

IT'S MY BANK
BECAUSE IT'S
Modern



Modern women appreciate today's bank services. Checking accounts give them protection and control over expenditures and simplify budgeting.

The First State Bank is a modern bank, providing its customers with the services offered by larger institutions and at the same time conducting its affairs in a friendly manner, typifying the charm of a smaller community.

Establish an account with us today and become better acquainted with a modern, friendly bank.

First State Bank
MATADOR

DEPOSITS INSURED
BY
The Federal Deposit Insurance Corporation
WASHINGTON, D. C.
\$5000 MAXIMUM INSURANCE FOR EACH DEPOSITOR \$5000

The **SNAPSHOT GUILD**

WATER POEMS



An episode in an amateur photographer's picture Odyssey of the travels of water. Exposure f.22 at 1/25 second.

THE moods of water, tumbling, bubbling, gushing, spouting, dashing, splashing, trickling, rolling, rippling, dripping, glad, angry, smooth, rough, serene peaceful, make adjectives for poets. For the amateur photographer with any poetry in his soul whatever, they make themes for beautiful pictures and the subject of a delightful picture hobby.

We know of one amateur photographer who used his camera to picture the grand circle water makes in its journey from land to sea to the clouds and back to the land again. This picture epic of water began with a photograph of a tiny woodland spring, then pictures of a rivulet, a brook, a river, a mightier river with its waterfalls and cataracts, the bay through which it flowed into the ocean, the ocean itself, a cloud and sunbeam picture over the ocean, thus picturing water being caught up for its return journey, and finally rain.

This idea far from exhausts the possibilities of poetic water pictures, especially when human interest is added. The majestic sweep of water over Niagara Falls is a poem in itself

but a honeymooning pair in the foreground adds romance. A fair swimmer in clear water on which sunshine is shimmering creates a poetic pattern of life and light. A pseudo-moonlight picture over a placid lake of a youth and a maid in a canoe (a shot into the setting sun with a small lens opening) gives a poetic mood to "the waters stilled at even." Foam at the prow of a careening yacht or its churning wake over the stern depicts the poetry of motion.

Verses may be illustrated. "Where the breaking waves dash high on a stern and rockbound coast" is a place for photographs of one of water's most inspiring moods, and then, from the hilltops "there is not in the wide world a valley so sweet, as that vale in whose bosom the bright waters meet."

Endless are your opportunities for making scenes. But there's a trick to successful water photography. It's largely a matter of shooting so that the pictured water has the right "feel" or texture.

For example, it's possible to shoot spray too fast, so that it has a hard, brittle look, thereby losing its essential sense of movement. On the other hand, rippling water should be shot fast enough so that the ripples are distinct, each with its own highlights.

Another point is lighting. Choose the angle that gives you the maximum "texture," the characteristic interplay of light and shade. No one can tell you exactly how to do this; a little experimenting will tell you better than volumes of words. Better keep this in mind. Any fair-sized body of water reflects a lot of light. Your exposures, therefore, can be faster or, preferably, your "stop" smaller than for a comparable summer landscape.

John van Gulder

Woody Robinson, St. Louis messenger boy, found a slip of paper which turned out to be a check for \$39,000. When he returned it to the owner he received 10 cents reward.

Rogue Theatre
MATADOR, TEXAS

WEDNESDAY - THURSDAY
Buddy Nites
Franchot Tone

IN
"Between Two Women"

Virginia Bruce,
Maureen O'Sullivan

FRIDAY & SATURDAY
Gene Autry

IN
"Oh, Susanna"

with Light Crust Doughboys

SUNDAY & MONDAY
James Oliver Curwood's

"Gods Country and the Woman"

Geo. Brent, Beverly Roberts

Sunday Matinee 2:30

Nights 7:15

MOVIE CHATTER
By A Rogue

Between Two Women
Wednesday and Thursday the picture is one that everyone will want to see and of especially great interest it is to those who saw "Men In White". "Between Two Women," starring Franchot Tone, Virginia Bruce and Maureen O'Sullivan, is the successor to "Men In White"; Two women in love with one man and that man is Franchot Tone. What is the outcome? Bring your buddy and see.

Light Crust Doughboys

For those who are anxious to see, as well as hear, the Light Crust Doughboys, can do so Friday and Saturday night by seeing a picture that has proven very popular over the country. That picture is "Oh Susanna" starring Gene Autry with the Light Crust Doughboys and Smiley Burnette.

