

He Builds Best
Who Serves Most

ROARING SPRINGS NEWS

If we can not build
We will not destroy

VOLUME NO. 7

Roaring Springs, Motley County Texas Thursday, Dec. 7, 1933

NO. 40

LEVELLAND DOCTOR KILLED CAR ACCIDENT TUES. NIGHT

Two Negroes Killed When Low Telephone Wire Reaches Truck

Two negro men were fatally injured Tuesday afternoon, Nov. 28 when they were caught by a low telephone wire and dragged from the top of a cotton truck on which they were riding one mile east of Flomot.

Both died at a Plainview sanitarium.

Modern Wash-Grease Equipment Installed At Bob's Oil Well

L. B. Robertson, manager of Bob's Oil Well, Matador's unique service station, has this week completed construction of a modern automobile wash equipped with high pressure washer and vacuum cleaner for completely renovating the automobile.

A specialized greasing service is now also available. Conoco products are used exclusively by trained attendants who have been schooled in the proper lubrication of all models of motor cars and trucks, and are using the Conoco Check-Chart as further assurance perfect lubrication.

- Movie Chatter -

By a Rogue

I betcha yer getting tired of reading this hooey, better not tho, cause you might be the next one to get a free pass to a Sunday show.

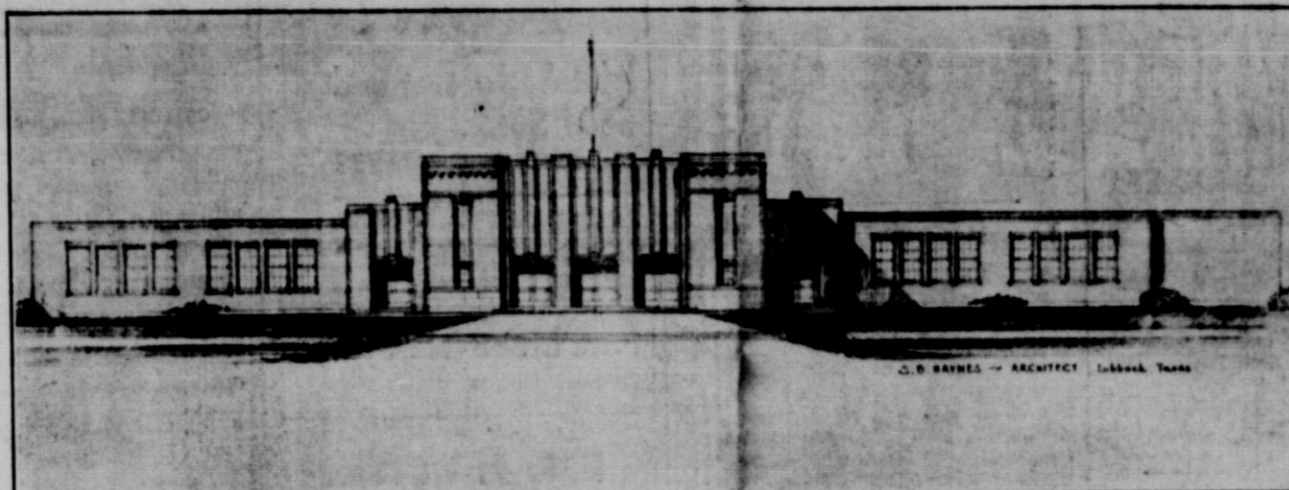
We have a couple of treats for you this week-end folks. Friday and Saturday we are going to have two full length features. We will have old Hoot Gipson this week-end, the first time he has been in Matador in many a cross, besides Hoot we will have Tom Keene in another full length feature, "Crossfire", and in addition to these we will have chapter three of "The Mystery Trooper". I ask ye, is that getting your money's worth.

Sunday and Monday we have a picture with Lionel Barrymore in it, and when you've said Barrymore you've said enough for any show. That bird's plenty good. Besides Lionel you have Joel McCrea, who played with Delores Del Rio in "Bird of Paradise", that good looking little Dorothy Jordan—now there's a little girl that could park her feet under my table—if I had a table, and Frances Dee. This story is the tale of a country doctor, all his work, joys, sorrows, trials and tribulations. Its a picture that all of us Matador people can take to our heart and appreciate, a story that will grip you with reality. That's "One Man's Oursury."

As our Sunday guests we will be pleased to have Mrs. J. D. Raven and Levi Wilkinson. Remember "Paddy", "Dr. Bull" and "y Weakness."

