

# Matador Tribune

COMBINED WITH THE MOTLEY COUNTY NEWS BY PURCHASE, MARCH 14, 1934

Matador, Motley County, Texas, Thursday, March 19th, 1934

MOTLEY COUNTY NEWS VOL. 17, NO. 2

SEE THE CENTENNIAL  
But Remember You Have Not  
Seen Texas Until You See  
The Panhandle

WEST TEXAS  
Is A New Empire Offering  
Boundless Opportunities to  
those of Courage and Vision

## TRAIL DUST

By DOUGLAS MEADOR

Tumbleweeds pursue a hesitant  
course across the rugged edge of  
a weary slaves cringing in the  
sterted twilight, and flinching at  
the pain of an incessant whip. The  
earth is beaten raw and dry far  
beyond the shadows into which the  
little phantoms of a forgotten  
summer are drifting and there is  
a welcome berth proffered from  
the closed doors of the night. Vaga-  
bond, touched with that splendid  
ard of restlessness spilled un-  
restrainedly by nature upon all  
creation when spring stirs and  
sails dreamily from her couch,  
the tumbleweed leads the cavade-  
rants in search for new surround-  
ings. Rain will heal the bruised  
ground and wash away the gritty  
dust from the skies so that the  
face of a field-lark might echo  
against fresh horizons and still the  
barren wind.

A silver cord of friendship woven  
into the tapestry of the past is  
threadbare and ravelled at the  
edges, yet I keep remembering  
the brown, freckled hands of the  
weaver flying over piano keys—  
grasping a plow handle—pointing  
toward a sunset. The power of  
those ugly, friendly hands once  
held the world squirming in a  
sweat, and the clean heart that  
dove them laughed gayly into the  
face of tomorrow, because hap-  
piness had fenced his dreams with  
faith. But fate has shifted the  
energy; a secret fiendish moment  
and the footlights are sullied  
against a bleached curtain. De-  
spite a single terrorizing fear, I  
shall bless the hour that clasps my  
own hand again into one of those  
angelical visages of sincerity—with  
a silent prayer that its strength has  
not waned.

Naturally, there are many weak-  
nesses in the procedure that would  
perhaps be magnified by domestic-  
ated women, but a cowboy handles  
his laundry in a satisfying manner,  
and has, through the era of the  
cattle country, been able to achieve  
a state of remarkable hardiness.  
In the first place, he does not wash  
his clothes because the day hap-  
pens to be Monday, but waits until  
the action is justified by the dis-  
comfort of himself—or the com-  
plaint of companions. This simple  
process allows much more flexibil-  
ity than modern customs and may,  
in the event of a dry season, be  
extended to a place where laun-  
drying is not needed. The soiled  
clothing may be discarded for  
new. However, in the remote wind-  
stream, dirt tank or remote wind-  
stream, it is convenient many of the  
more fastidious will remove their  
clothing and wash both cowboy  
and apparel. Garments are spread  
over the grass or hung in mesquite  
bushes and allowed to dry while  
hirts are ironed on the owner by  
the wind blowing against his  
bosom.

The world has no way of ever  
looking beyond the delicate por-  
ers of his eyes which are as  
soft as the light of stars above  
now-covered mountains. The mol-  
ten streams of pain that follow  
distorted channels across his soul,  
taste their anguish to the placid  
alleys of a courageous spirit and  
there is never a word of complaint.  
Defeat and victory are concealed  
in a withered arm beneath the  
well-tailored coat of his smile and  
the tranquil quality of his voice,  
and the starved, lonely heart is  
never uncovered of the affected  
anticipation of pleasure. When  
tragedy writes and produces a  
private production for him, there  
is no comment, hisses or tears,  
only a singular figure walking  
from the theatre into the night to  
be alone with his thoughts.

Inertia is the disguised arch  
enemy of man. Nations have per-  
ished and been covered in dust  
because of idleness, but the tragedy  
is hidden in the decaying soul  
when the slothful spirit whips life  
from the pleading, helpless hopes.  
Indolence is not the devil's work-  
shop—it is the devil.

Happiness will be poured into  
the cup of the man who fails in a  
thousand undertakings rather than  
the one who would remain an indolent.

## FLOMOT TO BE COUNTY'S HOST IN LEAGUE MEET

Literary Events To Be  
Held Here On Fri.  
March 27

Flomot will play host to Motley  
county, Saturday, March 28, when  
the Motley County Interscholastic  
League meets there to hold all ath-  
letic events. S. D. Rattan of Flo-  
mot, Director General of the meet  
declared that a program would be  
announced soon. Arrangements  
have been made to hold all literary  
events here on Friday, March 27,  
Mr. Rattan said.

To Start At 9 O'clock  
The athletic events at Flomot  
will start promptly at 9 o'clock  
Saturday according to the program.  
The schedule includes junior play  
ground ball for boys and girls to  
start in the morning. Senior girls  
volley balls and part of the senior  
boys track will also be held in the  
morning. Finals in tennis will start  
at 9 o'clock. Senior boys track will  
start at 10 o'clock a. m.

In the afternoon will be held the  
remainder of the Senior boys track  
and junior boys track. All after-  
noon events will start at 1 p. m.  
Awards are planned for the all-  
round county champion and also  
individual awards of first, second  
and third place.

## W. A. SHIRA IS BURIED MON.

William Albert Shira, 81 resident  
of Motley county the past 15 years  
died at his home March 15, 1934 at  
6:15 a. m. after a three month's  
illness.

Mr. Shira was born in Georgia  
February 11, 1855 and came to  
Texas when he was a young man  
and settled in Titus county. He  
was married to Miss Callie Martin  
who died in 1906; two years later  
he married Mrs. Etta Anderson of  
Matador, who preceded him in  
death three years ago. Mr. Shira  
was united with the Baptist Church  
at the age of 16 and led an active  
Christian life.

Those left to mourn his death are:  
Mrs. Flora Shira, wife of an adopt-  
ed son, and family, Mrs. A. D.  
Burlison, sister-in-law, and other  
relatives and friends.

Funeral services were conducted  
Monday afternoon at 3 o'clock at  
the Baptist Church, by Rev. A. L.  
Jordan, pastor and interment made  
in East Mound cemetery.

## FLOOR SHOW TO BE FEATURE OF CLOTHING MEET

LUBBOCK, Texas, March 17—A  
big floor show followed by a dance  
at which the retail clothing mer-  
chants of West Texas and New  
Mexico will be special guests, will  
be staged here Thursday evening,  
March 26, opening day of the 12th  
semi annual West-Texas-New Mexico  
Wholesale Clothing Market. O. J.  
Sexton, president of the market  
association, has announced.

