reel

IILL

crumbs falling from the be called immediately. those more fortunate. he was lost in that sublime im with the bones and what had once been a se teeth were no longer town. the necessity of grazing. red gray horse over the on a rubbish heap is territory, like an astral falling into a clear cup

st the great ranch owner ficials of the city of Matador. shing cowboys must profor the expensive the pagan hacienda, saw ted the rare talent that Ray, Maurine for himself and the gray Russell, Lillie Seal,

suddenly leaving no ace than a fallen tear.

whose vanity feeds e satisfaction of their im-to the world that they For Better e satisfaction of their imtent to have no other afhan the reflection of their

dship is a doily upon

The edilon of his dreams P. M. tomorrow's sunlight;

es it is as if her voice and one-variety communities in that is hidden behind their county. wings; or the golden web

refined

Mid.

udes-

iltered

illions

e dino-

Opalist

ter and in use

nelair

inclair

nt

serene joy in the patter against the roof loosens d tension of existance like spoken slowly in solitude.

lly find their way to the e of happiness withou m of circumstance.

# Matador Tribune



Volume 12, No. 51.

Matador, Motley County, Texas, Thursday, March 23, 1939.

Price 5c

# Shannon Davidson Nears Goal

# Local Girls Seek Right Of Suffrage

### Mayor Petitioned For Same Privilege Accorded To Boys

bearing the names of practically every girl in High School, the young suffragettes of the community are making their bid for For boys to be "Lord over stened to his father's recognition in the affairs of city . government.

A petition will be placed before . Mayor Edwards Thursday re- . Then we'll heed their every often sifted its salt into questing the city council to allow falling through the glass the girls of the city to control its ured his existence dur- destinies for one day. If the pequent years while he tition is granted an election will

In urging their point, had than one enthusiastic feminine would-be office holder voiced the an old Mexican pre- opinion that never before had the girls been afforded an oppor tunity to pit their skill agains se. He broke grass with that of the boys in ministering and carried to the ani- to the governmental needs of the

Embroidery, cooking, tennis new life into the and even romance will be shunted that had resigned from to the sidelines-all given up fo Finally a miracle was just one day of supremacy in the and the youth rode a realm of politics. This is true for here his bare feet had the petition is so written. The Fate, in a heedless girls are not mercenary in the eft a pair of worn, herd- slightest degree, for they have voluntarily agreed to present to the Boy Scouts all revenues secured thru their efforts as of-

Petitioners-Ruth Rushing, Juanita Mize, Joyce Irby, Mary Bar- lastic League Meet to-morrow, ton, Oneita Kimbell, Frances and his horse. Quickly he Carpenter, Eugenia Tilson, Nellie Hall, Frances llow the rider to walk up Stearns, Mary Gaines, Jewell wn the back of the gray McCoy, Hetta Bird, Jimmye Lee nile the animal raced at Guthrie, Tom Nell Dorsey, Lucille ed across the mesa; or Plumlee, Aileen Russell, Marie a sudden halt when the Hunsucker, Frenchie Nell Braned lightly to earth. One don, Myrnavae Barkley, Lela Cartaught to him the penter, Kara Hunsucker, Jonita that was to change his Smart, Estelle Martin, Edna Jackwheel of fortune stop- son, Junetta Jackson, Wanda ning. He was hired as a Nelson, Gaye Wolfe, Bennie Mariner with a wider variety shall, Justine Rattan, Mavinee had ridden back from Fates Johnnie Girffin, Betty Jo Christine Stafford, Willena Wilkinson, Peggy Hutson, melodies are like an off- Wandean Garrison, Dorothy Ackeeze from isles of the er, Alice Thompson, Betty Joe ing dingy sails of memo- Simpson, Jimm Irby, Doris Whatil they drift from the sec- ley, Mary Beth Martin, Elwanda our and pass again in re- Willingham, Lucille Webb, Es- School, Room, No. 13. ney are gone when the telle Stafford, Opal Vivian, Delora the music is spent, like Markham, Zona Ruth Scaff, Wanbow hues of a bubble that dell Berryman, Mary Ola Tipton.

# is a useless trinket to Two Meeting Lint Planned

The one-variety cotton comlife frequently places the munities are expected to be but decorative bowls of organized in Motley County Frimeetings of cotton farmers, gin- taining. ichor still floods the veins ners, and other interested citipite the whip of countless P. M. The Matador meeting will League literary contests. his soul will never sur- be held at the courthouse at 7:30

M. E. Heard of Lubbock, head an unfinished of the Textile Engineering Department of Texas Technological College, will be the main speakthe gentle twilights will er. Mr. Heard is widely known ered with the fragrance of among farmers and ginners for ssoms from the bushes his work in cotton quality im-provement. D. F. Bredthauer, rds will return to sip the Floydada, county agent of Floyd s she bequeathed them. County will tell of the success of

> Frank A. Buckley, who has call- Tuesday, April 4th. ed these meetings, hopes that they will constitute a great for- the ballot of aldermen are: Geo. ed at the Albany Church. ward stride. Everyone is invited Birchfield (re-election), J. W. ing discussions by these informed election).

Sam Moore and W. M. Wells marshal. for tears by the swinging of Northfield were business visi- Election judges have been selecttors here Monday.

### THE GIRLS PLEA

\* Please, dear reader, help the girls

\* To run the town just one day: With poetic pleas and a petition \* And if we can't do better · than the boys \* We'll never again have it that \*

\* As you know, it's a rule

But help the girls be just one

call \* Always we will be tied down \* And never can do it anymore, \* But help grant our little wish . 1936. And we'll love you forever \*

### **Program Is Complete For County Meet**

Literary Events To Be Held Here; Track At Flomot

Matador High School will be will begin promptly on time.

C. G. Rankin, superintendent tor-general of the meet, has an- away. nounced the following program

9:00 A. M. Declamation, Senior and notified officers."

Division-auditorium Typing, Room No. 1.

Spelling, Grades 6 and 7 Room No. 14. 10:00 A. M. Declamation,

Juniors-auditorium. 11:00 A. M. Spelling, High

11:30 A. M. Story Telling, Rooms 11 and 12. Noon Intermission

1:00 P. M. Extemporaneous Speech, Room No. 5.

Ready Writers, Room No. 14. Three R's, Room No. 13. Number Sense, Room No. 5. All debates will take place in the afternoon, probably beginning at 2:00 o'clock. The first round the auditorium.

The public is extended a corthese events. They should prove

proud old man whose gray zens are scheduled. The meeting will assemble at the Matador ssoms for many springs at the Methodist Church at 3:00 8:45 for the county Interscholastic

Mr. W. N. Rankin, superinten-dent of the White Flat schools (Continued On Page Two)

### City Ballot Is Ordered

ballot was received by the Trib-

was filed at candidate for city

ed, it was announced.

# Extradition Ot Prisoners Is Prepared

### New Mexico Will Loan Pair For **Local Court Trial**

Glenn Padgett and Loal Wright now prisoners in the New Mexico firearms which was perpetrated school superintendent in June,

Extradition papers signed by Governor Lee O'Daniel, was received by Sheriff L. A. Carlisle yesterday.

The news article of the robbery appearing in June 4th, 1936, issue playground. of the Tribune, is as follows: Daylight Hold-up,

and asked him to assist them to back riding are favorite sports of ordered, was signed by over 50 names without a single objection. the scene of the literary events Immediately after stopping, a re- Committee Named of the Motley County Interscho- volver was pressed in Mr. Taylor's side and he was commanded in the high school building and swiftly, the robbers bound him

"Before anyone came to 8:45 A. M. General Assembly in freedom from the binding, walk- many others pledged contribu ed to the Midway service station tions.

The two men were declared to Lion Farris Fish. Music Memory, Room No. 5. have later been convicted of a hold-up in New Mexico and sen-Picture Memory, Room 11. Indid-up in New Mexico and sent HORSE SOLD

### **Drivers To Continue Use** Of Licenses

indefinite extension period for John Keran of Victoria, Texas. Texas driver's licenses after April

licensing bureau, announced.

second round will take place in to provide for the reissuance of shown. driving permits which expire The public is extended a cor-dial invitation to attend each of validity. The new licenses will be issued by the public safety deday, March 24, when two mass to be very interesting and enter- partment instead of by tax collectors who distributed them when The schools of Motley county the law went into effect in 1936. Chief Buell said temporary We watched the white at Roaring Springs will be held High School Friday morning at licenses will be assigned to drivers who pass examinations for their first permits and will remain valid until the amended statute becomes effective. Chaufleur's licenses, however, will not be affected by the extension period as they are issued annually. Newspapers will be advised of plans to renew licenses of drivers at a future date, he said.

### Pastors Exchange **Pulpits Sunday**

Steady progress in cotton Steady progress in cotton quality improvement during the select three aldermen and a city day by Rev. W. M. Joslin of Dr. Jones is to be commended stalled. past three years. County agent, marshal, which will be held on Albany, in an exchange of pulpits for the day with Rev. H. M. The names filed to appear on Weldon, local pastor, who preach-

Rev. Joslin delivered inspirato come and hear the enlighten- Drace, and W. F. Jacobs, (re- tional messages at both morning and evening services, which were One name, that of L. J. Barkley enjoyed by the congregation.

urday.

# **Spring Fever** Stirred By Lion's Talk

### Committee Named For Subscriptions On Davidson Fund

Prompted by the delightful weather which ushered in the penitentiary at Santa Fe, will be first day of Spring, Lion Howard returned here April 9th to stand fellow members to follow the trial on a charge of robbery with trails to vacationland, as the principal address at the regular meetagainst Hubert Taylor, Whiteflat ing of the Matador Lions Club held in the basement of the Baptist church Tuesday.

