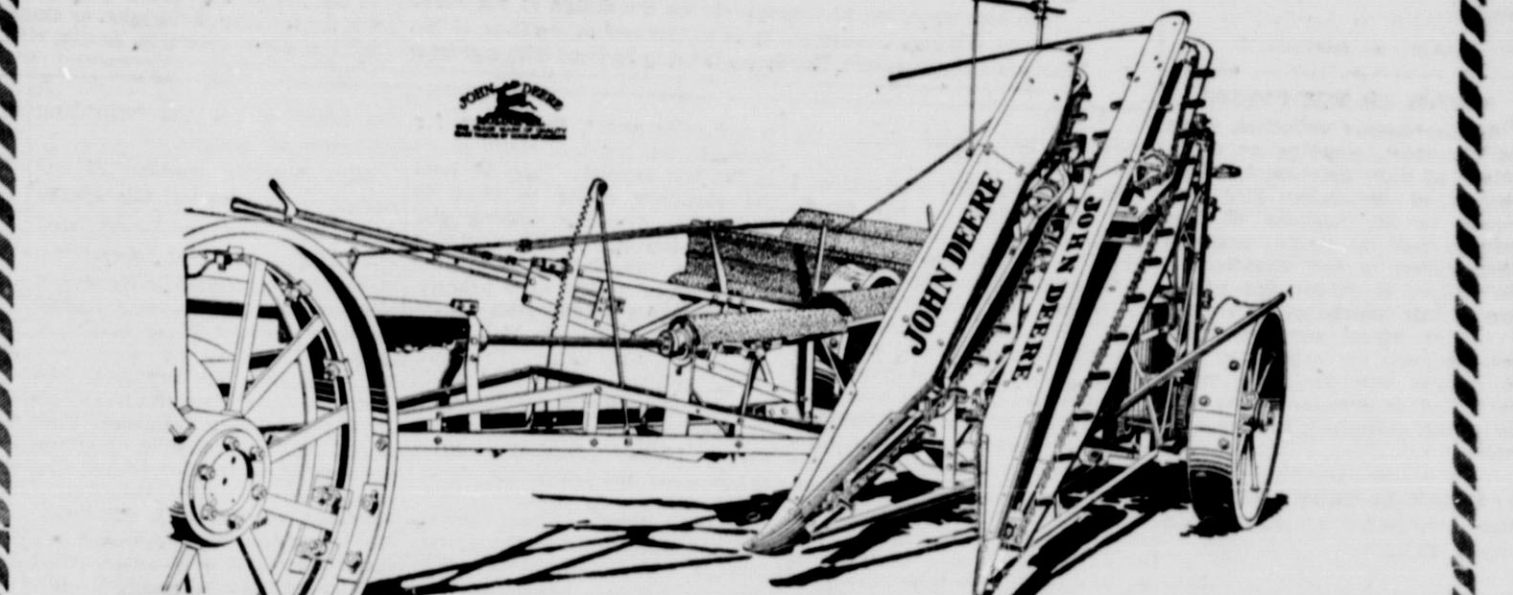
Baked Fresh Daily
Pure—Uniform
Delicious—Handy
and Inexpensive

Ask for it in
Matador, Dickens,
Roaring Springs,
and Whiteflat

EDDY'S BAKERY

Hitch Your Tractor To A Star...

The Best and Most Practical Row Binder You Have Ever Seen



JOHN DEERE POWER ROW BINDER
THE FAST-WORKING COST-REDUCING, LABOR-SAVING BINDER THAT IS SETTING NEW RECORDS FOR SPEED AND ECONOMY . . .

It's Power-Driven—The fast-working John Deere will operate in any field where a tractor can be used. Bad weather, poor ground conditions or down feed do not seriously interfere with good work. You don't have to depend upon traction of a bull wheel for power—smooth, positive power is supplied by the tractor through the power drive shaft. With proper tractor power, you can travel three or three and one half miles per hour, even in heavy feed.

'CUT 8 ACRES IN A HALF DAY'
Gentlemen:
I cut 100 acres of Hegari and Kaffir with my John Deere Power Row Binder. I did all of the cutting in high gear with my John Deere General Purpose Tractor.
At this tractor speed, I cut as high as eight acres in a half day. This is practically twice as many acres as I could have cut with a ground-traction corn binder in the same length of time. A man can cut on the average around twice as much with this binder as he can with a horse binder.
Yours truly, J. L. Beard
Lubbock, Texas

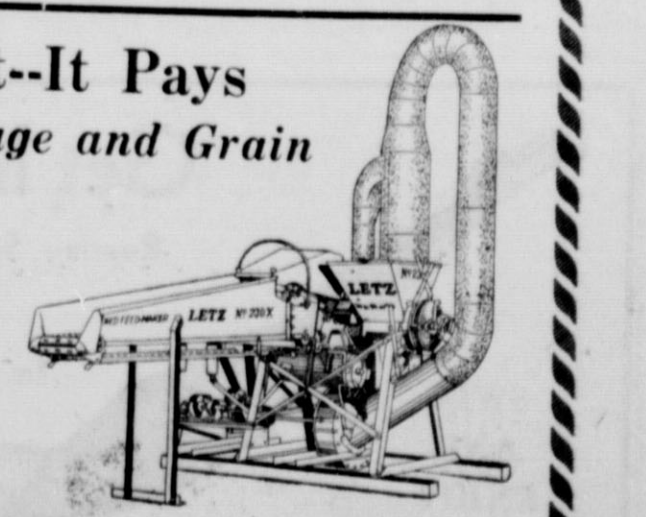
Built for Hard Work—The John Deere is built to stand the hardest service in any field condition. Every part has the strength necessary to a power-driven machine. High-grade materials and proper design throughout, strong, hot-riveted frame, high-grade, anti-friction bearing equipment and high-pressure grease gun oiling system assure long life, light draft and low upkeep costs. The sturdy wheels that carry the machine turn on roller bearings.

A Letz Mill Does Not Cost--It Pays
Prepares All Feeds---Fodder, Ensilage and Grain

Chop, store and feed more roughage. Save grain, hay, silage. Substantially increase live stock profits by cutting feed handling—feed preparing—feed storage costs to a minimum. Just one machine will enable you to do this—a Letz

Whether chopping hay fodder, filling the silo, or grinding grain, it makes better feed. Feed that's more uniform, palatable, profitable.

A Letz pays back its cost the first year used—and more. A Letz really does not cost—IT PAYS. Season after season, it solves the biggest problem of all—the feed problem.



Lea Implement Co.
"Good Farming Deserves Good Equipment"

HOW NEW YORK FAIR MOVES BIG TREES BY HUNDREDS



NEW YORK (Special).—As the housewife repots geraniums or the gardener moves berry bushes, so does the New York World's Fair 1939 Corporation transplant stately trees from five states to the 1216 1/2-acre exposition site. The Fair's landscape engineers explain that the moving of the big trees differs from the replanting of small shrubs only in the matter of size, and that modern mechanical aids make possible the creation of a mature-looking park on the newly made land of Flushing Meadow. Shown at the top of accompanying photographs is a grown maple that has just been restored to upright position after a 120-mile ride on a specially-built truck. Note truck's winch and the secure ball-

property tax payers will get a tax reduction! The revenues will come from other sources than ad valorem taxes on property.

