

"There is glory enough for any man to live and die a Texan"

MATADOR TRIBUNE

SUCCESSOR TO ROARING SPRINGS NEWS
COMBINED WITH THE MOTLEY COUNTY NEWS BY PURCHASE, MARCH 14, 1934

The Tribune Embraces
The Roaring Springs News
and the Motley County News in
One Publication of Complete
Circulation



Vol. 8, No. 14

Matador, Motley County, Texas, Thursday, June 14, 1934

MOTLEY COUNTY NEWS VOL. 15, NO. 16

SEEK PAVING FROM MATADOR TO SOUTH COUNTY LINE

Business Men Plan Trades Day For Weekly Event At Chamber Of Commerce Meeting

CHAMBER OF COMMERCE COMMITTEE SEEK NEW PLANS

BETTER MAIL SERVICE IS SOUGHT BY CIVIC CLUB

REPORT OF RELIEF WORK SHOWS 1000 DEPENDENTS IN COUNTY

A new Trades Day program for Matador every Saturday was favored by merchants and business men at the regular meeting of the Motley County Chamber of Commerce held in the Motley Hotel dining room, Tuesday, Harry Willett, acting in the absence of president Rice, instructed the Trades Day committee through vote of the members to seek new and more inviting methods of creating interest in the movement and also consider changing the frequency to every Saturday. A number of new ideas were presented and a program embracing plans different from those being used extensively by neighboring towns in this section will be studied.

Secretary Randall Whitworth explained fully the efforts being made to assure Matador a more reliable mail service in the future and received the pledged cooperation of the organization. It was explained that the present indefinite arrival of mail in Matador caused residents in the north part of the county to be delayed in mail delivery at times to the extent of three days.

One of the most vital reports made at the meeting was delivered by Homer Sheats, Motley County Chairman of the Texas Relief and Employment Commission. Mr. Sheats declared that his office had paid out almost two thousand dollars in the past month from direct relief in Motley county, the largest amount since the work began. About 150 heads of families are depending entirely on the relief office for aid. Mr. Sheats said that it was estimated that the 150 families represented approximately 1000 people in the county who are in dire need of relief.

Judge C. L. Glenn, Motley County Director of the West Texas Chamber of Commerce, gave an interesting report of the splendid work being done by that organization. Judge Glenn refused to submit any expense account to the club for his recent trip to attend the West Texas Chamber of Commerce convention at San Angelo.

He instructed the secretary to credit the Matador Band with any expense money which might be allowed him.

Judge W. R. Cammack reported that the Commissioners Court had been forced to refuse aid in the proposed county canning project because of the lack of funds.

HONOR STUDENT

WAXAHACHIE, Texas, June 13.—Miss Ruth Simpson of Matador, is one of the sixty-three students of Trinity University who made the honor roll for the second semester which closed recently, according to Dean Edward P. Childs. Twenty boys and forty-three girls were on the honor list.

In addition to being an honor student, Miss Simpson is active in student organizations.

CALLS

Bill Nickson, employed as druggist by the Simpson Drug Store, received a message from his father at Crosbyton yesterday morning that his grandmother was in a very critical condition and not expected to live.

Mr. and Mrs. Nickson left immediately after the message was received.

LATER—Word was received on the eve of going to press that Mr. Nickson's grandmother had succumbed Wednesday afternoon.

Mrs. Carl Bird is attending summer school in Lubbock.

JOE C. MOORE CALLED BY DEATH WEDNESDAY

Interment is Made in Northfield Cemetery This Morning

Joe Moore, of the Northfield community, who was stricken with appendicitis, Friday, June 1, and later moved to the Traweck Hospital where he underwent an operation on Monday, June 4, died at 2 o'clock yesterday afternoon. Mr. Moore's condition was realized to be extremely critical after examination on arrival at the hospital due to the advancement already made by the complication.

Joe Carroll Moore was born at Northfield, April 5, 1901. He had spent practically his entire life in the community in which he was born.

He professed faith in the Church of Christ in 1921 and had lived a sincere Christian life. Besides a host of sorrowing friends, he is survived by two sisters: Miss Ruth Moore of Matador and Mary Moore Thomas of Northfield, and four brothers, Sam and Tom Moore of Northfield, Hubert Moore of Tell, Texas and Roy Moore of Salt Lake City, Utah. Also Mrs. B. F. Moore of Matador, an aunt, and J. B. Cook of Northfield, a nephew.

The body was moved to Northfield yesterday afternoon where funeral services will be conducted at 11 o'clock this morning by Minister R. R. Price of Childress and interment made in the Northfield cemetery.

The Tribune extends sympathy to sorrowing relatives and friends in this hour of bereavement.

TRIBUTE

In humble tribute to the memory of a true friend whose great humble heart had room for only that which is good, these lines are tendered. No favor was too great, no obstacle too difficult if it would benefit his friends.

The true tempered character knew no other course but to the right. The sincere heart knew no master but kindness.

The rugged splendor of his life bore silent witness in his knowledge of how to live—and die.

Directors of Old Settlers to Hold Meeting Saturday

The Board of Directors of the Motley-Dickens Counties Old Settlers' Association will hold a meeting in Roaring Springs Saturday afternoon, June 16 at 2:30 o'clock.

Plans will possibly be completed for the meeting of the organization which will be held at the Roaring Springs school grounds and at the auditorium this year instead of the springs which has been the meeting place for the past ten years.

All directors and others interested in the organization are urged to be present at the meeting Saturday.

Morton Home Burns

The home of Mr. and Mrs. Euell (Spot) Patton, at Morton, Texas, was destroyed by fire of unknown origin early last Thursday morning. The home and entire contents were lost.

Mr. and Mrs. Patton were in Brownfield at the time of the fire.

The loss was partially covered by insurance.

School Granted 4th Unit Credit English Work

Word has just been received from the High School Supervision Division of the State Department of Education at Austin that the high school has been granted the fourth unit credit in English. For the past five years the fourth unit credit in English is approved as an honor credit and since the high school faculty and the student body have been trying for a number of years to attain English standards that would merit the approval of the fourth year unit, it is a matter of great pride and of considerable importance.