Approximately 300 merchants  
with members of their families de-  
partment heads and other employ-  
ees are expected as guests of the  
association at this show, Sexton  
said.

Reservations from 125 wholesale  
lines from the Dallas, Kansas City,  
Los Angeles, St. Louis, San An-  
tonio and other markets have been  
made for the market, assuring the  
biggest assortment of ready-to-  
wear, millinery, shoes, men's wear  
and other clothing that has ever  
been assembled in West Texas.

At Two Hotels  
Sample rooms will be opened at  
both the Hilton Hotel and the Lub-  
bock Hotel with ballrooms, private  
dining rooms and all available  
sample rooms at both hotels filled  
to capacity.

This is the twelfth semi annual  
event of this kind we have staged  
in Lubbock," Sexton said, "and  
indications are that this will be the  
biggest from the standpoint of  
merchandise stocks that we have  
ever had.

Go To Church Sunday

## DEATH CLAIMS CARL SANDERS EARLY MONDAY

Interment Is Made In  
Local Cemetery

Carl Sanders, 38, died at his home  
in Matador about 3:30 o'clock Mon-  
day morning, after a severe illness  
of several months. Mr. Sanders  
was first stricken last August and  
in the following month underwent  
an appendicitis operation where a  
cancerous condition of his stomach  
was discovered. In October he  
went to the Baker Hospital at Mus-  
catine, Iowa, returning four weeks  
later after his condition had been  
declared incurable.

Born In Fort Worth  
Carl Gilbert Sanders was born in  
Fort Worth, Texas, August 6, 1898  
and came with his parents, Mr.  
and Mrs. M. S. Sanders to this  
county about 1906. He attended  
school for some time at Whiteflat.  
He was married February 6, 1921,  
to Miss Metta Jameson, and to this  
union two children were born, Chas.  
Herbert, 5, and Shirley Carlene,  
4 1/2 months.

Mr. Sanders was a devout Christ-  
ian, having been a member of the  
Methodist Church since early  
youth. He numbered his friends by  
his acquaintances and his name was  
synonymous with the highest at-  
tributes to character and the sin-  
cere following of Christ's teach-  
ings. Mr. Sanders was employed  
for about ten years by the Matador  
Schools as care-taker, where he  
worked until the time of his illness.

Interment Late Monday  
Funeral services were held at the  
Methodist Church at 4:45 and con-  
ducted by Rev. Bob Jameson as-  
sisted by Rev. D. D. Denison. In-  
terment was made in East Mound  
Cemetery.

Besides a host of friends and re-  
latives, he is survived by his wife  
and children, his parents, Mr. and  
Mrs. M. S. Sanders of Ft. Worth,  
one brother, Clyde Sanders of Fort  
Worth, and four sisters. Only one  
sister, Mrs. Nora Mae Phillips, also  
of Fort Worth, was able to attend  
the funeral services.

Other friends and relatives at-  
tending the funeral were: Rev. C.  
E. Jameson of Shamrock, Mrs. Guy  
Hunter of Wheeler, Mr. and Mrs.  
L. Y. Jameson of Olton, Mrs.  
Arthur Martin and daughter of  
Olton, and Mrs. Charles Walton  
and Mrs. Val Eblen of Paducah.

## ELM TREES ARE NOW AVAILABLE

Bargain Prices Offer  
Through Local Lion  
Club Program

Only 199 left! Regular 75c values  
going, while they last, for only 25c  
each. The Matador Lions Club has  
199 three-year Chinese Elm trees  
for sale at only 25c each, while the  
usual price for the same size and  
quality tree is around 75c. How-  
ever, the tree should be set out  
soon for they are beginning to  
"bud-out" according to Lion, Solon  
Lea, chairman of the Lions Tree  
Planting Committee.

The trees are located at the Lea  
Ice Co., plant and are offered to  
the public at actual cost in order  
to encourage more tree-planting  
in Matador and the county.

## A. V. Milsap Returns From Okla. Hospital

A. V. Milsap, who was stricken  
with what was believed to be ap-  
pendicitis last week, returned from  
the Government World War Vet-  
erans hospital at Muskogee, Okla-  
homa, Monday, where he had gone  
for an operation.

Examination at the hospital re-  
vealed that Mr. Milsap's condition  
was not caused by appendicitis and  
he was advised to return home.  
He resumed his duties at the Fryar  
Market yesterday, and declared  
that he felt greatly improved.

## EL PROGRESSO CLUB MEETING AT RANCH

The members of the El Progreso  
Club met in regular session at the  
Matador Ranch, with Mrs. M. J.  
Reilly as hostess and Mrs. Leonora  
Luckett, leader, of a very interest-  
ing Centennial program, consisting  
of the following:  
Answer to Roll Call, by members.  
Song, "Texas, Our Texas," by club.  
Story of Texas Centennial, Mrs.  
Luckett.  
Texas Wild Flower Legends, Mrs.  
L. C. Harp.

## 83 BIRTHDAYS



MRS. A. D. BURLISON

Born on St. Patrick's Day, March  
17, 1853, Mrs. A. D. (Mother) Bur-  
lison, above, celebrated her 83  
birthday last Tuesday by aiding the  
Baptist ladies serve the Matador  
Lions Club. Mrs. Burlison, a pio-  
neer resident of Motley county, has  
long been identified with church  
work.

She aided in organizing the First  
Baptist Church in Matador, May  
1892.

## LOCAL PASTOR TO FILL PLACE AT GAINESVILLE

Rev. A. L. Jordan Will  
Hold Last Service  
Here Sunday

Rev. A. L. Jordan, pastor of the  
local Baptist Church for over four  
years, returned from Gainesville  
Monday where he accepted the  
pastorship of the First Baptist  
Church of that city. Rev. Jordan  
will conduct his last service here  
next Sunday, March 22, and will  
move with his family to the new  
location in time to commence his  
work there the following Sunday.

Rev. Jordan, who came here from  
Ralls in January 1932, holds a B. B.  
degree from Simmons University  
and also completed a 3 year course  
at the Southern Baptist Seminary  
of Louisville, Ky., where he re-  
ceived the Master of Theology  
degree.

Community Regrets Loss  
While sharing the young pastor's  
enthusiasm made possible by wider  
opportunities offered by the larger  
church, the entire community re-  
grets the loss of Rev. Jordan and  
his family. Perhaps few in Matador  
enjoy a wider friendship than the  
educated and talented pastor.

A special tribute was tendered  
Rev. Jordan by the Matador Lions  
Club, of which he is a member, at  
Tuesday's meeting, lauding his  
work, cooperation and influence in  
the community during the four  
years he has made his home in  
Matador.

