

Therefore every tree which bringeth not forth good fruit is hewn down and cast into the fire.—Matthew 3:10

# Matador Tribune



WHEN A MAN ASSUMES A PUBLIC TRUST HE SHOULD CONSIDER HIMSELF AS PUBLIC PROPERTY.—Jefferson.

COMBINED WITH THE MOTLEY COUNTY NEWS BY PURCHASE, MARCH 14, 1934  
Matador, Motley County, Texas, Thursday, Jan. 16th, 1936  
MOTLEY COUNTY NEWS VOL. 16, NO. 46

## TRAIL DUST

By DOUGLAS MEADOR

Gold filled the mossy bucket of dreams as he lifted it from the ill of ambition one day and all things he had planned on the arts of hope became strange and awful when lighted with the torch of reality. Desperation had taught him to grapple with failure in one counter after another but here as a giant enemy in the form of success, whose tactics he did not know. Suddenly there was nothing to plan, no more battle with victory in his hand. He had possessed the happiness he pursued had had thrown it aside for a Will-The-Wisp, which became coldness in his grasp. Perhaps it was accident or a careful decision because he felt so alone, that the bucket was emptied back into the well from whence it came. He seemed too happy, afterwards, though, for a man who had won the goal of his life only to lose it again.

The tall man whose long hair reached the shoulders of his buckskin jacket placed the toe of his boot in a stirrup and rode out of life long ago. But his eyes burn through the blanket of years and gentleness of his voice is a ghost in the catacomb of my youth. The gentle, powerful words he spoke left powder marks on the forehead of time because he was so potent. He loved the thin book he would hold with long white fingers. He read to motley, ungrateful rhymes at the one-room school house on Friday afternoon. Perhaps some of the others know now that we crucified a genius with whippers and giggles, which must have been heated points of knives to his soul, as he tossed pearls into the pigsty.

His lonely heart had felt the night songs of the night wind across a deserted prairie and the symphony of a restless herd beneath the wide rafters of stars. He had tasted the potent wine of mist vented with purple sage in the silver groll of a summer morning, then yielded to his restless spirit in becoming a troubadour. The words he spoke were jewels, cut and strung perfectly as a rosary in the soft hands of his dreams. So he tied the conventions of the bridled, untamed country on his side with a final flourish of his wide-brimmed hat, he rode away into obscurity.

Standing on the threshold of bloom that rushes to meet those who blow out the candle of love, the leaf falls from its parent tree to become a puppet of many winds when the life seeks to consume happiness without sharing it with another.

My right to question death is not justified since that which I know has been a but a few grains of sand on the shores of a limitless sea. First, I should desire knowledge and truth of that pilgrimage between the fences of birth and the grave instead of wondering about the source of a soul. However, no one has ever taken the trouble to explain to me the habitation of the spirit before birth, while much that is written and spoken describes its new freedom when death shatters the clay vase. Even though the range of eternity reach all the way around the fenced-off area beyond whose borders our comprehension must vision, and a journeying of the souls be undying by way of predestined fate, there was a beginning for all about which I make this use to ponder.

A man speak to me falsely, I feel that he is gentlemanly, if a liar can be a gentlemanly to exercise extra effort in being the truth forever from me. Perception which I might conclude to be a politician.

Light was on the black velvet like and a sliver of the moon into the mountain horizon so remote before us. Our eyes glowed as two rubies on a ebony table and there was

## MATADOR FARM LOAN MEETING HELD TUESDAY

### C. L. Glenn Re-elected To Office Of Local Association

The annual meeting of the Matador National Farm Loan Association, which was held at Matador Tuesday, January 14, was one of the best meetings in the history of the association.

T. B. Edmondson of Matador; G. T. Edwards of Matador; A. B. Echols of Matador; E. F. Springer of Matador; and J. L. Woodruff of Matador were elected directors of the association for the ensuing year. Mr. C. L. Glenn was re-elected Secretary-Treasurer of the association for 1936.

A feature of the meeting was the detailed workings of the Association for the year 1935 and a radio address by A. C. Williams, President of the Federal Land Bank of Houston, who spoke to the members of the 365 national farm loan associations in Texas who were attending similar meetings in cities and towns all over Texas at the same hour. This was made possible through the cooperation of the major radio broadcasting stations which make up the Texas Quality Network.

Mr. Williams explained the types of credit available through the units of the Farm Credit Administration, the basis upon which appraisals are made in connection with applications for land bank loans, and the advantages of these credit institutions. He also commented upon the important part which the cooperative farmer-owned national farm loan associations play in the successful operation of the Federal Farm Loan System, and emphasized the fact that the Farm Credit Administration units offered by agriculture. Farmers generally should familiarize themselves with the types of loans available through these institutions, with the view of developing cooperative credit centers where deserving borrowers may secure both long and short term credit according to their needs," said Mr. Williams.

## J. S. Lambert Seeks Re-election Office

Announcement is authorized to appear in this issue of the Tribune for J. S. (Joe) Lambert as candidate for re-election to the office of county commissioner of precinct number one.

Mr. Lambert has been a resident of Motley county for the past 35 years and is at present serving his second term as county commissioner to which he seeks re-election.

Mr. Lambert said, with regard to his announcement, "I have filled the office to the best of my ability and I promise, in event I am re-elected that I will continue to serve the county to its best interests. I am very grateful to those who found it possible to support me in the past and I will appreciate each voter's consideration, support and influence during my present campaign."

Before his entrance into public office, Mr. Lambert was engaged in agricultural pursuits.

## DEATH GIVEN MURDERER OF BILL ARTHUR

Court of Criminal Appeals Upholds District Courts Death Verdict

The Court of Criminal Appeals, at Austin, Texas, January 8, ruled to uphold the Lubbock District Courts death penalty verdict against Virgil Stalcup, convicted murderer of Dickens County Sheriff, W. B. (Bill) Arthur in 1934.

The higher courts refusal to intervene with the Lubbock court's decision leaves Stalcup thirty days to appeal to Governor Allred as his last hope, before the date is set on which he goes to the electric chair at Huntsville.

Sheriff Arthur was shot and killed in a jail break at Dickens, October 27th of 1934. Stalcup and Clarence Brown were being held to answer to a charge of robbery with firearms, when the two called the sheriff into their cell to alter the unpleasant condition existing there.

As Arthur walked past the cell door both men attacked him, one firing a shot through his neck, just above the collar bone. Arthur fell to the floor and died a few seconds later without uttering a word.

Stalcup and Brown then took the Sheriff's keys and made their escape in his car, going toward Crosbyton, Texas.

They were captured six days later at Houston, Texas and returned to jail at Lubbock.

In February of 1935 they were brought before District Court at Lubbock, where Stalcup was first given the electric chair. He appealed his case to the Court of Criminal Appeals, who, Jan. 8, upheld the district courts ruling. According to District Attorney, Ben Blair, of Lubbock, Governor Allred is not expected to grant another appeal, even though Stalcup's attorney intimated that he would appear before the Governor within the next thirty days.

Clarence Brown, Stalcup's accomplice in the "Bill" Arthur killing, and Dicken jail break is now serving a 99 years in the penitentiary at Huntsville.

## PAYMENT POLL TAX DRAGS AS LIMIT NEARS

### Only 392 Receipts To Vote Are Issued Up To Monday

With the deadline to secure poll tax receipts set at January 31, less than 400 Motley county residents had prepared themselves to vote during 1936, early Monday. If the county's expected voting strength is to be attained before the limit set for poll tax payment is reached about 62 receipts will need to be issued daily, according to Miss Rachel Patton, deputy in the office of Sheriff, tax collector and assessor, J. E. Skinner.

Those who expect to vote are warned that their poll tax receipts or exemption certificates must be obtained by January 31 according to a new interpretation placed on election laws by the state attorney general's office. Altho only 600 poll taxes were paid in the county last year, over 1200 were issued in 1934.

Exemption Certificates

Exemption certificates must be secured before February 1st. Only those votes exempt because they were not twenty-one years of age on or before January 1, 1935, but who will be twenty-one years of age before election, and those who have moved into this state after the above date, are required to secure and exemption certificate. Certificate holders of the above classes moving into another county must present the certificate to the Tax Collector of that county for reissue or registration and endorsement at least 20 days before any election at which he expects to vote.

Car Tags Seen

Miss Patton declared that Motley county motor vehicle owners could begin buying license on February 1st, but that it would be illegal to use the new tags before March 1st. All vehicles must have new tags on April 1st.

## Iron Horse Plods Over Old Trails To Glue Factory

### Old Engine No. 19 To The End of The Rails

As a faithful old horse being driven over familiar roads in a final trip ending at the glue factory, old engine No. 19 plodded her weary way to the Quanah, Acme and Pacific shops at Quanah for dismantling recently, according to an article in the January issue of the Employees Magazine, published in the general offices of the railroad company by its employees.

The engine was built in 1884, the article declared. It came into the Quanah, Acme and Pacific Railway's possession when that company purchased the Motley County Railway and had served for many years on the line between Matador and Roaring Springs.

Purchased By Local Line

The veteran of the rails was purchased by the Motley County Railway when the line was being operated by local citizens and, despite its age, was looked upon with pride by the owners. Many who participated in the construction of the equipment during the early struggle to provide Matador with rail service, will, perhaps, regret at learning old No. 19's fate.

## Gene Luker Enters City Office Race

The announcement of Gene Luker as candidate for the office of city secretary is authorized to appear in this issue of the Tribune. Mr. Luker, son of former Methodist pastor, J. F. Luker, has made his home by Matador for the past three years. He was connected with the State relief office for some time in the capacity of Certifying Officer and at present is employed as bookkeeper for the Ernest Loyd Construction company, contractors for the hard-surfacing of Highway 28 to the Floyd county line. His work in this capacity will be completed in about sixty days.

Regarding his announcement, Mr. Luker said, "I am seeking this office because I feel that I am fully qualified for the place and in the event I am elected, I promise to perform my duties as honestly and faithfully as possible. I will greatly appreciate the vote and influence of every one who may find it possible to support me in the race."

## L. W. Chapman Weds At Lubbock Monday

Mr. L. W. Chapman, Cotton Adjustment Assistant, was married to Miss Alene Shuman, at the home of her parents, Mr. and Mrs. L. D. Shuman, of Lubbock, in a ceremony performed last Monday, January 6, 1936.

Mr. Chapman, who maintains his office in connection with County Agent, Frank A. Buckley, succeeded M. E. Thompson in that position about a month and a half ago. He has made many friends since coming to Matador, whom the Tribune joins in extending best wishes for the future.

## ANNUAL LIONS CAGE TOURNEY STARTS JAN. 24

### Acceptances Are Being Received

The sixth Annual Basketball Tournament to be sponsored by the Matador Lions Club will start Friday, January 24, lasting two days. A number of strong teams have already accepted invitations to attend the annual affair, according to Rev. A. L. Jordan, chairman of the invitation committee and more are expected to be received in time to make arrangements.

At Gymnasium

The tournament will be held at the school gymnasium as it has for the past five years since the meet has been under the sponsorship of the local civic club. Due to the modern equipped building, ample space is provided for large crowds attending the tournaments.

Arrangements will be made to accommodate visiting teams and coaches as has been the custom in the past, it was announced yesterday.

## WEEKLY CASH PRIZE AT \$48. FOR SATURDAY

### Merchants Dig Deep In Their Pockets To Aid Trade

The cash prize which Matador merchants and business men have been offering each Saturday afternoon, has increased from the original offer of \$25 until some fortunate participant may possibly receive \$48.35 next Saturday afternoon. The well understood arrangement of the Saturday contests has increased the cash attraction each week for several weeks and interest has likewise increased with the rewards.