Having been employed by the National Park Service at Glacier National Park for three seasons, Park is about 1,650 miles from Matador," Lion Traweek, declar-"A daring daylight hold-up ed, "and offers more unexplored that additional paving of one or just inside the Motely county territory than any district in the line on Highway 18 about 9 o'clock nation. Altho there are 1,200 after the original project is com-Thursday morning, cost Hubert miles of mountain trails, only pleted, that WPA aid may be se-Taylor hig automobile and much one road crosses the park. It was cured with a minimum delay, inconvenience. Mr. Taylor, who constructed at the cost of \$10,- provided the city-wide project had been teaching in Dickens 000,000 and is considered one of county, and had recently accepted the most senic roads in the coun- Taxpayers To Decide a position as superintendent of try. Perhaps the most interesting the Whiteflat school, was on his feature of the park are the glacway to Matador when the trio, iers which remain from the great two men and a woman hailed him ice age. Fishing, hiking and horse-

A committee consisting of Elmer Stearns, chairman, U. L. Wilie March 24. All events will be held to throw up his hands. Working and R. E. Campbell, was named by Boss Lion Henry Ford to solhead and foot, placed him in the icit subscriptions for a fund back of their old car, covered which the club will raise for of the Whiteflat school and direc- him with the cushion and drove Shannon Davidson and his sponsors. A large number of members contributed to the fund before rescue, Mr. Taylor secured his the meeting was concluded and

The program was sponsored by

### FOR \$2,500 BY MATADORS

and Fat Stock Show which closed at the same place. Police administrators of other at Ft. Worth, during the week- Stephen Foster Program states were notified today of an end. The horse was purchased by

1. Ralph L. Buell, chief of the lions to the exposition. This was which the club voted to accept, tory known to be infested by censing bureau, announced.

The bureau head said a measure horses was held and numerous started in the near future. Acwill not have an audience, but the is pending before the legislature entries of the best quality were cording to tentative plans, this project were Clyde Bartlett, Jr.,

> Channing division where the possibly the night of the 27th. ranch maintains a herd of fine

### Show Set Record

Attendance at the 10-day exposition this year was 321,000, figure 6,000 more than the 1938 mark, the highest up to that

(Continued On Page Two)

# IS INSTALLED

A Model-B, Ritter X-Ray unit phone office. has been installed in the dental Miss Jameson has had eight office of Dr. E. B. Jones, local years experience as a beauty opchine, which is of the most mod- various cities ern type, was installed by Dave having left Matador some eigh-

Dr. Jones ig to be commended stalled. upon this installation which provides this territory with the most modern and complete dental service to be found anywhere.

declared.

# **Engineer Is Employed On** Paving Plan

### Referendum Will Be Called To Decide Financing

Action on the proposed plan to pave some of the business streets in Matador was started Monday when the city council employed W. A. French, Abilene engineer, to make a city-wide survey and submit estimates. It is believed that the work may require 30 days or longer before a definite course can be decided because of the drainage problems involved. Mr. French will submit Lion Traweek was able to paint a city-wide WPA project for Fed-an enchanting picture of the playground. "Glacier National then designate the particular streets which it wishes to pave. It was explained that in event

has WPA approval.

A petition circulated among Davidson, the leading businessmen Tuesday, widowed mother, and Mrs. Willie asking that a bond election finance the paving project

(Continued On Page Two)

### **Choral Club Has Easter** Rehearsals

presented in Easter services continues to hold the attention of the Raven Trap Matador Choral Club, and extra practice meetings in addition to regular meetings, have been held troop 60 have completed con-

Evening services at the Methodist church on April 9, will be devoted to the presentation of the Cantata, it has been announced.

The group met Monday evence of the project was suggested by county agent, Frank A. Buckley, mino stallion was sold for \$2,500 ing at the Methodist Church, in and materials were paid for by by John MacKenzie, manager of regular session with twenty-six Elbert Reeves. The trap is conthe Matador Land and Cattle Co., members present. An extra prac- structed by specifications sup-

nown.

"Tarzan" was raised on the public the latter part of April.

Bert Schweitzer, Lane Dieker,

### **New Beauty Shop Opened**

Matador's newest beauty shop the Eldora Beauty Salon, wa opened for business Monday by Miss Dora Jameson, Mrs. Buen. Hodges will assist Miss Jameso in serving the clientele.

The beauty salon is located over the First State Bank building immediately west of the tele-

dentist, here this week, The ma- erator, and has operated shops in of this section.

### TO CONVENTION

A. B. Echols and daughter, Miss tube, which makes it possible to Before returning home they will main in which home about the first of the month. and bear new plates by April 1.

Expected To End Pony Express Race Some Time Today

### LOCAL PARTY **HURRYING TO GOLDEN GATE**

### Spectacular Place Is Held For Week

Shannon Davidson is expected to win the Nocona to Golden Gate pony express race this morning. The 22-year-old Motley county bronc rider and horse trainer was 110 miles in the lead according to a dispatch received at one o'clock this morning and believed to be nearing his goal. He had been tance between him and the nearest contestant as he rode on toward the end of the long trail. Davidson's spectacular ride has been made possible by the relentless efforts and unstinted purse of his sponsor, Willie Myers.

#### Relatives Join Trip

Deputy sheriff, H. H. Courtney and his wife were accompanied to the west coast by Mrs. J. Myer, the sponsor's wife, Saturbe day. Mr. Courtney said that he did not expect to stop driving until he reached the scene of the race. A telegram received here Tuesday read as follows: ing 95 miles at San Luis Obispo. Chris Uselton 2nd place, Kirley 3rd. Horses and rider in excelcondition. (signed) Courtney, Myer and Davidson.

(Continued On Page Two)

# **Scouts Make**

Members of the local Boy Scout the Burton-Lingo Lumber Com-

at the Southwestern Exposition tice will be held again tonight plied by the Federal Agricultural Department and is the first of its type in this section, it was de-In a complete report, an out- lared. Location of the trap has John Keran of Victoria, Texas.

line was submitted for the not been decided but will probably be disignated in some terri-

Bert Schweitzer, Lane Becker, Nrman Merle Pitts, Mack Jacobs, William Sheats and Tom Ed Jameson. The work was directed by assistant Scout Master, F. T. Hamilton.

A Scout is qualified to receive the civic service award as soon as 50 hours of service has been completed.

### 236 CARS ARE **NOW LICENSED**

stration at this date in 1938 was cited by Miss Rachel Patton, deputy in the office of Sheriff and Tax Collector L. A. Carlisle, late yesterday. On March 22, 1938, a total of 230 Motley county car owners had registered the vehicles with new plates, while 236 motor vehicle owners had approached the "lick-log" and paid for their 1939 plates, Wednesday,

A last minute rush is expected Ollie Echols, left Saturday for since somewhere in the neighbor-Among the many late improve- Houston to attend the Texas- hood of 1,000 motor vehicles are ments featured on the X-Ray ma- Southwestern Cattle Raisers' believed to be operating in the chine is the new improved x-ray Association convention this week, county and only eight days reto purchase the J. C. Lisenby of Flomot was a reduce the amount of space need- visit in Galveston, Temple and new license plates. All motor vebusiness visitor in Matador Sat- ed for the equipment, Dr. Jones, Dallas. They expect to return hicles in Texas must be registered



Houston Schweitzer Wandell Berryman

Myrnavae Barkley, Jimmie Lee Irby, Pat Sheridan. Mrs. Reva A. York

#### A True Humor

3, 1939.

rleson

ANCE

naracteristic com-

anyone; and still there isn't a single day that one does not see Simpson. of humor" is an the sense of humor displayed "Elizabeth's Young Man," was room. ase, but it seems when it should be suppressed.

Would anyone with sense laugh Norman Harp, Marie Hunsucker akind. Daily we at a person who, when the rung Peggy Hutson, and Zona Scaff. vely; she has such of a chair gives away, sprawls on the floor?

round him?

Keep your sense of humor in and unthoughtful.

who attempts to entertain those check. When you laugh upon the proper occasion, you will be conpectacle of a perfectly good hat sidered intelligent; when you olling nicely into a puddle of laugh upon the improper occasion you will be considered impolite

### Institute Of Student Opinion Needs Of School Are Cited By Students

Question: What improvements eed to be made in our school? Johnnie Griffin: Our campus needs to be beautified and our ourts should be improved.

Jodie Jameson: I believe the greatest improvement which room. ould be made would be to install not water in the gym. Charles Dunlap: We need new

curts should be improved. school should improve the tennis provements. However, most of courts. We also need a new them have either been promised

trophy case. ng picture machine.

Justine Rattan: I believe that idditional stage scenery.

Frank Price: I think M. H. S. needs a new stage curtain. Mabry McMahan: We need a manual training department for the boys. I also wish that they would put a cuspidor in each

Kara Hunsucker: What about a new stage curtain? The old one would't even work last Friday tage scenery, and our tennis during the assembly program.

From these reports we can see Mary Beth Martin: I think the that M. H. S. needs several imor are being provided for at the S. M. Guthrie: A manual train- present. We are proud of the ng department would be wel- many improvements that have omed by the boys. I should also been added to the school during like for the school to buy a mov- the last several years, and we are sure that these other needs will e need new tennis courts and be taken care of just as quickly as possible.