Gainesville, located in Cooke  
county, north of Fort Worth, has  
a population of 8,800.

## CHANGES MADE BUS SCHEDULE

A new schedule effective March  
15 has been started by the Red Star  
Coaches bus line serving Matador  
east and west and operating be-  
tween Vernon and Clovis, N. M.  
The new schedule, now effective,  
includes 3 fast buses each way  
daily. West bound buses depart  
at 10:05 a. m., 4:25 p. m. and 11:05  
p. m. East bound buses depart at  
12:40 a. m., 10:10 a. m. and 3:30  
p. m.

The bus line recently installed a  
new White parlor coach, one of the  
most modern busses on the market.

## ATTEND SCHOOL

L. C. Harp, manager of the Mata-  
dor Hdwe. & Furniture Co., to-  
gether with Clay Gilbert, salesman  
for the concern, drove to Lubbock  
Wednesday where they attended a  
school of instruction conducted by  
the Norge Refrigerator Co., in con-  
nection with their line of mer-  
chandise.

## HISTORY TEXAS RANCHES THEME LIONS ADDRESS

Two Talks Featured In  
Fine Program For  
Tuesday Meeting

Lion Elmer Stearns traced the  
history of Texas' big ranches in an  
interesting address included in the  
program of the Matador Lions club  
meeting at the Baptist Church  
Tuesday, where the cattle were  
driven from San Francisco. The trail  
industry, where the cattle were  
driven from Texas ranges to north-  
ern and eastern markets, brought  
prosperity to the ranchers for a  
time. During the gold rush days of  
California, cattle were driven all  
the way from Texas ranches to the  
Pacific coast to market. The north-  
ern and eastern market was de-  
stroyed by the Civil War. About  
1890 the railroads made trail driv-  
ing impractical.

The King Ranch  
One of the largest ranches in the  
world was established by Captain  
King, near the present town of  
Kingsville, and started when he  
traded a steamboat for a section  
of land. The ranch, which was  
divided among heirs of Captain  
King, contained about 1,400,000  
acres and employed 800 people.

Another large ranch was the  
Espula Cattle Co. Ltd., of London  
Eng. established in 1883 and later  
sold to the Swenson interests. The  
ranch has been noted for its high  
standard of morals of employees.

The Chapman ranch, established  
in 1925, contained 40,000 acres  
which were cut up into 160 acres  
tracts for agricultural purposes.

Local Ranch Is Large  
The Matador ranch which was  
established in 1878 by H. H. Camp-  
bell, father of local ranchman,  
Harry H. Campbell, was declared  
to have reached its peak produc-  
tion of cattle in 1891 when the  
company owned 100,000 acres. The  
company owned 540,000 acres of  
land and held an additional 200,000  
leased in this particular section of  
their holdings, while other ranches  
scattered over the central-northern  
United States into Montana, em-  
braced millions of acres.

XIT Or Capitol Ranch  
"The XIT or Capitol ranch located  
in northwest Texas comprised 3-  
050,000 acres of land traded by  
the State of Texas for the Capitol  
building constructed at Austin and  
was in 1892, the largest fenced  
ranch in the world. 240 carloads of  
barbed wire and a solid car load  
of staples were required in the  
gigantic fencing job. Part of the  
XIT ranch later became the Yellow  
(Continued on Back Page)

## Lester Thornton Goes To Calvary

Lester L. Thornton of Matador  
was enlisted at El Paso on March  
10, for three years in the cavalry  
with station at Fort Bliss, Texas.  
He was recommended by Sheriff  
J. E. Skinner, Elmer Stearns and  
J. H. Sample, all of Matador. This  
young man was prepared for en-  
listment by the Lubbock station.

There are a number of vacancies  
in the army at El Paso, mostly in  
the cavalry and field artillery. All  
men who can pass the examina-  
tions at the Lubbock station will  
be furnished meals, lodging, and  
transportation. Candidates must be  
in very good physical condition,  
have the equivalent to an eighth  
grade education, and excellent  
character.

## Schools To Elect Trustees April 4th

Notice is published of a county  
school trustee election to be held  
in each school district on Saturday  
April 4th, 1934. The election of  
country trustees, to serve a term  
of two years each, will be held at  
the Northfield schoolhouse and the  
Roaring Springs and Darden Can-  
yon schoolhouses.

Also trustees will be elected in  
each school district for the local  
schools, each to serve three years.  
Notice of the election was pub-  
lished in last week's issue of the  
Tribune.

## Emergency Loans For Farmers Are To Be Made Soon

CENTENNIAL STAMPS  
PUZZLE TO FARM WOMAN

The Texas Centennial three-  
cent stamps may be treasured  
by stamp collectors and ad-  
mired by patriotic Texans, but  
they were just a headache to  
a Childress County farm wo-  
man last week.  
The woman bought some of  
the Centennial stamps from E.  
B. Willingham, carrier on the  
Arlic route, last week, and the  
following day stopped him  
again and told him he gave her  
too much change. He checked  
up on the transaction and  
learned that he was correct,  
then explained it to the  
woman.  
"Oh, are they just three cents  
each," she asked "Why I  
thought each one was two sep-  
arate stamps as it had two pic-  
tures on it. I cut one in two  
and mailed two letters with  
it."

## Checks For Approved Loans To Be Issued From Dallas

Application for emergency crop  
loans for 1934 are now being re-  
ceived at the Court House by C. C.  
Gibson, field supervisor of the Em-  
ergency Crop and Feed Loan Sec-  
tion of the Farm Credit Adminis-  
tration.

The emergency crop loans will  
be made only to farmers who can  
not obtain credit from any other  
source, as provided by regulations  
issued by the Governor of the  
Farm Credit Administration. The  
money loaned will be limited to  
the farmer's immediate and actual  
cash needs for growing his 1934  
crops and in no instance may ex-  
ceed \$200 to one farmer.

Farmers are not eligible for em-  
ergency crop loans if they can  
borrow from an individual, pro-  
duction credit association, bank, or  
other concern. Farmers will also  
be considered ineligible if they  
have an application pending with  
Resettlement Administration, have  
received assistance from that or-  
ganization this year or are indebted  
to the Resettlement Administration  
for an unpaid loan.

First Lien On Security  
As in the past, the security for an  
emergency crop loan will consist  
of a first lien on the crop financed.  
Landlord or others having an in-  
terest in the crop to be financed  
will be required to waive their  
claims in favor of a lien to the  
Governor of the Farm Credit Ad-  
ministration until the emergency  
crop loan is repaid.