No Obligation

The unique advertising plan, which is being used extensively over the entire country, requires no obligation of those who participate in it. Any person who does business with any Matador business firm is eligible, providing that person is on hand when the contest is held on the streets Saturday afternoon.

Local business, while modernized in every respect and stores stocked with new merchandise at the lowest possible price, have found that trade from the adjoining territory is responding to the plan. Matador is showing a constant growth as a trading center, due jointly to the improved highways, modern stores and progressive business management.

Any one not familiar with the trade-improvement plan which makes possible the awarding of \$48.35 in cash next Saturday, is invited to inquire for particulars from any business house.

## FARM CENSUS SHOW RESULT 1934 DROUTH

### Loss Set at Half Crop In Motley County

The unprecedented drouth brought failure on almost one-half of the acreage of crops intended for harvest in 1934 in Motley county, according to the 1935 Federal Farm Census preliminary report released this week by director William L. Austin, Bureau of Census, Department of Commerce.

Crops failed on 47,238 acres, while crops were harvested from only 53,954 acres in 1934. In 1929 crops failed on only 1,945 acres, while crops were harvested from 107,471 acres.

More Wheat Raised

In spite of the drastic reduction in the acreage of most crops, wheat and barley, and all hay, and sorghums for forage were harvested from larger acreage in 1934 than in 1929. Wheat increased from 243 acres to 1,189 acres and all hay and sorghums for forage, from 13,573 to 14,974 acres. Corn acreage declined from 2,742 to 355 and the acreage of sorghums harvested for grain declined from 13,588 to 9,577 in five years.

Less Hogs and Cattle

Largely because of the feed shortage the number of cattle on January 1, 1935 was about 12 percent less than the number on April 1, 1930. Within the five year period the number of cows decreased from 20,674 to 17,389 and the number of hogs from 3,129 to 2,096. About one fifth of the farm and ranch area in Motley county was crop land. Most of the remaining four-fifths of the land area was used for grazing. The number of farm and ranches declined from 910 in 1930 to 619 in 1935. The values of farms and ranches decreased from \$11,292,096 in 1930 to \$9,364,779 in 1935.

## VOTERS DEFEAT ROAD BOND ISSUE IN WEAK BALLOT OVER COUNTY

### Less Than 200 Votes Counted As Federal Aid Chance Dropped

Voters of Motley county passed up the Federal Government's offer of about \$67,000 to be spent on farm-to-market roads, when they failed to carry the election of \$14,000 in road bonds last Saturday in one of the lightest ballots ever counted in the county during recent year. Only 194 votes were cast in the entire ten voting boxes. Both Matador boxes only polled 68 votes with a majority of 6 for the measure.

Two-thirds Majority Needed

While a majority of 14 votes were counted, it was not sufficient to pass the issue, since a two thirds majority was required. Of the 194 votes recorded, 104 favored issuing the bonds while 90 voted against the issuance. The votes by boxes were as follows: Court House, for 11, against 15; City Hall, for 26, against 16; Fairview, for 9, against 2; Union Corner, for 5, against 2; Darden Canyon, for 4, against 3; Whiteflat, for 12, against 3; Flomoi for 11, against 7; Northfield, for 2 against 14; Roaring Springs, for 21, against 20 and Folly, for 3, against 6.

Was Relief Measure

It was claimed on good authority that many of Motley county's largest tax-payers favored the election, since it was a relief measure and would have afforded employment to those who will require direct aid possibly before the year is past. Besides the thousands of dollars which would have been released in the county, a permanent benefit would have resulted in the improvement of the farm-to-market roads. It was the more the opinion of the larger tax-payers that while the voting of more bonds might not be desirable, it offered the most practical way out of the relief situation.

Small Tax Increase

The voting of \$14,000 in bonds, which was to have been the county's part in the WPA projects, would have resulted in small tax increase to property owners. The bonds were to bear interest at the rate not to exceed five and one half percent would have added only 3 cents per one hundred dollars taxable valuation.

Less than one third of the 600 paid poll taxes in the county were exercised in the election Saturday.

No announcement was released from the Commissioners Court meeting Tuesday, regarding future plans for the situation.

## SURVEY PLANS IN THIS AREA ARE OUTLINED

### Discussions of Tax Program Led By Austin Official As About 75 Persons Gather in City On Tuesday

Discussions of a tax survey program, a joint undertaking of the State, Tax board and the Works Progress administration recently started in each county in Texas, were led by R. D. DeWitt of Austin, technical field supervisor of the tax board, at a meeting at Lubbock Tuesday afternoon.

Approximately 75 persons, including county officials and project supervisors from each of the 15 counties in WPA district 17, attended the session, held at Hilton Hotel. Edgar Hutchins, district supervisor, presided.

Purposes Outlined

Purposes of the tax survey, as outlined by Mr. DeWitt, are: To insure a proper rendition covering every piece of real property subject to taxation located in the state; to provide taxing authorities with all of the information necessary to equalize taxes; to furnish collecting authorities with all of the information necessary to enforce collection of all taxes, thereby equally to distribute the tax burden; and so furnish the State Tax board and the legislature with definite information upon which to base corrective tax laws.

Such a survey has long been needed in the state, Mr. DeWitt declared in citing numerous conditions which needed remedying. Examples included the facts that large sums yearly are paid out to delinquent tax collectors, specially hired, and to valuation engineers; that information available was insufficient to provide a basis for equalizing values; that unrendered and unknown rolls were an accumulation of errors and expensive in recompilation; and that there was inadequate information on which to base corrective tax laws.

Those attending the meeting from Matador were, Mrs. Ora E. Patterson, who is project supervisor of this county, County Clerk Jack Robinson and Miss Rachel Patton, Deputy Clerk, of the Sheriff's office.

## White Star Farmer California Bound

Walter Irwin, prominent farmer of the White Star community advertises a public sale in this issue of the Tribune, to be held next Monday when he will dispose of his entire farming equipment, household effects and livestock in preparing to move to California where he will make his future home.

An exceptional high quality in livestock and farming equipment is listed to go at the sale. The sale will be held at Mr. Irwin's farm at the White Star school house, with Seale and McDonald, Floyd-ada auctioneers in charge.

Mr. Irwin expects to start for the west coast shortly after the sale transactions have been completed.

## Jack Robinson To Seek Office Again

District and County Clerk, Jack Robinson, authorizes the Tribune to announce his candidacy, for re-election, in this issue.

Mr. Robinson is well known in Motley county and is at present serving his first term in the county office. In discussion of his announcement, Mr. Robinson declared, "I wish to express my appreciation to the voters of the county for the support given me during the last election and also the cooperation shown me since I have been in office. I will sincerely appreciate the vote and influence of all who find it possible to support me in the coming election. I have endeavored to fill the place to the best of my ability and promise, in event I am re-elected, to continue the identical policy."

Most of us are bad enough even if we don't sin on purpose.

## Parachute Jumper Prefers To Remain on Ground When 'Sandy' Blows In

A sandstorm reaching an interesting if unpleasant velocity here Sunday kept a veteran parachute jumper on the ground with his plane securely tied. A. D. Hatch of Meacham Field, Fort Worth, who is well known in West Texas, failed to make his scheduled jump from a plane with delayed opening parachute after the wind gained such proportions as to make it unsafe to fly. Mr. Hatch and assistant had been here for several days making short flights to carry passengers over the city and was to complete his visit here with the jump Sunday.

## STEREOPTICAN LECTURES SUNDAY EVENING

At the Baptist Church Sunday evening at 7:15 a Stereoptican lecture will be given on the Bible. This lecture of 47 beautifully colored slides tells how from centers in the United States, Latin America, Africa and the Near East the Bible is distributed among all classes of people.

This service is to be conducted as a sequel to a service held at the church in December of last year on the 400th anniversary of the English Printed Bible. There will be special music and an interesting program. The public is cordially invited to attend this service.

The high cost of living is much less than the cost of living living.

Go To Church Sunday.

THE MATADOR TRIBUNE

MATADOR TRIBUNE  
Successor to the Roaring Springs News

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Motley County News  
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DOUGLAS MEADOR,  
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MEMBER  
West Texas  
Press Association

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Any erroneous reflection upon  
the character, standing or repu-  
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tion of this newspaper to wrong-  
ly use or injure any individual,  
firm, concern or corporation and  
corrections will be made when  
warranted as prominently as was  
the wrong published, reference  
or article.

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

Tom Connally Has  
Revised Plan For  
Relief Of Farmers

Washington, D. C., Jan. 13.—  
Senator Tom Connally has revised  
the export debenture farm relief  
plan as a substitute for farm relief  
legislation in view of the decision  
of the Supreme Court holding un-  
constitutional the Agricultural Ad-  
justment Act. His plan is not ex-  
clusive but may possibly be linked  
with other farm legislation in  
order to make a complete program.  
A bill embodying the export  
debenture will be introduced in  
the Senate by Senator Connally  
this week.

To Apply on Exports  
The export debenture farm relief  
plan is based upon the same  
principle as the protective tariff  
except that it is made applicable  
to exports rather than imports.  
Since the farmer must pay a tariff  
on manufactured goods and must  
sell his exportable surplus in a  
world free market, it is the Sen-  
ator's theory that on the export-  
able surplus of farm products the  
farmer should receive compensat-  
ing benefits in order to lift the  
price of farm commodities to a fair  
level with manufactured and in-  
dustrial goods.

Treasury Certificates  
The bill provides that the Treas-  
ury shall issue Treasury certifi-  
cates for cotton, wheat, and other  
farm products which may be ex-  
ported. Such certificates are re-  
deemable by the Treasury and are  
negotiable and may be used for  
the payment of duties on imports.  
The amount of the certificates on  
each pound of cotton or bushel of  
wheat will be fixed with a view to  
giving the farmer an increase of  
his price. By thus lifting the export  
price of such commodities the price  
in the domestic markets will be  
lifted to the same levels. Tariff  
schedules would prohibit the re-  
importation of such exported sur-  
plus in order to protect the Treas-  
ury and the domestic market.  
In commenting on the measure,  
Senator Connally said:

"When the manufacturer cannot  
complete in the domestic market  
with imported goods, the govern-  
ment gives him an import tariff  
in order that he may do so. If the  
farmer cannot compete in foreign  
markets why not give him an ex-  
port tariff to equalize conditions  
and enable him to buy manufac-  
tured articles which cost him more  
by reason of the tariff?"

Advanced First in 1929  
The export debenture farm relief  
plan was advocated by Senator  
Connally when first a candidate  
for the Senate in 1928. In 1929 the  
plan in the form of an amendment  
to the Farm Board Act passed the  
Senate on two occasions but was  
rejected by the House of Repre-  
sentatives during the Hoover Ad-  
ministration.

"Agriculture is entitled," said  
Senator Connally, "to permanent  
legislation which will put the far-  
mer upon an economic level with  
industry and manufacturing groups.  
The export debenture plan is de-  
signed to secure that end. It may  
be used either singly or as a part

of a more comprehensive program  
of farm relief and I am earnestly  
and aggressively supporting it. At  
the last session of Congress we  
were able to secure an amendment  
to the revised Agricultural Ad-  
justment Act, appropriating thirty per  
cent of revenues from tariffs on  
imports as a fund to be used by  
the Secretary of Agriculture for  
benefit payments to the farmers.  
That amendment was carrying  
partially into effect the export  
debenture idea. Agriculture must  
be saved. The export debenture  
plan will go a long way toward  
that desirable objective."

TWO NAMED AS  
DIRECTORS IN  
MEMPHIS MEET

Producers Loan Association Has  
Over \$149,000 Loaned in Nine  
West Texas Counties

Under the regulations governing  
Production Credit Association it  
became necessary to elect two di-  
rectors to serve during the next  
two years, and T. M. McMurry  
and H. W. Stringer, who are both  
residents of Memphis, were re-  
elected unanimously to the Board  
of Directors of the Memphis Pro-  
duction Credit Association at the  
annual meeting of the association  
held in Memphis, Texas, January  
8, 1936. These directors, together  
with the rest of the Board and the  
Secretary-Treasurer, will serve the  
borrower members of the associa-  
tion in the conduct of the PCA  
business in 1936.