Does that sound like taking anything from anybody?

Tax Reduction Stand

Upon what are the critics basing their charges? Well, here's how it all happened:

The law says the per capita shall be fixed by the State Board of Education, on or before August 1st. At this time, the Comptroller shall furnish the Board of Education with an estimate of available funds. The board is then required to do a simple problem in arithmetic—divide the total anticipated revenues by the total number of pupils—and the answer is the per capita.

Now another law says that the Automatic Tax Board, of which Mr. Sheppard and I are members, shall meet July 20th and set a property tax which will insure enough anticipated revenues to pay \$17.50 per capita.

I construe these two laws to mean that the tax board must meet first, find out how much money will be available for schools, and vote enough property taxes to make up the difference. Last year, that's what we did. We found we could reduce the school tax from 35 cents to 20 cents, and still pay the schools \$17.50. Not a soul objected. Happily, revenues from other sources were greater than expected, and a per capita of \$19.00 was possible.

But this year, for some mysterious reason, the Board of Education met first, and presumed that we would continue the 20 cent tax regardless of need. Why they so presumed is as deep a mystery as why they met before they possibly could know what the revenues would be—for they couldn't know until after the tax board met. With the 20 cent tax rate, they could make a per capita apportionment of \$22, or expressed another way, an increase of \$4,680,000 over last year.

I firmly believe that certain people thought they saw a way to tie the hands of the Tax Board and force Mr. Sheppard and me to yield to political expediency at the expense of the taxpayers—who certainly ought to be entitled to some consideration. Everybody knows how burdensome real estate taxes have become.

Right here I want to say George Sheppard showed unusual courage. Most everybody knew how I felt on the matter; so they concentrated on him and he was deluged with telegrams, letters and personal visits to play politics. He is a fine public official, and I suggest if you approve his course, you drop him a note. He will appreciate it.

Mr. Sheppard and I saw eye to eye on this matter; we believe that the law makes it mandatory on us to see that the schools get \$17.50 per capita. We did that and they're going to get \$20; and at the same time, the taxpayers are going to get a tax reduction.

As a final citation of the record concerning the attitude of public school teachers: In February of this year, one of the heads of the Teachers Association told a legis-

lative committee that if they could "hold the \$19 and maybe get \$1 more they would be tickled to death." By that statement, the teachers have reason today to be plenty happy.

The Government of Mexico has invited Mrs. Allred and me to visit that country. We are leaving Sunday, August 1, by train, and next week I hope to have something interesting to tell you about our neighbors. This will be our first real vacation and we are looking forward to a lot of sightseeing.

BUILDING TESTS WALLS FOR FAIR

NEW YORK (Special).—Although the opening date of the New York World's Fair is still almost two years away, the Fair site already has one building that mystifies all persons who pass that way and one that is of great interest to the contractors and builders of the whole country. The big sign says it is the "test building."

The building can be made to do a lot of things just short of a late dance step. It can be made to twist, heave, buckle, sag or otherwise comport, all at the will of the Fair's engineers. It has a sawed-off lower arrangement on one end. Some sections of its walls are dazling under the sun and are, obviously, encrusted with bits of broken glass. Its four walls, in fact, comprise 43 different set-ups of material, supports and surface coatings. When its day is done it will be made to collapse by the turn of a screw.

The unique building is typical of nothing other than itself, say Fair officials, since it is just a set of walls, upon which to try out the merits of various types of wall coating and stucco treatments.

The durability, appearance and structural peculiarities of walls are of great importance to the Fair, since its 300 buildings will require around 15,000,000 square feet of such enclosures.

The interior of this "wall laboratory" is given over to the Corporation's illumination engineers and their experimentation with new lighting devices.

MOVIE CHATTER

By A Rogue

Last Train From Madrid

Movie-goers can expect something really different for buddy nites this week. A different kind of thrill, a different romance amidst revolution and disorder, a new picture with a new setting. See Lew Ayres and Dorothy Lamour in "The Last Train From Madrid" with a cast of many more. For Wednesday and Thursday nites, and bring your buddy.

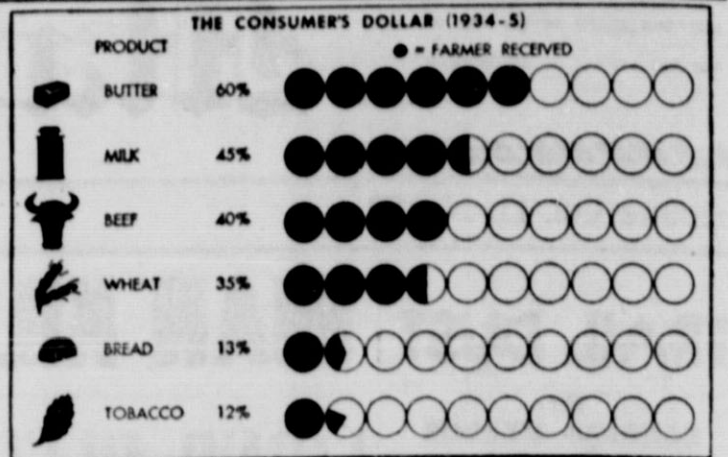
Frisco Kid

For the first time in many months the incomparable James Cagney will be at your theatre in "Frisco Kid" and what a picture! See San Francisco in the Barbary coast days—see James Cagney in just the kind of a role he is most fitted for, with the lovely Margaret Lindsay as his lady love. This picture has plenty of action. Plenty of everything. See it Friday or Saturday.

This Is My Affair

For the best picture Robert Taylor has ever made, see him in "This Is My Affair". He is ably assisted by the very popular little lady, Barbara Stanwyck (last seen together in "His Brother's Wife").

What Is the Farmer's Share?



Milk Industry Foundation Chart

A recent investigation of farm income by the Federal Trade Commission shows that the dairy farmer receives a substantial portion of the consumer's dollar.

For milk, 50 per cent of the consumer's dollar went to the farmer, minus transportation from the farm. The figures indicate that the transportation item averaged

around 5 per cent, leaving an average return of 45 per cent for the farmer. This is a larger share for the producer than generally credited by the layman.

For butter, the farmer got about 60 per cent of the price the consumer paid, for beef about 40 per cent, for wheat about 13 per cent of the bread dollar and for tobacco 12 per cent.

and the one and only Victor McLaglen. Here is a picture everyone is raving about. See it Sunday and Monday only.

MISSIONARY CIRCLE HAS MEETING MONDAY

The Henrietta Shuck Circle of the Baptist W. M. S. met Monday afternoon, August 2 at 4 o'clock in the home of Mrs. J. D. Craven, with 9 ladies present.

Following the devotional service, a study from Home and Foreign Field was presented by the following: Glimpses of New Missionaries, Mrs. Lloyd Fulker; 2. Brides in Brazil, Mrs. Harbour; 3. A Faithful Christian, Mrs. Bill Pipkin.