Checks in payment of approved  
loans will be issued by the Region-  
al Emergency Crop and Feed Loan  
Office at Dallas, Texas.

## MRS. W. B. COX SUCCUMBS WED.

Mrs. W. B. Cox, who had been  
confined to her bed for the past  
three years, due to paralysis, died  
Wednesday morning at her home  
here. Funeral services were con-  
ducted yesterday afternoon at 4:45  
o'clock at the Baptist Church, by  
the pastor, Rev. A. L. Jordan and  
interment made in East Mound  
cemetery. Pall bearers were: L. M.  
Smith, W. B. Wason, Noble Groves,  
W. W. Carpenter, Solon Lea and  
Scott Bolton.

Native Texan  
Lena Brown was born September  
24, 1869 in Hopkins county, Texas  
and moved at the age of eleven,  
with her parents, to Lampasas  
county, and on May 6, 1884 was  
married to W. B. Cox. Her husband  
preceded her to the grave by  
eleven years. To this union nine  
children were born, six of whom  
survive here, being two sons, Willie  
E. Cox of Artesia, New Mexico,  
and Wilburn Cox, Spur; four  
daughters, Mrs. W. A. Cowan, Ros-  
well, N. M., Mrs. W. T. Blakey,  
Artesia, New Mexico, Mrs. M. B.  
Morgan, Dennison, Texas and Mrs.  
Raymond Cudd, Matador. Attend-  
ing the funeral services from out  
of town were Mrs. Morgan and Wil-  
burn Cox.

Mrs. Cox was converted and  
joined the Baptist church in early  
life. She had been a faithful mem-  
ber every since, and until she was  
stricken several years ago, had  
taken an active part in the affairs  
of her church.

## Hamburger King Cafe Is Repaired

Announcement was made in last  
week's issue of the Tribune of the  
Hamburger King Cafe, now open  
for business after extensive repair-  
ing and re-decorating. All inside  
finishing has been replaced, in-  
cluding the floor covering, counters  
and shelving. The outside ap-  
pearance has also undergone a  
complete painting.

J. T. Husley, manager, declared  
that he expected an increase of  
business after the Centennial  
traffic is started and that he be-  
lieved the present to be the most  
opportune time to re-decorate and  
prepare for the exposition visitors.

## Flomot Winner Of Track Meet

Flomot was winner of the second  
invitational track meet held there  
last Friday, with a total of 44  
points. Other scores made by var-  
ious schools were as follows: Flo-  
mot 44 points, Quitaque 43 points,  
Silverton 29 1/2 points, Turkey 26  
points and Matador 14 1/2 points.  
Several other minor teams partic-  
ipated in the meet.

Matador won the highest honors  
at the event last year. A large  
crowd witnessed the track meet  
and found it highly interesting.

Mrs. A. Watson made a business  
trip to Dallas last week.

## WEEKLY CASH PRIZE AT \$50 FOR SATURDAY

Some one who trades in Matador  
may receive \$50 in cash next Sat-  
urday afternoon at the regular  
weekly attraction sponsored by  
local merchants for the past sev-  
eral months. Merchants and business  
contribute regularly to the fund  
created for the purpose each Sat-  
urday and providing the full amount  
is not given away, the balance is  
added to the following week. The  
trading incentive methods which  
started several years ago, is now  
being employed throughout the  
country with good results.



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Successor to the Roaring Springs News

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**DOUGLAS MEADOR,**  
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MEMBER

MEMBER  
**West Texas**  
Press Association

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Tribune will be gladly corrected  
when called to the attention of  
the editor. It is not the inten-  
tion of this newspaper to wrong-  
ly 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."**

**FAIRVIEW CHATTERBOX**

Vol. 2, No. 23 March 19, 1936

Edited by the English students  
of Fairview School.

Editor-in-chief, Hulon Phillips  
Assistant Editor, Estell Stafford  
Feature Editor, E. D. Lawrence  
Reporters, Nellie Ray, Beatrice  
Smallwood.

**Sport News**

Both junior and senior track  
teams are out for practice now and  
are hoping to get into shape before  
the track meet next week-end.  
They both have splendid material,  
much of which made winners last  
year.

Unless other arrangements are  
made, the County Tennis Tournam-  
ent, except for the finals will be  
held at this school next Saturday,  
March 21st.

**Texas Woman Helps Edit Big Magazine**



MRS. BEN C. BALL OF DALLAS

SHE has been selected as a "typical  
American homemaker" by the  
Woman's Home Companion, and is  
spending two weeks in New York as  
one of the editors of the magazine.  
Her selection is part of a plan to  
keep the contents of the magazine  
closer to its average readers. Twelve  
"reader-editors" are being selected,  
each from a different section of the  
country. They will each spend two  
weeks in New York, where they will

work with the regular magazine  
staff on problems which confront  
any woman in her home, particu-  
larly in the kitchen.

Mrs. Ball went to Texas as a baby  
graduated from the Hillboro High  
School and then from Baylor Uni-  
versity. In 1925 she married Mr.  
Ball, a banker. They have two chil-  
dren. Her indoor hobbies are cook-  
ing and sewing; outdoor hobbies  
golf and swimming.

The members of the Boys basket-  
ball teams are planning a hen roast  
this week-end. Fair warning is  
given in order that the hen-houses  
of the community may be locked  
and guarded until after the cele-  
bration, just in case they run out  
of white meat before everyone is  
full.

**Primary News.**

Ina Mae House, who was absent  
last week because of the illness of  
her mother, is in school again.

Leo Bennet Archer Jr. was our  
visitor last Thursday.

**Intermediate Room**

Alfred Cooper and W. E. Ballard  
who have had the mumps, are in  
school again.

Our teacher, Mrs. Ballard was  
absent Monday. We had several  
substitutes, and think Marvin  
Grace is the most hard-boiled one.

**Funny Bone**

Truett: Is G. W. fast?  
Hulon: Boy, I'll say. Why, he's  
even fast asleep.

**Fairview News**

(By Mrs. Arthur Cooper)

Mrs. Jack House was dismissed

from the Traweek Hospital last  
Sunday after a few days of serious  
illness.

Mr. Kennedy of Meadow spent  
the week-end with his daughter  
here. Mrs. Frank Stafford and Mrs.  
Marvin Bloodworth.

Miss Beulah Deering of Knox  
City, Mr. Wilbur Dennis of Mun-  
day, Miss Sylvia Day and Mr. Ed-  
gar Lee of Matador were guests of  
Miss Hope Clements Sunday.