God's Country and the Woman

100% technicolor. The stirring novel by the pen of James Oliver Curwood, "God's Country and the Woman" will be at your theatre Sunday and Monday only. A picture as beautiful as "Romona" and "The Trail of the Lonesome Pine"; A picture as big as the outdoors - full of life, love and romance. See it Sunday and Monday.

Albert Schram, a farmer living near Yankton, S. D., uses an airplane to take his produce to market.

Three youths in court at Falls City, Neb., for the theft of six chickens said they sold the birds to a sideshow performer who eats fowls alive.

EXTRA
\$100 ALLOWED FOR ANY OLD LAMP
NEW LAMPS for OLD!

FOR A LIMITED TIME
Ends Nov. 30

HERE'S a real money-saving opportunity to equip your home with those world-famous Aladdin Kerosene (Coal Oil) Mantle Lamps. Bring in any old lamp, any sort or condition, and we'll give you the surprisingly liberal allowance of \$1.00 on it, to apply upon the purchase price of any style Aladdin you may select. Bring in as many as you please, as long as you buy an equal number of Aladdins.

Certainly, you can now well afford all the joys and comforts Aladdin light will bring to every member of your household. Why strain your eyes under the faint, yellowish glow of the old style flat-wick lamp, when you can have this modern *white light* at such a substantial saving? Don't wait—act today!

If you act **QUICK** you may secure this 'Amazing New 1937' . . . \$4.95
Aladdin Kerosene Mantle Lamp

All Aladdin Lamps have these outstanding features - Burn kerosene (coal oil) for 50 hours on a single gallon. Give an abundance of soft, mellow, white light - near sunlight in quality. Absolutely safe. Burns safe oil. Very economical. No odor, noise, smoke or trouble. No generating. Lights with match in a moment. Simplicity itself.

only \$3.95

Cash, and any old Lamp of any kind, sort or condition.



DON'T WAIT!
Bring in Your Old Lamp NOW!

HIGGINBOTHAM-BARTLETT CO.
MATADOR, TEXAS

"It Has
EVERYTHING
I WANTED
in a
TRACTOR"

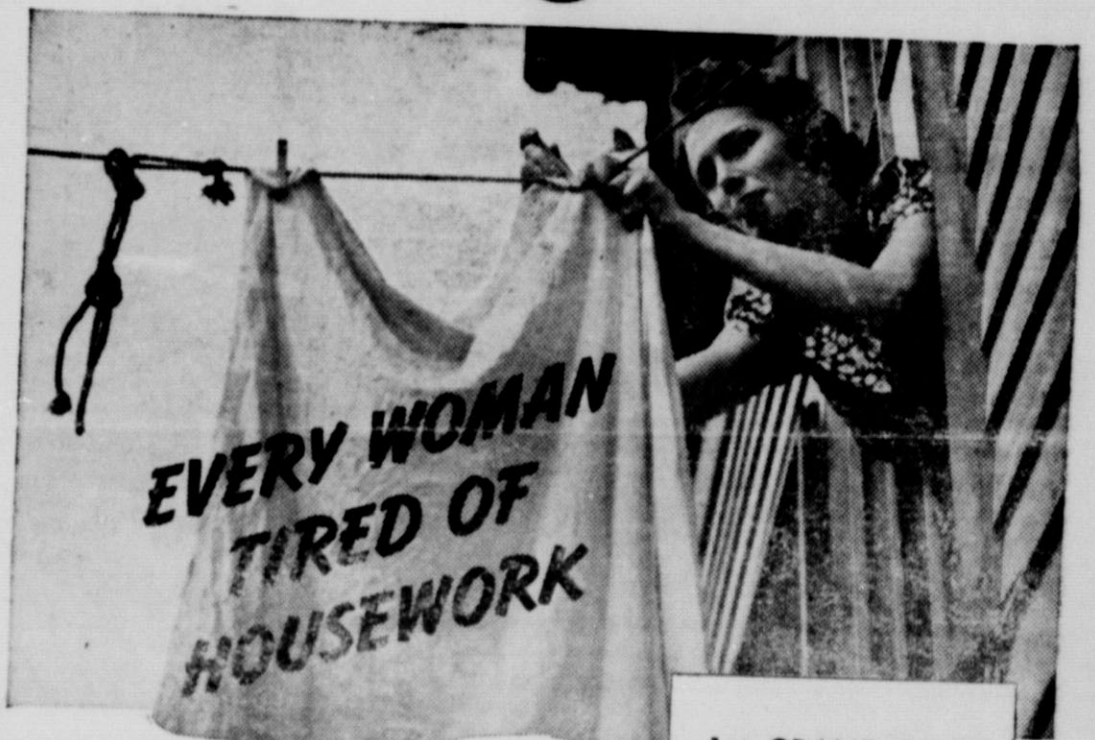


ASK ANY user what he thinks of his John Deere General Purpose Tractor. He will probably tell you there is nothing that will compare to the John Deere for simplicity, for economy, for all-around performance.