Refreshments were served at the close of the meeting, to Mesdames Fulkerson, Pipkin, Harbour, Leo Brandon, Vaughn Muse, Jack Bradshaw, Eddie Knight and Ben Edwards.

The circle will meet on Monday, August 9, in the home of Mrs. Delbert Groves.

VISITORS RETURN HOME

Mrs. T. P. Metcalfe and children, who have been visiting here with her parents, Judge and Mrs. C. L. Glenn, left Saturday for their home at Franklin.

They were accompanied as far as Mineral Wells, by Mr. and Mrs. J. L. Woodruff and daughter, Dorothy, where Mr. Metcalfe met and accompanied them on the remainder of the trip home.

Mrs. Woodruff and Dorothy are visiting in Mineral Wells in the home of the former's sister and family, Judge and Mrs. T. T. Bouldin, while Mr. Woodruff drove to Paradise, for a short visit with his mother before returning to Matador Tuesday evening.

LEAVE FOR TRIP TO HOT SPRINGS ARK.

Dr. and Mrs. E. W. McKenzie left last week for Hot Springs, Arkansas where they expect to remain during August for a vacation rest.

GO TO CHURCH SUNDAY

"THE REST OF THE RECORD"

BY JAMES V. ALLRED
Governor of Texas

AUSTIN—There are times when every public official wishes he could lay before the people, all

the facts in a current controversy, so that the people themselves might judge whether his acts were justified.

Several editor friends to whom I made this comment have replied, "Well, Jimmie, why don't you write out those facts as you see them?" So I have decided to do just that, and take advantage of

the generosity of these editors by laying before their readers what I call "the rest of the record." This is my first try at it.

School Criticism Unfair

It's a strange thing when public officials are criticized for reducing taxes—for reducing taxes without detracting one iota from public service. Yet, believe it or not, that is exactly what is happening in the current controversy over the state's public school apportionment.

Because State Comptroller George Sheppard and I cut the property tax rate for school purposes from 20 cents to 7 cents, we are accused by other public officials—who should be as deeply concerned as we are over the average man's tax burden—of taking something, somehow, from the school children of Texas.

I tell you flatly, that is not true. At their best, these statements give you but a part of the record. And a very distorted part, at that.

Every informed school official knows that since I have been governor, the schools have received far more aid from the state than ever before in the state's history.

Record Friendly

For parents in general, who are not apprised of the mechanics of state aid, this explanation is in order: The state helps support schools through two means. First, there is the available school fund, which is divided among the districts on the basis of registered children of school age.

Then there is the "equalization fund," so-called, which is an additional grant to poorer rural districts. Rural aid has tumbled two and a half million dollars each year I have been in office! When I was inaugurated, it totalled three million dollars; today it is five and a half million. The present emergency isn't over rural aid; it is concerned with the available school fund, distributed on a basis of so much for each child—the state "per capita."

Now this fact is undisputed: During the first year of my administration, the state contributed \$19 per student in the per capita apportionment toward the education of each of approximately 1,500,000 Texas children—and this payment likewise was the highest amount in Texas history!

But here is the fact which the critics want you to forget: the per capita this next year will be even greater—at least \$20, and perhaps a little more; and at the same time



for MEN who Appreciate Perfectly Laundered Shirts

Trust a man to pick a laundry where quality is the first consideration, for quality laundering shows up best in shirts! Smooth, unwrinkled collars—fresh, clear colors—smooth finishing touches—all the marks of careful work are found in shirts returned by SPUR LAUNDRY. Women who know how to please the man-of-the-house always insist on this better laundering!

Spur Laundry

DON'T Let yourself go this Summer!



Look cool... look poised... BE cool and poised! It's delightfully easy to be fresh and charming with one of our Permanents... economical too! They last!

TELEPHONE FOR APPOINTMENT

MODERN Beauty Shop

OUR PERMANENTS DEFY SUN, WIND AND WATER

HUSKY... SPEEDY... ECONOMICAL

GMC will meet your every hauling need

The GMC is a strong, fast, money-saving truck—built in sizes from the smallest to the largest—available with equipment exactly suited to your needs. Now, you may choose standard or cab-over-engine models from 1 1/2-ton up, or the longest and strongest half-tons in the entire trucking field! And GMC prices are now crowding the lowest!

Time payments through our own Y. M. A. C. Plan at lowest available rates.

GENERAL MOTORS TRUCKS & TRAILERS
Matador Buick Co.
MATADOR, TEXAS

Donkey Baseball Player In Action



This is the type of action you will see on Friday night, August 20 when the Peeler Half Sox meet the Bartlett Knaves in a Matador Lions Club match at the

airport field. The Lion's Proceeds of the game will be used toward building the new Scout Hut. When Matador Lions ride donkeys the mules have something to think about.

NOW PERHAPS HE WILL GIVE PLUG FOR FIESTA

FORT WORTH, July 31, Special service for patrons is part of the nightly routine at the Fort Worth Frontier Fiesta as shown by a recent occurrence when a visitor stopped by the business office and

asked to borrow the use of an electric plug. He explained that he and his wife had been traveling all day and that she refused to go to the show with him unless he shaved. Whereupon the visitor plugged in an electric razor and proceeded to shave.

New York Fair Hall To Feature Radio and Television

NEW YORK (Special). — Radio, television, movies, telephone, telegraph, photography, news and magazine print—all those factors as they relate to communications in American life—will have their own pavilion and ten-acre exhibit zone at the New York World's Fair of 1939, according to an announcement by Grover Whalen, President of the Fair Corporation.

The Hall of Communications will be built this year on the 1216 1/2-acre exposition site within a few minutes ride from mid-town Manhattan. Its location is adjacent to that of the unique Theme Centre structures, which with their "thousand wonders" will dominate the Fair grounds. About the Hall will be grouped ten acres of buildings to be erected by private exhibitors in the communications industry, said Mr. Whalen.

Before the building will be two ultramarine pylons, 160 feet high and faced with continuous glass lighting fixtures. Features of the structure are a great hall in which will be placed the focal exhibit summing up the role of communications in the World of Tomorrow, and a glass-walled restaurant opening onto a dining terrace and garden. The total length of the Hall of Communications will be over 400 feet. Its cost is estimated at \$463,000. Numerous other Fair structures are emerging from stages of design. Construction of the exposition, however, will not reach its peak until early next year.

Druggists To Hold Meet At Lubbock

LUBBOCK, Aug. 3. —Everything from the Fair Trade Acts to merchandising methods will be discussed by prominent speakers inside and outside the trade at the West Texas Pharmaceutical Association convention here August 17 - 19, Mark Halsey, Lubbock druggist and chairman of the program committee, has announced.

Fully five hundred druggist, drug travelers, jobbers, manufacturers and others of the trade are expected here for one of the most outstanding convention programs in the history of the Association.

Joe Brown, president of the association, will preside and direct the annual convention program, and at this meeting new officers and directors are to be elected, as well as the transaction of all annual business of the Association.

The convention activities begin with registration at 2 p. m. Tuesday, August 17, at the Hilton Hotel, headquarters for the convention, and the afternoon will

be mainly devoted to a West Texas Druggist Golf Tournament at the Lubbock country club under the direction of Birt Pinson.