Mr. and Mrs. V. A. Rattan, ac-  
companied by Mesdames E. L.  
Wolf, W. E. Ballard, Ward Rattan,  
Frank Stafford and Marvin Blood-  
worth made a trip to Paducah  
Monday, where Mrs. V. A. Rattan  
underwent a major operation at  
the hospital there. The latest avail-  
able news reported her to be safely  
over the operation and resting as  
well as could be expected.

Mrs. G. W. Fulfer and grandchild-  
ren, Dorothy, Willie and Fuastenna  
Fulfer and Mr. and Mrs. Elbert  
Fulfer, all of Matador, visited Mr.  
and Mrs. W. M. Fulfer Sunday.

Mr. and Mrs. A. A. Groves en-  
tertained a number of people in  
the community with a forty-two  
party Saturday night.

Mr. and Mrs. Elbert Seigler and

son, Bruce of Northfield visited  
Mrs. Seigler's parents, Mr. and Mrs.  
John Groves, Sunday.

Mr. and Mrs. Ervin Cooper and  
daughter, Dorothy Louise, of Mada-  
dor were guests last Sunday in the  
homes of their respective parents,  
Mrs. Evie Cooper and Mr. and Mrs.  
E. L. Smallwood.

Mrs. B. F. Turner of Flomot  
spent Thursday of last week in the  
home of her daughter, Mrs. L. B.  
Archer.

Rev. O. B. Davis and his quartette  
and chorus of the Matador Colored  
Baptist Church gave a concert of  
negro spirituals and other sacred  
songs at the Fairview School house  
Friday night. The numbers render-

ed by the quartette especially were  
enjoyed by a large crowd.

Mr. and Mrs. Marvin Bloodworth  
and children spent last Sunday  
with Mr. and Mrs. W. B. Wason  
of Matador.

**NOTICE OF COUNTY SCHOOL  
TRUSTEE ELECTION**

NOTICE IS HEREBY GIVEN  
that there will be held an Election  
on Saturday, the 4th day of April,  
1936, in the Northfield school house  
Commissioner's precinct No. 3 and  
in Roaring Springs and Darden  
Canyon school houses, in Commis-  
sioner's precinct No. 4, to elect one

County School Trustee in each  
Commissioner's precinct, for a  
term of two years each.

ALSO, on the same day, April 4,  
1936, in each school district in Mot-

ley county, to elect local trustees  
to serve for a term of three years  
each.

W. R. Cammack, County Judge  
Motley County, Texas

**Let's Go with CONOCO**

Mohon Service Station

Dobbs City Merc. Co.

Dalton & Ashford

Bob's Oil Well

York's Service Station

Whiteflat S. S. and Garage

Highway Service Sta.—Flomot

Fairview Service Station

**L. B. Robertson**

Commission Agent Matador, Texas

**Good Food . . .**  
Consistent quality Lunches and Short  
Orders . . . Famous Hamburgers, Coffee  
. . . Cold Soda . . . Pastery.  
We Appreciate Your Business

**Plate lunch every day**

We serve what you want, the way you  
want it and when you want it

**HAMBURGER KING CAFE**  
J. T. Hulsey, Mgr.

**Matador Produce  
AND CREAM STATION**

South of Magnolia Station, we buy  
Cream, Poultry and Eggs.

We solicit your patronage and will pay  
market prices for your produce.

**W. B. WASON, Mgr.**

is any oil any different?



Different because it's

*alloyed*

We don't mean one of those "talking point" differ-  
ences. We mean a real difference. Alloying Germ  
Processed oil goes beyond refining and re-refining.  
After every harmful element is cleaned out, the pat-  
ented Conoco Germ Processing element is scientifi-  
cally put IN.

That's what brings you this alloyed oil, with its strange  
attachment for pistons, cylinders, and all other engine  
parts—including every known type of bearing. All  
these parts really become oil-plated!

This oil-plating is extra. It's a plus—added to the  
tougher, more slippery, heat-beating Germ Processed  
oil film. You've got this high-durability oil film, slid-  
ing on thoroughly oil-plated surfaces, and so you're  
that much farther from wear and noise.

You're facing hotter days and harder runs. Out with  
dirty winter oil! Only the Conoco man can change  
you—quickly—to Germ Processed, the alloyed oil.  
Continental Oil Company.



**GERM PROCESSED OIL**

Drive to Texas Centennial—this year's greatest show. Open June 6. For free marked maps write Conoco Travel Bureau, Denver, Colo.

**Ford Dealers  
Announce  
R&G Cars & Trucks**  
new automotive quality for  
the Used Car buyer

NEVER before has there been assured to  
used car buyers as definite protection  
as is now offered by Ford Dealers in R&G  
cars and trucks.

R&G means RENEWED and GUARANTEED  
—RENEWED to meet the definite specifica-  
tions shown on the R&G tag, and GUAR-  
ANTEED, in writing, by your Ford Dealer.

The R&G specifications cover every im-  
portant detail. Any car or truck meeting these  
specifications is an outstanding value. Yet  
the R&G car or truck of your choice will cost  
you no more than an ordinary "used car."

Backed by these specifications is the written,  
money-back guarantee of your Ford Dealer

For extra safety buyers your Ford  
Dealer has SQUARE DEAL  
VALUES—good used cars and  
trucks at low prices, protected by  
a written money-back guarantee.



**MECHANICAL GUARANTEE**

"We agree to correct at our expense any condition  
in this car or truck which is not in accordance  
with the above specifications, provided that we  
are notified by the purchaser of this condition  
within ten days from this date, and further pro-  
vided that such condition is not the result of  
accident, neglect, or abuse of the car or truck  
after delivery to the customer, and that the car or  
truck has not been repaired or altered outside of  
our shop during the guarantee period."

**MONEY-BACK GUARANTEE**

"We further agree that we will refund such part of  
the purchase price of the car or truck as has been  
paid by the purchaser, including any used car or  
truck applied as part payment or, at our option, the  
allowance price thereof in cash, hereby  
canceling the sale if the purchaser so  
requests, provided that this request is  
made by the purchaser at or before  
5 o'clock on . . . 19 . . . and the car or  
truck is then returned to us in the same  
condition as when delivered."  
(Signed) YOUR FORD DEALER

**SOLD ONLY BY AUTHORIZED FORD DEALERS**



The Home of COMFORT COURTESY FRIENDLINESS

THE NEW WORTH HOTEL FORT WORTH TEX

JACK FARRELL, Manager "Friendly" is the word here. Smiling attendants greet you everywhere. It's a pleasure to stay here. Ask anyone!

18 Floors of Cheerful Guest Rooms All With Bath

ESTATE OF BEULAH D. ECHOLS, DECEASED NO. 273

IN THE COUNTY COURT OF MOTLEY COUNTY, TEXAS FEBRUARY TERM, A. D. 1936.