#### Juniors Sponsor Assembly Program

A very interesting and varied out of your pockets. program was given by the juniors bly. It was as follows: a reading, the door for her. Jewell McCoy "Doubt," by Aileen Russell; jokes the car first, open the door for Frances Stearns, Keith Patton by A. J. Perkins, J. D. Payne, Marie Hunsucker Myrnavae Barkley, Aileen Russell, her and help her get out. Never Frances Carpenter. Virginia Estes, Peggy Hutson, Ervin Clower, Lela be so rude as to just start walkoccurrences in life that never should excite the risibilities of anyone, and still the control of the control o

> An entertaining one-act play, given with the following cast:

The remainder of the program it is pleasant to Is there any sense in laughing Gum-Chewer," by Jewell McCoy, plain laziness interfere in obto see the funny at what seems to be a state of two piano solos by Lela Carpenand we usually say senility in a drunken man? How ter, two piano solos by Marie when he connot can anyone laugh at the silly re- Hunsucker, a Negro dialogue by er, there are some marks of an intoxicated person Marie Hunsucker and Elmer Gene Jameson, and three vocal duets by Wandell Berryman and Lela Carpenter.

The students, faculty, and guests thoroughly enjoyed this interesting program. Jewell Mc-Coy was in charge of it and directed the one-act pay. We wish to say that we appreciate her efforts in making the program a

### Try-outs Held For Declaimers

Declamation try-outs were held on Wednesday, March 15, for all students entering the junior and senior divisions. As a result, Carpenter, who gave 'Ropes," won first place in the senior girls; and Minnie K. Stephens, who gave "Pioneers," second place.

J. W. Hough and Vernon Higginbotham will represent the school in the senior boy's division. J. W. will give "See It Through," and Vernon's selection is "I Be-

lieve in America.' Jimmye Lee Guthrie, representing the junior girls, will give 'The Wild White Rose."

Miss Faulkner, who is coaching these declamation students, believes that they have an excellent chance of winning in the county meet to-morrow Good luck, students!

### PARTY GIVEN FOR SENIORS BY SPONSOR

Last Thursday night, Mr. and I could never quite forget Mrs. Ezzell gave the seniors a class party. Those present included the host and hostess, John fifteen seniors.

After many interesting games were played, delicious refreshments were served, which were arranged in a St. Patrick motif. The seniors wish to thank Mr. and Mrs. Ezzell for giving them

such a lovely party. A great deal of fun was furnished by all, but everyone had a good laugh when Virginia Estes said, "I surely like to play cow-pasture pool."

After some discussion as what cow-pasture pool is, Noble Dirickson piped up, "Oh, I know, that's golf!"

### Manners We Often Miss

Hold a door open for a girl or passing through; then glance over in these glasses-wash afteryour shoulder to prevent the door from swinging back into the face

of any person who may be follow

Boys, in order to appear to the best adavntage, keep your hands

Boys, you should always help last Friday, March 17, in assem- a girl into a car, and then shut

Carpenter, Bascomb Murphy, and ing off nonchalantly, leaving her Jewell McCoy; impersonations of to get out the best way she can Always escort a girl to the

Observe, boys, that a well-bred Rudolph Carpenter, and Kenneth man rises when addressed by woman who is standing. He also rises when a woman enters the

mental rules of etiquette which are accepted and expected by well-bred people everywhere. We included a reading, "Amateur often let carelessness or even serving them, but they should be practiced at ALL times!

### Maxims Of Conduct

Let us have faith that right makes might; and in that faith let us dare to do our duty as we understand it.-Lincoln.

What is worth doing at all, is worth doing well. - Earl of Chester field.

The secret of success is constancy of purpose.-Disraeli.

Evil communications corrupt good manners.-New Testament. Be good, sweet maid, and let who will be clever;

Do noble things, not dream them, all day long; And so make life, death, and that

vast forever One grand sweet song.-Kings-

Do not squander time, for that is the stuff life is made of .-Chesterfield.

In vain we call old notions fudge And bend our conscience to our dealing; The Ten Commandments will not

budge, And stealing will continue stealing.—Lowell.

### The Student's Song

I think that I shall never see A teacher who was good to me. A teacher, who in classrooms dull Crams knowledge into my thick

A teacher who sits and looks all

At me, depriving me of play; cannot think; it's hard to keep From wishing I were home

The teacher doesn't realize, That, in spite of all my sighs, The one I wish I'd never met!

With full apologies to Joyce Alsup, Noble Dirickson, and Kilmer and her teachers, a junior student gave us this parody on "Trees." Although we don't believe she meant everything she said, we shall not mention her

name for fear of consequences. We are sure that if they were given a chance, the teachers could find plenty of faults with the them in? We'll print them!

### **Hints For Homes**

When you fry your next batch of doughnuts, drop in a few whole cloves into the fat. They're swell that way-we mean the doughnuts are.

Never salt turnips while they are cooking. It extracts their sweetness and puts them in the cowfeed class.

If the hard water makes your glassware become fogged with a an older person to precede you in white sediment, put some vinegar

(Continued On Page 4)



# Del Monte E E Garden Fresh

No. 1 can \_\_\_ 10c TENDER CATSUP DELICIOUS No. 2, 2 cans 33c DEL MONTE EARLY GARDEN DEL MONTE

SELECTED **Green Beans** DEL MONTE EARLY GARDEN

No. 1, 2 cans 18c CREAM CORN STYLE No. 2, 2 cans 23c DEL MONTE COUNTRY GENTLEMAN

MUSTARD 10c SARDINES OR TOMATO DEL MONTE LARGE OVAL TIN

DEL MONTE Spinach

2 No. 2's 25c

30c NO. 2 CANU No. 21/2 can No. 2 cans 2 for 35c

COFFEE

DEL MONTE FINEST BLEND

STRAWBERRIES

DEL MONTE

1 POUND CAN

15c

28c

# Pineapple

DEL MONTE **None Better** 

No. 1/2 can

14 OZ. BOTTLE

### **PEACHES**

DEL MONTE YELLOW CLING

1 Pound cans. 2 for 25C

### Fruit Cocktail DEL MONTE

1 Pound cans, 2 for 28C

SALMON DEL MONTE

RED SOCKEYE 1 Pound cans, 23c DEL MONTE

APRICOTS GOLDEN 1 Pound Cans, 2 for 28c

DEL MONTE

28c PEARS 1 Pound Cans, 2 for

BARTLETT HALVES

DEL MONTE R U Tomato 131/2 oz. 3 cans for 23c

12 oz. 3 cans 27c Pineapple T E Pineapple 33**c** 46 oz. can

S Grape Fruit 46 oz. Can 33c

### FLOUR Smith's Fanci-Pak 48 lb Sack - \$1.49 Plus 10 lb Meal Free



24 lb Sack - 79c

**OLEOMARGARINE** 19c pound PURE PORK SAUSAGE Pound 21c HOG LARD Pound 10c PURE DEVILED HAM WILSON'S 35c 3 Cans

Plus 5 lb Meal Free

Broken slice fine for boiling pound 15c BACON CHEESE pound 19c Full Cream Longhorn **BOILED HAM** Sliced to your request pound 42c

We are buying hogs each Thursday, paying 25c off the Ft. Worth market, delivered; weight 180 lbs .--- 240 lbs.

BURDENS ODWA

SUCCESSOR TO BOB'S FOODWAY



GIVE HIM A REAL HOME!

ng parents have provided for this youngster a new home made possible by systematic g from a moderate income. Our ledger sheets accounts of thrifty customers who will, their dreams come true by practical saving.

urge you to start an account at this friendly k today that you, too, may enjoy the security,

> TIME IS KIND ... ... TO THE THRIFTY

irst State Bank MATADOR, TEXAS

DEPOSITS INSURED ederal Deposit Insurance Corporation

000 MAXIMUM INSURANCE \$5000





n

\*\*\*\*\*\*\*

ety (

Hars

### Matador Tribune County Meet... Davidson

Combined with Motley County News By Purchase March 14, 1934. Building, Matador, Texas, by and Director-General of the TRIBUNE PUBLISHING league contests, released the fol-

mail matter, according to an act 5 p. m; Friday, March 24, 8:45, Myer, but a later message indi-show championships and finals in cidently, born on St. Patrick's importance of Christian educaof Congress, March 3, 1879.

DOUGLAS MEADOR Editor and Publisher

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

> MEMBER PANHANDLE PRESS ASSOCIATION

WEST TEXAS PRESS ASSOCIATION

SUBSCRIPTION RATES In Motley, Floyd, Cottle, Hall and Dickens counties-

\$1.50 One-year, in advance Elsewhere, One year,

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

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

Maurice Reilly, former Matador

SPRING IS HERE-

#### VISIT WITH PARENTS

Joke Edit Illinois, arrived home Sunday to Sunday. Reporters Lela Carp mission. Altho his first year at 16, 1939. Why V terman on the school's team. Saint 1 To the a street" St

being, vag

Ireland, sh

green. But

characters

few whose

more powe

romance 4 only sixte

captured

Ireland. F the flocks

entered n

humorous dents as

things wi

one said Can al

Pat S

several t

school, s

and hiki

everythir

spent in

and go

school.

Betty

Bert S

and play

He ther

ent. St. Patri

1:30, Story Telling: 1:00 p. m.; for many years. Extemporaneous Speech, Ready Uselton Is Disabled n., Junior girls volley ball.

Saturday, March 25.

Mrs. Earnest McWilliams, Miss Dan Browning and Varner Mc- the lead which Davidson Williams were Amarillo visitors over him. \$2.00 Saturday.

Mrs. Holden spent the weekend at Fort Worth.

end at Knox City.

Floydada.