Business sessions will be devoted mainly to the most vexing problems confronting retail druggists and including the Fair Trade Acts, Social Security Acts, merchandising vitamin products, surgical dressings, the soda fountain and drug store departmentalization.

"Bring the Wife" has been broadcast to the West Texas druggists and Birt Pinson, chairman of the entertainment committee, promises special entertainment for their benefit, in addition to the general entertainment program of two dances, golf, two banquets, two luncheons and drawing for approximately \$500 worth of free merchandise offered as prizes by the leading manufacturers and jobbers of the nation.

Claude Wilson of Sweetwater was a business visitor here Monday evening and Tuesday, making his regular call on Burton-Lingo Lbr. Company, and visiting with friends.

SOUTHERN PINE GOES TO NEW YORK FAIR

NEW YORK (Special). —Southern yellow pine from the Eastern Shore, Maryland, and from points in Delaware, Virginia and North Carolina is already going into foundations in the central exhibit area of the New York World's Fair of 1939.

Grover Whalen, President of the Fair Corporation, has just announced the purchase of 430 sticks of pine piling, in lengths up to 80 feet, from Nichols Brothers, of 90 West Street, Manhattan, and Norfolk, Virginia. Shipments of this lot are originating at Frankfort, Delaware, Preston, Maryland, and Melfa and Cheriton, Virginia. An order for piling of similar size is being filled at points in North Carolina.

The pine sticks are being driven into the ash-meadow fill of the 1216 1/2-acre exposition site where they will serve as part of the foundations for bridge abutments near the Theme Centre and amusement areas of the Fair.

Dr. and Mrs. Hicks with their three daughters of Floydada, attended revival services here at the Baptist church Thursday night.

These Are Your Mileage Merchants



- Four Corners Store
- Dobbs City Merc. Co.
- Bob's Oil Well
- York's Service Station
- Highway Service Sta.—Flomot
- Fairview Service Station

L. B. Robertson
Commission Agent Matador, Texas

Quality Foods Cooked In Wholesome Style

Bob's Cook Shack

— WE NEVER CLOSE —

MATADOR MOTORISTS

Summer Time is BLOWOUT TIME FOR SMOOTH-WORN TIRES



AT 70° OR HOTTER Your Chances of WORN TIRE TROUBLE ARE TWICE AS GREAT AS AT WINTER AVERAGE

Get no Grip from Car NOW!

GET THE **SAFE MILEAGE** OF NEW

U.S. ROYALS

We know from long experience that sizzling summer roads raise havoc with age-weakened tires. That's why we urge you to come in now and take advantage of our popular prices on world-famous U.S. ROYALS. They're safer and longer-wearing, yet they cost no more.

Extra-Value Features:

- ★ **COGWHEEL TREAD** . . . this famous traction principle gives you extra skid protection.
- ★ **SAFETY-BONDED CORD BODY** . . . exclusive with "U. S.", makes every ply a safety ply . . . gives you extra blowout protection.
- ★ **TEMPERED RUBBER** . . . this patented "U. S." tread compound wears longer—gives you extra miles.



TODAY'S PRICES

LET US INSPECT YOUR TIRES BEFORE YOU START YOUR VACATION

FREE TIRE CHECK-UP *Come in Today*

Personalized Service
Stop at the sign "U.S. Tires" and let the personalized service of a tire specialist save you money.
Your Neighbor,
The Independent U.S. Tire Dealer.

BOB'S OIL WELL
EXCLUSIVE CONOCO PRODUCTS
Matador, Texas

GETTIN' THE BUSINESS
means giving the mileage

It's strictly up to me to make this business go, because I own it myself. I never did a smarter thing for my place than featuring Conoco Germ Processed oil, with all its long mileage for you. We both know that talk doesn't make mileage or customers, but I can tell you what does . . . *Oil-Plating your engine with Germ Processed oil.* The patent Germ Process makes oil actually take hold of every working part and keep it coated with a durable Oil-Plating. This Oil-Plating is entirely extra to the regular so-called moving type of oil film. Oil-Plating backs up the oil film while the car is running, and never drains down during hours of parking. Then you'll never make one start—or a hundred—without good lubrication. And at the end of your longest run on a scorching hot day, your engine will still have its full safe plating of Conoco Germ Processed oil. The way it lasts will make you say I've got a good right to be called Your Mileage Merchant.



CONOCO GERM PROCESSED OIL

from Your Mileage Merchant

WE DO OIL PLATING!

CONOCO BRONZE GASOLINE

BOB'S OIL WELL

Intersection Highways 18 & 28

Open Day and Night

TELEPHONE 111 FOR SERVICE



MATADOR TRIBUNE

Successor to the Roaring Springs News

Combined With the
Motley County News
By Purchase, March 14, 1934

Published Every Thursday
By The
Tribune Publishing Co.
Matador, Texas

Entered as second class matter
at the Post Office, Matador, Texas,
under the Act of Congress,
March 3, 1879.

DOUGLAS MEADOR
Editor



MEMBER
West Texas
Press Association

SUBSCRIPTION RATES:

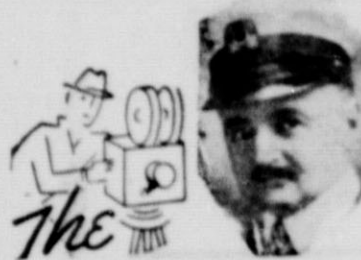
In Motley and Adjoining Counties
Per Year \$1.50
Beyond 1st Postal Zone \$2.00
6 Months \$1.00
No subscription for less than six months.