Mrs. W. D. Starcher of Spur a visitor in our city Saturday her return home she was spanned by Mrs. Minnie

Proposed High School Building For Roaring Springs



The proposed high school building is to be erected on the school grounds north and east of the present school building and will face east on the Matador highway. The firm of S. B. Haynes, Architect, Lubbock, Texas, has been engaged to do the architectural work, that is, design the building and supervise its construction.

There will be a study hall to

seat about 90 students with a library at one end of the study hall, four recitation rooms, a science laboratory with adjoining apparatus and dark rooms, a combination foods and clothing laboratory with a living-dining room, bed room and bath in connection for the most thorough instruction in home economics, an auditorium and gymnasium, office for the superintendent, text

book room and toilets. The auditorium which fronts on the Matador highway is of sufficient size to seat approximately 500 people. The floor is to be sloped with a large stage and dressing room on the west end. On each side of the stage is a passage into the corridor of the school building proper. Both auditorium and gymnasium are connected to this main corridor

in order that the students may enter each without going outside. The building will be steam heated and will be equipped with all necessary plumbing and electrical fixtures to make the building one of the most modern of its kind. Construction of walls and such will be of reinforced concrete, brick, tile and steel. The exterior walls will be of light tone face brick trimmed with stone.

Dr. D. D. Shropshire Found Dead And Companion Seriously Injured

LAY AT ROADSIDE FOR
3 HOURS BEFORE AIDED

Car Driven At Terrific Speed At Time of Accident

Dr. D. D. Shropshire, 32, is believed to have been instantly killed and his companion, O. A. Payne, was seriously injured when the Chevrolet coach in which they were riding left the highway about eleven miles east of Matador near 10 o'clock Tuesday night, turning over several times and righting itself a battered ruin, leaving a dead and injured man by the roadside.

The two men were enroute to Paducah from Levelland, which was their home.

Mr. Payne who is a brother to Cottle county sheriff, A. A. Payne, and a son-in-law of F. M. Jenkins of Matador, tried frantically to stop passing motorists, but was unable to receive aid until three hours after the accident.

The body of Dr. Shropshire and the injured man were brought to Matador where treatment and examination by Mr. Payne to a broken leg. He was removed to a Paducah hospital Wednesday and the body of Dr. Shropshire taken home for burial.

The cause of the accident is unknown. Mr. Payne, who did not lose consciousness, declared that the Doctor was driving exceedingly fast in trying to reach Paducah by 10 o'clock, and that by possibly starting to light a cigarette the car struck a small pile of sand at the edge of the pavement which caused the driver to lose control.

A small clock which was thrown clear of the car stopped at 7 minutes to 10 o'clock.

Many Attend Flomot Legion Supper Nov. 27

The American Legion Supper given by Flomot members for their families on Monday evening, Nov. 27, at the school house, was well attended. A splendid evening of entertainment followed the banquet.

Music was furnished by Dennis Cloyd and G. H. Wagon.

The Flomot Athletic Association cooperated by staging a boxing match between Clay Haines and Cecil Tanner, also a wrestling match by Bill Morris and Costel Clements.

Interesting talks were made by Mrs. Luther Turner, W. H. Webb and R. Stapleton.

The splendid meal was furnished by Mess Sargeant, B. A. Tanner and his squad composed of H. J. Marler, S. L. Hanie and W. H. Gunn.

M. J. Pylon, Chairman, G. H. Wagon, Earnest Fisher and E. B. Turner composed the entertainment committee.

Advertise it in the

Higgins-Gilbert

Miss Nell Rhea Higgins and H. C. (Clay) Gilbert were united in marriage by Rev. J. F. Luker Saturday night, December 2, 1933, at the home of the bride's parents, Mr. and Mrs. W. Y. Higgins in Matador.

The young couple graduated from Matador High School the same year, in the class of '30 and the marriage culminates a courtship of extended duration.

Mr. and Mrs. Gilbert has many friends in Matador whom the News joins in wishing them much happiness in their journey through life together.

We Apologize

For the appearance of the News this week, our first issue in our new home. The burden of moving has made it impossible to publish the edition that was our aim. To the readers of "Hollywood" and other regular features of our paper we apologize and promise you a regular continuance in the future.

James S. Martin and Cecil Godfrey ambitious teachers in our high school attended the State Teachers Convention in Austin during the Thanksgiving holidays.

Mr. and Mrs. H. V. Overstreet and Mrs. Earl Mayo of Paducah were week-end visitors in the home of Mr. and Mrs. E. A. Overstreet of this city.