Owners know the extra value, the extra savings you get in a John Deere General Purpose. We want you to know it, too. That's why we invite you to drive a new John Deere—get all the facts about the savings it makes by burning the lower-cost fuels successfully.

Lea Implement Co.

JOHN DEERE QUALITY IMPLEMENTS AND SERVICE



is invited to participate in this
\$40,000 PRIZE CONTEST
ON THE
Electrical Standard of Living

which changes the "housewife" into

The *Neoelectress*

HOW would you like to win a \$12,000 New American Home planned to fit your needs - and equipped with Electric Servants that reduce housework to a minimum? How would you like to win \$200 worth of electrical appliances that bring freedom from Kitchen Drudgery—a range, dishwasher, clothes washer, refrigerator or a combination of smaller appliances whose retail prices total not more than \$200?

You have every chance to win. All you have to do is write 100 words on why the electrical way of living appeals to you. And that should be easy for every man and woman who has witnessed the progress of the West Texas home maker—from Housewife to Neoelectress.

All you need to enter this contest is a copy of the FREE folder, "Invitation to Participate." It gives the facts and contains the official entry blank on which you write your letter. You may enter each weekly contest by calling at this company's local office for copies of entry blank. This \$40,000 PRIZE CONTEST is open to ALL! So get started today.

West Texas Utilities Company

The Better Things of Life Come With the Electrical Standard of Living

1st GRAND PRIZE
\$12,000 New American Home

2nd GRAND PRIZE
\$8,000 New American Home

plus

10 PRIZES
each worth \$200 EACH WEEK

A total of 102 Prizes \$40,000

First contest closes October 2 . . . weekly thereafter until December 4. 1st and 2nd Grand Prizes will be selected from weekly winners.

Ask for
This
FREE
Folder



For the valuable tip it contains on the Electrical Standard of Living . . . for the entry blank on which you write your letter . . . for the complete rules of the contest. Get them—FREE—from any local office of this company. The sooner you get an entry blank - and write your letter - the sooner your chance of winning a prize.

In The WEEK'S NEWS



Hollywood Camera

By MARSHALL FISKE

THE CHEST BEAUTIFUL—

The height of movie adoration has been accomplished. A young man hailing from the "Windy City" conceived the idea to have his favorite movie actress tattooed upon his young, but manly chest. The object of his juvenile adoration was no other than Gloria Stuart. After his epidermis had been colorfully enhanced with her fair lineaments, he hitchhiked to Hollywood to see the real object of his affections.

He succeeded in effecting an entrance into the studio in which she gave of her heaven-born art, and it was there he met her in persona propre and she was duly impressed by the artistic effects on the chest of her ardent fan. Then a nice and accommodating 'still' man being on hand was pressed 'nto service. He obligingly

took their picture—she gazing with rapturous intent at his decorated chest. His cup of happiness was now full to overflowing. I only hope he will never regret the tattooing.

I have never yet seen a man with tattooed marks on his body who did not eventually regret it. One man I knew had his best girl's face impressed on his forearm one time. He loved her with a love that passed all understanding—that is he did, before they were married. After marriage their marital bark had very rough sailing and soon was wrecked on the rocks of discord. She soon faded 'out of the picture' as the saying goes, but not so her tattooed image that absolutely refused to fade and remained as a hateful reminder of her.

Then he took unto himself wife number two. But when that fair lady saw the image of wife number one on his arm, she grew wroth and refused to marry him before it was removed. This was done but it entailed pain and expense and then it was not a very satisfactory job.

So I do hope that Gloria Stuart will always reign supreme in the young man's affections and save him money, pain and regrets.