CASH IN ADVANCE

NOTICE TO THE PUBLIC

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

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



Hollywood Camera

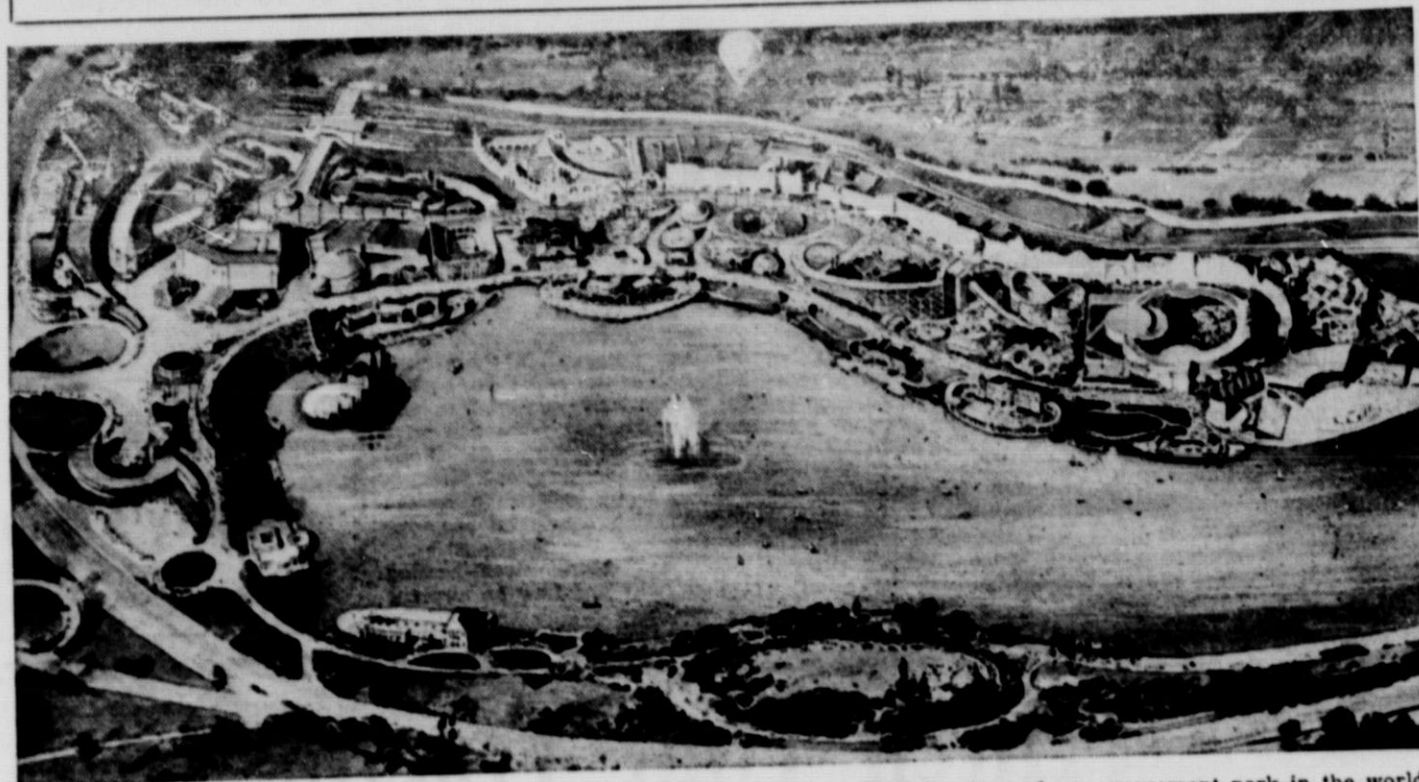
By **MARSHALL FISKE**

A TYROLEAN FIESTA

In Joan Crawford's latest picture tentatively called "The Bride Wore Red", you will see one sequence that represents a Tyrolean Fiesta. Beneath the lantern-hung trees with the Alps rising in the background in all their snowy rocky majesty, the Tyrolean peasants are holding a celebration. Eating, drinking, dancing, laughing—general merry-making—it is all here stimulated with fine verisimilitude on the stage.

Most of these people participating in this revelry are not actors in the usual sense of the term, they are the real people who at one time lived in these parts. They were engaged because they were the types required and most of them wore their own Tyrolean

1939 NEW YORK FAIR'S TWO MILE AMUSEMENT LOOP



NEW YORK (Special).—"The 1939 New York World's Fair has planned to have the largest area and the greatest number and variety of amusements ever provided for any exposition in the world," announces Grover Whalen, President of the Fair Corporation, "but let it be understood, too, that we are already assured of producing a fair that will be remembered for its bold treatment of today's problems and for its pathfinding to the World of Tomorrow."

The accompanying photograph shows the design of the Fair's two-mile, 280-acre amusement zone as released at the time of Mr. Whalen's announcement. The sector is being laid out with a greater

visitor capacity than that of any amusement park in the world. Following an entirely new pattern that lends itself to the development of new and novel amusement and entertainment features, the sector is featured by the two-mile looped thoroughfare, flanked on one side by a continuous facade 70 feet high and on the other by the more open and landscaped area extending to the east shore of Meadow Lake.

The upper end of the lake-shore region will be dominated by a \$1,600,000 State amphitheatre with a marine stage for presentation of aquatic shows, operas, pageants and extravaganzas of all sorts. On the far side of the lake, as sketched, will be every conceivable kind of show, spectacle, device, ride, and eating place.

costumes and could dance the native dances.

As I watched this celebration I saw another one in my mind's eye, one that I had witnessed while in Europe. The one enacted in the studio was composed, in the main part of prosperous people who were glad to accommodate the studio and incidentally they got a great deal of enjoyment out of it too. But the ones I saw while in Europe, were for the most part very poor peasants. It was all a release from the dark, drab reality that was their portion. Their colorful costumes, too, helped to raise their spirits. The bright color vibrations acted as a stimulant to their minds. And thus they held forth in their simple merriment—they danced, laughed, sang, ate and drank, for they knew in the recesses of their minds that the spectre of hard toil was lurking there in the shadows of tomorrow, to claim them all for his own.

SACRIFICED FOR WHAT?
In Hollywood, I have noticed many men die very young from over-work. Irving Thalberg died in his thirties, Gershwain, the musical composer, died too in his thirties the head of a large studio recently fell unconscious to the floor at a director's meeting—all over-work, sheer physical exhaustion. And there are many others who fall into this category.

All these had burned their candles at both ends, lying awake nights thinking planning, scheming and toward morning they lost consciousness for a few hours, one could not call it sleep, to resume once more their daily grind lasting all day and far into the night. In their avid greed to forge ahead of their rivals, they ignored all the rules governing health and in the end they paid the supreme penalty—their very lives. Before life forsook them, some of their wives had forsaken them too. Tired of being left alone night after night, they looked elsewhere for more congenial companions. Results: separations, divorces, etc. And all for what? To make more money, to get ahead of their rivals, to satisfy an ambition, but was it all worth it when their very lives hung in the balance? There are some men, whom the

world calls smart, these men for example, but are they really smart in the last analysis. They all hold the almighty dollar so close to their eyes they see nothing else that lies beyond—health, domestic happiness, sane living. To say the least they all lack a sane balance.

A WOMAN DIRECTOR - - -
A woman director in Hollywood is indeed, a rare avis.

The gentler sex is seldom in the role of motion picture director. The answer is that too few women have sufficient physical strength to withstand the rigors that directing entails.

At the present writing, there is only one such in Hollywood. Her name is Miss Dorothy Arzner. Nature has come to her rescue and endowed her with masculine fortitude. She shows a great deal of the masculine in her make-up—square, broad shoulders, a manish haircut, and she affects strictly tailored things, no furbelows whatsoever.

Fate long ago prepared her for this role of director. Her father's place of business—a well-known restaurant in Los Angeles, was a meeting place for many years of professional people. This environment no doubt left its subtle influence on her formative character. Then she got a job in the studios as a script girl, later on this was followed by a film-editor's job ultimately ending in directorship.

As script-clerk, she was trained for close, keen observation in the multitudinous details in acting, and directing.

As a cutter, Miss Arzner, was taught the art of elimination—the art of the purgation of superfluous—the retention of pictorial details, the piecing together of film fragments to form a smooth-running coherent whole.

All these things were but tools used by Fate with which she wove

in all those connected with the making of the picture.