Miss Ramsey Gabriel returned from Dallas Friday, where she had spent the week holiday shopping in the wholesale markets of that city. Miss Gabriel announces that a new stock of goods will arrive in a few days.

W. A. Lewis and O. O. Love were business visitors in Matador Saturday.

M. and Mrs. W. A. Lewis and children spent the week-end visiting relatives in Crowell.

In Sprague's job



Tom K. Smith, (above) President of the Boatmen's National Bank at St. Louis, is the man asked by Secretary Morgenthau to take the position as adviser to the Treasury Dept., on banking matters. It is the post made vacant by the resignation of O. W. M. Sprague.

Press Thompson made a business trip to Matador Tuesday.

Darden-Russell

Miss Faye Darden and A. G. Russell were united in marriage in Fort Worth, Wednesday at 7 p. m., November 29, 1933.

A. G. Russell is the son of Mr. and Mrs. J. E. Russell of Matador, a graduate of Matador High School. He is now employed by the Sinclair Refining Co at Houston.

Mr. Russell and his charming wife departed for Matador directly after the ceremony where they spent the Thanksgiving holiday with relatives returning to Houston where they will make their home.

The News joins many friends in wishing the young couple much happiness.

Mrs. J. H. Goodwin accompanied by her children, Lois, Elaine and Jack, spent last week with relatives here.

G. R. Dray made a business trip to Matador Thursday.

FLOMOT NEWS

Odus Crowell, who is attending the Amarillo Junior College spent the Thanksgiving holiday with his parents, Mr. and Mrs. L. Crowell.

Miss Belmont Bourland, who is attending school at Silverton spent the week-end with her parents, Mr. and Mrs. F. S. Bourland.

Miss Vivian Campbell, who is attending the W. T. S. T. C. returned home for the the Thanksgiving holiday.

Mr. and Mrs. W. H. Webb visited friends in Paducah Saturday, Dec. 2.

Miss Vineta Webb was selected as the prettiest girl in a contest at the Santa Claus box and pie supper and received a beautifully decorated Christmas Tree.

R. Stapleton and H. S. Gilbert were contestants in a race for the ugliest man, Gilbert finally won by a mere margin.

The Santa Claus box and pie supper held at the Flomot school auditorium Friday night, Dec. 1, netted \$96.10. The supper was sponsored by the local organization of the American Legion and the proceeds will be used to help Old Santa present every boy and girl under 12 years of age in the Flomot community with a nice present. Now listen, children, all you have to do is write Old Santa a letter as follows:

Dear Santa:
I will meet you in Flomot at 2 p. m., Saturday, Dec. 23.

Your friend,
And sign your name plainly. Any Flomot merchant will be glad to assist you as each will have a Santa mail box in his store. Don't wait. Mail your letter early and not later than Friday, Dec. 22.

Subscribe for the News.

One Murder—Two Confessions



Above are the principals in the year's most mystifying murder of Mrs. Rheta Gardner Wynkoop at Chicago. Above, left is Earle Wynkoop, husband of Rheta, below, and son of Dr. Alice Wynkoop, right. The partly clad body of the wife was found with a bullet in the back on the operating table in Dr. Alice Wynkoop's basement office at Chicago. Grilling of Dr. Alice and son Earle finally brought forth confessions from both, each absolving the other.

GIFTS OF---

DISTINCTION

Gifts that are different...unusual...useful
...handmade...decorative.

Gifts that continue to give pleasure after
the occasion is forgotten.

See Them Now

VANGIE'S GIFT SHOP

Theatre Building

Matador, Texas

**Highest Market
Prices Paid For**

**CREAM
AND PRODUCE**

A. A. Tipton

MATADOR, TEXAS

GIVE
YOUR CAR
A TREAT

At a considerable expense we have just completed a modern wash house equipped with a K-R-W Power Washer and a Premier Vacuum Cleaning Equipment for completely removing the dirt from your automobile.

Let Us

Clean Your Car

AND GIVE IT COMPLETE LUBRICATION WITH OUR

*Specialized
Greasing*

By schooled attendants using Conoco
Check Chart

Quick Efficient Service

PHONE 111J

Bob's Oil Well

EXCLUSIVE
CONOCO
PRODUCTS

MATADOR, TEXAS



We observe the Oil Code to the letter
--Both hours and pay

Hears Veterans' Appeal



Governor John Harland Pollard, of Virginia, (above) is President Roosevelt's choice as Chairman of the Veterans' Board of Appeals. "Justice will be done to all," said the President in appointing Governor Pollard.