Sunday visiting in Memphis. Mr. and Mrs. W. L. McWilliams pent Sunday visiting in Paducah. Rev. and Mrs. H. B. Coggin were called to Abilene Wednesday to be at the bedside of Mrs. Coggin's brother, who later pass-

Mr. and Mrs. Wade Morriss are munity. visit his parents, Mr. and Mrs. M. the proud parents of a baby girl, Great interest has been shown

dor, visited her sister, Mrs. lar riding

(Continued From Page 1)

COMPANY

Entered at the post office at Mafador, Texas, as second class

Mafador, Texas, as second class

COMPANY

Lowing schedule of events:

| day to pay Mrs. Davidson's expense to Oakland to meet her last night was provided in the last night was general assembly; 9:00 Senior cated that Myer and Davidson the square dance contest, which Day, and this was her eighty-Declamation. Music Memory, wished aid to complete the trip was won by El Paso's Bluebon- sixth birthday. Typing, Picture Memory, and and plans were hurridly changed netts. Junior Declamation; 11:00, Spell- make the trip. Courtney, David- their guests lists were full every D. C. Keith, C. D. Pipkin, W. T. B. T. U. training course this week.

race when his horse was struck by every day. accident, press reports declared.

The latest reports obtainable WHITEFLAT NEWS | The latest reports obtained that Kirley had planned to ride throughout the night in final attempt to gain

Second Group Leave

A second group of friends and supporters of Davidson and Myer Miss May Reese spent the week left Matador Tuesday afternoon in attempt to reach California's Miss Bonita Newsome spent Golden Gate in time to witness the week-end with home folks in the finish of the race. They were attorney Howard Tracounty Mr. and Mrs. Walter White and week, Brooks Calaway, Johnnie Miss Claudie spent Saturday and Vaughn and Carl Tardy. They also expect to drive constantly until they reached Oakland.

Intimate friends of Davidson believe that his lead during the race has been aided to some extent by the fact that he has never used liquor or tobacco.

The horses ridden by Davidson Preston Spray and family, and which have surpassed in endurgrid star, who is attending Lake Mr. and Mrs. J. D. Spray of ance those of racing stock said to Forrest Academy at Lake Forrest, Paducah, visited relatives here be in the race, were raised by Roy George of the Flomot com-

J. Reilly, during semester inter- Betty Ruth, who was born March in the race here since its start and has increased constantly with the amount can be designated. At end visiting in Brownwood. L. F. A., Reilly is already a let- Mrs. Vernon Latimer, of Mata- each ady of Davidson's spectacu-

Hubert Pool, Saturday.

weeks.

Rev. Pearl Powell of Cee Vee supplied the pulpit at the Baptist church Sunday. Mrs. Powell accompanied him and is spending the week with her parents, Mr.

friends here Sunday.

### BIRTHDAY PARTY

o the following: Lohrke steve Armstrong, Gwyndolene Albert Spray, Jr. Kenneth Rae Bryan, Billie Wayne Jameson, Bobbie Jameson, Rose Mary Bioodworth, Norma Lorene Louder, Albert Morriss, Donald Ray Norton, Amnette and Ernestine McWilliams, Vernon Higginbotham, Gerald Spray, Norma Chloe Casey, Kenneth Wayne Dunning, Meiba Jane and Isabel Kimbell, Norman Giynn, Meiva Lee and Billie Jack Spray, Harold Edwards, Bobbie Rae Hough Orval Wayne Wallace, Mildre Higginbotham, and the guest

### CELEBRATES BIRTHDAY

W. L. McWilliams was hos Tuesday afternoon and evening to friends who called to assist the celebration of his birthday Entertainment included games checkers and "42". Guests arriving by 2:30 o'clock and re mained until midnight. Chile an roast meats with comprised the refreshment dinner and was served to the following Messrs L. J. Barkley, Walter Ell horp, George Edwards, Euger Westmoreland, Henry Ford, Doug Pitts, Charlie Waybourn, Moore and Joe Gaines, all of Matador, and Ben Edwards, Harry Morriss, Coyt Carlisle, F. Martin, L. R. Browning, A. Wallace, J. M. Jameson, L. Jameson, Ray Lipham and M. D. Morriss of this community.

When teacher asked Tommy to name "12 Polar animals." he thought, dazedly, then exclaimed 'Six walruses and 6 seals'

SORE THROAT. TONSILITIS!

quick relief from pain and dissilitis. Every bottle guaranteed.

(Continued From Page 1)

A great drawing card for the

ng for High School division; son and Myer have been friends night during the exposition and Patton, J. L. Moore, N. B. Pitts, that a larger number of visitors R. E. Campbell, M. L. Patton, J. esting as well as educational. were handled than ever before, A. Groves, F. M. Jinkins, C. D. Writers, Three R's, Number Sense | Chris Uselton, Nocona rider was One hotel manager said that sev- Bird, Roy Burleson, J. Farris 1:30, Debate; beginning at 6:00 p. disabled from completing the eral hundred were turned away Fish, Tom Newman, W.

> horse suffered a broken leg in the announcement made Tuesday. Kara Hunsucker, and the hostess, are expecting larger attendance by Mrs. Drace, where Jack The show will be held March 8- Mrs. J. R. Moore. 17 next year.

(Continued From Page 1)

It is believed that if estimates show that a moderate amount of taxpayers will approve the plan. night of last week.

Besids the added property value which will be derived from street Edwin, of Los Angeles, California paving, the work will provide employment for county and city re- last week. lief clients and thus relieve a large drain on the county finances ed in Roaring Springs, Thursday. it was pointed out.

capable engineers in west Texas day night. and has had considerable experi-

ranged for the referendum but is expected to be called in about Thacker made a business trip to 30 days or as soon as engineering Dallas last week. and estimates are needed so that W. W. Jarrett spent the weeka special meeting of the city council last night it was decided to Abilene over the week-end. wait until later to call the elec- Mrs. Garlin Murphy visited her tion and also to urge the county to aid in bearing the cost of en- Texas, this week-end. Lewis-Harriss and daughter, gineering. A meeting of the Neva Joyce of Enoch, spent Sat. county commissioners today will and family of Quanah, visited determine the extent of the here Sunday, county's participation, it was an-Mrs. Harrisg and twins, who had nounced at the conclusion of the family, with Mrs. Sudie Duvall meeting.

-Watch for Plax-

#### Mother Burleson Is Honored As 86th Milestone Passed

A party honoring Mrs. A. D. FIRST BAPTIST NEWS (Mother) Burleson was given last Friday afternoon, March 17, at Service magazine, Thursday pital during the past two

Those attending the party be- schools alone last year. The major hotels reported that sides the honoree were Mesdames Moore, G. S. Craven, Charlotte W. B. Vaughn, Pastor Plans are already being made Hunsucker, and Misses Adele at Fomot beginning at 9:00 a. m. from Los Angeles, Tuesday. The for the 1940 show according to an Burleson, Marie Hunsucker, and this church last Sunday, and we panied here Saturday from

who were unable to attend.

### ROARING SPRINGS held.

street paving may be secured Jr., attended a Sunshine Union with a small bond issue, that the meeting in Aspermont Monday

Mrs. Minnie Swim and son visited Mr. and Mrs. J. T. Swim

J. L. Snow of Levelland, visit-Dale King and T. E. Long Jr. Mr. French is one of the most made a trip to Lubbock last Tues-

Walter Warren and Billie ence on WPA projects of the na- Keahey, Frank Mitchell and Reature being considered by the city, thel Long of Lubbock, visited No definite date has been ar- their families over the week-end. Glenn Dobkins and M. S.

Mrs. Owen Williams visited in sister, Mrs. Jess Roberts of Priddy

Mr. and Mrs. W. T. Patton Jr.

Mr.and Mrs. Hulin Cargile and and Mrs. Minnie Smith visited in

Mr. and Mrs. Fred Clower of

Matador, visited in Springs Saturday night.

Gene Snow of Bangs, Texas, is visiting in the H. D. Marshall welcome to these services home this week.

W. M. U. had a lesson in Royal young people attended Baptist

Good attendance is urged for which promises to be very inter-

### Methodist Church

### Good services were reported at

for next Sunday. The pastor will mained with his grandmoth Mrs. Burleson received many preach at the morning services the week. Mr. Bradshaw re lovely gifts, and several sent gifts and Presiding Elder, Rev. E. E. to Post Sunday afternoon, White of Plainview, will preach Refreshments which carried out at the evening service, which bethe St. Patrick's theme were serv- gins at 7:45 o'clock p. m. At the close of this service, the Second Quarterly Conference will be

Sunday School at 9:45 a. m.

Roaring and Young People's service. o'clock p. m. Everyone is extended a or

#### RETURNS HOME

Mrs. B. F. Turner, who been a patient in Traweek were transacting busine

#### ATTENDING CONVENTION

J. E. Russell, ac his daughters, Mrs. Dub ! Matador, and Mrs. Jack Bra Post, left Sunday for where they are attending the as-Southwestern Cattle Association convention.

Mr. and Mrs. Bradshaw small son Jackie, were

> Roy Burleson INSURANCE

BANK BUILDING

A Tr

Hur

G

rirs

edera

000

WESTERN Dry Goods Co. Your Waistline CAN Stand the Spotlight ... in Mis Simplicity

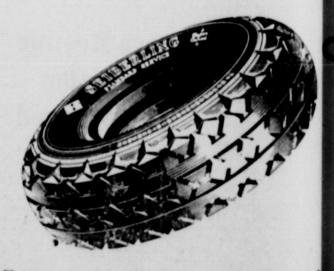
MisSimplicity\* has a magical effect on the waistline! Elastic straps pull diagonally at center back to concave the diaphragm and waist. Model 2410 is of figured batiste and knit elastic. Lace decorates the uplift top. A slide fastener provides a smooth \$350

closure..... \*Reg. U. S. Pat. Off., Pat. No. 1,859,198

be glorified by GOSSARD



## **Greet Spring With** SEIBERLING



### Get more pleasure, safety value for your tire dollars

Come in today and let ue equip your car with new Seiberlingsfull value for your money-Moderate prices.