RECEIPTS

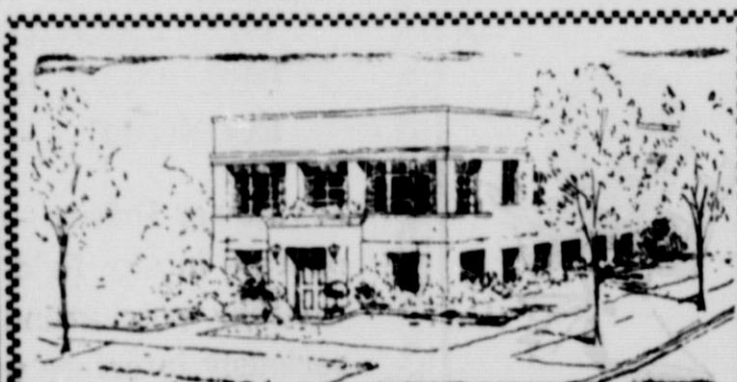
Watermelon Rind Pickle

7 lbs. prepared rind, 3 pts. pure apple vinegar, 3/4 oz. cloves, 2 sticks cinnamon, 1/2 oz. ginger root, 4 lbs. sugar.

Soak rind in lime water (1 T to qt. of water) about 2 1/2 hours. Rinse. Combine sugar, spices, etc and allow to boil. Add rind and cook until clear and tender.

Sandwich Spread

1 gal green tomatoes, ground, Let stand 20 min. with 1 c salt sprinkled over. 2 lbs. green sweet peppers, 2 lbs. red sweet peppers, 6 large onions. Add to paste made



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

FRONTIER FIESTA *Worth*

JUNE 26 TO OCT. 31 - LOW RAILROAD FARES

You'll Enjoy True Western Hospitality at the Worth

Now, added for your comfort and further enjoyment is COMPLETE AIR CONDITIONING throughout. Remodeled redecorated. \$150,000.00 spent to bring to you the most modern, up-to-date hotel in Fort Worth. Yet the same Western hospitality, the same low rates.

LOW AS \$2 PER DAY
The bath and shower is every room.

Now
COMPLETELY AIR CONDITIONED

Guest Rooms
Coffee Shop • Dining Room
Lobby • Mesquite
Banquet Rooms

WORTH HOTEL
"A GOOD SURROUNDING FOR REAL FOLKS"

from 3 c flour, 2 c sugar, 1 10 cent box mustard, 1 T Tumeric. Cook and seal.

Corn Relish

1 doz. ears of corn; 3 sweet green peppers; 1 T salt; 1 head cabbage; 1 Qt. vinegar; 2 T mustard; 3 sweet red peppers; 1 c sugar; 1 T celery salt.

Cook the corn 3 min. in boiling water to set the milk. Cool, cut from cob, combine with other ingredients and cook together for 20 minutes. Pack into sterilized jar and seal.

Dixie Relish

1 pt. sweet red peppers (chopped), 3 t celery seed, 1 qt. vinegar, 1 pt. chopped green pepper, 3/4 c sugar, 2 T mustard, 1 qt. chopped cabbage, 3 t salt, 1 pt. chopped white onions.

Quarter peppers and soak overnight in brine made of one cup salt to 1 gal. water. Freshen in clear cold water for 1 hour. Chop separately and measure chopped vegetables. Add spices, sugar, and vinegar. Let stand in covered crock overnight. Pack in jars and process at simmering temperature 15 min. or cook before packing if preferred.

Peach Pickles

2 gal. peaches (peeled), 1 T cloves, 1 gal. sugar, 2 sticks cinnamon

bark, 1 qt. vinegar, 1 T allspice. Cook spicy syrup until thick and pour over peaches. Let stand over night. Drain off juice and boil until thick. Add fruit. Do not stir but keep under syrup until tender and pack into sterilized jars. Cover with syrup and seal.

Pear Pickles

1 gal. pears, 1 qt. vinegar, 2 qts. sugar, 2 sticks cinnamon, 1 pt. water, 2 T whole allspice. (more if desired)

Wash, peel, and cut in half. Remove core. Allow pears to stand overnight in syrup mixture which should be boiled. Drain off syrup and cook until thick. Add pears, cook tender and pack into jars, seal.

Ita R. Parrish,
Home Supervisor R. A.

MERCHANT ATTENDS MARKET THIS WEEK

T. B. Edmondson, manager of Western Dry Goods Co., Together with Miss Maggie Bryan, head of the ladies' ready-to-wear and piece goods departments' left Monday for Dallas, where they are attending last week of the fall wholesale market showing, and purchasing merchandise for the store.



FOR PERFECT LOW COST LAUNDRY SERVICE

There's real economy in our service! Better laundering methods save clothes and time; lower prices put dependable service within reach of even the most limited budget!

FLOYDADA

STEAM LAUNDRY



Junk Wanted

We Pay Highest Market Prices For All Kinds Junk, Iron & Metals

Matador Iron & Metal Company

NEW LOCATION
Shady Rest Tourist Park

See **HARRY GORDON**

Get In The Swim!
Roaring Springs Pool Now Open
Pure Spring Water
Scenic Picnic Grounds
Improved Road To Springs

SWIM AND ENJOY LIFE

MODERN POOL CAPABLY OPERATED

Roaring Springs Swimming Pool
Moderate Prices

PRIDE IN SERVICE...

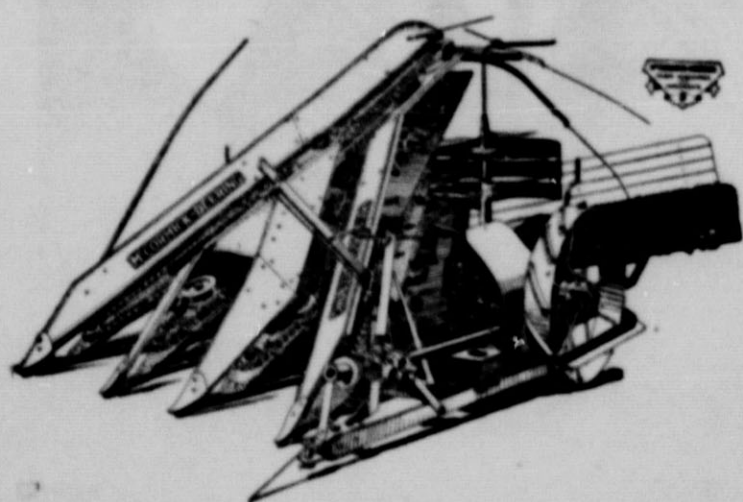
We are proud of the out-standing lines of merchandise which we sell to the people of Motley county for they represent the very best, nationally-advertised products to be found in the country. They are recognized and accepted by the American people as the standard which is often imitated but never equaled. That's why we take pride in our merchandising service which includes the following products:

- McCormick Deering Implements and Farmall Tractors**
- International Trucks**
- Electrolux**
Oil Burning
- REFRIGERATORS**
General Electric Refrigerators
- Zenith and R-C-A-Victor Radios**
- Perfection Oil Cook Stoves and Heaters**

Mr. Farmer...