The undersigned, having been duly appointed Executors of the Estate of Beulah D. Echols, deceased, late of Motley County, Texas, by W. R. Cammack, Judge of the County Court of said county, on the 17th day of February, 1936, at a regular term of said court, here-

by notify all persons indebted to said estate to come forward and make settlement, and those having claims against said estate to present them to said Executors within the time prescribed by law, at the office of G. E. Hamilton in Matador, Motley County, Texas, where they receive mail.

This the 21st day of February, A. D. 1936.

A. B. Echols, G. E. Hamilton, Executors of the Estate of Beulah D. Echols, Deceased.

MOVIE CHATTER (By A. Rogue)

"The Bohemian Girl" Come out and enjoy ninety mad, merry moments at the Rogue, Friday and Saturday and see Stan Laurel and Oliver Hardy in their latest full length feature picture entitled, "The Bohemian Girl". You saw these lads in "Bonnie Scotland", and did they keep in time or was it out of time? Anyway let's see them do "The Bohemian Girl" up in gypsy style. Plenty of romance is furnished by

Jacqueline Wells and Mae Busch. You can't go wrong when you're seeing Stan Laurel and Oliver Hardy.

"Riff-Raff" Coming Sunday and Monday, "Riff-Raff", starring Jean Harlow, Spencer Tracy and Joseph Calleia Come out and see the new Jean Harlow—of course you know she had dyed her hair to a lovely golden brown and she's more charming than ever. She's reckless as the life about her—brave as the daredevil men she knows—this girl of the Pacific waterfront sets no limit in a courageous gamble for love. Don't miss "Riff-Raff". Mr. Brumbach of the Fairview community says the Rogue is the best place in town on Friday night.

CARD OF THANKS

We wish to express our thanks to those who were so kind and faithful to our dear mother during her long illness, also for the beautiful floral offerings. May God's richest blessings rest upon each of you. Mr. and Mrs. W. A. Cowan, Roswell, New Mexico, Mrs. W. T. Blakey, Artesia, New Mexico, Mrs. M. B. Morgan, Denison, Willie B. Cox, Artesia, N. M., Mr. and Mrs. Raymond Cudd, Mr. and Mrs. Wilburn Cox, Spur, Mr. W. J. Collier and children, Mr. and Mrs. Robert Collier, Mrs. Pearl Morman.

CARD OF THANKS

We wish to express our thanks and appreciation to those who

Hemorrhoids (PILES) Treated without surgery. No loss of time from work DR. R. P. REEDS Third floor Myrick Building Lubbock, Texas

Fryar Market A. L. FRYAR, Owner Located in Bob's Foodway We Buy Cattle and Hogs

All Kinds of Fresh and Cured Meats

YELLOW DENT and JUNE CORN SEED Just Received

L. R. Bishop Coal & Feed Co.

POLITICAL ANNOUNCEMENTS

We are authorized to announce the following names for public office, subject to the Democratic Primary, July 25, 1936.

For Sheriff and Tax Collector and Assessor: Walker Williams, G. W. Green, J. E. (Edd) Skinner, re-election, L. A. Carlisle, J. Floyd Jordan

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

For County Treasurer: Mrs. John Smith, re-election, Mrs. Annie Tudor

For County Clerk: Jack Robinson, re-election

For Co. Commissioner Prec. No. 1: J. S. Lambert, re-election, A. A. Groves

For Commissioner Precinct No. 2: A. K. (Kim) Wilkinson (Re-election)

CITY CANDIDATES Election, Tues., April 7, 1936

City Secretary: Tom Harris, re-election, Gene Luker

conditions as to mechanical condition and appearance. And the result is a product so fine that it can be sold with a written guarantee of "Satisfaction or Your Money Back!"

Buyer Is Judge

"Under this guarantee, you are the judge of the car's quality. After purchase, you may drive it two days, and put it in any driving test you please. If it fails to measure up to your expectation in any way, you may return it to your Ford dealer's and have your money refunded in full—cheerfully, and with no questions asked."

"In addition, you will receive a written service warranty as a further protection. This double guarantee removes the elements of doubt and uncertainty that have troubled buyers of used cars for years."

Texas Centennial Exposition Radio Broadcast Sunday

"Tall" as well as true stories about Texas and its 1936 Centennial Exposition will feature Carveth Wells, third "Exploring America" radio broadcast on the season, Sunday, March 22.

Wells, internationally known reporter and explorer who makes truth sound stranger than fiction, is conducting his present series of programs for Continental Oil Company and may be heard over 20 of the nation's largest stations.

A member of the famous "Chuck Wagon Gang" of Wichita Falls, Texas, Wells has announced that he will describe the Lone Star state's size, history and vacation attractions in the humorous style of the typical Texan.

"Speaking of Size," says he, "if all the steers in Texas were one big steer, he would stand with his front feet in the Gulf of Mexico and his hind feet in the Arctic Ocean, while his tail would brush the mist from the Aurora Borealis!" Local listeners who wish to hear Wells on Sunday, March 22, may do so by dialing station WFAA at 12:15 o'clock.

FORD DEALERS NOW OFFER NEW USED CAR PLAN

"With Ford Dealers the day of the 'used car' is gone," according to Doug Pitts of the Matador Auto Co. "You are now offered an exclusive new standard of automotive quality in R&G cars, which you may buy with as much confidence, and assurance of satisfaction as a completely new automobile. This new term—R&G—stands for Renewed and Guaranteed. It means that each car offered under it must meet a rigid set of speci-

Buy A New or Good Used Car NOW! TRAVEL TEXAS THIS YEAR DURING THE TEXAS CENTENNIAL CELEBRATIONS THIS PAGE LISTS EXCEPTIONAL CAR VALUES

BUY A GOOD USED CAR NOW! We have about 25 used cars in a wide price range from \$25. to \$550. We will take your car in trade and offer easy time payments.

Ford 1935 V8 4-Door Sedan. Driven only 18000 miles. Perfect mechanical condition, tires and paint. Here is an exceptional value.

Chevrolet 1933 Two-Door Sedan with motor in first class mechanical condition. You will find satisfaction and value in this used car.

Chevrolet 1934 4-Door Sedan. Motor and tires good. A good used car that will deliver many miles of satisfactory service

Ford V8 1935 Coupe that looks and runs like a new car. Driven only 20,000 miles. Perfect condition.

CHEVROLET 1933 Coupe, good paint, fair tires and motor in fine mechanical condition. This car is priced to sell at once. Come in today and allow us to show you these cars and many others not listed here.

Matador Auto Co.