A MUSICAL TREAT—

Those who love good music will hear it in 'One Hundred Men and a Girl' with Leopold Stokowski conducting the Philadelphia Orchestra and incidentally it will bring Deanna Durbin to the forefront of the young and beautiful



TO THE VICTOR—J. Donald Budge, another of those tennis wizards from California, receiving the trophy emblematic of the Men's National Singles Tennis Championship from Holcomb Ward, President of the American Lawn Tennis Association, as Gottfried Von Cramm, loser to Budge in the Finals at Forest Hills, L. I., smiles in defeat.



LEROY SMITH, head of the Crime Detection Laboratory, Michigan State Police, working on masks used for identification purposes. To acquire a knowledge of chemistry needed to identify drugs and stains, Smith fitted up a laboratory and enrolled for a course with the International Correspondence Schools.



FEMINE NEGLIGEE—A lovely negligee worn by Jane Walsh, picture star, is made of heavy white crepe printed in a pastel floral design with orchid predominating. The full sleeves are shirred from shoulder to elbow and the shawl collar and streamer belt is of self-material.



LOCAL BOY MAKES GOOD—London, Ohio, tendered Charles Bangert, Jr. (right), a rousing civic reception when he returned from Detroit with a \$5,000 Fisher Body Craftsmen's Guild university scholarship. He is shown being welcomed home by Willbur Hume, Chamber of Commerce president.



A QUEEN ABDICATES—Lovely Bette Cooper, crowned Miss America at the annual Atlantic City beauty contest, became the first girl in history to walk out on the title and the movie contracts that go with it.



YOUNGEST ROOSEVELT ENGAGED—John Aspinwall Roosevelt, youngest and only unmarried son of the President, and his fiancée, Miss Ann Lindsay Clark, after their engagement was announced September 13 at an informal tea by Miss Clark's mother, Mrs. F. Haven Clark. They will be married upon Mr. Roosevelt's graduation from Harvard in June, 1938.

New Fall, Winter Washable Styles Deceive Experts With Their Beauty



WEAR washable clothes all Fall and Winter! That is the word from the style dictators, but it does not mean that the new fashions resemble the typical wash garments of summertime. Only the expert eye of the most clever shopper can detect that any of these new garments are washable. Cotton, for example, appears in forms from corduroy and twill to luxurious nubby fabrics, with French crepes, alpaca and even tweed effects and surprising reproductions of wools. But although they look like styles that cost many times the price of these, the new dresses can be kept fresh and spic-

and-span by a quick trip to the household washing machine and a few moments of finishing on the family ironer. The youthful, smart flowered crepe and the lovely spun rayon shown here, the latter with its cleverly contrasted stripes, horizontal in the blouse and vertical in the skirt, were exhibited at a recent style show that introduced the new fashions to store representatives from throughout the country. Both costumes, the spectators were told, can go into the household washer as successfully as the most unpretentious kitchen apron.

Oh well, one can't have everything—so take your choice—a lady or a dummy—and both have their good points.

cently and play equipment has been ordered. We have also ordered some new furniture.

WHITEFLAT SCHOOL NEWS

By Willena Wilkinson
We are very glad to have Mrs. Morrison's children in our school. Mrs. Morrison is a member of our faculty.

BAPTIST CHURCH

Sunday School 9:45 A. M.
Church Services 11:00 A. M.
B. T. U. 7:00 P. M.
Evening Service 8:00 P. M.
Mid-week Church service every Wednesday evening.

Miss Blair spent the last weekend in her home at Spur. Peggy Hutson entertained several friends with a party at her home Thursday night. Messrs Tom Tilson and Malcolm Jameson have left for Richmond, Indiana for two new buses. Our piano has been tuned re-

H. M. Weldon, Pastor

FRONTIER FIESTA Ft. Worth
JUNE 26 TO OCT. 31—LOW RAILROAD FARES

You'll Enjoy True Western Hospitality at the Worth

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

ALL ROOMS SENSIBLY PRICED
Circulating Ice Water . . . Tub and Shower Bath in every room

Now

COMPLETELY AIR CONDITIONED

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

WORTH HOTEL
"A GOOD SURROUNDING FOR REAL FOLKS"

for **MEN** who Appreciate Perfectly Laundered Shirts

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

Spur Laundry

singers. Tschalkowski, Liszt, Mozart and Verdi will be rendered for the edification of the music lovers. The recording of this instrumental music marks a new mile stone in recording. Instead of one mike to make one track, 14 microphones made six simultaneous recordings. One for each of the principal divisions of the orchestra—the violins, woodwinds, basses, 'cello and basses, and harp and percussions. These were later on passed through one common mixer permitting emphasis on any one of the orchestral sections as the exigencies of the picture demanded. The result is the finest recording of music ever made.