Large Attendance  
A record breaking attendance  
at the meeting, which was the  
second annual meeting since the  
organization of the association, re-  
flects the interest the farmers and  
stockmen of Texas are taking in  
this new cooperative credit system  
according to J. H. Smith, Secretary  
Treasurer of the association.  
Mr. Smith reports that the  
Memphis Association made loans  
to the amount of \$144,144.00 to the  
farmers and stockmen of Donley,  
Hall, Cottle, Foard, Motley coun-  
ties. The volume of loans made by  
all the production credit associa-  
tions in Texas in 1935 amounted  
to more than twelve million dollars.  
Jones Makes Address  
In addition to reports of the

EARN WHILE YOU LEARN  
Two young men and three young  
women may now earn attractive  
part of tuition by working in Col-  
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Write for full information today.  
Draughon's Business College, Lub-  
bock, Texas.

DR. E. W. MCKENZIE  
DENTIST  
OFFICE AT RESIDENCE  
Matador, Texas

manager and directors of the as-  
sociation, M. L. Jones, Assistant  
to the Pres. of the Production  
Credit Corporation of Houston  
spoke at the meeting. Mr. Jones  
invited the non-members to in-  
vestigate the many advantages of  
production credit and urged the  
members to take an active interest  
in the affairs of their association.

First Texas Paper  
Published in 1813

AUSTIN, Texas, Jan. 13.—Re-  
search by Ike Moore, instructor in  
history at The University of Tex-  
as, has brought to light that the  
first printing press was brought  
to Texas in 1813, and it is prob-  
able that the first newspaper was  
published the same year.

In an article, "The Earliest Print-  
ing and First Newspaper in Texas"  
in a recent issue of the Southwest-  
ern Historical Quarterly, Moore  
discusses evidence of the publica-  
tion of a newspaper in 1813, six  
years earlier than the date other  
records have shown and 23 years  
before Texas gained her indepen-  
dence.

Moore gives an account of the  
struggles against the Spanish gov-  
ernment which resulted in the  
publishing of three newspapers: "The  
Mina Manifesto, 1817; the Texas  
Republican, 1819; and El Majicano."  
It is the last which Moore believes  
was the paper published in 1813.

THE PUBLISHER OF EL MAJICANO IS  
BELIEVED TO HAVE BEEN JOSE ALVAREZ  
DE TOLEDO, MOORE SAYS.

Included in his article is a state-  
ment from "The North American"  
by Henry A. Bullard, secretary and  
aide-de-camp to Toledo and later  
a prominent Louisiana citizen. Bul-  
lard writes that Toledo, a Cuban  
who came to Texas to aid the fil-  
lustering expedition of Gutierrez-  
Magee in 1813, carried with him a  
small printing press and set it up  
in Nacodoches, and it was on this  
press that he printed his paper,  
Moore asserts.

THIS WEEK IN  
TEXAS HISTORY

1821—On Jan. 17 Moses Austin  
received notice of the confirmation  
of his grant to found the first col-  
ony in Texas, but he did not live  
to carry out his plans.

1936—A second loan for \$50,000  
cash was negotiated by the Texas  
Commissioners to the U. S. These  
funds enabled the Texas agents to  
purchase supplies and keep the  
army together at a critical time.

1842—On Jan. 18 the first authen-  
tic information of the capture of  
the Santa Fe expedition was  
received in the Texas capital.

1844—President Sam Houston  
sent to the Congress of Texas his  
secret annexation message on  
January 20.

1874—E. J. Davis, after near-  
conflict, vacated the office of Gov-  
ernor of Texas for Richard Coke  
on January 17.

Hosiery Special...



For Friday and  
Saturday Only

Here is your oppor-  
tunity to stock up on  
these really fine  
stockings at a nice  
saving.

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And All Sizes

FULL FASHIONED and RINGLESS  
Our Regular \$1.00 grade at 89c  
Our Regular 79c grade at 69c  
Our Regular 49c grade at 39c

SEE OUR WONDERFUL LINE OF NEW  
SPRING WASH DRESSES \$1.00  
Exceptional Values at

Matador Variety  
"GET THE HABIT"

Only A Few More Days

of The WICHITA DAILY TIMES and RECORD NEWS  
ANNUAL SUBSCRIPTION OFFER

This Big MONEY-SAVING Offer  
Closes Midnight, Jan. 31, 1936

YOU WILL HAVE TO HURRY if you take advantage of  
this big money-saving 7-day-a-week newspaper offer

—YOUR CHOICE—

WICHITA  
DAILY  
TIMES

\$4.50

WICHITA  
FALLS  
RECORD NEWS

One Year By Mail In Texas and  
Oklahoma . . . Daily and Sunday

You May Pay for Your Subscription As You Read!

We have made arrangements by which you can pay \$1.50  
when you order the paper—pay another \$1.50 in 30 days and  
\$1.50 in 60 days—making the total of \$4.50, which pays your  
subscription for a full year.

SUBSCRIBE TODAY—Hand your subscription to this  
paper or to your postmaster, rural carrier or one of  
The Times-Record News home town agents.

Matador Hatchery  
Will Open Jan. 24

The Matador Hatchery, under  
the management of Lewis New-  
man, will open for the season on  
January 24 according to an ad-  
vertisement to be found in this  
issue of the Tribune.

Mr. Newman who has been in  
the hatchery business here for a  
number of years, has his modern  
equipment in first class condition  
and declared that he expected an  
increased business over the past  
few years because of the added  
income now made possible with  
more favorable poultry and egg  
prices.

Doris: "Yes, she was furious  
about the way in which the news-  
paper reported her marriage."

Mary: "Did it allude to her age?"  
Doris: "Indirectly, it stated that  
Miss Oide and Mr. Yale were mar-  
ried the latter being well-known  
collector of antiques."

MOVIE CHATTER  
(By A. Rogue)

"LAST OF THE PAGANS"

The Last of the Pagans, coming  
to the Rogue, Friday and Saturday  
of this week is a picture that is  
very unusual and sure to please.  
The stars are Mala and Lotus,  
natives of the tropical interior. It  
is the drama of a young warrior  
who stole a bride from his enemy  
only to have her struck from his  
arms—the primitive passion of a  
people whose God was love and  
laughter. Don't miss "The Last of  
the Pagans".

WILL ROGERS

Needless to say this is the last  
picture of Will Rogers to be shown  
here, and a picture that will live  
long in the minds of those who see  
it. This picture is the last of the  
Will Rogers pictures to be re-  
leased, naturally the last to be shown.  
The title, "In Old Kentucky", stars  
Dorothy Wilson and Bill Robinson  
along with the famous Will Rog-  
ers—This picture will be pre-  
viewed

Saturday night at 10:30. It will be  
run three days, Sunday, Monday  
and Tuesday.

FABLE

The driver tooted his horn to call  
somebody from the house, and  
waited a reasonable time before  
tooting it again.



Hatching Season  
Will Start January 24, 1936

CUSTOM  
HATCHING



STARTED  
CHICKS

Special Efforts Are Made  
to offer you chicks that  
LIVE and GROW

Call in person for details.

Matador Hatchery

Lewis Newman, Mgr.

Your Clothes  
are Like  
New

And you will be  
pleased with our  
service and we will  
be pleased to serve  
you

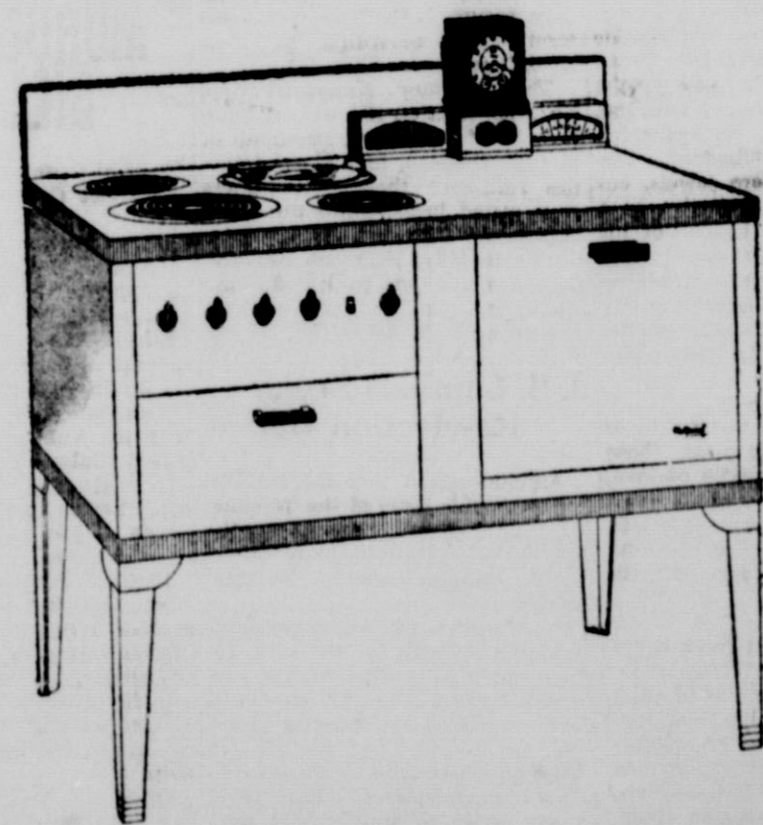
New Samples

Our new samples  
have arrived and  
now is the time to  
order that new suit

JACKSON  
The Tailor

Roaring Springs

For a Happier and Easier 1936



Just think of the happiness and ease that the modern housewife of  
1936 may enjoy in comparison with less convenient methods.

Imagine yourself preparing an entire meal, placing it in the oven  
of the electric range, snapping a switch and returning later in the  
day to a perfectly cooked, delicious meal.

That's electric cookery, 1936. You can buy a Hotpoint Electric  
Range on the most convenient terms. Electric cookery rates are most  
reasonable and you will marvel at the full, rich flavor of electrically  
prepared meals. Let this modern method of cookery give you more  
ease in your home during this new year

West Texas Utilities  
Company

# Local Firms That Have Helped Build Motley County

By Marie Robbins

## WOULD PROTECT BANKING FIELD IN RURAL AREAS

American Bankers Association Would Combat Return of Excess Number of Banks

### CITES LAX CHARTER POLICIES IN THE PAST

Finds a Chief Cause of Bank Failures Was Too Many Banks—Existing Sound Banks Serving Communities Well

NEW YORK. — Existing sound banks, especially the small banks in the rural districts which are serving their communities well, should be protected from any return of the over-banked law chartering policies, which were mainly to blame for the unfavorable failure record of the past, says the Economic Policy Commission of the American Bankers Association. This is brought out in a report covering an investigation by the commission of bank failures and chartering policies.

"The Commission's study gives an impressive revelation of how great a part mistakes public policy in the chartering of banks played in creating the unsound banking structure which finally collapsed with the Bank Holiday in March 1933," Robert V. Fleming, president of the association, says in a foreword.

"Over-production of banks, literally by thousands, over many years in the face of insistent warnings not only from bankers and others who recognized the danger, but even more so from the mounting records of bank failures themselves, is clearly shown to have constituted as a whole one of the greatest single economic errors in the history of the Nation."

A Recurrence Feared He refers to fears of a recurrence of over-banking recently expressed by Federal banking authorities, to the powers given the Federal Deposit Insurance Corporation by the provision of the Banking Act of 1935 over the admission of banks to membership in the insurance fund, to strengthened state laws and to the policies now being followed by both national and state supervisory authorities aimed to safeguard the nation against over-banking.