The English work for the past two years in the high school has been in the hands of Mrs. Harvey Stanford, who was an outstanding student in English throughout her high school career, and majored in that subject in the North Texas State Teachers College where she made among the highest records of the college, not only in English, but in her other subjects as well.

And in addition to her Bachelor Degree with an English Major, she has done one summer of work toward the Master's Degree with an English Major. Not all the credit however should go to Mrs. Stanford for much of the foundation upon which her work has been done was laid by Miss Bertha Casstevens, who has been teaching the English in the Grammar Grades of the Elementary School for the past four years.

Students are coming into high school with a splendid understanding of the fundamentals. At the close of the past school year the 7th grade was given a standardized test on all of the 7th grade work. This test was purely an accomplishment and knowledge test. The class ranked 9 points above standard in English.

Also, the course in bookkeeping added the past session for the first time and taught by Supt. Tunnell was accredited. These additional credits were granted the high school without having to submit its material exhibit, being based altogether upon the standard of work being done up to and at the time the Deputy State Superintendent visited the schools in March.

J. T. Davidson Is Called by Death

J. T. Davidson, 70, died at the home of his niece, Mrs. J. W. Murdock in north Matador, Monday afternoon, June 11th, 1934.

Mr. Davidson was born in Arkansas but had lived for a number of years in Oklahoma and moved from Flomot here about three months ago.

He was the uncle of Mrs. J. W. Murdock, Mrs. Callahan and Ben Davidson, all of Matador.

He is survived by a brother, Wiley Davidson and a sister, Mrs. Matilda Petty, both of Lexington, Oklahoma.

Funeral services were conducted at the First Baptist Church Tuesday afternoon and interment made in East Mound Cemetery.

CLINT SMALL FOR GOVERNOR CLUB FORMED

Organization is Formed to Promote Campaign of Candidate

A group of Matador business men interested in promoting the campaign of Clint Small for governor met in the lobby of the Motley Hotel Tuesday afternoon and organized a "Small for Governor Club."

Farris Fish, attorney, was elected chairman. Douglas Meador secretary and Harry Willett vice-president.

The new organization expects to establish contact with Senator Small's headquarters in Austin immediately and if possible, secure some definite speaking date in the future.

Schweitzer Saddle Co. Publishes 5th Catalog of Saddles

The Schweitzer Saddle Co., which has a clientele with cattlemen over the entire north and western states, received delivery of new catalogs this week. The new book is the fifth catalog published by the saddle company.

The catalog number five has an addition of four new saddles and a total of 28 pages illustrated with photographic cuts of the leather products.

All work in the manufacture of the saddles is done personally by H. H. Schweitzer, owner of the company. Mr. Schweitzer spent many years as a cowboy before he began the career of saddle-maker.

Printing of the new catalog was done by the Tribune Publishing Company.

Cotton Contracts Go to Washington

The 536 Motley County Acreage Reduction Contracts have been put into final form and are to be shipped to Washington next week. A second adjustment of sixty-five hundredths of one percent was required by the State Board of Review. The flat reduction was made by the county agent, who accompanied the contracts to College Station, thus saving two or three weeks time which would have been required to make the adjustment by correspondence.

First payment under the contracts may be expected sometime in July. The second payment will be made in August or September.

Annual Sing Convention At Northfield

Singers and song lovers of Motley county are invited to be at Northfield next Sunday, June 17, at the meeting of the Motley County Singing Convention.

The oldtime custom of "Singing All Day and Dinner on the Ground," on which the organization was founded, will be followed next Sunday.

The hospitality of Northfield invites all music lovers to participate. The assurance that ample food will be provided for all who attend has been made.

Altho no definite assurance of acceptance has been received, an effort is being made to secure the services of the "Stamps Quartet" for the meeting.

MUCH INTEREST IS MANIFESTED IN SUMMER SCHOOL

Classes Being Conducted in High School Building

Much interest is being manifested in summer school classes being conducted at the High School building, according to S. D. Rattan, who has charge of the work. The classes, which embrace students from the 5th to 11th grades, began June 4 and will continue six weeks.

Students who have been irregular in attendance or for any other reason have failed to make the required credits are permitted to continue in their respective grades when school begins this fall.

Mr. Rattan declared that few of the 16 taking the work are attempting new work but are concentrating on that which they failed to receive full credits in the recent term.

Candidates Make Applications For Place On Ballot

Pat Sheridan, Democratic chairman of Motley county, has received applications from all but two of the county candidates to secure their names on the ballot for the Democratic Primary, July 28.

Mr. Sheridan declared that the cost for each candidate would be determined after all applications had been received after Saturday, which is the closing date to secure a place on the ballot.

Movement Is Started Mon.

Paving 12 Miles Would Complete Hard Surface From Lubbock To North and East

Judge W. R. Cammack, Chairman of the Highway Committee of the Motley County Chamber of Commerce, at the request of business men of Roaring Springs and Matador, called a meeting at his office in the court house Monday afternoon for the purpose of originating a movement to secure action in paving Highway 18 from the Dickens county line to Matador. The approximate 12 mile link is all that now remains unpaved between Lubbock and points east and north as soon as contracts which have already been let are completed.

At the meeting it was decided the most feasible plan would be to meet with Judge W. R. Ely of the State Highway Commission at Abilene that the project might have adequate consideration, and a committee was selected. Those nominated were: from Roaring Springs, Commissioner T. E. Lons, M. S. Thacker and S. W. Weatherall. From Matador, Judge W. R. Cammack and Randall Whitworth and Commissioner Tede Blackshear of the Flomot community.

In an effort to call Judge Ely by telephone it was learned that he was not in Abilene, but would return sometime Wednesday, when an effort will be made to secure an appointment. It was the plan of the committee to go to Abilene as soon as an appointment could be secured so that action on the project can be started as soon as possible.

Hope was expressed that Federal money might be secured for the project, which, if completed, is estimated to be of great value to both Matador and Roaring Springs and also offering solid paving from Lubbock to the Atlantic coast.