WATCH THE FORDS GO BY

Here... You will find true used car values! 1933 Ford V8 Coach \$285. 1930 Chevrolet, Four Door Sedan a bargain at \$150. 1929 Buick Sedan Priced at \$135.

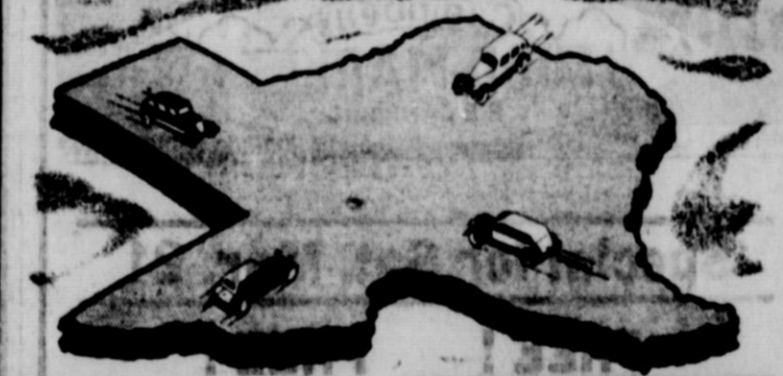
Good... Used Cars 1929 Dodge Sedan 1929 Dodge Coupe 1930 Plymouth Sedan Priced Right

ANNOUNCING... M. C. (Mac) Green has assumed charge of our repair department. Dependable service at all times.

PHILLIP GRAVES Chrysler and Plymouth Agency

F. F. F. Chevrolet Company

TEXARKANA Visit EL PASO! BROWNSVILLE See AMARILLO!



TEXANS! PLAN TO TRAVEL TEXAS DURING CENTENNIAL YEAR

All Texans are traveling this year, seeing and knowing their own state — the real Texas! Residents of the Rio Grande Valley are finding that the Panhandle and Pecos countries of North and West Texas offer scenic attractions unsurpassed anywhere in the United States. East and West Texans are finding in the Rio Grande Valley a garden spot such as they never realized existed anywhere before. They're enjoying picturesque San Antonio and her historic missions. They're seeing Houston, visiting the San Jacinto battlegrounds; and spending happy, care-free days at Galveston, Corpus Christi and other Gulf Coast resorts! Elaborate Centennial Celebrations make it especially interesting to travel Texas this year! Every section offers interesting attractions — events that come once in a century! Read the calendar printed at the right. For more detailed information, write the Chamber of Commerce at the cities you are interested in.

TEXAS CENTENNIAL 1936

\$5.00 For A Streamlined SILHOUETTE See the New Gossard Foundation Garments If you are interested in having a figure that meets the modern mode, that is as fresh and new as streamlining, let us show you the new styles of Gossard.

GOSSARD'S MisSimplicity Eliminates the Hated Diaphragm Bulge The crossed straps in back pull diagonally to flatten the diaphragm and abdomen, and cinch in the waistline. Below, a MisSimplicity\* of fine cotton batiste and knit elastic. Lace decorates the upper half of the rounded uplift bra. Model 2476.

Besides a stock of the various Gossard garments, we also make special orders affording prompt service from Dallas.

Western Dry Goods Company MATADOR, TEXAS



# ROGUE THEATRE

Matador, Texas

Friday and Saturday  
Stan Laurel, Oliver Hardy  
IN  
"The Bohemian Girl"

Sunday and Monday  
Jean Harlow, Spencer Tracy  
IN  
"Riff-Raff"

WITH  
Joseph Calleia  
Sunday Matinee, 2:30 P. M.  
Nights 7:15 P. M.

## LIONS...

(Continued From Page 1)

house Ranch controlled by Captain Littlefield. Other interesting ranches of the Panhandle were the T-Anchor ranch east of Canyon, where Frank Northfleet was once a cowboy and the JA ranch controlled by Colonel Goodnight. Following Lion Stearns address, County Attorney John Hamilton, made an interesting address on the History of the Constitution. Attorney Hamilton outlined the necessary power of the Supreme Court and explained the rulings on the NRA, AAA and other important decisions of recent times. "The Federal Constitution is a living document," attorney Hamilton declared, "and the nine men of the Supreme Court are guardians of our liberty."

Guests introduced, including County Attorney John Hamilton, were four honor students of the

Matador High School: Oma Mae Jameson, Marjorie Moore, Fred G. Simpson and Houston Schweitzer.

## LOCALS

Mr. and Mrs. L. J. Barkley and family drove to Forestburg, last Friday, where they visited relatives, and from there drove to Ft. Worth where they attended the Fat Stock Show.

Leonard Crowell of Flomot was a business visitor in Matador Tuesday.

Dr. and Mrs. J. S. Stanley made a business trip to Lubbock last Friday.

P. H. McDorman of Roaring Springs transacted business here Saturday.

John Russell was among the group from Matador who attended the Texas and Southwest Cattle Raisers' convention in Amarillo last week.

**SORE THROAT—TONSILITIS!** Instant relief is afforded by Anesthesia Mop, the new guaranteed throat mop. Relieves pain—kills infection. Relief guaranteed or purchase price refunded by Simpson's Drug Store. 6-1p

Mr. and Mrs. W. C. Hagan and Mr. and Mrs. Thurman Carter were week-end visitors in Childress.

Mrs. Elma Wood of Roaring Springs transacted business in Matador Friday.

John Mayo of Daugherty was a business visitor in Matador Tuesday.

Mr. and Mrs. A. L. Fryar, together with their daughter, Lorene and accompanied by Miss Bertha Casstevens, drove to Ft. Worth last Friday where they attended the Fat Stock exposition.

Mr. and Mrs. Tom Moore and children of Northfield visited here Monday evening and Tuesday with Mrs. B. F. Moore.

Mrs. H. V. Jackson of Afton, visited friends and relatives here Saturday.

Mr. and Mrs. Elbert Seigler and

son Bruce of the Seigler ranch visited here Sunday with Mrs. Seigler's parents, Mr. and Mrs. J. A. Groves.

Mr. and Mrs. G. C. Mitchell of Lubbock, attended the funeral here of Carl Sanders, Monday.

**DON'T SCRATCH!** Get Paracide Ointment, the guaranteed itch and eczema remedy. Paracide is guaranteed to relieve all forms of itch, eczema or other skin irritations or money refunded. Large jar 50c at City Drug Store. 15-tp

Mr. and Mrs. Carl Cooper of Turkey visited friends and relatives here Saturday. Mrs. Cooper was before her marriage, Miss Margaret Cornett.

Harry Willett of Brady was here looking after business matters last Thursday.