Welcomes Change



Charles (Chuck) Klein, National League's greatest batsman, will be swinging his great war club for the Chicago Cubs next spring, and says he welcomes a change of scene from Philadelphia National's park.

VOEGIS!!!



HERE ARE A FEW WONDERS OF RADIO THAT SCIENCE CANT YET EXPLAIN... AND ONE OF THEM IS HOW SOME OF THESE ALLEGED PERFORMERS EVER GET ON THE AIR.

NEW LOW PRICES
LISTERINE
LARGE BOTTLE 75¢
CITY DRUG STORE

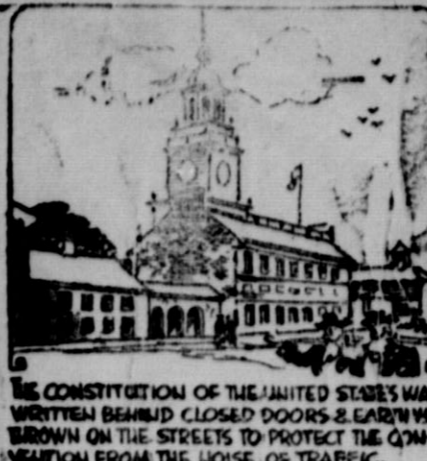
*a genuine
Remington*



low as 10¢ a day
Just the thing for home use, small businesses, professional men, salesmen, students! Come in, and ask us how to get a real Remington portable typewriter for as little as 10¢ a day!
Models from \$19.75 to \$69.50
THE NEWS



THE WE ARE PROFESSOR, ALL READY FOR FINING...
MY DEAR...
THE CONSTITUTION OF THE UNITED STATES WAS WRITTEN BEHIND CLOSED DOORS & EARLY WERE BROWN ON THE STREETS TO PROTECT THE CONSTITUTION FROM THE VOICE OF TRAFFIC.



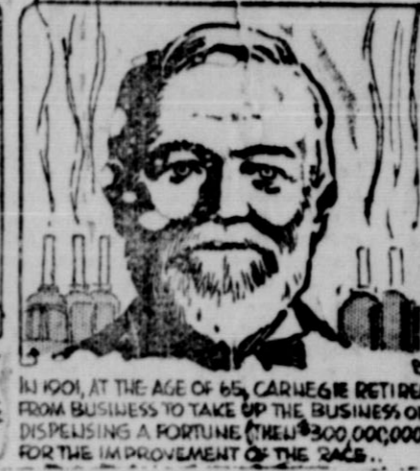
THE CONSTITUTION OF THE UNITED STATES WAS WRITTEN BEHIND CLOSED DOORS & EARLY WERE BROWN ON THE STREETS TO PROTECT THE CONSTITUTION FROM THE VOICE OF TRAFFIC.



WHAT ARE ESSENTIALLY SAFETY PINS...
L. SCORPER AT MYCEHAE, WHERE THEY WERE USED BY HELEN OF TROY.



NAME OF SOME OF OUR STATES WHICH THE INDIANS HAVE GIVEN US.
CONNECTICUT - FROM INDIAN NAME, QUONUCKTUCUT
MAINE - FROM INDIAN NAME, MEANING "SLEEPY WATERS"
AND
KANSAS - FROM THE INDIAN TRIBE CALLED KANZAS
MISSOURI - FROM AN INDIAN WORD "UNKNOW"
ILLINOIS - FROM AN INDIAN WORD "PRAIRIE"



IN 1901, AT THE AGE OF 65, CARNEGIE RETIRED FROM BUSINESS TO TAKE UP THE BUSINESS OF DISPENSING A FORTUNE (\$300,000,000) FOR THE IMPROVEMENT OF THE RACE.



THAT'S THAT BOY! LET'S GET BACK TO MOTHER AND A GOOD SUPPER

**Your
Future...**

If you are interested in your future and want to equip yourself with the best commercial training that it is possible to receive then you will be interested in the \$100 scholarship of the Tyler Commercial College which this newspaper makes possible for you to earn.

Opportunity knocks first at the door of trained men and women. Be prepared. Act now and secure this splendid start toward a commercial education.