Greet Spring with new tires that bring a new security to driving pleasure!

**SUPER** Service Station

CLAUD FLETCHER, Mgr.

# Healthy Chicks MEAN POULTRY PROFITS!

Check Your Battery . . . Guaranteed

National Tires and Batteries

-We Appreciate Your Business-

**Gulf Service Station** 

BENNIE COX. Mgr.

More chicks die during the first six weeks from poor care and improper feeding than from any other cause. Having tested numerous feeds and methods, we recommend with each shipment of our baby chicks that Red Chain Feed be used in their care.

### Red Chain Chick Starter

A high-quality, nutritious feed, is obtainable in either mash or the modern nugget form. Either form may be used. If you will use this excellent feed, which contains dried milk, codliver oil, dehydrated orange peel and pulp and other health essentials, your chicks will develop into healthy. profit-producing poultry. As an inducement to get your chicks started right, we are participating with Universal Mills, manufacturers of Red Chain Feeds, in a special offer. You can save money.

# Matador Hatchery

Lewis Newman, Mgr.

night in the C. H. Norton home. They were accompanied home by been visiting here for several

T. M. Preston and family and R. A. Mayfield of Ropesville, were guests in the F. Z. Martin home Sunday.

and Mrs. Virgel Hough.

Mr. and Mrs. Joe Martin and Mr. and Mrs. Vernon King of Floydada, visited relatives and

a number of young folks Sat-Alton Dale, on the occasion

Your Doctor would recommend a good mop and our Anathesia-Mop is unexcelled for affording comfort of sore-throat and ton-Simpsin Drug Company.

# CLEANING & PRESSING Suits Made To Measure

ALL TYPES OF **Alteration Work** 

# 1/2 MILLION **PEOPLE** are using SINCLAIR H·C



ROARING SPRINGS, TEXAS

### HISTORIC MAN BUILT HOMES FARMED IN THE PANHANDLE

Curator of Panhandle-Museum, Brings Out In-

the excavations have w light on the homes and of

preliminary report d V. Studer of Amarillo partment of archaeology. ded much data of scienportance and has written eface to interpretations

> FLEMING POST NO. 337 AMERICAN LEGION

lst Monday night each t IOOF hall. All ex-service ited to attend Keith. Post Commander non Doss. Adjutant

> LODGE No. 824, A. F. & A. M. Matador, Texas

ng Saturday on or before on of each month. Jim Clower, W. M. V. N. Pipkin, Sec.

MATADOR

Methodist and Baptist

modern ( attresses see both

Both contain the guaranteed

Karr Sleep Unit

Spring-Air mattress of both types has the guaranteed

eep Unit — the most famous of all spring constructions.

Air is the only mattress sold throughout America with

rr Sleep Unit. See the complete line at our store.

FOR A SHORT TIME

We will allow \$7.50 in

de on your old mattress

apply in the purchase

new Spring - Air outer -

**Guaranteed 15 Years -**

ATADOR'S HARDWARE DEPARTMENT STORE"

ring mattress.

which will be made to the Works Progress Administration, which finances the work, and to various institutions and scientific bodies. d dust-storms has been Mr. Studer, Amarillo insurance from the ruing of a pre- man who has studied Panhandle Indian house on Ante- archaelogy, and paleontology inek in Hutchinson county, tensively for more than a quarter of a people said to have sponsor of the project. Ele Baker the highest develop- is project supervisor. Findings

of a century, is the representative West Texas State College, any confined solely to are deposited at the museum of the Panhandle-Plains Historical Society, for which Mr. Studer is Project No. 9409, curator and director of the de-

"It is significant," Mr. Studer writes, "that no European object of any kind was found at this ruin, and none has been reported found on or within other Texas Panhandle Culture ruins. When Coronado and his Conquistadors came thru the Panhandle of Texas in 1541 seeking the kingdom of Quivira, his historians made no mention of a house-building Indian in this area. Onate was here in 1601, Hurtado in 1715, and many others during the 280year period of Spanish exploration in the Southwest, and Fray Juan de Padillo was in this area in 1544, yet none mentioned the house-building Indian. It would appear that these structures were then in ruins and covered by the dust of the centuries. The ruins too large, there were too many of them, and they covered too great an extent not to be mentioned by these careful chroni

Who were these Indians? From what direction did they come and when? How long did they stay? When and why did they leave? Where did they go? These are some of the questions to which Mr. Studer has been seeking answers since he found his first arrow head in the sands of ist and 3rd Tuesdays each Hemphill county while a youth.

The Panhandle culture,

THE INNER-SPRING

OUTER - SPRING

MODELS FROM

\$39.50 to \$45.00

### EveningBeauty

stone slabs."

and wide walls.

widemouthed.

dle marks.

recovered

possibly gquash.

crowd next month.

The pottery varies in color from

Bones from refuse heaps and cists

struments were numerous.

LARGE CROWD

ATTEND YOUNG

PEOPLE'S NIGHT

were of deer, antelope,



Striking night photograph of the statue, "The Evening Star. silhouetted against the 400-foot Tower of the Sun at the 1939 Golden Gate International Exposition, on Treasure Island in San Francisco Bay.

better-known cultures in some respects, yet in detail orphaned ing at the Alibates ruins in northfrom the others. The primitive east Potter county are unearthnotes, appears similar to that of Indians settled here, they built ing even more significant objects permanent homes, lived in vilages, tilled the soil, and made servicable pottery. The ruins reveal nothing of the complex buildng methods and ceramic art of ne Pueblos of New Mexico and

> Mr. Studer thinks there is no doubt that the normadic Indians largest crowd Sunday night, of the plains raided this sedentary there had ever been to the monthpeople for food and flint supplies ly service presented by the class. s they did the Pueblos of New The program consisted of two Hunter at Skidmore, Texas. Mexico in more recent times, yet short talks by two of the young in examination of the Panhandle men, songs by the class's quartett, uins shows no evidence of a and a very beautiful duet by sty departure. Rather, it evi- Minister F. T. Hamilton and wife tly was a slow abandonment These programs are for the benethis area in favor of locations fit of the young people. We are

The Antelope Creek ruins, comoletely excavated in eleven months, was made up of 26 rooms insomnia—is it 'catching?' in the main house. Many other Father of 10: "It is when the Mid-week prayer service, Wedruins in the area, as yet unexca-vated, are larger. Eight groups baby has it." is located below the rollg plains on a bench of the deep avine through which Antelope creek flows. It was a site well chosen for defense.

The house proper, Mr. Studer records, measured about 160 by 45 feet. Rooms vary from 8-10 to 22-22 feet in size. Walls and roof were made of native stone, adobe and caliche, and roofs of wood, brush and adobe. Single story construction was used. The larger rooms were living rooms, shown by the finding of fire places, metates, and other house hold objects. In these houses the Indians lived throughout the year, enjoying considerable warmth in winter and cool rooms in summer.

springs furnished good water.

"Their ventilating system was undeniably an effective air-conditioning system even the crude, if measured by our modern equipment.," Mr. Studer writes.

"No outside windows or portholes were found. There were several floor level horizontal shafts, but all living rooms no doubt had hatchways on the roof which were used for entrance and as smoke vents and regula-

Don't Neglect Them!

#### tors. The inside walls were plas-**Machine For** tered. The floors were made of well-packed smooth clay. With the material at hand no more Terracing In serviceable house could have been built to withstand and conform to the quickchanging climate **Wide Demand** of North Texas. The doorways, passages and ventilating shafts

all face the east and are built of More terraces are being built walls and roofs of the shafts by means of farm power and were made of carefully selected but unworked flat stones. One unforce in Motley County is fore in Motley County, it appears usually large room probably was from a report by Frank A. Buckused for ceremonial purposes. ley, county agent. This seems to Storage bins and cists were subterranean, with masonry floors that the purchase of a large terrefute a prediction made by some racing machine by the county "Several thousand artifacts, rewould stifle the movemnt for mains, identifiable bones, pottery farmer-built terraces, Buskley shreds, and flint and stone work commented. In fact, the county were found," the report reveals. terracing machine cannot begin 'Among these were about 50 to fill the demand for terrace bone awls, 200 arrow points of building.

three main types, 100 knives, 100 A few have obtained the big end scrapers and many side county road grading outfits to scrapers. Mr. Baker's report will build terraces, while scores give the exact number of artifacts others have used their own teams and will describe them more or tractors. Small road graders, light ditchers and terracers, V-"Pottery forms found were drags, fresnoes, and one-way gobular bodied plows have all been brought into vessels.Most of this pottery was Some are attempting to designed for culinary use. No complete their terraces with their objects of art in pottery were home equipment, while others are found. There is little variation in only partly building them, with design, composition, or appearthe expectation of obtaining the ance. The Texas Panhandle potuse of the heavier machinery to tery differs vastly from the potcomplete them at a later date.

Among those building or parttery found on many plains sites.

It rarely has a smooth exterior. ly building terraces with home equipment are Roy Burleson and intense black to gray. The inside Rushing, Matador, W. is always smooth, but the out-McWilliams, Jess Perkins and Joe side bears irregular cord or pad-Whiteflat, R. Bloodworth. Seven burials were found in the ruins and several skeletons H. Hines, Flomot, and M. D. Carter, G. B. Thacker and Springgood condition. er Bros., Roaring Springs, Many were predominately bison, but prairie dog, rabbit, squirrel, and

bird. Bone tools, pipes of clay and Many farmers, trained by the tone, and fleshing and weaving county agent, have laid their own terrace lines. Nine county levels Food supplies included, besides meat, corn, mesquite beans, and are available through the county agent's office for such use. In other cases, youths working on Project workmen now excavatthe Extension Service NYA project have done the level work.