SHE'S 'IT'—Clara Bow, she of the flaming red tresses and whom Elenor Glynn dubbed the 'IT' girl, is staging a come-back. For years she left the screen to devote herself to her handsome husband Rex Bell, and her child but now the urge for public life has seized her again and she has opened up

a Cocktail Bar. This bar will be known henceforth as the 'IT Bar' and a silver statuette of a young girl with red hair and her dress falling off of her shoulder will be a symbol of the 'IT' and will surmount the new bar where all may see it and gaze on its devastating allure.

GIRL OR DUMMY?—Eddie Bergen and his now famous wooden dummy 'Charlie Mc Carthy' have caused such a sensation among the radio fans that they will precipitate an avalanche of ventriloquists in the near future. However, if a man has a girl, he should devote most of his time to her even though he be a ventriloquist. Now it so happens that Mr. Bergen's best girl is very jealous of her wooden rival—Charlie Mc Carthy—and threatens to withdraw her friendship in consequence. She claims her sweetheart pays entirely too much attention to 'Charlie' and neglects her—hence the cooling of the love ardor on her part. One thing in the dummy's favor

is that it can always be made to do his master's bidding whereas, a lady love is sometimes not so pliable and yielding to the wishes of her lover. And besides dummies never get jealous and flare up like humans do at times.

UNCLE SAM'S GIFT TO THE NATION
THE EVER-POPULAR
HOT SPRINGS NATIONAL PARK - ARKANSAS

Bathe in these Famous Thermal Waters OWNED AND SUPERVISED BY THE UNITED STATES GOVERNMENT

Bathe your way to health in the mineral waters of this famous government-supervised spa. Through a treatment of baths and through drinking the mineral waters thousands have found relief from rheumatism, arthritis, neuritis, gout, diabetes and other diseases. Nervous disorders disappear in the vigorous outdoor life of Hot Springs, that features golf, horseback riding and hiking.

Come and Play—Regain Health

Stop at **MAJESTIC HOTEL**
BATH HOUSE AND APARTMENTS

The Majestic offers a wide choice of accommodations from single rooms, with or without bath, to beautifully furnished 2, 3, and 4 room apartments, ensuring maximum comfort and attractive surroundings. Rates are surprisingly moderate from \$1.50. Two restaurants serve excellent food.

Write for free Descriptive Literature

HATS
Cleaned and Blocked

Let Tod, the Hatter . . .

Clean and Block Your Hat

JUST INSTALLED--

We have just installed a hat machine and are now able to give you first class hat work on short notice

Hats
Cleaned and Blocked
75c

HIGH QUALITY CLEANING and PRESSING
MADE TO YOUR MEASURE SUITS

Matador Cleaners

THE TRIBUNE SNAPSHOTS



Happy Birthday!—Peter the Great, 4500 pound hippo of the Bronx Zoo, N. Y., celebrates his thirty-fourth birthday.

Jessica Dragonette, the "Sweetheart of the Air," is winning new microphone laurels on the WABC-CBS network this season. The golden-haired soprano will make a guest appearance on Harry von Zell's "Summer Stars" broadcast, Sunday, August 22, at 7:30 p. m., EDST.

Actor-Athlete On the Air—Randolph Scott (left) former college athlete and star of Paramount's new historical drama, "High, Wide and Handsome," chats about baseball and big game fishing with Stan Lomax on the latter's sportcast over WOR. Scott plays the lead opposite Irene Dunne in the film based on the early days of the oil industry—the epic struggle over the building of the first oil pipe line by the founders of Tide Water Associated Oil Company in 1878.



Where Beer Goes Top Hat—Exclusive resort of Society on Long Island, where beer has gone top hat and is being served at smart functions as a drink of moderation as well as a delightful beverage at meals.

Lubbock Fair Bids For Record Crowds At Opening Monday

LUBBOCK, Sept. 21 — Final preparations are being made for the Panhandle South Plains Fair, according to schedule the gates will swing wide Monday morning, September 27th, unfolding to the people of this section the accomplishments of over a quarter of a century on the South Plains.

With the additional exhibit space that has already been added to the huge Agricultural Building almost every county on the South Plains will be on parade. The Livestock Building likewise will offer one of the best exhibitions of its kind ever to be shown in this section. The Industrial Building packed to overflowing with commercial exhibits, the implement and farm machinery exhibits, the Women's Building and the large Boy Scout exhibit, all lend toward making the 24th annual exposition the best ever to be presented.