We offer the famous McCormick-Deering Corn Binders and a complete stock of repairs; also the famous McCormick-Deering Binder Twine

Here is a New Power-Driven Two-Row Corn Binder McCORMICK-DEERING



If you want to cut your corn at the rate of 20 to 25 acres a day, come in and see us about the new McCormick-Deering Two-Row Corn Binder. This power-driven machine cuts two rows every trip across the field. Driven from the power take-off of a McCormick-Deering Tractor, uniform, constant operating speed is assured regardless of slippery ground or heavy crop conditions. Gatherers are wide enough to permit following the rows easily and getting all of the stalks. Adjustments can be made for rows spaced 38, 40, or 42 inches apart. Two types available—for tall and average height corn, and for small and short varieties.

Matador

HARDWARE & FURNITURE CO.

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

LOCALS

Mr. and Mrs. Claud Groves and Gid Carlisle, of Childress, visited here Sunday with relatives. Mrs. Groves remained to visit her parents, Mr. and Mrs. Alfred Barton, and returned to Childress Wednesday.

Mrs. Hattie Martin and granddaughter, Mrs. Elmer Tibbets, of Plomot were Matador visitors Saturday.

Mrs. Leonora Luckett and daughter, Mrs. Rowe Sams of Waco, returned to Matador Monday after a visit with Mr. and Mrs. G. C. Godfrey of San Angelo. They were accompanied home by Mrs. Sams daughter Julia Marie, who had been visiting with Mr. and Mrs. Godfrey, the latter being her aunt.

We have stored near Matador, baby grand piano, small upright and a good practice piano, will sell for amount against them. For information, write at once to G. H. Jackson, Credit Manager, 1101 Elm St. Dallas Texas. 31 pd.

J. P. Sturdivant of Paducah, transacted business here Saturday. Mr. and Mrs. C. T. Howell and children of Plaska left Monday evening for their home after a week-end visit here with relatives.

Mr. and Mrs. G. L. Talley of Ropes, Texas, are visiting here with Mrs. Talley's sister and family, Mr. and Mrs. J. C. Peeler.

Mr. and Mrs. B. M. Eubanks and daughter, La Fern, of Floydada, visited in the home of Mr. and Mrs. John Bogus of the Fairview community, Sunday.

FOE SALE—Scholarships in two large Texas commercial colleges. May be applied at face value on any course offered. These scholarships will be sold at substantial discount for cash. Will also consider trade for good livestock. If you are planning to go to a business college here is an opportunity to save money. Phone one-two-three, or call at the Matador Tribune office for further information.

Mr. and Mrs. Jack Robison, accompanied by the former's aunt Mrs. T. F. Jones, who has been visiting here, drove to Paducah Monday evening, where Mrs. Jones remained to enter the hospital for treatment.

Mrs. Scott Dooley and children of Jal, New Mexico, arrived here last week for a visit with her parents, Mr. and Mrs. A. B. Groves and other relatives.

Mr. and Mrs. Mike McKenney and small daughter of Edenburg, Texas, are visiting in the Chas. Waybourn home this week.

Mr. and Mrs. H. B. Hill and sons Harry and Jack, of Dallas, enroute to Ruidoso, New Mexico, visited here during the week-end in the homes of Mr. and Mrs. J. R. Moore and Mr. and Mrs. Farris Fish.

Mrs. Beatrix Watson is in Dallas this week attending the fall wholesale market showing, and purchasing new millinery for her shop here.

Miss Verlin Reeves, who has been engaged in primary observation work at West Texas Teachers College, Canyon, returned home Thursday.

Mrs. Roy Burleson and daughter Adele, and Mrs. Tommie Newman, accompanied by Mrs. R. C. Forbis of Afton, drove to Dallas Sunday of last week, where Mrs. Burleson remained for a visit with her mother, Mrs. J. W. Chalk. The other ladies returned home Wednesday.

County Agent Frank Buckley, accompanied by his brother-in-law, drove to Plainview Friday, where the former attended a business meeting. Mrs. Buckley accompanied them to Floydada, where she visited friends for the day.

Mr. and Mrs. Henry Solomon and young son Danny, and Dr. and Mrs. J. S. Stanley, made a trip to Carlsbad Caverns in New Mexico.

Wednesday, returning home Friday.

Miss Ella Frances Morris of Lubbock, visited here a few days last week in the homes of Mr. and Mrs. L. A. Nelson and family and Mr. and Mrs. Bill Nelson and family, the Messrs Nelson being her uncles.

Dr. Thyra MacNeill of Floydada, visited here Sunday and Monday with Miss Ruth Groves.

Mrs. W. W. McDowell, who has been visiting here with her parents, Mr. and Mr. Ed. Cammack, returned to her home at Goodnight Tuesday of last week. Mr. McDowell drove down from Goodnight, to accompany her home.

Miss Pearl Croff of Floydada, visited here this week as the guest of Mr. and Mrs. Delbert Groves.

Mrs. J. L. Smallwood of Levelland and Mrs. G. G. Wilson and young son of Littlefield, arrived here Wednesday for a week's visit with their parents, Mr. and Mrs. J. T. Spears, and other relatives.

WANTED—Reliable man to take a Rawleigh route for 800 to 1000 families. Good opportunity for the right kind of a man. Should make \$25 per week and up. Write the W. T. Rawleigh Company, Memphis, Tenn., or see Mr. B. Martin, Floydada, Texas 108 Main Street. 4 t pd.

Mr. and Mrs. G. C. Godfrey of San Angelo, were called to Roaring Springs Tuesday due to the death of Mr. Godfrey's grandfather, Mr. C. E. Long.

Miss Adele Burleson has as her guest this week, Miss Virvinia Forbis, teacher in the Lubbock school system.

Harry Robinson returned to Amarillo Saturday, after visiting here with friends and relatives last week.

Mr. and Mrs. I. C. Hinson and son of Calgary, visited here during the week-end with her parents Mr. and Mrs. J. A. Groves, and other relatives.

Mrs. H. C. Abbott left Monday for her home in Ashville, N. C., after visiting here with her mother, Mrs. Bess Patton. She was accompanied here by her sister, Miss Sylvia Nell Patton, who had been visiting her.

School Men Hear Woods At Paducah

School men from 13 counties of district 3 met at Paducah Friday in discussion of school legislation with State Superintendent L. A. Woods as principal speaker. School teachers and board members from all of the counties were represented at the meeting. Representative Bob Alexander was among the Childress county group attending.

Motley county was well represented at the meeting with practically every school district having members present. Included in the delegation from Matador were County Superintendent and county judge, W. R. Cammack Miss Hatty Tee Groves, employed in judge Cammack's office, Mrs. Carl Bird, L. A. Stearns, Marvin Patton and B. F. Harbour.

ERRATUM

The Tribune wishes to correct a story appearing in last week's issue which declared fireman L. M. Smith was seriously injured in a fall from the fire truck answering a call when the barns at J. R. Moore's place was destroyed by fire last week. Fireman Smith says he hurt his foot after he had stepped from the truck and that it was not serious.

Since the Tribune must either correct the story or hurt fireman Smith's foot sufficiently to justify last week's statement, we have decided to run this correction.

LIONS PLEDGE...

(Continued From Page 1)

Olney, Texas where he has accepted a place as principal of the high school. He has been a member of the local Lions club for ten years.