Many New Features In Childress Rodeo

CHILDRESS, June 13.—The second annual Rodeo and Frontier Celebration of the Childress Fire Department, featuring a free barbecue and bathing girl revue, will be staged at Fair Park in Childress, July 3 and 4, and preparations are being made to make the event bigger and better in every respect than that of one year ago. T. J. Midkiff, Jr., is chairman of the committee on arrangements.

A rodeo will be held twice daily, in the afternoon at 2 o'clock and in the evening at 8 o'clock. Features on the program will be bare-back bronc-riding, steer building, calf roping, wild cow milking, kids' calf roping, saddle-horse racing, steer riding, filly-roping races, trick and fancy riding and roping, cow-girl bronc riding exhibition, cowboys basketball game on horseback and ladies horse shows. This program includes many novel events that will be entirely new to rodeo enthusiasts of this section, and much interest is being manifested from all sections.

The bathing girls revue will be held each evening at 7:30, and scores of beautiful girls will parade for inspection and honors. The free barbecue will be given at noon on July 4, and a free fireworks exhibition will be given the evening of the same day.

Cash prizes amounting to more than \$1,000 have attracted many of the best rodeo contestants in the southwest who have already given their approval of the show and given definite assurance that they will be on hand to compete for the liberal awards.

Mr. and Mrs. Percy Morrish and Mr. and Mrs. Al Welch of Childress were the guests of Mr. and Mrs. T. E. Williams and family Sunday.

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Successor to the Roaring Springs News
Combined With the Motley County News
By Purchase, March 14, 1934
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DOUGLAS MEADOR, Editor. HOWARD HAMILTON, Business Manager.

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

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

POLITICAL ANNOUNCEMENTS

We are authorized to announce the following names for public office, subject to the Democratic Primary in July 1934.

For State Representative 121st District: BOB ALEXANDER (Re-election)

For District Judge 110th Judicial District: KENNETH BAIN (Re-election), A. J. FOLLEY, H. C. BRUMMETT

For District Attorney 110th Judicial District: ALTON B. CHAPMAN, TONY B. MAXEY

For County Judge: W. R. CAMMACK (Re-election), TOM A. McDONALD

For Sheriff and Tax Collector and Assessor: J. E. SKINNER (Re-election), S. W. (Sam) WEATHERALL, J. C. (Jess) McBRIDE

For County Clerk: MARY E. JONES (Re-election), JACK ROBINSON

For County Treasurer: MRS. JOHN SMITH (Re-election), MRS. ANNIE TUDOR

For County Attorney: JOHN A. HAMILTON.

For Commissioner Precinct No. 1: O. O. LOVE, T. E. LONG (Re-election)

For Commissioner Precinct No. 1: J. S. LAMBERT (Re-election)

For Commissioner Precinct No. 2: W. Q. MONTGOMERY, Tode Blackshear, (Re-election), A. K. (Kin) Wilkinson

For Commissioner Precinct No. 3: Chaud McDonald, W. E. Thomas (Re-election), R. E. Florence

'Small For Governor' Clubs Being Formed

WELLINGTON, June 13.—If the opinions of his neighbors are a real measuring stick for the character of a man, then Clint Small ought to make a great governor.

In Collingsworth county, where Small grew to manhood and served his home people in various public capacities, already five out of every six voters have pledged themselves their support, "and we expect to support him to work," said Wellington business men.

for-governor club in Collingsworth county.

Hardy declared the entire east Panhandle, territory contiguous to this county, will give Senator Small virtually a solid vote in his candidacy for governor.

In Collingsworth county, 2500 of the 3100 qualified voters have joined the Small forces.

From Amarillo east to the Oklahoma line, down through Armstrong, Donley, Hall, Childress, Collingsworth, Carson, Gray and Wheeler counties, the majority of the counties in the upper Red River valley, a casual survey shows people both optimistic and enthusiastic over Senator Small.

Childress county, to the south of Collingsworth, is organizing on a county-wide basis under the direction of James Mahan, former district attorney.

"We're forming clubs," he said, "in each of the commissioner precincts. Workers, both men and women, will seek to enroll every voter in the county in the Small club. Political interest here was slow in being aroused, but the past week has seen a tremendous response to Senator Small's campaign. He got nearly all the votes of this county before he'll get more this time."

DR. W. E. HARRISON DENTIST

Office Over Padueah Pharmacy Padueah, Texas

Dora's Beauty Shop

PRICE LIST

- Wet Set 25c
Dry Set 35c
Shampoo 25c
Hot Oil 75c
Henna-Rinse 35c
Henna Pack 65c
Shampoo and Marcell 75c
Eye lash dye 50c, with arch 75c
Manicure 35c
Facial (Plain) 50c
Facial (Bleach) 75c

MISS DORA JAMESON Phone No. 5

Dr. W. A. Pettey



OPTOMETRIST of Lubbock

Will be in MATADOR

Simpson Drug Store

Wed., June 20

To Fit Glasses

USED CARS!

- 1 1933 Chevrolet Coupe \$450
1 1933 Chevrolet Sedan \$460
1 1933 Chevrolet Coach \$450
1 1931 Chevrolet Coach, \$275
1 Oakland Sedan \$50
1 1929 Chevrolet Sedan \$150
1 Buick Coach \$175
2 1929 Chevrolet Trucks, each \$150
1 1930 Chevrolet Truck \$250
1 1930 Chevrolet Coupe \$175
1 1929 Ford Pick-Up \$135
1 1926 Chevrolet Coupe \$50
1 1932 Chevrolet Coupe \$125
1 1929 Chevrolet Coupe \$35
1 1926 Model "T" Coupe \$175
1 1931 Ford Tudor \$175

ALL CARS GUARANTEED PRICED RIGHT

Spur Motor Co.

Many Prizes to be Given in Rodeo

STAMFORD, June 13.—More than \$3,000 in prizes will be given in the rodeo and various other contests to be held in connection with the fifth annual Texas Cowboy Reunion here, July 2, 3 and 4.

Besides \$1,572.50 in cash awards in the various events and handsome trappings covered by cowboys and cowgirls, the prize list includes six hand-stamped saddles to be given as grand prizes.