Largest Program

Fair officials announce one of the largest entertainment programs ever to be offered. With the fine six-day race meet; the Million Dollar Midway featuring the T. J. Tidwell Shows; the beautiful fireworks displays each night; J. C. Mitchels Big City Circus, with afternoon and evening performances; band concerts morning, afternoon and evening; and the big top, three-ring circus of Russell Bros., a performance of exceptionally high merit, and recognized as one of the nation's foremost "big top" organizations; and scores of other attractions, fair visitors should plan to spend several days at the exposition this year.

F. M. JENKINS ILL

Mr. and Mrs. Gail Bradley and small son of Houston, Mr. and Mrs. Homer Jenkins of Dallas and Mr. and Mrs. Leland Jenkins of Amarillo arrived here Saturday to be at the bedside of their father F. M. Jenkins, who is seriously ill.

Mr. Jenkins was stricken a week ago Saturday by and attack of indigestion and subsequent complications. Mrs. Webster of Lockney, is attending Mr. Jenkins as special nurse. His condition has alternately declined and improved since being confined to his bed.

ROY BURLESON
General Insurance
First State Bank Building
Matador, Texas

Mr. and Mrs. R. E. Donovan were guests Sunday of Dr. and Mrs. George Parkhill of Crosbyton.

Roscoe McWilliams, Frank Petter and Bill Watermann were visitors in Lubbock Sunday.

BIG CIRCUS TO BE FEATURE LUBBOCK FAIR

LUBBOCK, Sept. 20. — Circus-lovers of this section will welcome the announcement that Russell Bros. Big 3-Ring Circus and Menagerie will exhibit at the Panhandle South Plains Fair at Lubbock for two days—Monday and Tuesday, September 27 and 28.

Russell Bros. is a large up-to-date circus which combines all the big top with the latest modern trends. Daring acrobats, lovely lady aerialists and riders, capering clowns and all manner of animal performers, together with sensational novelties, are presented in a tempo and musical setting of the present day. The Five Fearless Flyers, internationally famous aerialists; the Rebas, sensational French loop-the-loop perch act; the Six Lelands, premier teeter-board acrobats; Walter Jennier's trained sea-lion presentation featuring the inimitable Buddy; Miss Aerioletta, darling of the high trapeze, and her beautiful aerial ballet; Irene Ledgett's performing elephants; Frank B. Miller's renowned dancing horses—these are just a few of the many features of the eventful two-hour program.

A menagerie crowded with animals from many lands is offered at no added charge, and there is an exciting thrill-filled wild-west exhibition and a museum of strange people to make Circus Day complete.

Two performances are to be given each day, afternoon and night.

SOROSIS CLUB BEGINS YEAR

A delightful "Old Fashioned Southern Breakfast" arranged by Mrs. Margaret Newman and served at the Motley Hotel to members of the Sorosis Club Saturday morning, marked the opening of the organization's activities for the new club year.

The program, with "Friendship"

Many farmers in Motley county have filled trench silos this summer or are planning to fill them as soon as the feed is ready.

County agent, Frank A. Buckley attended the demonstration along with U. L. Willie, Matador, J. F. Anderson, L. A. Stearns, J. S. Ferguson and Jim Ferguson of Roaring Springs, Emil Jodtz, visiting the Fergusons from Cambridge, Illinois, and Alvin Stearns, Meadow. Over one hundred people many from Dickens and Kent counties viewed the demonstration. The meeting was arranged by Mack Woodrum, county agent of Kent county, assisted by G. J. Lane, county agent of Dickens county, and members of the staff of the A. & M. College Experiment Station at Spur.

Probable Starting Line Up
Silverton Owls vs Matador Matadors
Matador Arena at 3:30
Friday Afternoon, Sept. 24, 1937