"But sound laws and conscientious officials are not of themselves always sufficient safeguard in any field of our complex national life unless they have the active support of public opinion," he adds. "It is the purpose of the American Bankers Association to aid in marshaling public opinion in support of both national and state supervisory authorities in their efforts to strengthen and protect the banking structure."

The Economic Policy Commission summarizes its findings as follows: "The facts show a distinct causal relationship between the over-chartering of banks and the abnormal bank failure conditions that prevailed from 1920 to the bank holiday in 1933. It is desirable that studies be made on the basis of experience to develop standards governing the number of banks.

"Such a study would embrace the question whether banking facilities can best be supplied to the rural districts by small unit banks or by branches from banks of substantial capital in larger centers. Existing sound banks, which are serving their communities well, should be protected from any return of the over-banked local conditions caused in the past by lax chartering policies.

### HIGGINBOTHAM-BARTLETT LUMBER CO. ROARING SPRINGS

Lumber, building materials and builders hardware. It pays to be careful in buying such products that go into the construction of your home and other buildings. They must last and serve a long time. Buy them from John Meason manager of this lumber and building material business at Roaring Springs since 1932. This concern has a reputation of many years of reliable dealing to uphold and we know they'll never violate the confidence buyers of Motley county have vested in them.

### JACKSON'S TAILOR SHOP ROARING SPRINGS

Your old suit cleaned and pressed at E. E. Jackson's Tailor Shop in Roaring Springs will look as good as many men's new ones. Good equipment and our many years of experience provide the quality workmanship we have been giving patrons of Roaring Springs and vicinity for these past seven years. One day service is maintained by Mr. Jackson and rural pick up and delivery service given on Mondays and Thursdays. Mr. Jackson is agent for M. Born and International Tailoring Co., and also Model Tailors of Dallas, made-to-measure suits and coats.

### YORK SERVICE STATION ROARING SPRINGS

One visit to the York Service Station will prove more than a million words, there is a vast difference in gasoline, oil and service. You will get a combination of all three here when you fill up with their Conoco gas and oil and get the service that E. D. York gives.

### MASEY GARAGE AND MILL ROARING SPRINGS

A garage that is well worth mentioning is that of C. B. Masey also in the produce and grist mill business who started here in Roaring Springs 15 years ago. When he does your work it is done right and the charges are reasonable, very reasonable too.

### FLOMOT HARDWARE CO. FLOMOT

The best is often right at your door; particularly if you live in Flomot or vicinity where James Williams conducts the hardware, furniture and implement store of which I am writing. You don't have to go further away to look for better furniture, hardware or implements, better prices or better service. You'll only be wasting your time. You'll find as good values in the store of The Flomot Hardware Co., as you will anywhere. John Deere implements are featured here and a service and repair department is maintained.

### KUYKENDALL GROCERY FLOMOT

The firm of J. L. Kuykendall in the grocery and meat business at Flomot since 1926, has, in the course of its ten years of business life built an enviable reputation here for integrity and service. They handle only merchandise of real merit and value, and pay top market prices for local farm produce.

### EDWARD COAL, GRAIN AND SEED CO. ROARING SPRINGS

The farmer who uses the products sold by E. W. Edward in the Coal, Grain and Seed business at Roaring Springs is a farmer who is getting the most for his money. The cotton seed meal and hulls, toilet articles, stationery and sundries. A modern soda fountain adds to the appearance of this modern drug store.

### FLOMOT MERCANTILE STORE FLOMOT

The Flomot Mercantile is one of the best stores in this section, having been founded here in 1929 by A. J. Hudson. It is really a worth while store and one that would reflect credit upon a much larger town. Fair, considerate treatment of the patron and quality merchandise; that's the formula used to build this enterprise to its present position. Mr. Hudson has resided here 29 years and is one of Motley county's ardent boosters.

### HI-WAY SERVICE STATION FLOMOT

A service station to-day is much more than a place to buy gas and oil. Are you getting the service you are entitled to? If not, then stop in at The Hi-Way Service Station at Flomot for some of that Conoco gas and oil and REAL SERVICE.

### THE BACKBONE OF MOTLEY COUNTY

The title for this article has been selected only after the subject had been given much thought and consideration. It was our desire that the title should be significant of the basic value of the community; that it should be descriptive of the real commercial strength and life of the community; in brief it should be a story, sufficient in itself, requiring no elaboration. The word BACKBONE is used advisedly. If you study it carefully you will agree that it has a wealth of meaning and we feel justified in using it in its most liberal sense, for it is our conviction that these men of whom we write are the real BACKBONE OF MOTLEY COUNTY.

The various stores, the bank, garages and other industries included in these columns, embrace places of distribution of nearly all of life's necessities and many of its luxuries and their importance to the civic and industrial welfare of Motley County cannot be overestimated. All of these firms are owned and controlled by men who have the welfare and interests of this community deeply imbedded in their hearts. All of them are competent and capable business men who have by their combined and individual efforts given this section, business places that are second to none in the STATE, for the quality of merchandise sold, the service rendered and the careful courteous treatment of its patrons. The writer has no hesitancy in making these assertions. These business houses require no exaggerated truths. They are sufficiently good without them.

Men and places of this kind have placed the name of MOTLEY COUNTY upon a high plane, a lofty pinnacle of moral, civic and industrial standing and as long as men of this type elect to transact business here just so long will this section maintain that enviable position. Help them and they'll help you!

One must remember that successful business houses are an absolute essential to the progress of any community. In fact a community cannot exist without them. They are dependent on your support, you and your community are in turn dependent on them, and a perfect spirit of co-operation between you makes the ideal community.

### THE FIRST STATE BANK MATADOR

The First State Bank, a financial institution that has been a bulwark of strength and safety ever since its organization in 1907, has always advocated and encouraged thrift and saving and has also practiced it. Because of intelligent, economical management, the bank has attained its present enviable position in the financial world of Motley County.

A steady growing bank balance assures a safe harbor in times of financial storm. It's the lighthouse and the beacon. Grab a life line before your craft is scuttled. Bank in and on The First State Bank at Matador, who has as its President, A. B. Echols, Vice-Pres., C. D. Bird, Cashier, Elmer Stearns and assistant cashiers, W. N. Pipkin and J. R. Whitworth—all local men of Motley county as well as its Directors and stockholders.

Capital stock totals \$37,500.00, Surplus and Undivided Profits \$50,000.00 and deposits aggregate \$475,000.00 as compared to a statement of August 1907 showing Capital at \$25,000.00, Undivided Profits, \$3,047.75 and Deposits at \$151,462.28, this statement having been found in the possession of the late H. N. Ford after his death in 1932.

### HOMER SHEATS—MATADOR

The City of the Dead we admit presents rather a gruesome spectacle, yet it is our predestined destination and impossible to evade. We must all journey there sometime on our last journey—our ultimate resting place. Therefore, these columns must tell the story of Homer Sheats funeral director in Matador for the past eighteen years.

With motorized funeral hearse and equipage, the services are conducted in a quiet, dignified manner befitting the solemn occasion and with due consideration and sympathy for those grieving ones left behind, relieving the bereaved of all unnecessary cares and worry at a time when they can ill afford any additional burden. From the moment the Grim Reaper descends upon the household, until the last moment, this firm exercises all its facilities with that purpose in mind—to lighten your burden. Phone No. 114-M for Ambulance Service.

A very complete and varied line of furniture, hardware and implements is also carried in stock by Mr. Sheats; furniture carefully selected to grace the most beautiful home; furniture that displays the trend of many periods; furniture for every home and for every part of it. Rock Island farm implements are featured and general hardware is carried.

### MATADOR VARIETY STORE MATADOR

The Matador Variety store of Mr. W. F. Jacobs at Matador has since 1932, taken care of the general variety needs of people of this section with a superior line of merchandise, merchandise behind which he feels justified in putting his own guarantee of satisfaction, a guarantee that means something in this community.

### SPOT CASH GROCERY MATADOR

There's no need to look very far for a good market and grocery store if you live in or near Matador for J. H. Sample has been operating one there for fifteen years and it had to be good to stay that long. It's the home of quality, headquarters for the best market affords. They have what you want when you want it, at the Spot Cash Grocery store.

Mr. Sample cooperates with local farmers by buying local farm products and he patronizes home town business houses too.

### L. R. BISHOP—MATADOR

By maintaining an uninterrupted policy of paying the highest cash market prices for produce, poultry, cream, eggs and hides and by handling Robinson's Walsenberg coal and good poultry and dairy feeds, this concern has in its less than one year of business activity built up a large trade with residents and farmers of Motley county. By continuing that practice Mr. Bishop hopes to continue building his business.

### CITY DRUG STORE MATADOR

You naturally expect a store of this kind to handle a superior line of drugs and sundries and you won't be disappointed if you trade here. G. S. Craven, has owned this store since 1918 and is a Registered Pharmacist himself. He carries a representative line of drugs and sundries, school supplies, news publications and maintains fountain service.

### MISSION GAS & OIL CO. MATADOR

Instant service and independent gas and oil at wholesale or retail. That's what you will get at the Mission Gas and Oil station. People call this the HOUSE OF SERVICE and they are right. This station is managed by Wiley McCowan, a resident here for seven years who has been manager of this concern during the past three years. The Auto repair work is done by Mr. Cecil Shelton who leased the shop from The Mission Gas and Oil Co. Good work in his years of business life has been his main road to success.

### MATADOR HOTEL—MATADOR

The cozy comfort and home like atmosphere of the Matador Hotel owned by C. B. Whitten for 12 years has been a contributing factor in making the hotel the regular headquarters of visitors to Matador, where it has been located for a good many years.

### FARMERS CO-OP. SOCIETY MATADOR

With just and ample cause to be proud of its role in the development of Motley county in an agricultural capacity, The Farmers Co-op. Society Gin, managed by J. C. Scaff enters its eighth year of service to the farmers of Motley county. As in the past, the future will be marked by a continuance of the old reliable policy of doing only the best of cotton ginning. This society is composed of 80 local farmers as stockholders and is operated on a cooperative plan having J. B. Lawrence as Pres., A. M. Bourland, Vice-Pres., and W. T. Patton as Sec.-Treas.

### WEST TEXAS GIN CO. MATADOR

It is to the interest of the farmer to patronize The West Texas Gin Co., managed by Joe M. Gaines, because in the firm's twenty three years of activity in the cotton ginning business they have always labored for the farmer's interests. The square bales are made here, the plant having a daily capacity of 80 bales under a 24 hour run and normally employing 8 local men. They have ginned to date almost 1000 bales of local cotton.

### HIGGINBOTHAM-BARTLETT LUMBER CO. MATADOR

Build for to-morrow by building well-to-day. Good lumber, building materials, paint and hardware means a good home. One board or a carload,—you'll get the service and quality at The Higginbotham-Bartlett Lumber Co., at Matador which has been under the capable management of Mr. Marvin English during the past four years.

### MATADOR HARDWARE AND FURNITURE COMPANY MATADOR

Matador, the thriving seat of Motley County, boasts many fine business houses and among them is the hardware and furniture store of L. C. Harp who took it over 10 years ago, during which time it has advanced very steadily. It's a good place to buy your hardware, International Harvester implements, Farmall tractors, Monitor and Dempster windmills, Electrolux refrigerators, Perfection stoves, R. C. A. Victor and Philco radio and furniture. The motto of this reputable firm is: "We have it, will get it or it is not made."

### BURTON-LINGO CO. MATADOR

Secure our estimate for the lowest rates on lumber, building materials and paints and oils. We have been pleasing people of Motley county for about ten years and we can please you too. Clyde Bartlett, formerly of Coleman, Texas where he was connected with the Burton-Lingo Co., for 4 years has been manager here the past 5 months.