The saddles are offered through the courtesy of the Salesmanship Club of Dallas, with the cooperation of business firms of that city. Formal presentation of the saddles was made in Dallas, Thursday at a luncheon of the Salesmanship Club, the premiums being received by a group of Reunion officials from Stamford and other West Texas cities.

West Texas visitors included John Gist, Odessa, president of the Texas Cowboy Reunion Association made up of pioneer cowmen; Chas. E. Combes of Stamford, secretary of that organization, and Frank Rhoades, Throckmorton, past president and member of the board of directors; W. G. Swenson, Stamford, president of the Texas Cowboy Reunion, incorporated, the parent organization; A. C. Cooper, vice-president; Louie M. Hardy, W. G. Owsley, Warren B. Tayman and Tom Boston, all of this city, and "Scandalous" John Selman, picturesque foreman of the S. M. S. Flattop ranch and arena director of the rodeo; and one of his aides, Leland Seifros.

The saddles, all of which were secured through the courtesy of the Salesmanship Club of Dallas, will be awarded as follows: To winner of oldtime cowboys' calf-roping contest, a sterling silver-mounted saddle, donated by Employers' Casualty Company, valued at \$350; to winner in girls sponsors' contest, a hand-stamped, silver-mounted girl's saddle, donated by the Dallas Clearing House Association, value \$350; four \$150 hand-stamped, special made saddles for rodeo champions, one to champion calf-roping, given by the Schoelkopf Company, another to champion wild-cow milker, given by Padgett Brothers, one to champion bronc-riding, donated by Higginbotham-Bailey-Logan Company, and one to winner in cutting-horse contest, contributed by Salesmanship Club.

Other premiums include a pair of hand-made boots, given by H. C. Hyer & Sons, Olathe, Kansas, as second prize in the Oldtime Cowboy's calf-roping contest, and a pair of spurs given by W. R. Boone, Lubbock, as second prize in that contest.

Three other prizes will be given in the sponsors' contest, second prize being a pair of riding boots given by Bryant-Link Company, Stamford, third prize, pair of spurs donated by Nocona Boot Company, Nocona; fourth pair riding bits given by W. R. Boone, Lubbock.

Prizes will be given to the most typical active cowboys at the Reunion, one for a cowboy over 55 years of age and one for cowboy under 55. One of the winners will receive a Stetson hat, given by L. Schwarz & Company, Stamford, and the other a \$60 watch offered by Linz Brothers, Dallas.

Cash prizes totaling \$32.50 will be given in the old fiddlers' contest, and \$25 will be given for best entries in the main parade on July 3. The most typical junior cowboy in the parade will receive a cowboy suit and outfit given by the Hasson Dry Goods Company, Stamford. Cash prizes in the junior steer riding contest in the night shows on July 3 and 4 are given by the Aetna Life Insurance Company, through R. B. Hills, Stamford agent.

pected to be completed on the "Mo-Dern Fun" within a few weeks and it is likely that it will be operated during the summer in order to make changes and have it in great working shape for the 48th Annual State Fair of Texas which opens on Saturday, Oct. 6.

FORD LEADS IN SALES

Ford led all other makes in sales of passenger cars during the first four months of 1934, according to official tabulations of motor vehicle registrations throughout the United States just issued by R. L. Polk & Company.

Total Ford registrations of new passenger cars in the four month period aggregated 162,788 units out of a total of 532,316 new cars of all makes registered in the United States in this period.

The Ford total of registrations of passenger cars, commercial cars and trucks during the same four month period was also in the lead.

Ford's percentage of the total business in May was increasing according to advance reports compiled by Polk in 106 leading cities in key points throughout the country.

WHAT WE NEED

We need to return unto God, Malachi, 3:8-9. This nation puts on its dollars "In God We Trust," then robs Him of the tythe that He says is His and it is for the advancement of His Kingdom.

No economical program will succeed if God sends a drought over the country. The government can't send aid if the drought lasts long.

In the work with the Indians, the government couldn't do much with them or for them without the help of the missionaries. Nor the missionaries could not do much without the help of the government.

The Church and State must work together.

Each individual should feel it his duty to be honest with his God. Each can honor God with his wealth and use at least one tenth to furnish employment, good readings and Christian teachings.

Oh, my people, make a covenant with your God and he will hasten to bless you. I pray that our country will try this plan out and see what God can do for us.—A Friend.

Build New Fun House

"Mo-Dern Fun" is the name of the new fun house which is now under construction on the midway at the State Fair of Texas, and which, when completed will be one of the largest fun-houses in the entire South, it has been announced here by C. A. Wortham, Jr., manager of the midway.

Several new devices introduced into fun houses during the past few years will be installed in the new edifice. The entrance to the fun house will be between the air-plane swing and the Old Mill, it was announced. Work is ex-

BIRTHDAY DINNER

Jerry Birchfield of Teepe Flat, was given a surprise birthday dinner last Sunday, prepared by his wife and daughter, Miss Etta Marie, in honor of his 57th year.

A gathering of old friends, neighbors and relatives made a total of 28 present. The enjoyment of visiting was followed by ice cream making and the serving of a bountiful dinner.

Those enjoying the feast and day with Mr. Birchfield were: Mr. and Mrs. Dick Seay and children, Mr. and Mrs. George Birchfield, Mr. and Mrs. Alfred Dye and children, Mr. and Mrs. Milton Gwinn and children, Jim Radcliff, Robert Birchfield, Raymond Marshall, Joe Berry Meador, Dorman Prather, Miss Etta Marie Birchfield and Mrs. Birchfield.

Failures D

AUSTIN, Texas, June 13.—The evidence of depression in business conditions in the state in a decline in Texas failures during May, the University of Texas Business Research Center reported.

According to reports of G. Dun and Company, only fifteen business failures in May against thirteen in April and 61 in May, of 21 and 75 per cent. Total liabilities of \$1,000,000 were reported a decline of \$1,000,000 from April and 72 per cent. in May last year.