### Northfield News

D. G. Wilcoxson left Wednesday for Farmersville to attend the funeral of his mother. He returned home Saturday evening

Ben Simpson, Mrs. A. B. Simpson, Mrs. Pete Timmong and Mrs. Church of Christ welcomed the Nell Vaughn left during the week end for Houston to visit. Mrs Vaughn will spend two weeks with her daughter, Mrs. C. W.

Mrs. D. G. Wilcoxson and daughters Bernice and Martha,

### Baptist Church

New Mexico and points be- hoping to have even a larger Rev. H. M. Weldon, Pastor Sunday School 9:42 a. m Morning service 11:00 a. m. 6:45 p. m.

accompanied by Mrs. Nell Vaughn VISIT IN WELLINGTON were business visitors in Childress last Wednesday.

E. Ashford.

last Thursday.

Nova Jim, and Juanita Bethany Burden and Bartlett homes, near Memphis spent Tuesday home with them. night in the Tom Collins home. Mrs. L. C. Wade and son Sunset, visited her father, W. E. DON'T SCRATCH! Our Paracide Collins this week.

Ralph Collins attended the Fat Stock Show at Fort Worth last Tuesday.

Mrs. W. E. Collins, Mr. and Mrs. Tom Collins and Velma were in Childress Saturday

Mrs. T. W. Bain and Mrs. Delmont Hays are visiting their mother at Wichita Falls this

Mr. and Mrs. Fay Tipton, Tom Collins and Mrs. W. E. Collins, were visiting in Matador Sunday Bernice Wilcoxson, Dot and Doris Thompson, Odell Dobbins and R. C. Byrd were guests Sunday of Mr. and Mrs. G. A. Ash-

Mr. and Mrs. Leland Timmons. accompanied by Hal Courtney, of Matador, visited here Sunday evening.

Tribune Ads Pay

Mrs. Clyde Bartlett and son, Clyde Jr., drove to Wellington Saturday visitors in Childress Sunday to accompany home, Mrs. included Mr. and Mrs. Ebb Bartlett's young son Ralph, and Wilcoxson, R. C. Byrd, R. B. her mother, Mrs. Evans, who Cozby, Mrs. Delmont Hays, Mrs. have been visiting in the home of Roy Shannon, Jim Hoover and W. Mr. and Mrs. R. P. Cason of that

ed A. B. Collins near Memphis gether with their mother, Mrs. S. W. Burden, and Mr. Cason, had Mrs. M. A. Tate and daughter visited here Thursday in were Childress visitors Sunday. which time Mrs. Evans and her Mr. and Mrs. John Upton of small grandson had returned

> Ointment is guaranteed to relieve itching associated with all forms of itch, eczema, ringworm and other minor skin irritations or money refunded. Large jar only 60c at City Drug Store.

### **For Bronchitis** Coughs, Colds Buckley's Mixture (triple acting)

Quickly Lessens Things Up
It's different—it's faster in action—it's en
pounded on superior medical fact findings in
this country. By far the largest—selling as
eithe for coughs and colds and itroo chitis is
of cold Canada. Right away that tights
begins to loosen up—the bronchial passe
clear—you're happy and breathing easier. Is
faction Guaranteed by druggists everywher
you'r money back.

CITY DRUG STORE



### ANNOUNCING... NEW BEAUTY SALON

Located upstairs over First State Bank-next door to telephone office.

LICENSED OPERATORS NEW EQUIPMENT

STANDARD PRICES ON ALL BEAUTY WORK

SPECIALS ON PERMANENTS

Regular \$5. Oil Waves, Now Regular \$4. Oil Waves, Now \$3.00 Regular \$3. Oil Waves, Now

WE RESPECTFULLY SOLICIT YOUR PATRONAGE

# El Dora Beauty Salon

Dora Jameson, Mgr. LOCATED OVER FIRST STATE BANK



TRICS ipment ght Ser

OW before nsider

ert dito our chicks ed and

or

ER - SPRING

DELS FROM

0 to \$39.50

15 R

ason

(Continued From Page 3) tal clear.

If you're planning t heat milk in a sauce pan, rinse the pan out with water first, and the milk won't stick.

It's a fact that the lemon is improves the taste of most fruit Fyffe, of Floydada taught in her flavored gelatines. Lemon juice place. adds zest to ices, sherbets and all Kieth Patton and Sherbets and all Jameson have been choseon to fruit drinks.

and beverages. Don't throw away vision. the used cut lemon. Keep it at the kitchen sink to be used for the flag is raised each morning you all the virtues of the lowly patriotism.

Borax will clean burned marks Grade Gatherings from stained china. Let the china stand in a solution of borax and water for a day, then wash with give its fire prevention program

### Girls Debate Floydada Team On Thursday

team, Virginia Estes and Kara Hunsucker, together with Mr. Tunnell, Ervin Clower, and J. B. back. Cooper, made a trip to Floydada last Thursday afternoon.

The girls took part in two debates with the Floydada girl's team, composed of Ruth Simpson and Lola Mae Billington. The debates were thoroughly enjoyed and the girls received much valuable experience from them.

The visit will be repaid by the Floydada team to-day, and a dehall before the students and the junior's chapel program! It

Society Et

Joke Edite

Lela Carp

Why V

Saint I

To the a

street" St

being, vag

Ireland, sh

green. But

characters

few whose

more pow€

romance a

only sixter

captured

Ireland. F the flocks

He then

entered n

land, and

Insti

humorous

dents ar

things wi

These fet

one said

Can all

Pat S

several ti

school, st

and hiki

everythir

spent in

school.

Betty ! and go

Bert S and play

Jackie

returned

St. Patri

ent.

year is "Resolved: That Texas kind readers, most of the students Should Adopt A Uniform Retail of M. H. S. are juniors-that's Sales Tax." This question is of why we can get by with it. especial interest now because of We almost (but not quite) had the present controversy in the a fatal accident on the tennis Texas House of Representatives courts last week. Betty Joe, one of

over a new source of revenue. to attend the debates to-morrow a car, of course, you nuts). Too afternoon in the high school audi- bad, kid. Better luck next time! torium in connection with the interscholastic league meet.

### Did You Know-?

That in the college summer session courses in 1938, there were course! seven college courses in audio-

each year are using moving pic- and Johnnie Alsup would make. one is looking. Or you might run neck! You can clean up the mess tures in connection with the However, they might disagree on off a steep embankment at high by rubbing the gum for some time

for the people of 5,000 A. D. That the number one college Carpenter and Leroy. Please chapter of the S. P. E. B. S. Q. don't blush. It's all in fun. S. A. (Society for the Preserv:

tion and Encouragement of Barber Shop Quartet Singing in America) has been organized on the University of Tulsa campus? That important men in the edu-

cational field of Texas have been hind the wheel! It may be you working diligently on an equali-zation bill for the next biennium? like to drive in the middle of the When you're hurrying to That this bill will go far in road, drive in the middle of the

recently staged an unique swim because the law says so, and the

battle in a "sea of grapefruit" for the glory of Florida's famed citrus

"That all the world's a stage and the men and women merely wards-and they'll come out crys- players, who have their entrances and their exits--?" That Shakespear gave us this idea?

#### Por la Escuela

We are very glad to have Mrs. York back after a three week's one of our best friends. The juice absence. While she was gone, Mrs.

The rind of the lemon and its represent the school in the county oils lend a fine flavor to sherbets meet to-morrow in the typing di-

your hands after washing the now We are glad that this is bedishes. In fact, we'd be late for ing done because it gives the dinner tonight, if I should tell students a stronger feeling of

The first grade is planning to on Friday, March 31.

The second grade reports that eleven students are absent due to the epidemic of measles.

The third grade is studying about Holland, and the students enjoy making a Dutch village on the sandtable

Mrs. Jones was absent several The high schol girl's debate days last week due to illness. She was missed a great deal, and the students were happy to have her

As a result of the arithmetic try-outs, Melba Faulkner and Norman Merle Pitts will represent the school in the interscholastic meet. John M. Russell will serve as alternate

#### This And That

Oh, you can never fully realize what you missed by not seeing was stupendous! Collosal! Mag-The question for debate this nificent! It really was good. Yes

our star players, sprained an We wish to invite the public ankle and was carried home. (In

Thrills and heart-throbs! Our little siren geems oh so happy this ing gears or holding one hand out heard before. Weak tea is tops for week. No wonder-Maurice is home for a visit. We know the at no other time. suspence is great so we'll tell ya' If you prefer to drive fast, I it, and then wipe dry. You'll be who it is-Frances Stearns, of

If only dear old M. H. S. had ed district may satisfy you. visual education offered in Texa few match-makers! Dear me! Probably the best way to solve doggone! when they park their this problem would be to run inwads on a carpet or upholstery, That more schools and colleges cute couple Jimmye Lee Guthrie to a tree at full speed while no that's more than a pain in the a few things-drop around during speed in order to learn the re- with a piece of ice. That Cornell University has rehearsals of the freshmen play, sults of speed mania. d a time capsule project and you'll know what we mean. Of course, the best way to do

serve objects representing Cornell hope you have found it, kids. The find it difficult sometimes. persons in question being Frances

### To Whom It May Concern

Watch for a car with a nut be-That Rollins College of Florida only one side of the road is yours,

# The SNAPSHOT GUI

**ACTION SNAPS** 



What action! Must have taken a fast shutter to stop it! Well, no-don't tell anybody, but it was snapped at 1/25 second, approximately box-camera

on their Spring athletic programs, small boys will be knocking battered baseballs around on vacant lots - and your youngster, very you want them to. likely, will be among them.