### ROBT I. THOMAS—FLOMOT

When people of Flomot and vicinity want their cars repaired, greased or oiled, they invariably call on Robt I. Thomas, who for the past eight years has so ably taken care of their needs along these lines. Mr. Thomas sells Gulf products, Firestone tires and accessories and does general auto repair, employing Oscar Landry, a skilled mechanic.

### THE RED & WHITE STORE FLOMOT

You don't need to go out of town or send your money out either, in order to effect a saving in your store bill. Stop in at the Red and White Store owned and operated by Mr. and Mrs. R. F. Cunningham since 1930 and see what real economy is. Being a member of the nation wide Red & White stores, this firm is thereby enabled to buy at a saving and these savings are in turn passed on to you, the consumer, in the form of better goods at lower prices.

### PHILLIPS "66" WHOLESALE PLANT—MATADOR

Mr. L. A. Carlisle, wholesale dealer in Phillips "66" products has always had in mind To Build Better, To Build More Durably, To Build More Dependably, a name that would endure. These have been the aims of Mr. Carlisle and the Phillips "66" retail dealer, Mr. Thurman Sain in whose station Mr. Carlisle maintains his office. These obligations to you were self-assumed, and we feel that they have been carried out faithfully in every way.

Mr. Carlisle succeeded E. L. Harmon to this business in October 1933 and since that time has been serving retail stations of Motley county with Phillips "66" gas and oil and kerosene. Phone No. 10-M for delivery service at wholesale.

### CITY DRESS SHOP MATADOR

It's new it's here. If it's here, it's new. Mrs. S. R. Harris takes care of that by keeping right in step with the style centers of the country. It is easy to tell when your dress making, quilting and coat relining and mending is done here for Mrs. Harris is a skilled maker of garments and guarantees absolute satisfaction.

### JONES CAFE—FLOMOT

If you drove twenty miles for it you would not be disappointed in the lunch or meal you'd get at S. W. Jones's Cafe. Home cooked meals, good food and delicious hamburgers; you'll like them too.

### J. W. HANEY, CONSIGNEE MATADOR

There's a record of almost three years of reliable dealing behind this Gulf wholesale bulk plant of Matador which J. W. Haney took over March 28, 1933. In these years Mr. Haney has always been able to hold old patrons and add new ones. And there's a reason. He sells Gulf products at wholesale only, having a storage capacity for 30,000 gallons of gas and 15,000 gallons of kerosene. Phone No. 101-J for delivery service.

### HOTEL ALLEN—FLOMOT

The Hotel Allen at Flomot, owned by Mrs. Pearl Allen since 1922 is a modern little hotel, catering to tourists, teachers and regular boarders. The rooms, six in number, are clean, comfortable and cheerful. The food will be a revelation,—a real honest to goodness treat.

### W. D. GRAVES—FLOMOT

One of the finest Blacksmith Shops in this entire vicinity is the one at Flomot conducted by Mr. W. D. Graves for these past seven years. Mr. Graves himself, is a blacksmith with many years of experience in this line of endeavor and he personally inspects every job. He does acetylene welding and general blacksmithing.

### T. J. DAFFERN, AGENT MATADOR

It was in 1929 that this concern, formerly conducted by R. L. Glenn became the agency of T. J. Daffern and in these seven years it has always been his object to give you a little more for your money. Better gas, oil and kerosene for a little less. Mr. Daffern is wholesale agent for the Magnolia Petroleum Co. products featuring Mobilgas and Mobiloil and serving retail dealers over a radius of from 20 to 30 miles with delivery service. Phone No. 24.

### JOE'S CAFE—MATADOR

We have hunches for light lunches. You'll find good things put up in new ways that will tempt your appetite even though you are not hungry at Joe's Cafe in Matador. We'll even furnish the appetite by making you hungry when you see our delicious food and pies and smell that fine coffee. Come in and see for yourself if we're kiddin'.

### HAND CRAFT SHOP MATADOR

Our work has always spoken for us and spoken well. You can pay more but you can't get better. Mattress making, auto tops and upholstery repairing than you'll get here at The Hand Craft Shop which Ed Williams has conducted for the past four years. Inner spring mattresses are a specialty of The Hand Craft Shop.

### TURNER'S GROCERY MATADOR

If it's groceries, lunch meat, fruits or vegetables that you require, you'll do well to come to the store of J. H. Turner, here for about 1 year. It's a store of service and a store you'll like. Mr. Turner has been a resident of Motley county 22 years.

### THACKER SUPPLY CO. ROARING SPRINGS

When the prices are the same, why not buy from an independent store like The Thacker Supply Co., at Roaring Springs since 1920. Your money will stay right here in Motley county and help build it. This concern deals in hardware, furniture and farm implements and maintains a store building covering a ground space of 50x120 feet and a warehouse.

### TURPEN BLACKSMITH SHOP FLOMOT

The village blacksmith still plies his trade and sweats his brow the anvil still rings out its Merry song and the smithy's furnace still burns a bright cherry red at The Turpens Blacksmith Shop where C. R. Turpen has conducted his blacksmith shop for about 11 months. Despite all this though, it is a Modern shop plying an Ancient trade in a Modern way.

### WHITEFLAT GIN WHITEFLAT

Work with patience and co-operate with the firms that do as much for you. In this concern's eighteen years of business life, doing a fine job of cotton ginning with Joe Bloodworth as manager, it has always labored for the farmer's interests, working with and co-operating with them.

This gin is modernly equipped with Lummus machinery and from 8 to 10 local men are employed during the ginning season. They have ginned over 1700 bales of cotton this season.

### MATADOR CASH GROCERY MATADOR

Six years of reliable service have built this business from a humble beginning to its present position. There's no compromise between quality and price here. First it must be of the best quality and then it must be priced fairly. R. E. Campbell has owned this store for 6 years and employs two local people.

### ROGUE THEATRE—MATADOR

A theatre of exceptionally neat appearance, clean and inviting is that of L. H. Drickson in operation here since 1933 who shows all the latest feature pictures in a modernly equipped house. There's always a good show at The Rogue.

### SINCLAIR SERVICE STATION MATADOR

The Sinclair Service Station of Stafford and Baryman builds for to-morrow by their SERVICE today. Day in and day out you'll get the kind of service that has built this business. Good Sinclair gas and oil as well as fine accessories too, are, of course to be expected.

### SPEARS GINS MATADOR—FOUR CORNERS

Having been located at Matador since 1922 and Four Corners since 1929, The Spears Gins have, in that time, always catered to the interests of the farmers of this vicinity, being very well equipped to do cotton ginning and giving you prompt and efficient service. J. T. Spears manages the Matador Gin while his son, Tom Spears operates the Gin at Four Corners.

### RED BALL GIN ROARING SPRINGS

Another of the many firms interested in the agricultural progress of Motley county is the Red Ball Gin owned by Glenn Dobkins, ginner of cotton in Roaring Springs since 1928. The farmers will always find this firm ready to aid in the agricultural development of the community in the future as it has in the past seven years.

### JONES CAFE ROARING SPRINGS

Delicious Coffee, Fine Food, and pleasant surroundings for breakfast, lunch or dinner. That's the Jones Cafe at Roaring Springs, where Mrs. G. M. Jones has operated it since November 1934.

### CITY DRUG STORE ROARING SPRINGS

Harold Jones is a registered pharmacist, a graduate of The University of Texas class of 1923. His family has operated this drug store for 22 years, catering to your needs with a fine line of drugs, toilet articles, stationery and sundries. A modern soda fountain adds to the appearance of this modern drug store.

### EDWARD COAL, GRAIN AND SEED CO. ROARING SPRINGS

The farmer who uses the products sold by E. W. Edward in the Coal, Grain and Seed business at Roaring Springs is a farmer who is getting the most for his money. The cotton seed meal and hulls, toilet articles, stationery and sundries. A modern soda fountain adds to the appearance of this modern drug store.

### FLOMOT MERCANTILE STORE FLOMOT

The Flomot Mercantile is one of the best stores in this section, having been founded here in 1929 by A. J. Hudson. It is really a worth while store and one that would reflect credit upon a much larger town. Fair, considerate treatment of the patron and quality merchandise; that's the formula used to build this enterprise to its present position. Mr. Hudson has resided here 29 years and is one of Motley county's ardent boosters.

### HI-WAY SERVICE STATION FLOMOT

A service station to-day is much more than a place to buy gas and oil. Are you getting the service you are entitled to? If not, then stop in at The Hi-Way Service Station at Flomot for some of that Conoco gas and oil and REAL SERVICE.

### SPONSORS COMMENT

We wish to thank the many advertisers who have cooperated with us in the publication of this feature edition. We have endeavored to bring out in concise form, your stories and believe they represent actual facts. We have also personally written the article entitled "The Backbone of Motley County" and call your particular attention to the sentiment reflected therein. We welcome any comments, suggestions or criticism from either readers or advertisers.

Kindly address all correspondence to Marie Robbins, Box No. 1183, Wichita Falls, Texas.

### THANKS

We wish to express our appreciation to the business firms of Motley county for their cooperation in sponsoring this business review.

We are proud to offer an advertising medium meriting such general support and confidence.

The Matador Tribune

**PASTURE IMPROVEMENT BEING PLANNED**

COLLEGE STATION—A recent acreage census shows that 76,000-

000 acres in Texas are devoted to pastures. R. R. Lancaster, Extension pasture specialist, says that these figures are an indication of the importance of pastures to

Texas farmers and ranches. Lancaster pointed out that pastures in the State may be improved by controlling or removing the weeds, stumps, trees, erosion, marshes, stones, dead grass, rodents, stomach worms, poisonous plants, loss of manure.

The Extension pasture specialist said also that additional improvements for 1936 might consist of contouring for moisture, seeding improved plants, adding fertilizer or manure, supplementing minerals, creep feeding, providing shelter, shade, stock-water and giving more time to the management of grazing according to the various local conditions.

Lancaster continued by saying

that, "Pasture demonstrations should be protected by reserves of temporary pasture, hay and silage for winter months and for short or long drouths. The cost of winter feeding may be reduced by extending the grazing period. There must be more than one pasture in order to save ungrazed forage for grazing in midsummer, late fall, winter or early spring. Pasture plants need and deserve care and management during periods of reproduction and must have reserves of food during drouth and winter the same as animals.

"Native range plants have become adapted through centuries of competition. They will produce all the forage possible under prevailing conditions. Plants from foreign countries likely can do no better. Forty years ago, ranchers in 115 western counties reported a 40 percent decrease in carrying capacity of grazing land, from 106 head per section to 64 during the preceding 25 years. Now it would average nearer 30.

"Humid areas offer opportunities for reseeding and adding a few improved grasses and clovers. Good management is as profitable on small farm pastures as on the range. Management should include whatever is necessary to protect the best grazing plants and utilize those less desirable, cutting weeds, providing supplementary feed and minerals."

In concluding his remarks, Lancaster said, "The livestock are the judges of the best plants in the pastures. They will always choose these first."

**HOLLYWOOD By Marshall Fiske**



Publisher's note: This column is written especially for the Matador Tribune, an enterprise of rate information from the world's film capital. Comments of any nature will be appreciated by the author whose address is 1122 N. Edgemont Ave., Hollywood, California.

There are many towns in this country of ours, that have nothing about them to attract the stranger. But to the man who was born in one of them and who has spent his youth and early manhood there then left the place and returned after many years when he has become an old man; to such a man, the town, that most strangers would consider ugly and drab, then assumes a spiritual beauty possessed by no other place in the whole world.