THE FUNDAMENTAL HEALTH OF ANY LAND IS IN THE SOIL

WE HAVE TO ESCAPE

Charles Long had a narrow escape from great trouble this morning when his car became uncontrollable. Mrs. Long was in the wagon and she was badly bruised and injured. Mr. Long was driving in the path of the wheels when they ran over him. A severe gash in his leg was the result of the accident. The car was driven by the office of the State Highway Department. Mr. Long's injury was not expected to be serious.

Millers Here

At Saturday night Booth's Millers rendered an enjoyable program in the Texas city. An attentive audience of 16 lucky ones were present.

James Dunlap

James Dunlap, business in Hobbs, this week.

Paul Barrier and children were visiting in the week. Mrs. K. Jones this week.

ONLY ICE ADVANTAGES SAFE! QUIET! PURE! LEA ICE CO. Independent Manufacturer of PHONE 67 PROMPT

LET'S GO WITH CONOCO COOPER SERVICE STATION MOHON SERVICE STATION DOBBS CITY MERC. CO. WALKER CHEVROLET CO. BOB'S OIL WELL YORK'S SERVICE STATION WHITEFLAT S. S. AND GAR HIGHWAY SERVICE STA. L. B. Roberts Commission Agent Matador, Texas

THE TOUGHEST TEST A MOTOR OIL COULD TAKE NEW AND IMPROVED CONOCO GERM PROCESSED MOTOR OIL WINS THE TERRIFIC "DESTRUCTION" TEST! CONTEST BOARD AAA CERTIFIED TEST ADARING, competitive test—and what a result! New and Improved Conoco Germ Processed Motor Oil outdistanced five worthy rivals, thanks to the extraordinary film strength and penetrativeness our recently patented process gives it. Five quarts of this remarkable new oil lubricated a motor for the almost unbelievable distance of 4,729 miles before the motor was wrecked! Five other oils, all nationally known, competed with New and Improved Conoco Germ Processed Motor Oil in this test. All cars were driven under AAA supervision, under exactly the same conditions until the motors could no longer operate. The notable thing is that five quarts of New and Improved Conoco Germ Processed Motor Oil went more than 3,000 miles farther than the first oil to fail, and over 1,400 miles farther than the best of its competitors! The results of this test should guide your motor oil purchases from now on. Look for the Red Triangle Sign.

EXIT B SAY SIN

ROARING SPRINGS SECTION

MATADOR, TEXAS, THURSDAY, JUNE 14, 1934

THE CORNER STONE OF
ACHIEVEMENT AND
PROGRESS IS FAITH.

Marie Birchfield
Mrs. Birchfield
Failures D

**WE HAVE
NOW ESCAPE**

AUSTIN, Texas, June 13.—The evidence of business conditions in the state in a decline in Texas failures during May, the University of Business Research. According to reports of G. Dun and Company only fifteen business failures during May against 21 and 61 in May, 1933. Total liabilities of \$1,000,000 presented a decline of from April and 72 per cent in May last year.

Chas. McDonald has recently accepted a position in a shoe shop in Paducah. Mrs. McDonald and their two children are moving there this week.

Miller's Here

Last Saturday night Booth's Miller's rendered an enjoyable program in the Texas state. An attentive audience of 16 lucky winners.

James Dunlap and family returned from a successful fishing trip Saturday. Mr. Lewis brought back proof of his catch and generously shared with his friends and neighbors. While on their trip they visited in Alpine and Balmorhea. They were accompanied to Alpine by Mrs. Maudie Williams and Miss Freda Keahy who are attending school there.

W. C. King, who has been in Mineral Wells for treatment, returned home Saturday. Mr. King who suffered from lead poisoning is greatly improved.

Called to Floydada

Mrs. J. W. Linnack was called to Floydada Sunday to be with her little grand daughter who is very ill with pneumonia.

Mr. and Mrs. Albert Hodges and son returned Friday from an extended trip to California, where they visited Mr. Hodges' relatives. On their return they were accompanied by Aubrey Hodges who is visiting here.

Mr. and Mrs. Alvin Conn. of Spur, were here Sunday enroute to C. D. Bird's ranch to visit Mr. Conn's parents.

Rev. and Mrs. W. O. Cooley, accompanied by Rosalind Mitchell, June Cooley, Elizabeth Love and Edith and Gladys Peck attended the Baptist Workers meeting in Silverton Tuesday.

Mr. and Mrs. James Dunlap and Mrs. W. A. Campbell visited in Spur, Thursday.

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

Now is the time to decide. Conditions were never better and the advantages never greater.

ASK ABOUT OUR FREE HOME-SITE OFFER

**ROARING SPRINGS
TOWNSITE COMPANY**

S. W. WEATHERALL, Agent

**EXIT BOOTLEGGERS!
BUY SINCLAIR DEALERS**

Have you seen the new Tamper-Proof motor oil cans at Sinclair service stations? Sinclair dealers are using these cans to fight oil bootleggers. The cans are filled (and sealed) at Sinclair refineries with clean, pure Sinclair Opaline or Sinclair Pennsylvania Motor Oil. The Sinclair dealer opens them before your eyes. You know you get the oil you pay for! No extra charge for Sinclair canned motor oils.

**TAMPER-PROOF
CANS
NO EXTRA PRICE**

**Agent Sinclair Refining Company (Inc.)
F. C. KING, Roaring Springs**

**TRADES DAY A
GREAT SUCCESS**

The trades day program Saturday was attended by one of the largest crowds Roaring Springs has had in several months. The main feature being an old timers' contest. Elmore Kingery of Darden Canyon community won first place and H. D. Marple of Tepee Flat won second. Next Saturday's main event will be horse races. Everybody is invited to come and be with us.

**BAPTIST REVIVAL
IN TEEPE FLAT**

Rev. W. O. Cooley, pastor of the Roaring Springs First Baptist church, is conducting a revival meeting in the Tepee Flat church this week. Good crowds are attending each service and much interest is manifested.

TO GIVE '42' PARTY

The local chapter of the Eastern Star members are planning a 42 tournament to be held in the Travelers Hotel dining room Thursday night. A small admission will be charged and every one is urged to attend.