These amateur athletics are excellent material for your camera. whether it is a box camera such as forms the picture background. most of us have, or one of the new high-speed miniatures.

Of course, with a box camera, you eras with high-speed lenses and is one of genuine rapid action. shutters. But there's no reason why you can't picture action poses who see them would vow the pic- some, and see how easily the cam tures were high-speed "stop-action" era (and your friends) can be fooled.

boys on neighborhood baseball diamonds cheer when they see a camera coming. They'll hold any pose

tion pictures, with the camera tilted slightly upward so that the sky

delivery. He can hold his position cannot always expect to "stop" rapid and expression long enough for you action. That is the field of the cam- to snap the picture-and the effect "Action" snaps of this sort not

only turn out to be good pictures, some of them so realistic that people but also provide plenty of fun. Try John van Gullder

law in this land is supreme.

hand, do so while you are shiftthe winodw to make a turn- but cleaning furniture. Rub the furni-

would advise an aeroplane, but a surprised! country road in a thinly populat- We can close our ears to the

At last-at long last-love! We this is to obey the law, but some blame him; for the average family

EPITAPH

The bones of Patrick Sharp;

ing wheel, And woke up holding a harp.

When you're hurrying to feed the stove, go over the messed up carrots can be awful or they can

range with vinegar. It cuts the If you like to drive with one grease off like nobody's business. ture with a cloth saturated with

smacking of a guni chewer, but

If that offspring of yours howls has boiled carrots, and plain By Jimmie Lee Irby boiled carrots have about as much appeal as Lillie Tish.

There are dozens of ways in Here lies, 'til Gabriel's trumpet which you can make carrots attractive, and they're mightly fine fodder, too. How about candied He dozed while holding a steer- carrots? Almost any recipe book tells how to cook them. So why not drag out the dusty old book from the dusty old shelf and use

Then there's mashed carrots, the lord and master, and the buttered nicely, browning the equalizing the educational oppor-tunities throughout the state? road; but you will answer for the tunities throughout the state? consequences. Remember that

### on how you fix them.

Mrs. McKenzie: "Parse the

Jewell: "The word is a noun,

but usually used as a conjunction.

It is never declined, and more

Presents make the heart grow

'You can't keep a good man

"I don't know where I'm go-

"Keep the home fires burning"

"Any umbrellas to fix today?

"So this is Paris?" Helen of

'Keep your shirt on." Queen

"The bigger they are the harder

"Life begins at 40", Methuselah.

Tom Nell: "I'm free and easy."

2nd. Kangeroo: "My Goodness,

In order to encourage interest

in current popular songs, it shall be the purpose of Los Torreros to publish the results of the Lucky Strike Hit Parade each

I Won't Tell A Soul

I won't even mention your name

For I know I've been a fool, dear,

And I've only my self to blame.

won't tell a soul I love you,

I've had my pocket picked!"

pensive and hard to get."

Kangeroo:

week. So here it is, folks-

This Week's Song Hit!

where's the baby?"

POPULAR SONGS

Myrnavae: "How dull! I'm ex-

"Annabelle,

Elizabeth to Sir Walter Raleigh.

ing, but I'm on my way." Col-

The Grab-Box

word 'kiss.'

fonder, boys.

down." Jonah.

they fall." David.

the past:

Noah.

Troy.



shutter speed. The athlete simply held still for a moment.

DRETTY soon the weather will | Any athlete, proud of his muscles be opening up, schools will start and uniform, should be glad to "hold it" a moment for you. And small

The low viewpoint is best for ac-

Try it, with a young pitcher winding up" or at the end of his

I won't tell a soul I miss you Though memories will always Of you, and the night you whis-

I suppose I should wish you luck, But I haven't the heart to try. Here's one we bet you've never Just for awhile my breath will be

I can't ever see you again."

pered.

be wonderful-it all depends up- In trying to say good-bye.

So think of me sometime, darling. And remember when we're far

I won't tell a soul I love you Though I'm left with a broken

THE SOPH'S PARADE

common than proper. It is not Here is Frances Carpentervery singular, in that it is usual-Better known as "Freck"ly used in the plural. It agrees Who will have fun Though she does risk her neck By J. M. and R. R.

Tennis season is in full gwing Famous sayings of modern Many of the boys and gals, of M. life applied to famous people of H. S. have been seen on the courts the last two week, and it seems that we're developing grand ma-terial for the "meet." Here's hoping!

### Matador Wins **Choral Singing** Friday Night

The county choral singing contest was held in the Matador High School Auditorium last Friday night, March 17. Matador won first place, Whiteflat, second, and

Roaring Springs, third. This victory gives the Matador Grammar School an excellent start in winning the interscholastic meet. Mrs. Jon sponsor of the group

Nelson, director. The choir included Fulfer, Ruth Keith, Clyde Bartlett, Billy son, Glenda Nelson ly, Elwanda Seigler, Rheatha Ro

dor,

Curator

Museum

Facts.

YON, D

nd dust

d from t

Indian

om the

ew light of a pe

d the the

te of Te

prelim

logical I

rded m

portance

eface t

LIOOF 1

Keith, F

ng Satur

McCowan, Frances M Mae Martin, Doroth derson, Gordon Rus McNelly, Frances Wanda Lou Marsha Earlene McCain. Thacker, Doris Know

#### COLORADO NEEDS

Laughlin, and Joy Ha

Colorado, like a numi states, needs more good the hunting field each a its deer herds from misery of starvation. the National Wildlife P

The present deer pop state is estimated at ? carrying capacity, de the winter forage availa 000. Natural enemies cougars, have been numbers until they are portant factor in limit

Another 50 per ces deer will bring abou destruction of winter serves, and cause through lack of food



Completely Equipped For

OBSTETRICS, PEDIATRICS And General Medicine

Newest Type X-Ray Equipment Phone 59 Day and Night Sen

# Earn Profits From Chicks



# ... That Live and Grow

The time has arrived to earn more than ever before from the raising of chicks and we urge you to consider Matador Hatchery chicks.

Hatched under scientific conditions and by expert direction, our chicks have proved more profitable to our customers each season. They are strong, healthy chicks that have not been injured in shipment, acclimated and capable of the greatest growth.

### SPRING SEASON **BABY CHICKS**



Ready For DELIVERY On Mondays

### MATADOR

PLACE YOUR ORDER TODAY LEWIS NEWMAN, Prop.

RENT MONEY WILL BUY A NEW HOME

> BUILDING COSTS are low and financing is easy. Why not investigate the possibilities of building that home you have been planning? We are always glad to offer our services to prospective homeowners, and also to those who plan to modernize or repair their present home. You deserve a comfortable, modern home and it is easy to possess!

Everything For The Home, Farm and Ranch

Higginbotham-Bartlett Co. LUMBER, BUILDING SUPPLIES AND HARDWARE

## Eddie's Bread



One Loaf Will Prove It To You Ask For It At Your Grocery!

Eddie's Bakery

Matador, Texas

Chicks Ready For Delivery Each Monday During Season

Spring-A eep Uni Air is th rr Sleep

ER - SPRIN

DELS FRO 0 to \$3 FO

We de app ne

ring Gua

MA

### **Jones Again Named Texas** Tech's Head

the injunction granted by Judge Fulkerson, Matador, in a cere-Kirby of Groesbeck Saturday was parsonage, by the pastor, Rev. J illegal and void, directors of N. Hunt. Texas Technological College met in Houston Monday and for the daughter of the late Fred Sickles Wholesale Clothing Market asso-

The election was by six affirparticipate in the voting.

sumed office late in November.

election illegal, because, techni-cally, he still was a member of Amarillo construction company, the board when the election was he is again connected with the held. Since that time he has been W. P. A. in his former capacity. succeed on the board by Mark McGee of Ft. Worth.

#### LEAVE FOR HOUSTON

L. A. Stearns is attending the Texas-Southwestern Cattle Raiser's Ass'n. convention in Houston this week, having left Sunday accompanying Mesdames Elmer Stearns, Alvin Stearns and E. B.



loke Edite

Reporters

Lela Carp

Why W

Saint 1

To the a

street" St

being, vag

Ireland, sh

green. But

characters

few whose

ent.

more powe

romance &

only sixted

captured 1

Ireland. F

the flocks He then

entered m

returned

land, and

Insu

When

humorous

dents ar

things wh

These fev one said

Pat

several tl

school, st

and hiki

everythir

spent in

Betty ! and go

Bert S

and play

Jackie

Can all

erious

St. Patri

Hats Cleaned 50c § Suits & Dresses Cleaned & Pressed } 50c

> LET US ORDER YOUR NEXT SUIT

WE HANDLE INTERNATIONAL AND SCOTCH CLOTHING

> PAT'S Tailor Shop FLOMOT



-Shoe Repair-

HAVE YOUR OLD SHOES REPAIRED EXPERT WORK MODERATE PRICES

YOURSELF AN INVISIBLE HALF SOLE

LONGHORN Shoe Shop

FLOMOT 

### Fulkerson-Sickles Ceremony At Borger

that place, and Jimmie Fulkerson, son of Mr. and Mrs. M. P. mony performed at the Baptist

The attractive bride is mative votes, three of the direc- where she was graduated from merchants, including

Without taking issue with At- here and was graduated from who also attended Sunday. torney General Mann's ruling on Matador High School in 1928. med office late in November.

Mann's opinion held Jones' as highway supervisor. Recently D. Craven, Mrs. L. J. Barkley and Mrs. H. Williams, returning

Mr. and Mrs. Fulkerson visited here this week with his parents and other relatives, and will leave the latter part of the week for their new location where Mr. Fulkerson's work will be assigned.