Mr. and Mrs. Sam Denson and daughter of Plainview visited friends and relatives here during the week-end.

Mr. and Mrs. Eldred Seigler and children visited Mr. and Mrs. H. V. Jackson at Afton Sunday.

Mr. and Mrs. Wilburn Cox of Spur, attended the funeral Monday, of W. A. Shira.

Mr. and Mrs. Frank Eiring and daughter Frances, of Plainview visited relatives here Sunday.

E. A. Carlock and Billy Morgan of Paducah, were business visitors in Matador last Friday.

Mr. and Mrs. Boon Simpson and children of Northfield, were in Matador Tuesday attending to business.

Mr. and Mrs. L. A. Stearns attended the Fat Stock exposition in Fort Worth, the latter part of the week. They were accompanied by Mr. and Mrs. Alvin Stearns of Meadow.

Mrs. Scott Dooley and children of Jal, New Mexico, are visiting her parents, Mr. and Mrs. A. B. Groves here.

J. C. Kennedy, of Meadow a brother of Mrs. J. D. Lawrence of the Fairview community, was here Monday on business.

Verlin Spears and children of Loveland, Oklahoma, visited here Sunday with his parents, Mr. and Mrs. J. T. Spears.

Mrs. W. W. McDowell of Goodnight, is visiting here with her parents, Mr. and Mrs. T. E. Cammack.

Mr. and Mrs. Marlin Pounds and small daughter of Flomot, were visiting relatives and transacting business here Tuesday.

Lloyd Thomas of Northfield was transacting business in Matador

Tuesday. Mrs. W. M. Garham, together with her daughter, Mrs. Ben Edwards made a trip to Lubbock last Thursday.

Mr. and Mrs. James Neblett and son James Russell, accompanied by J. L. Lea, Mrs. B. F. Moore and Miss Ruth Moore, visited friends in Childress Sunday.

Mr. and Mrs. Alfred Barton, together with their son Alfred Jr. and daughter, Mrs. Claud Groves, attended the Fat Stock Show in Fort Worth during the latter part of last week.

Miss Maggie Bryan visited relatives in Amarillo last Wednesday and Thursday.

B. F. Simpson of Northfield, was a business visitor in Matador Tuesday.

Mrs. Ora E. Patterson and Miss Rachel Patton made a trip to Paducah Monday afternoon.

Mesdames J. R. Whitworth and Henry Ford made a trip to Lubbock last Wednesday.

## VISITS HERE

Elbert Reeves, Supt. of Bledsoe school in Lubbock county, together with two board members, G. K. Bullock and a Mr. Powell, visited in Matador a short while Friday afternoon enroute to Ft. Worth, where they were to confer with Julian Montgomery, State W. P. A. Engineer, concerning a loan and grant for a new school building in their community.

Mrs. Reeves and sons accompanied them as far as Matador, for a visit during the week-end, with Mrs. W. E. Reeves.

## ACCEPTS POSITION

Announcement is made in this issue of the Tribune to the effect that M. C. (Mac) Green has assumed charge of the repair department of the Phillip Graves Service Station, Chrysler and Plymouth agency.

## TO QUANAH

Wiley McCown, manager of the Mission Gas & Oil service station, made a trip to Quanah the first of the week for the purpose of undergoing a tonsil operation.

## We Appreciate Your Business...

Sinclair Oils and Gas  
Tires and Accessories

Sinclair Service Station  
Hodges and Neal Mgrs.

## Special Lunch

Change of Menu  
Daily



Soup, Salad, Choice of Meats and Vegetables, Desert and Drink—Try a Special Lunch Today.

All Kinds of Short Orders  
Good Coffee

## JOE'S CAFE

Joe Jeffers, Mgr.

## SAVE...

On Your Laundry Expense  
Abundance of softened, hot water  
Good modern machines  
Plenty of parking space

Help-Yourself service or Finished work  
Satisfaction Guaranteed  
We specialize in wet & dry wash  
Wet Wash 4c lb. Dry Wash 5c lb.

## Ideal Hep-Sef Laundry

O. K. Kingery, Mgr.

## Just Received...



Another Shipment of Those "Good"

## WASH DRESSES

—New Styles  
—New Fabrics  
—New Trimmings

\$1.00  
Each

New Prints  
That are Fast Color and  
Extra Long Wearing  
19c Yard

ONE LOT OF PRINTS  
Close-Out Price  
12½c Yard

## SPECIAL

Boys Good Quality Swiss  
Ribbed

Under Shirts  
15c Each

Buy Your Boy's Supply Now

Come! Look Around—Many New  
Items In Spring Merchandise

## Matador Variety

"GET THE HABIT"



## Special for Sat. Mar. 21

FREE! FREE!

At 5:00 o'clock a big box of groceries will be given away inside the store—Get your Tickets.

BABO 2-15c cans for 14c

Carrots, from 10 'till 11 a. m. 2 bunches 5c

Syrup. Sorghum No. 10 (gallon) 49c

Kellogg's Corn Flakes, 15c pkg. 9c

Can of K. C. with the purchase of one can at regular price of 50c, another for 1c

Get your tickets for Free basket of Gro.

Peaches, Gold Bar, No. 2½ can 3 for 49c

Mackerel, 3-1 pound cans 25c

Lard, from 3:00-4:00, 8 lb carton 94c

Steak Chuck from good beef-11 until 12 lb. 10c

Get your tickets for Free basket of Gro.

Corn, 3-No. 2 Cains 25c

Lettuce. 4:00 to 5:00 p. m., per head 3½c



New...

We have just received a complete stock of new white footwear for men and women... the most modern designs of fashionable shoes in a variety of materials and wide price range. Spring—the Easter season is at hand and you will want the pleasure, comfort and economy we offer in this new merchandise. Come in today and try on a pair—you'll see what we mean.

Pumps, T-Straps, Ties and Sandals  
Priced from \$2.49 up

For Men...

Freeman shoes are distinctly above the ordinary and yet with just the right degree of style for the well dressed man of conservative tastes. For sport or dress wear nothing rivals these white shoes.

\$4.40 & \$5.00

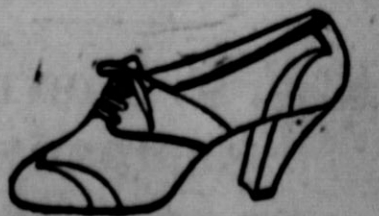


## New For Spring White Footwear for Men and Women

Correct-  
for  
Summer  
Wear

Exciting Styles

- You will be excited at the smartness of these shoes and you will be thrilled at the low prices which an early, fortunate purchase has made possible for us to pass on to our customers.



Matador Dry Goods Co.