SILVERTON				MATADOR			
Player	Wt.	No.	Position No.	Wt.	No.	Position No.	Player
Martin	147	12	L. E. 19	155	155	Phillips	
Gregg	153	13	L. T. 16	160	160	Rattan	
Lee	135	21	L. G. 10	156	156	Tunnell	
White	155	15	C 2	140	140	Thompson	
Mills	137	20	G 20	145	145	Dixon	
Haynes	170	23	T 18	160	160	Tilson	
Norrid	158	14	E 11	160	160	Echob	
Dunn	127	22	Q. B. 1	135	135	Reilly	
J. Smith	160	77	H. B. 21	160	160	Stafford	
V. Smith	175	33	F. B. 13	142	142	Simpson	
Brown	150	55	H. B. 12	150	150	Scaff	
Reserves							
Wellison	160	16	4	150	150	Tilson	
Allard	160	44	14	130	130	Simpson	
Womack	127	66	9	135	135	Berryman	
Rowell	160	17	5	130	130	Day	
Perry	135	19	22	135	135	Robinson	
Shaffer	133	11	15	135	135	Davis	
			17	130	130	Marshall	
			8	130	130	Patton	

WE'LL GIVE YOU \$2.00 TRADE-IN ALLOWANCE
ON ANY OLD KIND OF A LAMP
On the Purchase of a Beautiful New Model 143
Coleman Lamp
Good news—for those who hurry! Bring in your old lamp (any kind) and trade it in for \$2.00 on a modern Coleman Mantle Lamp. It's a special offer to introduce the New Model 143!
It's a wonderful new lamp in beautiful ivory and gold finish, and new Glasstex shade—just the lamp you need. Lights instantly—gives high candle-power, eye-saving light. Come in today—bring your old lamp—save \$2.00 and get the finest lamp Coleman ever has made.
Burton-Lingo Co.
Matador

WEST TEXAS Gin Company
"Reliable Ginners"
"Turn-out Joe" is getting lots of complements on his ginning by his customers this season.
Every customer is satisfied.
Why don't you try my gin and stop worrying about your turn-out and sample? You can not get any more for your money any place you go for we do the best work that can be had.
Good price; good turn-out.
You can put cotton that I gin into the government loan, if you desire, at the top price.
Make our gin your headquarters and see how well we will treat you.
WEST TEXAS GIN CO.
Joe M. Gaines, Mgr.

Baby Contest
Group No. 1 — 1st Prize CASH
Second Prize: — 1—11x14 grey finish
Group No. 2:— 1st prize 1—11x14 (Colored in oil)
2nd prize:— 1—11x14 grey finish
Majestic Studio
Location—First State Bank

FALL Refrigerator SALE
NEW 1937 MODELS
AIR CONDITIONED
ICE REFRIGERATORS
40% Off
Here is your opportunity to purchase a new modern refrigerator and realize a substantial saving.
We have three standard brands of refrigerators in stock and can make immediate delivery.
Take Advantage of These Values
Leon Ice Co.
E. D. (Red) Laughlin, Mgr.

Oh Boy! Oh Joy! Let's Go To The 24th Annual PANHANDLE-SOUTH PLAINS FAIR!
LUBBOCK, TEXAS
Sept. 27 thru Oct. 2
EXHIBITS GALORE
• Dairy and Swine
• County and Individual Agricultural Displays
• Dazzling Merchants Displays
• Newest In Farm Implements and Equipment
Horse Races
EVERY DAY ON NEW \$25,000 TRACK
FIREWORKS
DISPLAY EVERY NIGHT
Band Concerts
MORNING — AFTERNOON NIGHT
School Children Free Wed. Sept. 29
Michael's Big City Circus
THIS MAGNIFICENT EXTRAVAGANZA
Each Afternoon and Night
1. The Three Boiling Bambinos
2. Abramo Dog and Pony Circus
3. The Lomax Trio
4. Sensational Cycling Harlequins
5. Elmer "Squid" Madden
6. The Flying Lavans
Panhandle South Plains Fair Ass'n
Don L. Jones, President; W. T. Gaston, Treasurer; S. C. Arnett, Vice-President; Alex McDonald, Vice-President; Directors: E. L. Klett, Nell H. Wright, C. E. Hunt, Parker F. Frouy, Dr. I. E. Barr.

MATADOR TRIBUNE
 Successor to the Roaring Springs News
 Combined With the
Motley County News
 By Purchase, March 14, 1934

Published Every Thursday
 By The
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 Matador, Texas

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DOUGLAS MEADOR
 Editor



MEMBER
West Texas
PRESS ASSOCIATION

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 No subscription for less than six months.

CASH IN ADVANCE

NOTICE TO THE PUBLIC
 Any erroneous reflection upon the character, standing or reputation of any individual, firm, concern, or corporation that may appear in the columns of The Tribune will be gladly corrected when called to the attention of the editor. It is not the intention of this newspaper to wrongly 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.