Mr. and Mrs. W. A. Lewis and family returned from a successful fishing trip Saturday. Mr. Lewis brought back proof of his catch and generously shared with his friends and neighbors. While on their trip they visited in Alpine and Balmorhea. They were accompanied to Alpine by Mrs. Maudie Williams and Miss Freda Keahy who are attending school there.

Chas. McDonald has recently accepted a position in a shoe shop in Paducah. Mrs. McDonald and their two children are moving there this week.

Miller's Here

Last Saturday night Booth's Miller's rendered an enjoyable program in the Texas state. An attentive audience of 16 lucky winners.

James Dunlap and family returned from a successful fishing trip Saturday. Mr. Lewis brought back proof of his catch and generously shared with his friends and neighbors. While on their trip they visited in Alpine and Balmorhea. They were accompanied to Alpine by Mrs. Maudie Williams and Miss Freda Keahy who are attending school there.

W. C. King, who has been in Mineral Wells for treatment, returned home Saturday. Mr. King who suffered from lead poisoning is greatly improved.

Called to Floydada

Mrs. J. W. Linnack was called to Floydada Sunday to be with her little grand daughter who is very ill with pneumonia.

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

Now is the time to decide. Conditions were never better and the advantages never greater.

ASK ABOUT OUR FREE HOME-SITE OFFER

**ROARING SPRINGS
TOWNSITE COMPANY**

S. W. WEATHERALL, Agent

**6666 Ranch Stages
Dinner and Dance**

The 6666 Ranch put the big pot in the little one last Saturday and entertained about five hundred friends with a rodeo, barbecue dinner and big dance afterwards. The program was arranged by Geo. Humphries, manager of the ranch and also King county's sheriff. The affair was given due to the fact that Mr. and Mrs. J. Goodwin Hall of New York were on the ranch and had been for about three weeks. Mrs. Hall is the daughter of the late Burk Burnett, who established the ranch and is known throughout Texas and all border states as one of the largest cattle raisers in the south.

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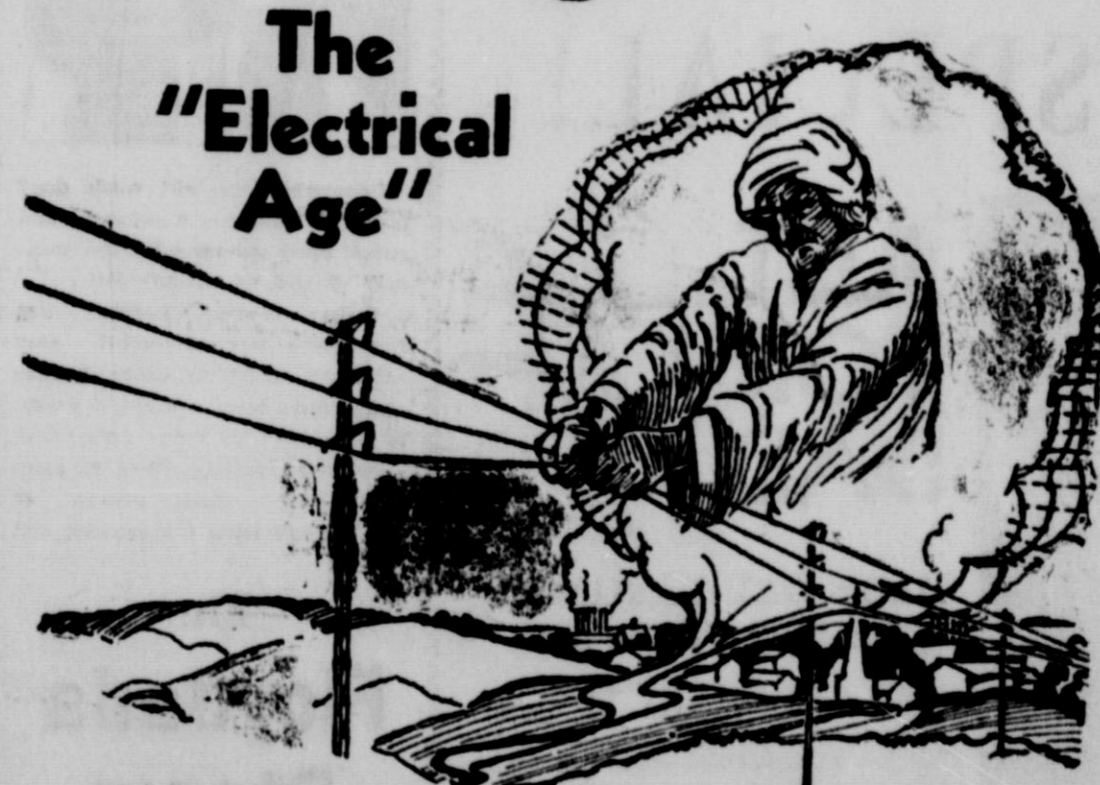
SWIM AND ENJOY LIFE
Season Now Open
Roaring Springs Swimming Pool
Low Prices—20c and 30c. 15c and 25c for under 12 years

When You Order BEER
Ask For
SUPERIOR
MADE IN TEXAS
BEER

BUY IT IN MATADOR AT
COUNTS LUNCH ROOM
TEXAN CAFE
HAMBURGER KING

Thacker & Braselton
Wholesale Distributors
Roaring Springs

The "Electrical Age"



Our development of 2,600 miles of transmission network in West Texas connected to three major power plants and many dependable local plants has made it possible to do all our tasks by simply pushing a button.

**Cooking
Heating
Washing
Ironing
Sweeping
Air Conditioning
Light and Power**

of any demand can be purchased at rates below the nation's average.

Electric Service is the most flexible and dependable source of power known to mankind. Your increased use of it on our surprisingly low rate schedules will afford co-operative effort in the continued development of West Texas—our "Land of Opportunity."

West Texas Utilities Company

**Need Gasoline?
Here's Where to Get It!**

When you need gasoline, may we suggest this station? We sell only Conoco gas, noted for the extra mileage it gives. And our service is always courteous . . . your windshield washed, your radiator filled, your tires inflated . . . FREE! You'll like this service . . . try it!