Some years ago, in returning from Florida, I met an elderly gentleman on the train returning to his old home—a small town in Kentucky—which he had left as a young man. When the train approached the outskirts of his native place, his joy and excitement knew no bounds. To resort to the parlance of the street, I thought he was going to "jump out of his skin" so impatient, was he to leave the train and to explore once again the scenes of his childhood. Tears commingled with smiles as he again saw old landmarks as they came to view—the old church—the brook, the Main Street, etc. etc. Yet

to us, the whole town looked like many others that we had passed through—small, ugly and non-descript.

The other day I talked with a young actress hailing from just such a place as this—said she—"I'm so ashamed to have anyone know I come from such a 'hick' town—the ugliest, dirtiest and cheapest place you can imagine." I told her she was too young to really appreciate her home town, and I told her of the experience related above. "I don't care, even if I get to live to be a hundred I don't ever want to see it again." Youth, in its ignorance, is often the snob.

Will Rogers was entirely too individual to resemble anyone else very closely. Irvin Cobb, to a certain extent, however, possesses some of the qualities that made Will Rogers such an outstanding character. A keen penetrating mind, a great sense of humor in which lurk great truths—this is a great common denominator running through both of their characters. Physically Cobb is not at all prepossessing in appearance—no Adonis he—but in the depths of his bright, alert eyes, well-spaced—lurk the inner man. Here you may discern the keen mind, the roquish sense of the ridiculous, yet withall you see the pride and courtly manners of the Southern gentleman. I always seem to see Cobb in the recesses of my mind's eye, seated on a balcony veranda of a stately Southern home—talking and joking with his cronies, while a little behind him hovers a negro servant with a tray of mint-juleps in tall, frosty glasses, from which one sees a generous portion of green mint leaves protruding. Irvin Cobb, although approachable still, one perceives in him the aristocrat—a wall that will never be completely scaled by the common folks, who considered Will Rogers as one of them.

It will be long, if ever, before Will Rogers will be supplanted in the hearts of the great commonality.

Many people here in Hollywood, between pictures, with time on their hands, and adequately supplied with money, do not employ their leisure in an advantageous manner. Result—drink, debauches, etc. What else they can expect when such misbehavior runs rampant, but complications that often result in tragedies. What a different world this would be if people would only behave themselves. The great majority have never learned the true art of living—extracting from life the good and ignoring the dross.

A new police officer was anxious to make a record, and his chance came very soon. When he was on his beat he phoned to the police station and reported: "There's a man that's been robbed by some other men and I've got one of them."

"Which one have you got?" asked the sergeant.  
The reply came back: "The man that was robbed."

**TEXAS BEEF CATTLE ARE IMPROVING**

COLLEGE STATION—The Government purchase of cattle during the drouth enabled the ranchmen and farmers of Texas to cull their herds which has resulted in a better class of beef cattle, according to George W. Barnes, Extension animal husbandman.

Barnes in outlining a few things to be done in 1936 for further improvement of Texas beef cattle, also said, "County agricultural agents are taking advantage of the Government culling job and are encouraging the use of better registered sires."

The Extension animal husbandman went on to outline a few tips on raising good beef animals. He said, "The better the quality of the calf the longer it can profitably be fed. A six months' feed will be required to fatten well bred 400 pound steer calves. If calves are as light as 350 pounds when started on feed, seven months will be required. Heifer calves of the same weight and quality will finish 30 to 50 days earlier than steer calves."

"More rapid gains may be secured on steer calves the second 90 to 100 days of feeding than the first. In the fattening period a calf should at least double his weight. A gain of two pounds per day may be considered satisfactory. The amount of feed necessary to fatten a calf will depend upon the condition, quality and ability of the calf and the ability of the feeder. Under ordinary farm conditions, it will take 1,500 pounds of shelled grain, or one ton of grain sorghum heads or ear corn, 300 pounds of cottonseed meal and from three-fourths to one ton of roughage per head.

"Grain should be fed in limited amounts at the start of the feeding period and gradually increased until calves are on full feed. Briefly, the whole feeding process consists of starting calves on a little grain and a lot of roughage and gradually changing to a little roughage and a lot of grain. The skill with which a person makes these changes largely determines his success as a feeder."

"Silage may be used as part of the roughage for calves. Silage alone will not produce a satisfactory finish. Silage may be mixed with a full amount of cottonseed meal as the sole feed for at least 30 days to give fill and develop stomachs. As grain is increased, cut down on silage. Two pounds of dry roughage per head per day is advisable.

"Calves fed in open bunks should clean up feed daily with very little feed left in bunk over night. Feed should be ground fine enough to crack grain sorghum grains and crack shelled corn into four or five pieces. All feed should be thoroughly mixed to prevent bolting, and stale feed discarded promptly or fed to other livestock. Cottonseed may be substituted for meal at the rate of one and two-thirds pounds of cottonseed for one pound of meal, but cottonseed should never exceed 20 percent of the whole mixture."

He: "Let's call it quits."  
She: "That's a nice name, but we're not even married yet."

**If You Need More Time For Pleasure**

Then you will like our laundry service which will free you from the bondage of washdays.

**Economy**

Possible sickness resulting from exposure could cost more than your laundry bill for an entire year. The extra time you will realize and the satisfaction of always having the work done perfectly will please you.

**Spur Laundry**

IN MATADOR EVERY MONDAY, WEDNESDAY, FRIDAY

REGISTERED  
**Duroc Pigs**  
2 MONTHS OLD. SEE  
**FAY TIPTON**  
NORTHFIELD

**ROY BURLESON**  
General Insurance  
First State Bank Building  
Matador, Texas

**PUBLIC SALE!**

**MONDAY, JANUARY 20**

**At My Place at White Star School House**

SALE STARTS AT 10 O'CLOCK A. M.

**FREE LUNCH AT NOON**

**LIVESTOCK**

- 1 Pair Mules, (Weight 1300 each)
- 1 Pair Brown-black Mules, (Weight 1250 each, smooth mouth)
- 1 Pair Bay and Brown Mare Mules, (Wt. 1150 each, smooth mouth)
- 1 Pair Black Mules, (Smooth Mouth, Wt. 1250 each)
- 1 Black Horse, (smooth mouth, Wt. 1350)
- 1 Black Horse, (8 years old, Wt. 1050)
- 1 Bay Horse, (7 years old, Wt. 1200)
- 1 Paint Colt, (6 months old)
- 1 Dun Horse, (Wt. 1000, smooth mouth)
- 1 Spotted Jersey Cow, (6 years old, fresh in March)
- 1 Brown Jersey, (6 yrs. old, fresh in Feb.)
- 1 Brown Jersey (5 yrs. old, fresh in Mar.)
- 1 Brown Jersey, 4 yrs. old, (calf by side)
- 1 Red Jersey, 3 yrs. old, (calf by side)
- 1 black Jersey Cow, 4 yrs. old (fresh calf)
- 1 Springer Yellow Cow, (3 yrs. old)
- 1 Springer Yellow Cow, (5 yrs. old)
- 1 Heifer Yearling

(All livestock listed above is without blemish—no scrubs.)

**FARM TOOLS and EQUIPMENT**

- 2 One Row Cultivators
- 1 One Row Emmerson Lister
- 1 One Row Lister P & O
- 5 John Deere Listers, (2 row)
- 1 Rock Island 2 row Lister
- 2 Two row Cultivators, (1 John Deere & one International)
- 1 John Deere 1 row Cultivator

- 1 P & O 1-row Cultivator
- 1 John Deere, 2 row wheel Go-devil
- 1 Two row Sled Go-devil
- 1 One row Go-devil
- 1 Turning Plow
- 2 14 ft. bed broad tired Wagons
- 1 P & O Sulky Plow
- 1 P & O Gang Sulky Plow
- (All implements in perfect condition—No junk.)

**MISCELLANEOUS**

- A number of good Bridles and Collars
- Scoops, 2 Grain Forks
- 2 Pair Post-hole Diggers
- 2 Rolls 5 1/2 ft. Red Pailing
- 150 Throughbred R. Island Red chickens
- 4 Tons Good Maize
- Other things too numerous to mention.

**HOUSE HOLD GOODS**

- 1 Living-room Set
- 1 Victrola (Victor)
- 1 Radio (Atwater-Kent)
- 2 Beds, 1 Cabinet
- 1 Ice Box (75 lbs. capacity)
- 1 Wardrobe
- 1 Dining Table
- 1 Oil Stove (New Perfection, 5 burners)
- 1 Bed Room Suite
- 1 Dining Room Suite
- 1 Cook Stove, (4 burners)
- 1 Linoleum Rug
- 1 Cream Separator (new)

TERMS CASH

**WALTER IRWIN**

SEALE & McDONALD, Auctioneers

**We Move Anything Any Place**

LET US HELP YOU WITH YOUR HAULING PROBLEM

MODERATE RATES

Call 61-M

**Bill Pharis**

**REPORT OF THE CONDITION OF FIRST STATE BANK**

of Matador, in the State of Texas, a member of the Federal Reserve System, at the close of business on December, 31st, 1935.

ASSETS	
Loans and discounts	\$141,261.70
Overdrafts	380.11
Other bonds, stocks, and securities	19,570.87
Banking House, \$10,000.00. Furniture and Fixtures, \$4,500.00	14,500.00
Real estate owned other than banking house	2,918.00
Reserve with Federal Reserve bank	26,229.41
Cash, balances with other banks, exchanges for clearing house, etc.	355,565.04
Cash items not in process of collection	795.06
Other Assets	822.98
<b>TOTAL</b>	<b>\$562,043.17</b>
LIABILITIES	
Demand deposits, except U. S. Government deposits, public funds, and deposits of other banks	\$365,989.42
Time deposits, except postal savings deposits, public funds, and deposits of other banks	567.15
Public funds of State, counties, school districts, or other subdivision or municipalities	84,111.52
Deposits of other banks, certified and officers' checks outstanding, etc.	15,277.35
<b>TOTAL OF ITEMS 14 TO 18, INCLUSIVE:</b>	<b>\$485,965.44</b>
Not secured by the pledge of loans and / or investments	\$485,965.44
<b>TOTAL DEPOSITS</b>	<b>\$485,965.44</b>
Dividends declared but not yet payable, and amounts set aside for dividends not declared and for accrued interest on capital notes and debentures	3,750.00
Common stock 375 shares, par \$100.00 per share.	\$37,500.00
Surplus	25,000.00
Undivided profits—net	9,827.73
<b>TOTAL CAPITAL ACCOUNT</b>	<b>\$72,327.73</b>
<b>TOTAL, INCLUDING CAPITAL ACCOUNT</b>	<b>\$562,043.17</b>

STATE OF TEXAS  
COUNTY OF MOTLEY  
We, A. B. Echols, as President, and Elmer Stearns, as Cashier of said Bank, each of us, do solemnly swear that the above statement is true to the best of our knowledge and belief.

A. B. ECHOLS, President  
ELMER STEARNS, Cashier

CORRECT—ATTEST:  
Directors: C. D. Bird, Harry H. Campbell, J. C. Burleson.  
Subscribed and sworn to before me this 9th day of January, A. D. (Seal) 1936, M. S. Patton, Notary Public, Motley County, Texas.

**SHERIFF'S SALE**  
 THE STATE OF TEXAS,  
 COUNTY OF MOTLEY  
 WHEREAS, by virtue of a certain Order of Sale issued out of the District Court of Motley County, Texas, on the 7th day of January, A. D. 1936, wherein G. D. Craw-

ford is Plaintiff, and J. L. Orr and Mrs. Lena Cox, a feme sole, are Defendants, on a judgment rendered in said court against said Defendants and in favor of the said Plaintiff, for the sum of Six Hundred Eighty Seven & 54/100 (\$687.54) Dollars, with interest thereon at the rate of 8 per cent

per annum, from date of judgment, together with all costs of suit; I have levied upon and will on the 4th day of February, A. D. 1936, between the hours of ten o'clock a. m. and four o'clock p. m. at the Court House door of said County, proceed to sell for cash to the highest bidder, all the right, title and interest of the said J. L. Orr and Mrs. Lena Cox in and to the following described property, levied upon, to-wit:

Lots No. 8 and 9 in Block No. 126 in the town of Matador, Motley County, Texas, as shown by the official plat of said town of record in Vol. 1, Page 183 of the Deed Records of said county, and known as the Mrs. Lena Cox place.