HIGH SCHOOL NEWS

Vol. 1 Thursday, September 23, 1937 No. 1

Jean Harp Editor High School News

The news staff for the 1937-38 school year is as follows: Editor-in-Chief—Jean Harp; Society Editor, Kara Hunsucker; General News, Fred G. Simpson; Assistants Wandell Berryman, Berndena Nelson, Myrnae Barkley, and Virginia Estes; Boys Sports Editors, J. C. Murphy and Vernon Chambliss; Girls Sports Editors, Elva Rhea Willis and Eugenia Garrison; Joke Editors, B. F. Tunnell Jr. and Maurice O'Reilly.
 Home Economics reporter, Doris Whately; Pep Squad reporters, Elva Rhea Willis, Zona Ruth Scaff, and Betty Jo Simpson; Senior Reporter, Fred G. Simpson; Junior Reporter, Louvaine Barton; Sophomore Reporter, Tom Nell Darsey; and Freshman reporter, Francis Stearns.

Students Nominate Pep Squad Leaders

The following Pep Squad leaders were elected Friday morning by the Matador high school student body—Zona Ruth Scaff, Elva Rhea Willis, and Betty Jo Simpson. Due to the fact that the girls pep squad suits were in the tailor shop, the pep squad could not be represented at the Crowell game, but are planning to have all our pep behind the songs and yells at the Silvertown game Friday. The girls have elected Mr. Gray for their sponsor. Mr. Gray and the pep squad are looking forward to a very successful year with Mr. Martin and the band. The pep rally to be held every Thursday night at the band stand on the Court house lawn at seven-thirty.

Freshmen Blunder Through Election

The Freshmen Class elected officers Monday afternoon. They are as follows: President, Bobby Jones; Vice President, E. A. Day; Secretary and Treasurer, Joyce

Irby; Class Reporter, Frances Stearns; Chapel representative, James R. Fish; and Class Parents, Mr. and Mrs. Elmer Stearns.

Juniors Meet and Elect Class Heads

The Juniors held a class meeting Monday, September 13th, for the purpose of electing class officers. The following officers were elected: Betty Jo Simpson, President; Kara Hunsucker, Vice President; Vernon Chambliss, Secretary-Treasurer; Houston Sc. weitzer, Chapel representative; and Louvaine Barton, Class Reporter.

Sophomore Class Organized Monday

The Sophomore class organized and elected its officers Monday afternoon. The Sophomores are very proud of their officers and their sponsor, Miss Zona Beth Faulkner, and are expecting to have one of the best classes in school this year. The following students were elected to office: Elmer Gene Jameson, President; Zona Ruth Scaff, Vice President; Lela Carpenter, Secretary; Aileen Russell, Treasurer; Tom Nell Darsey, Reporter; Wandell Berryman, Chapel representative; and Mr. and Mrs. Randall Whitworth, class Parents. The following were appointed as a social committee to arrange for a party in the near future. Kenneth Simpson, Marie Hunsucker, and Norman Harp.

Senior Class Sets Enrollment Record

The 1937-1938 Senior class has an enrollment of 46 at the present and will undoubtedly pass the 50 mark before the year is over. It is probable that the number of graduates this year will surpass the number in 1936 which would make an all time record.

The 1937-38 Senior class has organized this year. The new officers are: Ray Dow Thompson, president; B. F. Tunnell Jr., vice-president; Grace Kimbell, secretary and treasurer; Fred G. Simpson, reporter; Jeane Harp, chapel representative, and Mr. and Mrs. Tunnell were elected class parents. Committees were appointed to select the commencement invitations and to decide on the when, where, and what's of the class socials.

The class' rings have arrived. They have beautiful red sets, embedded in the metal to prevent breakage or loss.

General News

We are very proud of the new typewriting department. The department is furnished with eight new tables and sixteen new typewriters. This is hardly sufficient for the demand.
 Mrs. McKenzie is the teacher of

'ot a Housewife—'A Neoelectress'



And is her face happy! Mrs. Ben D. Parker of Abilene had "time on her hands" so she thought about the campaign to re-name the modern West Texas woman, sponsored by the West Texas Utilities Company. As a substitute name for "housewife" she coined the word "Neoelectress"—meaning "a modern home maker alert to this new electric age." Above she is seen examining the instant cube release which is a feature of the electric refrigerator (Frigidaire) she received as a reward for her originality. Harold Austin, distributor for the service company, made the presentation.

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