YORK'S SERVICE STATION
Roaring Springs

LOCALS

CARD OF THANKS

We wish to thank the friends and neighbors in both Matador and Northfield for their many kind deeds and words of sympathy during the recent illness and death of our beloved brother and nephew, Joe, C. Moore.

It is our prayer that the blessings of God may rest on each of you.

Ruth Moore, Mrs. B. F. Moore, Mary Moore Thomas and family, Tom Moore and family, Sam Moore and family, Hubert Moore and family, Roy Moore and J. B. Cook.

WE HAVE in the vicinity of Matador one baby grand piano, also an upright piano. Would like to get someone to take up balance due. Will accept school vouchers. G. H. Jackson, Credit Manager, P. O. Box 26, Dallas.

MEN WANTED for Rawleigh Routes in North Hall, Foard county, Matador. Write immediately. Rawleigh Co., Dept. TX-370-SB, Memphis, Tenn.

Mrs. D. W. Bronson of Bryan,

Texas, is visiting this week in the home of her father, Mr. R. L. Wilson.

Doc Burleson of Wichita Falls was visiting relatives here Tuesday.

Mrs. Pat Sheridan and son, Patsy, left Wednesday morning for Uvalde, Texas where they will visit Mrs. Sheridan's mother, Mrs. J. M. Jackson.

Miss Beulah Sheridan and Miss Tommie Tudor left Wednesday morning for Lubbock where they will attend summer school.

Mr. W. E. Reeves and daughters Misses Verlin and Maizy attended the District meeting of the Baptist church in Plainview, last week.

Harry Willett and family were Plainview visitors Thursday.

Mrs. Frank Bryan is attending summer school at Canyon.

Mr. and Mrs. W. E. Bryan and family have moved to Plainview. Mose Damron is attending summer school at Denton.

Jack Edwards and Tex Litter at were Oklahoma City visitors Thursday and Friday.

Mr. and Mrs. Luther Holden and children were visitors in the C. P. Waybourn home last week. Mrs. Holden is a sister of Mrs. Waybourn.

Miss Ellen Storm of Kirkland, is visiting her sister, Mrs. A. A. Harp.

Judge O. T. Warlick of Vernon,

visited his sister, Mrs. Ed Williams last week.

Misses Ethel and Allie Faye Williams are visiting relatives in New Mexico.

Quite a crowd from all over the county attended the American Legion picnic at the city park last Monday evening.

Mr. and Mrs. Ellison Crider and family of Dickens, attended the American Legion picnic here Monday.

Mrs. Bert Edmondson is visiting her mother in Wheeler, who is quite ill.

Mrs. J. M. Reilly is visiting relatives in Ontario, Canada.

Claude Wilson visited relatives in Sweetwater this week.

Sammie Catlin is visiting his brother, Stanley Rose in Hollywood, Calif.

Born to Mr. and Mrs. Tommie Edwards of Muleshoe, a 6 pound boy. Mrs. Edwards is the former Vella Rigby.

Joe Bloodworth of Whiteflat, was in Matador Saturday.

Mrs. T. M. Dixon of Whiteflat, was shopping in Matador, Saturday.

Mrs. Charlie Barton of the Barton community was shopping in Matador Saturday.

Mr. and Mrs. Frank Ferguson of Roaring Springs were shopping here Saturday.

Mrs. John Lisenby of Folley community was trading here Saturday.

Elvis Clements of Paducah, is visiting his aunt Mrs. E. C. Stearns.

Raymond Davis and Fred Rattan have gone to Gainsville on a business trip.

Mr. and Mrs. Houston Patton

of Wichita Falls, spent Sunday with relatives here.

Elbert Reeves and family are visiting his mother, Mrs. W. E. Reeves.

Mrs. A. L. Jordan spent the week-end with her father, G. H. Daves, whose home is in Channing, Texas.

Dr. Thyrta E. McMill of Albuquerque, N. M., was a week-end guest in the home of Miss Ruth Groves.

Mrs. Clarence Sparks of the Turtle Hole line camp visited in the home of Mrs. John Smith, last Sunday.

Whiteflat Flashes

Mr. and Mrs. Jess Baker were Tupla visitors Monday.

Miss Lillian Butterfield returned recently to Dallas, after having visited her sister, Mrs. Tom Tilson for several weeks.

Miss Cleo Smelser returned last week from Abilene, where she has been a student at McMurry College.

Mr. and Mrs. Roy Mitchell, Miss Marguerite Keltz and Bruce Browning were Lubbock visitors last week-end.

Boyd Perkins returned recently from Mineral Wells where he was taking medical treatment.

Verner McWilliams went to Lubbock Sunday afternoon to enter summer school at T. T. C.

Miss Edna Humphries is quite ill with an attack of rheumatism.

St. Elmo Powell of Memphis, spent Thursday night with Bruce Browning.

Mr. and Mrs. Al Welch, Mr. and Mrs. Percy Merrick of Childress, and Mr. and Mrs. T. E. Williams of Matador were Sunday visitors in the home of Mr. and Mrs. W. R. Tilson.

Rev. and Mrs. Watson of Turkey, attended church services here Sunday.

Miss Laurie Browning left Thursday for Lubbock to enter summer school at T. T. C.

A good rain would be very highly appreciated now.

Mr. and Mrs. A. K. Wilkison went to Lubbock Sunday.

Rev. and Mrs. J. R. Plant, Misses Eunice Vickers and Eunice Browning went to Turkey, Monday afternoon.

Mr. and Mrs. Carter Murphy and H. M. Murphy went to Lubbock Sunday afternoon, returning Monday.

Miss Adele Barnett of Lubbock, attended church services here Sunday.

Mesdames John Smith and Mary Jones of Matador and Mrs. Sparks of Turtle Hole camp, were here Sunday afternoon attending the laymen's meeting at the Methodist church.

MOVIE CHATTER

By A Rogue

Friday and Saturday the Rogue offers for your entertainment another Zane Grey Western entitled "The Last Round-Up," which is made from the novel "The Border Legion" by that author. There are three big western stars in this picture, Randolph Scott, Monte Blue and Fred Kohler.