The above sale to be made by me to satisfy the above described judgment for \$687.54 in favor of Plaintiff, together with all costs of suit and sale, and the proceeds to be applied to the satisfaction thereof.

J. E. Skinner, Sheriff,  
 Motley County, Texas  
 By H. H. Courtney, Deputy.

**SHERIFF'S SALE**

THE STATE OF TEXAS,  
 COUNTY OF MOTLEY  
 NOTICE IS HEREBY GIVEN

That by virtue of a certain Order of Sale issued out of the Honorable District Court of Motley County, on the 7th day of January, 1936, by Jack Robinson, Clerk of said Court for sum of One Thousand Nine Hundred Thirty & 22/100 (\$1,930.22) Dollars and costs of suit, under a judgment, in favor of W. B. Barton and Ella Barton in a certain cause in said Court, No. 931 and styled W. B. Barton, et ux. vs. B. C. George, First National Bank of Matador, Texas, and Hale County State Bank of Plainview, Texas, and placed in my hands for service, I, J. E. Skinner as Sheriff of Motley County, Texas, did, on the 7th day of January, 1936, levy on certain Real Estate, situated in Motley County, Texas, described as follows, to-wit:

The west 127 acres out of Survey No. 64, Block 4, Texas & Pacific Railway Company, original grantee, described as follows: In Motley County, Texas, and beginning at the common west corners of Surveys No. 64 and 65 of said Block 4; Thence south 1900.8 varas to a pipe and brick; Thence east 377 varas to a stake; Thence north 1900.8 varas to a point in north line; Thence west 377 varas to the place of beginning, and levied upon as the property of B. C. George and that on the first Tuesday in February, 1936, the same being the

fourth day of said month, at the Court House door of Motley County, in the town of Matador, Texas, between the hours of 10 A. M. and 4 P. M., by virtue of said levy and said judgment and order of sale I will offer for sale and sell at public vendue, for cash, to the highest bidder, all the right, title and interest of the said B. C. George and other defendants above named in and to said property.

And in compliance with law, I give this notice by publication, in English language, once a week for three consecutive weeks immediately preceding said day of sale, in the Matador Tribune a newspaper published in Motley county.

Witness my hand, this 7th day of January, 1936.

J. E. Skinner, Sheriff,  
 Motley County, Texas  
 By H. H. Courtney, Deputy.

**SAGA of the Prairie**

Edited by Students of the MATADOR SCHOOLS

STAFF  
 Editor-in-Chief—Allie Faye Williams

Associate Editor—Ruth Irvin  
 General News Editor—Fred G. Simpson

Boys' Sport Editor—R. E. Campbell  
 Girls' Sport Editor—Oma Mae Jameson

Joke Editor—Lyman B. Campbell

**GENERAL NEWS**

The students are digging in those text books so they can stand the semester exams coming at the last of the week they don't seem to like mid-term exams so well.

Plans are under way for the Annual Lions Club Basketball Tournament. Twenty-four teams have been invited. The club expects to have from twenty to twenty-five teams attend the tournament. The tournament is a great event and is looked forward to by, especially the girls. Here is a chance girls; remember this is leap-year.

**Senior News**

The Seniors that ordered their rings late have gotten theirs, and are very proud of them.

The "Sunshine Quartette" sang at the Lions Club and three of them are Seniors. We are proud

of them. They are Grace Geltz, Oma Mae Jameson, Katy Lynn Humphries.

Seniors are really cramming now that mid-term exams are next week, but can you blame them?

**Junior News**

Ruth Irwin, ex-president of the Junior Class, has moved to California. The class regrets the loss of this pupil very much. She was one of the best pupils in the high school and was associate editor of the school news.

The class as a whole is studying for six weeks and semester exams this week. They will be glad when the exams are over.

That red-headed Titus "kid" in the junior class is really happy; he gets to play football next year.

**Girls Sport News**

Well, well, we have another basketball team and a coach. Mr. Gray is our coach and is he a coach! Katy Lynn Humphries is captain, Julia Davis is co-captain. You just should have heard the groans that first week of work-out. I'll bet there was a lot of liniment sold that week. But the girls are getting used to those work-outs now, and they are all very enthusiastic.

They played their first scrimmage game last Wednesday afternoon with Flomot, defeated them 14-8. Flomot probably has the best team now, but just wait in about two weeks the Matador gang will be going places.

Did that rabbit's foot do its stuff, or did it? The Matador girls went down to Paducah Wednesday night and defeated them 19-14. (Perhaps it really does pay Mr. Gray to be superstitious.) At any rate, you just should have been there. That last quarter was really worth the money. This was the girls first conference game, so they rank 100% so far. The girls are all anxious for the Roaring Springs tournament and that Lockney game. And say, would they like some support!

They'll be sporting some new red and black suits soon, and the suits really will be worth coming to see.

**Sport News**

The Matador's started intense work after the Christmas holidays to make a winning basketball team. The boys are decked out in new red and black uniforms.

After three days of training the Bullfighters showed promise of a good basketball team; as they went down to Silvertown Thursday night 21 to 23. The Owls have worked out ever since Thanksgiving day.

The Junior Matador team has held the Matador colors high as they added another victory to their list in defeating Fairview last week 14 to 12. They are undefeated in four games and are making plans for another win this week.

If the Matador fans want to keep a championship spirit in the athletics they must "back" the team as a regular fan.

**Jokes**

As Harold and Norris went to see some girls, they went in the door and Norris fell down.

Harold: Girls, you will have to excuse my friend. This is the first time he was ever in a house.

After they had left Norris said, "What did you say that for? I'll bet they really thought that."

**Identification in the court**

First Lawyer: You're a low down cheat!

Second Lawyer: You're an unmitigated liar!

Judge, rapping: Now that the attorneys have identified each other we shall proceed with the case.

Bobby Echols: Here, hold my horse a minute, will you?

Senator: Sir, I am a member of Congress.

Bobby: That's all right, I'll trust you.

Father: Daughter, isn't that young man rather fast?

Aleene Wright: Yes, but I don't think he'll get away.

Lonnie Titus: That chicken we had for dinner was an incubator chicken.

Coach: How do you know?

Lonnie: Any chicken that had a mother couldn't be that tough.

Mr. Harbour: Since you want to be a naval student, Joe Berry, what would you do if a sudden storm blew up?

Joe Berry Meador: Throw out an anchor, sir.

Mr. Harbour: What if another storm blew up?

Joe: Throw out another anchor sir.

Mr. Harbour: And if a terrific storm blew up?

Joe: Throw out another anchor, sir.

Mr. Harbour: Where are you getting all those anchors?

Joe: The same place you are getting all those storms.

Waiter: "How'll you have your eggs cooked?"

Customer: "Does it make any difference about the cost?"

Waiter: "No, you can have 'em right, here."

Customer: "Then cook 'em on top of a nice thick slice of ham."

"An' how's yer wife, Pat?"

"Sure, she do be awful sick."

"Is ut dangerous she is?"

"No, she's too weak t'be dangerous any more!"

Rescuer: "How was it you came to fall in?"

Rescued: "I didn't come to fall in at all. I come to fish."

**POLITICAL ANNOUNCEMENTS**

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

**For Sheriff and Tax Collector and Assessor:**

Walker Williams  
 G. W. Green

**For County Judge and Ex-Officio County Superintendent:**

W. R. Cammack, re-election

**For County Treasurer:**

Mrs. John Smith, re-election

**For County Clerk:**

Jack Robinson, re-election

**For Co. Commissioner Prec. No. 1**

J. S. Lambert, re-election  
 A. A. Groves.

**For Commissioner Precinct No. 2**

A. K. (Kim) Wilkinson  
 (Re-election)

**CITY CANDIDATES**  
 Election, Tues. April 7, 1936.

**City Secretary:**

Tom Harris, re-election  
 Gene Luker

**To Show Commercial Chevrolet Here Sat.**

Chevrolet's new line of commercial vehicles for 1936 will make their formal bow to the public of Matador and vicinity on January 18th. It was announced today by F. F. Chevrolet, at whose establishment, they will be displayed.

The new line of trucks embodies three important advances over previous Chevrolet trucks, in addition to numerous other refinements. It is built to be sold under the slogan "Up Goes Power—Down Comes Costs", which gives some hint of the nature of the improvements inaugurated this year.

In addition to new power, economy, dependability and long life characteristics, the 1936 Chevrolet truck is newly styled. It covers the entire range of half-ton and ton-and-a-half models, and is available in a wide range of special equipment for specialized needs.

Judge: "This man said that after he fired a shot he saw you run from his chicken coop."

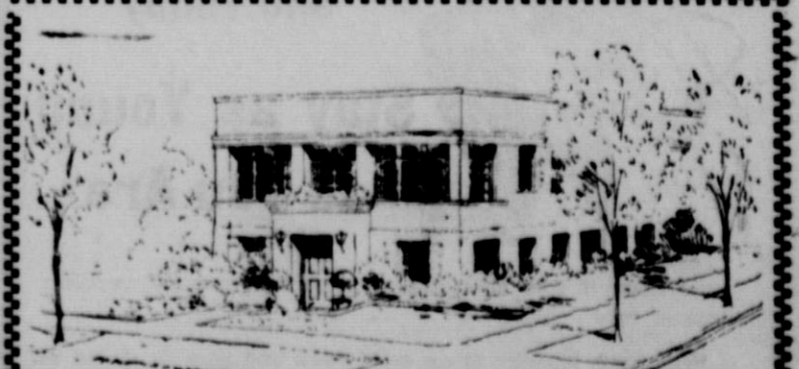
Sam: "He could easily be mistaken, judge. Fast as I's was runnin' it might ave been someone what faintly resembles me."

**WINDMILLS . . .**

We carry a complete stock of windmills and well equipment . . . now is a good time to put your water supply in condition before the plowing season.

**Building Material**  
**Posts---Wire---Staples**  
**Roofing---Tin Work---Plumbing**

**Burton-Lingo Co.**  
 "PIONEER LUMBER COMPANY OF WEST TEXAS"



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

**Highest Market Prices for**  
**CREAM Poultry, Furs and Hides**  
**L. R. BISHOP FEED STORE**  
 COAL---FEED---SEED  
**Let's Go with Conoco**  
 Mohon Service Station  
 Dobbs City Merc. Co.  
 Dalton & Ashford  
 Bob's Oil Well  
 York's Service Station  
 Whiteflat S. S. and Garage  
 Highway Service Sta.—Flomot  
 Fairview Service Station  
**L. B. Robertson**  
 Commission Agent Matador, Texas

Winter gasoline facts don't come any straighter

You won't need Luck to get snappy starts this Winter. You won't need an up-to-the-minute car. You won't need lots of carburetor and ignition monkeying. You'll only need a fill of Winter Blend Conoco Bronze gasoline. Then you can come out to your cold garage or all-day parking place and make a perfectly normal start, that's all. Expect your engine to "catch" immediately—you're through with the starter right away. Do not leave the choke out, for you want to conserve your Conoco Bronze and your oil, too. (If you like, you can time your easy Conoco starts, on the second hand of your watch.) The worst day that comes along makes this all the more convincing to you. Continental Oil Company, Established 1875

**START with WINTER BLEND CONOCO BRONZE GASOLINE**

If you're heading for summery Tucson, get full tour information free. Write Conoco Travel Bureau, Denver, Colorado

ROARING SPRINGS NEWS

By Mrs. J. D. Mitchell
ON HONEYMOON
Mr. and Mrs. George Malouf are spending several weeks touring Arizona and California on their honeymoon trip.