#### **Demonstration Of** Garden Announced

Mrs. Mary W. Jones of Floydada, Home Supervisor of Farm Security, will conduct a Form Garden demonstration at the ome of Mrs. Frank Halford, Friday, March 31, at 2 p. m.

Practical hints on how to build a form out of the scrap lumber and a sub-irrigating system made of discarded tin cans will feature the demonstration.

Mrs. Jones will demonstrate now it is possible to construct a form garden at little or no cost to the builder. Those interested in gardens, their planting and care are cordially invited to view the

Dealer Receives Car Of Maytags

A car load of Maytag washing machines was delivered to the warehouse of the Thacker Supply Co., at Roaring Springs, last

Melten S. Thacker, owner and manager of the company, is one of the leading distributors for the Maytag, and is one of the few B. Martin, Floydada, Texas. dealers in this section of the state who receives the machines in car load lots. Mr. Thacker stated that many improvements had been and son Danny, visited relatives made in the new model Maytag in Amarillo Sunday.

#### Spring Training In Baseball To Be Started Soon

is a sure sign of spring when the thoughts of young men turn to baseball, and the subject has become the chief topic of conversation among both players and

Those interested in organizing a baseball club are invited to be at the baseball diamond just north of Spears gin Sunday at 3:30. Approximately twenty have

signified their intention of re- young son of Paducah, were Matporting for the meeting and prac- ador visitors Tuesday.

tice Sunday. Borger, Texas, Saturday, March 18, 1939, for Miss Mary Sickles of the ball rolling

#### **Local Merchants** Attend Wholesale Market At Lubbock

The 18th semi-annual Western second time in four months elect- of Borger, having made her home ciation in session at the Lubbock ed Clifford B. Jones as president there with her father during the Hotel, Lubbock, during Sunday, past year. Her home prior to that Monday and Tuesday, was attendtime had been Oklahoma City, ed by several Matador dry goods tors, L. L. Steel of Mexia, Thomas Central High School in 1933 and Jacobs, who drove there Sunday, G. Pollard of Tyler and Mrs. W. later completed a business course returning home Monday evening. there. R. Potter of Bowie declining to at Draughon's Business College. and J. D. Croven, manager of the The groom grew to manhood Matador Dry Goods Company,

Mr. and Mrs. Harry Willett of the legality of Jones' election, the Capable and industrious, he was Willett's Dry Goods, were in atboard ratified the previous elec- connected with the State High- tendance at Monday's showings, tion and also ratified all of the way Department for nine years as was Mrs. J. W. Ford, buyer actions taken by him since he as- and during the past two years has for Matador Dry Goods Company

and Mrs. J. S. Stanley.

### Methodist W. M. U. Circles Meet Tues.

All circles of the Methodist W M. U. met Tuesday evening a the church for regular monthly general meeting, with the Young Draughon's Women's Circle in charge of the program Devotional was led by Mrs. H.

M. Solomon, and Mrs. John Hamilton was leader of the discussion in continuation of the studies which the group has been following. Miss Mable Jameson and Mrs. Thelma Dirickson sang "The Old Amarillo during the week-end. Rugged Cross" while Mrs. Frank Pohl revealed in story, the his- of Flomot, left Thursday to attory of its composition.

A business session was held Exposition in Fort Worth. following the program, and refound around the ordinary home, freshments served at the close of Lubbock visitors Friday. the meeting.

### LOCAL ITEMS

Mrs. J. H. McNabb and small visited here last week with her parents, Mr. and Mrs. A. D. Beauchamp.

D. I. W. Birnie and G. S. Payne attended the Fat Stock Show and this town?" SW Exposition in Fort Worth from Thursday until Sunday.

MEN WANTED for Rawleigh college." Routes of 800 families. Reliable hustler should make good earnings at start and increase rapidly. Sales way up this year. Write to-Rawleigh's Dept. TXD:495day. 3-23-30-4-6-13-/39

Mr. and Mrs. H. M. Solomon

and widespread interest was be- Mr. and Mrs. L. R. Bishop visited in Waco over the week-end as guests of Mr. Bishop's sister and family, Mr. and Mrs. Clyde Cawthorn. They left Friday and returned home Sunday.

Mr. and Mrs. Tom Edwards and

### DR. E. B. JONES

Dentist COMPLETE X-RAY SERVICE Office Over City Drug Store Telephone 140-J Matador, Texas

10000000000000000000000

Noble Groves, who is employed An effort is being made to have at San Angelo, spent the week-Marriage rites were read at the Matador Lions Club to spon- end at his home here.

were attending court in Matador, Monday.

Mrs. W. B. Vaughn of this city, tion over the State. accompanied by W. E. Richards, his room-mate at Texas Tech, State Youth Director, the Nations' Lubbock, visited here during the first lady visited youth projects STORE FRONT IMPROVED week-end with his parents.

attend the Texas, Southwestern Cattle Raiser's Associational convention at Houston, stopping enroute at Fort Worth to attend the Fat Stock Show and Exposition

Roy George of Flomot, transacted business in Matador Fri-

Mr. and Mrs. Tom Harris arrived here Friday night from Oklahoma City, where Mr. Harris is attending Hill's Business College. They spent the week-end to Oklahoma City Monday even-

Mr. and Mrs. Pat Sheridan and son Patsy, were recent week-end visitors in Amarillo, with rel-

atives. R. L. Watson has returned to Dallas to continue studies at Business college. after spending the winter at his

home here. Mrs. Bob Echolg and daughters Dorothy and Mrs. Raby Webb, were Floydada visitors Thursday Mrs. L. R. Smith, accompanied

by Misses Hattie Tee Groves and Willie Sue George, visited in W. B. Barton and son France tend the Fat Stock Show and SW

Mr. and Mrs. Bob Echols were

Odis Crowell of Flomot, visited friends here Friday. J. K. Crews of Plainview, for-

merly of Matador, transacted business here Monday afternoon. Mrs. Marlin Pounds and small daughter Eutonia Sue of Quanah, daughter, Kay, visited here this week with her parents, Mr. and Mrs. Joe Meador

Stranger: "Any amusement is

Village Wag: "Sure! Look at that freshman just home from

#### Mrs. Roosevelt In Wichita Falls On Lecturing Tour

ner and I. F. Reed, all of Flomot, Texas, found time in her already administrative officials at the rexas, found time in her already administrative officials at the crowded schedule this week for a Waco Girl's Club, after a brief in the windows is enchanged

Accompanied by J. C. Kellam, Airport Administration Building in Waco, Hillsboro, Houston,

ed with youths on the job. On Monday, March 13, Mrs. week. The brick work has Roosevelt met with NYA State painted an attractive shad Advisory Board members, repre- the awning has received a AUSTIN - Mrs. Franklin D. sentative of education, business coat of coloring. The new d

Roosevelt, on a lecture tour thru and labor, and NYA sponsors and of spring merchandise and first hand glimpse of activities of stop at Hillsboro to visit the NYA the improved store front Wayne Vaughn, son of Rev. and the National Youth Administra- Cooperative Home and an inspection of the new NYA Municipal

Much improvement has been J. C. Burleson left Saturday to Hempstead, Prairie View, and made in the appearance in the

Cypress School, where she talk- front of Harry Willett & o pany, local dry goods fire

WARNER, the eye specialist, makes regular to Matador. Office in Drug Store. Specializing cataracts and cross-eyes visit, Tuesday, May 9.



SELL ITSELF, DON'T KEEP IT.

HODELS AS LOW AS

#### ONLY A MAYTAG GIVES ALL THESE IMPORTA FEATURES: · Square, one-piece cast-aluminum;

- · Handy, hinged lid.
- · Gyratator washing action.
- Sediment trap. • Roller Water Remover.
- · Auto-type shift lever. Four adjustable legs.
- · Quiet, enclosed, oil-sealed powerdi · Interchangeable power-elect motor or gasoline Multi-Motor.

### JUST RECEIVED

We invite you to see the New May Washing Machines . . . . We have just ceived a car load.

### THACKER SUPPLY CO

ROARING SPRINGS



BOOSTS PROSPERITY



For its record of safe-and-sane driving in the course of duty, the West Texas Utilities Company and the drivers of its 184 cars and trucks were awarded the Safety Trophy seen above. George Harris, a typical driver for this company, flashes a smile that is characteristic of the men and women representing Your Electric Servant...men and women who serve you every day in the year.

Safe

Driving

aus

### In 1938 To Serve You"

Almost 120 Times Around the World - and Involved in Only 24 Accidents

None Fatal - Few Serious

RIVING all those miles, nearly 120 time around the world, is part of our job ... 1 duty we assume in the obligation to bring you good, dependable Electric Service at all hours of day or night. By driving them safely, avoiding accidents, we reduce highway hazards and lesse the danger of mishaps to both ourselves and the public.

Another fact highlighted by this achievement that 184 cars and trucks are maintained by the company in serving you. The cost of their purchast and upkeep is proportionately divided among the towns and come

served. Business is created . . . a boost to this West Texas region. This motorized army of men construct and maintain transmission and distribution lines, answer your calls for service, and supervise the

efficient operation of a \$45,000,000 investment. All their driving motivated by the desire to render good service at low cost.

West Texas Utilities

When you write 'em, invite 'em

to visit West Texas!



Couturiers choose the new hair-dos for new spring styles!

An ever-changing world speeds on to the newer, more attractive hair-styles. keep abreast the season ... and offer you the latest in all smart beauty services.

Permanent Specials

**Helen Curtiss Machineless Wave** 

For Only \$4 Regular \$5 Value Machine Waves, \$4 Wave For Only \$3.25 Regular \$3 Machine Wave for only \$2.50



Rogue Theatre Building JULIA DAVIS, Mgr.