These Zane Grey westerns are the very best made, and after "The Last Round-Up" has been here, there is to be only one more of them this season, "The Thundering Herd," and after that no more Zane Grey's, unless some company changes their policy and decides to make them. Everybody will like this splendid picture, "The Last Round-Up," Friday and Saturday.

Sunday and Monday comes a new Paramount production starring Frederic March, George Raft and Myriam Hopkins, entitled "All of Me." This is a very new picture with a title that seems to mean very little, but from the stars and story it certainly okay. Don't fail to see this versatile actor, Frederic March who made "Dr. Jeckyll and Mr. Hyde," "The Eagle and the Hawk," etc. In his latest picture, "All of Me," and

this modern Valentino, George Raft, is certainly no slouch in his parts. He will be here later in "Bolero."

YARDS COST \$1.77 TO LANDSCAPE: ADD \$100 TO VALUE

A \$1,592,600 increase in the values of farm homes is calculated as the result of a cash expenditure of \$28,198.35 on 15,926 farm yard landscaping demonstrations completed by Texas home demonstration club members in 1931, 1932, and 1933, according to a report issued by Miss Onah Jacks, extension specialist in landscape gardening at Texas A & M College. The figure is based on an estimate that a properly landscaped place can be sold for 10% more than an unplanted one. Real estate men estimate a 20% increase in value. The estimate assumes a low valuation of \$1000 per farm.

The low cash cost of this landscaping—an average of \$1.77 per yard—was due to the free use of native shrubs and trees transplanted from nearby woods and creek bottoms, to plant exchanges, and to cutting beds. Women grew 132,492 cuttings of ornamental shrubs in the 6257 cutting beds operated. Plant exchanges extended even beyond the county lines. One case was reported of an exchange of native shrubs between women of Wilbarger county and women of San Augustine and Upshur counties. Mrs. F. L. Wal-

lace of Falls county traded canned meat for balled and burlapped youpon trees. A woman from Hidalgo county traded board to a man for enough pickets to underpin her house.

Native materials such as stone, gravel, pine slabs, logs and sand

were used for concrete walks, drives, underpinning houses, outhouses, trellises and fences. In 1933 there were 200 homes enrolled in landscaping, some kind, and much of it completed in the next few

Have a

SPENCER GORSET

Individually Designed for You

It will CORRECT (not merely CONCEAL) your figure faults slenderize all your proportions. Telephone today for free figure study. It will not obligate you in the least.

Mrs. Robert Mayfield
PHONE 901G WHITEFLAT, TEXAS

Picture of a Modern

WASH DAY



Remember the old wash day? It began before breakfast and ended after supper with the ironing. It was an all day job... a tiring, nerve wracking job. But today—how different! Our salesman picks up your bundle and 3 days later returns it ready to be used! No more wash days—no more fatigue. Yet it costs only a very small amount. If you haven't tried this service, do!

The Floydada Steam Laundry

SPECIAL!

JUST FOR DAD



DAD'S DAY BARGAINS Gifts That Fit the Man

Your Dad will appreciate the gift suggestions we've arranged for Dad's Day. They're practical gifts that he can use to advantage—gifts that will bring him pleasure and comfort. Remember Dad on Dad's Day with something from Matador Variety Store and you'll express your appreciation and love the best way.

GIFTS FOR FATHER'S DAY
Sunday, June 17

Pajamas \$1.50 Pr.
\$1.00 Dress Shirts 89c
50c Ties 39c
Socks 15c to 35c Pr.
Rayon Shorts and Shirts 49c Ea.
Handkerchiefs 10c-25c
White Belts 35c Ea.
Father's Day Greeting Cards 5c Ea.

Remember DAD — Sunday, June 17th

Matador Variety

—GET THE HABIT—

Moderne Permanent Wave



Let our expert beauticians mould new character into your hair with a MODERNE Permanent. Many tiny ringlets and

City Beauty Shop

Mrs. A. E. Westmoreland, Prop. At City Barber Shop



It's No Child's Play

to do your washing at home. Back breaking rub and perspiring labor is no joke these hot days. Think seriously of the money and work our dry wash service can save you.

We'll gladly prove the undeniable advantages of letting us do your work.

SPUR LAUNDRY

Economy, and Efficiency has made this the wife-saving station



Operates for less—

THAN ANY FORD EVER BUILT

THE smartest car that Ford has ever built is the smartest buy your budget has ever seen. The new Ford V-8 is the most economical car that Ford has yet produced.

That big Ford V-8 engine, which is capable of a generous 80 per, is miserly when it comes to fuel. It consumes less gasoline than many engines with less cylinders and less power.

Aluminum-alloy pistons minimize carbon formation. Tungsten steel valves—Authorized Ford Dealers of the Southwest \$515 and up F. O. B. Detroit. Easy terms through Universal Credit Company—the Authorized Ford Finance Plan.

seat inserts virtually let you say "good-bye forever" to valve grinding.

The Ford V-8's dependable springs—which give you free action on all four wheels—have shackles that require no lubrication. And the whole car is so reliably built that you will never be plagued with repair bills.

Before you buy any car at any price, drive the Ford V-8.

The V-8 type engine every record for land, water and air.

To My Friends

Because of the duties of the office which you elected me as your Sheriff Tax Collector, it will be absolutely impossible for me to visit you before the coming election.

It would be unfair to you to take so much for which you are paying me to do my campaign and I have no desire to do so even if the duties of the office were permit.

But through this medium I wish to thank you for your past support and assure you that I am doing my very best to fill the office as I believe you want it, and that I will appreciate your aid and support in the coming election equally as much as if I visited each of you personally.

I have no campaign promises to make you except the ones I make every day in fulfilling the duties of my office to the best of my ability. If you re-elect me to this office for a second term I will devote my entire time and ability to the fulfillment of its duties and feel that the judgement of my present efforts warrants a continuation of the same policy which I am now following.

Thanking you again for your cooperation, I remain

Yours very truly

J. E. SKINNER

Candidate for Sheriff, Tax Assessor Collector of Motley County

(Paid Political Advertisement)

"There is gl...
for any man t...
die a Texan"

NO. 16

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