Tournament Well Attended
The invitation tournament given by the Roaring Springs Basketball team during the week-end was attended by perhaps the largest crowds of athletic fans ever attracted to our town.

G. W. Green and Lewis Davis are employed this week rebuilding a house and making other improvements on J. M. Jackson's ranch in Dickens county.

Mr. and Mrs. R. L. Ormund of Crosbyton spent the week-end visiting in the home of Mr. and Mrs. M. E. Long.

Mrs. L. C. Davis and Vurl Hinson were Spur visitors Monday.

Mr. and Mrs. John Wall with their son, Thurman left Monday for California where Mr. Wall has employment.

Mrs. S. N. Davis returned Wednesday from a several weeks visit with relatives in Gilmer.

Mr. and Mrs. I. E. Yandell with their children returned from an extended visit in Arkansas Thursday.

Mr. and Mrs. Fred Dawson are the proud parents of a little daughter, Helen Jean born Jan. 8.

Rev. and Mrs. G. A. Holt of Tell visited in the home of Rev. and Mrs. A. V. Bradley during the week-end.

Mrs. G. L. Godfrey and Mrs. R.

E. Long attended the funeral services of Bradford Gunter in Plainview Saturday.

Mrs. William P. Sampson left this week for Stratford where she will remain during the winter months.

Miss Lucile Rope of Spur visited relatives and friends here Saturday. Dick Lewis, employee in the Gabriel Dry Goods store here, is visiting in Spur this week.

Mrs. M. S. Thacker and Mike Hoyle went to Floydada Sunday to be with their grandmother who is seriously ill. They were accompanied by Cleva Sanders.

Whiteflat News

By Mrs. W. L. McWilliams
Miss Chestine Gibbs spent last week-end with her parents at Sweetwater.

Mr. and Mrs. Lee Hanna of Tullia visited friends here Saturday and Sunday.

Mr. and Mrs. Jess Terry of Dickens, were visitors in the Frank Edwards home last week.

Varnor McWilliams returned Thursday from several weeks' visit in Waco.

Mr. and Mrs. A. K. Wilkinson and Mr. and Mrs. Floyd Henderson entertained a number of their friends with music and games of domino and 42, Friday and Saturday evenings.

Mr. and Mrs. C. D. Willingham and Erle Higginbotham attended a Church service near Henerietta Saturday and Sunday.

Mrs. A. K. Wilkinson spent several days with her sister, Mrs. George Pettigrew in Lubbock last week.

Several from Whiteflat attended installation of officers of I. O. O. F. Lodge at Matador Tuesday night.

Mr. and Mrs. Robert Mayfield and T. G. Tilson were Lubbock visitors Monday.

J. B. Casey, who is stationed at Ft. Sill Oklahoma, visited his parents here last week. J. B., together with his father and sister, Miss Aleta Casey, spent the week-end with relatives at Sweetwater.

Jack Willis and Boyd Perkins were Lubbock visitors Tuesday and Wednesday.

Mr. and Mrs. F. C. Bourland and children were Roaring Springs visitors Sunday.

E. C. Harris is building a four-room stucco residence on his farm west of Whiteflat.

Miss Sarah Campbell of Roaring Springs visited Miss Georgia Bourland Monday and Tuesday.

Ray Hanna of Tullia transacted business here Saturday, returning home Sunday.

Fairview News

(By Mrs. Arthur Cooper)
Mr. Troy McKee of San Antonio, Texas is visiting his sister, Miss Emma Lesta McKee during this week and the past week-end.

Little Tresa McDonough was ill last week-end.

Mr. and Mrs. F. G. Simpson and daughters of Matador visited Mr.

and Mrs. Arthur Cooper Sunday. Mrs. Rosie Johnson and son, Harris, spent the week-end with Mr. and Mrs. Virgil Cooper.

Mrs. A. J. Phillips left last Thursday to join her husband in Jai, New Mexico.

Messres. Alvin Cooper, Delavin Wolf and Carl Cooper made a business trip to Paducah Saturday.

LOCALS

DON'T SCRATCH!! Get Paracide Ointment the guaranteed itch remedy. Paracide Ointment is guaranteed to relieve itch, eczema, itching piles or skin irritations or money refunded. Large jar 50c at City Drug Store. 16-pd.

W. F. Jacobs, accompanied by Mr. and Mrs. L. W. Chapman, made a business trip to Lubbock Wednesday.

Mr. and Mrs. E. E. Andrews and small son Jon Edwards, of Plainview, spent Saturday and Sunday here as guests of Mr. and Mrs. L. R. Bishop.

Mrs. M. E. Keahey of Roaring Springs visited friends in Matador Wednesday.

Willis Walker, editor of the Turkey Enterprise, was a business visitor in Matador, Tuesday.

J. E. Meador of Paducah visited relatives here this week.

FOR SALE OR WILL TRADE—Good milk cow, now fresh and giving 4 gallons of milk daily. Would like to trade for pure-bred Brown Leghorn chickens. Phone 909E or see Lee Nelson.

Mr. and Mrs. R. L. Pendergrass of Childress, formerly of Matador, were business visitors here Saturday.

Messdames Mose Darmon and H. S. Watson visited relatives in Plainview during the week-end.

Mrs. Bert Estes and small daughter Shirley, have been visiting with Mr. Estes in Austin, where he is employed.

Mr. and Mrs. Henry Solomon visited relatives in Memphis during the week-end.

SORE THROAT—TONSILITIS! Nothing equals a good mop and instant relief is afforded by Anathesia-Mop, the wonderful new sore throat remedy. Positive relief guaranteed or purchase price refunded at Simpson's Drug Store.

Mrs. W. C. Hagan has as her guest this week, her daughter-in-law, Mrs. Thurman Carter of Childress.

Misses Emma Lou Johnson of Lubbock and Gladys Ruth Lawson of Afton, visited here Tuesday of last week, enroute to Ft. Worth, where they are visiting relatives of the former.

Herman Bryant and Milton Wilks of Plainview were guests of Joe Harris Sunday.

LOST—Between Matador and Paducah, brown leather zipper advertising case on United States Rubber footwear. Liberal reward. H. E. Brown, Box 493 Abilene, Texas 3-tp

Mr. and Mrs. Bill Neatherlin visited relatives at Quitaque during the week-end.

Orvil Dirickson, accompanied by his mother, Mrs. W. R. Dirickson and Miss Grace Barton, made a business trip to Clovis, New Mexico, Wednesday.

Messdames John Foster and W. C. Hagan visited in Lubbock Monday and Tuesday of last week.

Mr. and Mrs. J. R. Whitworth and Mr. and Mrs. W. N. Pipkin drove to Paducah Monday evening.

C. B. Whitten left Wednesday on a business trip to Ft. Worth.

Mrs. Robert L. Holt and small daughter of Ft. Worth, are visiting here with the former's mother, Mrs. Homer Sheats.

Mr. and Mrs. Jack Robinson, accompanied by Mrs. Ora E. Patterson, Mrs. W. W. Clements and Misses Rachel Patton and Dora Jameson, drove to Lubbock Tuesday.

THE EL PROGRESSO CLUB

January Ninth Bible
"Upon the threshold of a dawning year we stand with high-born purpose in the heart.

Filled each with varying mood of hope and fear. Each resolved to do her part."

Hostess, Mrs. Harp; Roll Call, Verse from Psalms; Leader, Mrs. Ford; The Greatest Tragedy of the Bible, Mrs. Hughes; The Life of Paul, Mrs. Ford; Prophecies Ful-

filled, Rev. Jordan; On account of illness of Mrs. Moore, Rev. Jordan gave this part.

FAIRVIEW CHATTERBOX

Vol. 2, No. 13 Jan. 16, 1936
Edited by the English students of Fairview School.

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

MANY BALL GAMES

The Senior basketball boys played a tight game with the Matador EX's Monday afternoon and were defeated by the score of 23-25. This is the first game the seniors have played this winter.

The senior girls played two games last week. Matador's first and second string defeated them 25-13, and Flomot first string poured it on them in a fast game last Thursday to the tune of 23-3.

The Junior boys defeated Whiteflat Juniors 14-13 Tuesday, and were in turn defeated by the Matador Juniors on Thursday by the score of 15-11. They hope to better their record when their team work starts clicking.

Visitors
Mrs. Marvin Bloodworth visited Mrs. Ballard's room Monday morning. Leo Bennet Archer was a guest in Miss McKee's room Monday afternoon.

Bird Quilt
The pupils in Mrs. Ballard's room are making their blocks for bird quilts, painting the pictures with crayolas. Each of them hopes to have an entire set of thirty blocks when the work is finished.

Absentees
Gay Wolf, Jewell Lawrence, R. A. Stafford, Raymond Rattan and Adran Chastain are students who have been absent recently. The sixth grade is glad to have Jim Brumbach again in its midst.

Reading Club
The Good Book Reading Club has its second meeting on Jan. 13, with President Nellie Ray in charge of the program. In the absence of the secretary, the minutes were read by Clyde Ray. The following program was given: "Treasure Island", Gay Wolf, "Black Beauty", Beatrice Smallwood, "Adventures of Perrine", Nellie Ray.

Funny Bone
Hulon Phillips: Are you going to have a girl's basketball team this year?
Mrs. Cooper: Sure, two of them.
Hulon: Two what? Two girls?
Jewel Lawrence: Mother, buy me some candy.
Mrs. Lawrence: No, you can have an orange when you get home.
Jewel: Aw, please mother.
Mrs. Lawrence: If you don't stop begging me, do you know what you are going to get when I get you home?
Jewel: Sure, an orange.
Teacher: Did you know Mary is gone?
Marge Ballard: Mary Who?
Teacher: Merry Christmas.



Everybody's Talking About

The \$48.35 in Cash

To be Given Away at

MATADOR

Saturday, January 18th

Merchants and business men of Matador want your trade and they have reached into their pockets for many dollars in cash to secure your patronage. Saturday, January 18, some one will receive \$48.35 FREE. It may be you and there is no obligation except that you buy in

MATADOR

"Where Your Business is Appreciated"



"I'll Meet You in Matador Saturday afternoon--- Don't forget Your Tickets"

ROGUE THEATRE

Matador, Texas

Friday and Saturday

"Last of the Pagans"

WITH MALA and LOTUS

Sunday, Monday, and Tuesday

WILL ROGERS

IN "In Old Kentucky"

Sunday Matinee 2:30 P. M. Nights 6:45 P. M.

FLOYDADA Steam Laundry 2-Weekly Service
To Brides of Yesterday and Today Stay as Young as You Are
Start now in your crusade against work, worry and needless waste of time. Send your laundry to us each week and stay as young as you are.

\$25 A MONTH now buys a New FORD V-8
After usual low down payment
UNDER NEW 6% PLAN OF UNIVERSAL CREDIT COMPANY
Ford Dealers Offer You Three Advantages:
1. New Lower Monthly Payments—no need to pay more than \$25 per month after down payment.
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By arrangement with Universal Credit Company, Ford dealers now make it easier than ever for you to own a new, 1936 Ford V-8 car—any model. Several new plans are open to you. All these plans bring you new low-cost financing—new completeness of insurance protection.
And even more important—any of these plans brings you the greatest Ford car ever built. It offers so many fine-car features that it is being called "the most under-priced car in America".
Arrange for a demonstration today. Learn for yourself how many reasons there are for wanting a new Ford V-8. Then get down to terms—and learn how easily you can own one through these Authorized Ford Finance Plans.
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