"If the level of ideals, service and standards of this club are to be maintained", Lion Campbell said, "every member will need to take extra responsibility, in the loss of Lion B. F. Harbour. His influence in this community in religious, social and civic work will remain long after he is gone and we are losing a member in this club who can not be replaced. We rejoice in his advancement but deeply regret in losing him and his good wife as citizens of Matador."

In reply address, after Lion Harbour had been presented with a gift in appreciation of the esteem of the club for his service, he said: "Matador and the Matador Lions Club have been of great service to me in the ten years I have made my home here and I shall never forget the friendship

START WORK ON '36 FARM COMPLIANCE

Checking of compliance under the 1937 Agricultural Conservation Program was started in all parts of the country Monday, according to Frank A. Buckley, county agent. Local supervisors engaged in carrying out this part of the program received instruction and practice in filling out the necessary papers at a training school at Matador Saturday. The work is being done in accordance with methods outlined in a conference held at Lubbock July 21 which was attended by Mr. Buckley and members of the County Committee.

While some counties in this section of the state are to receive an aerial survey, the method used in this county is expected to be even more accurate. An exact map of each farm has already been constructed by means of the plane table showing the exact shape and size of each field and crop. In addition to the information contained in the map, the supervisors are now engaged in making out a detailed report of the use and disposition of each area of land on the farm, including all soil-conserving crops, and soil-building practices. The maps and reports of performance which will be available in 1937 are expected to be free from any errors which might have been possible in previous years.

Illinois Fence for New York Fair

NEW YORK (Special)—Illinois-made fencing is being shipped to the New York World's Fair for enclosure of the 389.8 acres comprising the central exhibit area. This was learned when Grover Whalen, President of the Fair Corporation, announced the award of a first fencing contract to the Cyclone Fence Company, whose New York offices are at 370 Lexington Avenue.

Officials of the manufacturing firm announced that its Waukegan plant was shipping the fencing and that installation would start as soon as the first steel reached the 1216 1/2-acre exposition site on Flushing Meadow. The contract price of the nine-foot steel fence installed, complete with gates and concrete footings at ten-foot centres, as derived from figures submitted by pre-qualified bidders, is \$32,812. About three miles of fence are required to enclose the central exhibit area along three sides and down to the Flushing river. Immediate enclosure of the tract was made necessary, Mr. Whalen said, by the great and varied construction work that is already taking place on the site two years in advance of the Fair's opening date. The Illinois-made fence will include all of the Transportation Zone of the exposition and the area that will be dominated by the two Theme Centre wonders, the Perisphere and Trylon.

PACIFIC FIR GOES TO NEW YORK FAIR

NEW YORK (Special)—"Good old Douglas fir" from the Pacific Northwest will provide the foundations for the most spectacular of wonders at the New York World's Fair of 1939. This was learned when the Fair Corporation offices in the Empire State building announced the purchase of more than \$100,000 worth of fir pilings from the National Pole Treating Company. This particular lot of fir sticks will be driven into the ash fill of the 1216 1/2-acre exposition site to guarantee the support of the two unique structures forming the Theme Centre of the "Nation's Fair." These are the 200-foot Perisphere, a globe seemingly supported on the waters of fountains, and the Trylon, a 700-foot triangular needle or beacon and broadcasting tower. Shipments of the 1260 sticks, 95 to 99 feet in length, are taking place this month, after creosote treatment has been accorded them either at the National Pole and Treating Company's plant at Hillyard, Washington, or at the Minneapolis yards.

Lexicographer To Judge Utilities' Contest Entries

Dr. Charles Earle Funk, New York lexicographer and linguist, will judge entries in the West Texas Utilities Company's "name-a-housewife" contest, C. A. Pitts, local manager, announced yesterday.

Information came from the general office in Abilene that Dr. Funk had accepted an invitation to name the winners in the cam-

and the many contacts which have resulted from my association in your midst. We are leaving home and friends as we leave Matador."

As a feature on the program, little misses Cora Ann Craven and Dorothy Rattan sang a vocal duet accompanied by Lioneess Rachel Patton at the piano.

Minister Sanders, evangelist conducting a meeting at the Matador Church of Christ, was also a visitor.

paigned to "secure a more appropriate name for the modern West Texas woman."

Possibility that the name "housewife" may be omitted from dictionaries of the future was viewed as a result of Dr. Funk's participation as judge in the contest. He is senior member of the publishing firm of Funk & Wagnalls Company, New York, and is associate editor of the famous Funk & Wagnalls New Standard Dictionary. He has been given wide recognition as America's outstanding lexicographer.

The contest is based on the assumption that "the woman of today is no longer a slave to kitchen drudgery."

"This company is interested in selecting a name that will improve the English language," Mr. Pitts

said. "We have long felt that the word 'housewife' is a misnomer. It has been worn out by advertisers and has lost its value as a word describing the average woman in the average home. But there is no word that accurately applies to the woman who conducts her home economically and efficiently while at the same time developing herself intellectually and socially."

Selection of Dr. Funk as judge assures entrants "of a competent authority on the meaning of words and should result in national recognition for the winner as well as the reward of first prize, a super-duty Frigidaire," Mr. Pitts said.

Entries in the \$500 contest, which closes August 14, will be sent immediately to Dr. Funk. A total of 13 prizes will be awarded.

TIME

Mets its MATCH

YOU seldom plan 15 years ahead when you're buying anything, but when you get a shingle roof you can count on at least 15 years of satisfied service!

BETTER LUMBER

AT REASONABLE PRICES

Our Stock is complete for every requirement

Higginbotham-Bartlett Co.

MATADOR, TEXAS

SPECIALS

FOR FRIDAY AND SATURDAY

LETTUCE	FIRM FRESH	HEAD 5c
Tea	WHITE SWAN or MAXWELL HOUSE	1/4 lb. glass free 23c
Crisco	POUND CAN	5c
With each 3 lb. can purchased at 6c		
Flour	MIN-I-MAX SUPREME	48 lb. sack \$1.69 48 lb. sack \$1.74
PEACHES	No. 2 1/2 CAN HEAVY SYRUP PACK	19c
BEETS	No. 2 1/2 CAN CHIPPED	3 for 25c
English Peas	FRESH - GREEN CHOFTANK No. 2 can	10c
Shredded Wheat	KELLOG'S 13c pkgs.	10c
Soap	Big Ben	6 bars 23c
Gulf spray	QT. reg 69c for	59c
	PT. reg. 39c for	34c
Fruit Cocktail	18c Can	15c
KRAUT	No. 306 CAN	3 FOR 23c
Rib roast	lb.	12c
FRYARS	2 POUND AVERAGE NOT DRESSED	35c

ONE PRICE — THE LOWEST

MATADOR No. 1 ROARING SPRINGS No. 2

Rogue Theatre

MATADOR, TEXAS

WEDNESDAY — THURSDAY
Buddy Nite

"Last Train From Madrid"

Low Ayres. Dorothy Lamour

FRIDAY & SATURDAY
JAMES CAGNEY
as
"Frisco Kid"
with Margaret Lindsay

SUNDAY & MONDAY
Robert Taylor Barbara Stanwyck
"This Is My Affair"
with Victor McLaglen

Sun. Matinee 2:30 Nights 8:15