For Complete Information
Call At The Office of

**Roaring Springs
News**

SOUTH SIDE OF THE SQUARE---MATADOR

Roaring Springs News
Published Every Thursday
At
Matador, Texas

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MEMBER
West Texas
Press Association

DOUGLAS MEADOR,
Editor and Publisher

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\$1.00 Per Year 3 Months 25c
CASH IN ADVANCE

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

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



CHIROPRACTIC FOOT CORRECTION
Up-To-Date Equipment
New Methods
Diet and Exercise
Spinal analysis and consultation free

A. H. Horne, D. C.
Office in Spur National Bank, Spur, Texas
9:00 to 11:30 a. m.
—1:30 to 5:30 p. m.

Lady in Attendance from 1:30 to 5:30 p. m.
Chiropractic will get you well and keep you well.

City Beauty Shoppe
Matador, Texas

Set	25c
Dry Set	35c
Shampoo and Set	50c
Lash Dye and Arch	50c
PERMANENTS	\$1.50 and up
Lautette Machineless Permans	\$5.00
Realistic Wave	\$7.50
All Permans Above \$1.50	Guaranteed.

Mrs. A. E. Westmoreland
At
BARBER SHOP

Flomot Red Cross Gets Double Quota

The American Red Cross Roll Call has "gone over the top" at Flomot, with thirty nine members above the assigned quota of thirty, or more than doubled the quota.

The official workers for the community are: Mrs. A. B. Tanner, Miss Vivian Pyron, Mrs. M. E. Walling and J. L. Speer.

Palace Theatre
SPUR, TEXAS
PROGRAM

TONITE ONLY

"Nagana"
with Tala Birell

Ladies Free with one paid adult admission.

FRIDAY ONLY

The Spur Dramatic Club presents—

"Spooky Tavern"

SATURDAY

Hoot Gipson as
"The Fighting Parson"

SATURDAY MIDNIGHT

SUNDAY MATINEE

MONDAY NIGHT

"Cavalcade"

The Super Spectacle of the year.

TUESDAY-WEDNESDAY

"The Mummy"

with KARLOFE

THURSDAY-FRIDAY

Marjorie Rameau and Eddie Quillan in

"Strictly Personal"

MASONIC
LODGE
No. 1171
Meets 2nd
Tuesday in Each Month
Geo. Springer, W. M.
W. C. KING, Sec.

Winter IS AT HAND

Prepare Your Car For Winter Driving

G. P. A.
Anti-Freeze only \$1.45 PER GAL.

CHANGE TO WINTER OIL

Conoco
Bronze Gasoline
Germ Processed Oil

York's
SERVICE STATION
GOODRICH TIRES

Richest Dislikes Pomp



Doris Duke, world's richest girl, likes her New York home best of all. She dislikes pomp and show, living simply. On her 21st birthday recently she came into a third of her father's estate, the remaining two thirds to come to her on her 25th and 30th birthdays. The Duke tobacco estate was appraised at \$101,000,000 in 1925.

Don't Get Up Nights

Make This 25c Test
Physic the bladder easily. Drive out impurities and excessive acids which cause irritation that results in leg pains, backache, burning and getting up nights. **BU-KETS**, the bladder physic, containing larch, juniper oil, etc., works on the bladder pleasantly and effectively as castor oil on the bowels. Get a 25c box (5 grain size) from your druggist. After four days, if not relieved of getting up nights go back and get your money. You are bound to feel better after this cleansing and you get your regular sleep.



New!
Matched Beret and Scarf Set...
POPULAR PRICES

Attractive Silk Scarfs
Excellent for Gifts

Pure Linen 'Kerchiefs
In Gift Boxes

MRS. A. WATSON
Millinery Shop
Southside Theatre Building
Matador, Texas

Spurns Social Whirl



Miss Chayo Thomas, 22, daughter of Senator Thomas of Utah, has turned her back on Washington social life to serve the Mormon Church in carrying the word over Canadian prairie this winter.

Mrs. Lourena Ferguson returned from a visit to McAdoo Monday morning. She reports her grandfather Freeman, who has been seriously ill, as improving.

Program

Laurance Liberty Players

Each Thursday in this month
Plays Comedy, Music and Vaudeville.

"Crossfire"

Tom Keene Western
Friday-Saturday, Dec. 8-9

"One Mans Journey"

Sunday-Monday, Dec. 10-11
Lionel Barrymore, Dorothy Jordan, Joel McCrea

ROGUE THEATRE

Matador, Texas

FINGER WAVES 15c SHAMPOO and SET 40
ALL WORK GUARANTEED

Empress Beauty Shoppe

ALL NEW EQUIPMENT
AT JAY MEADOWS RESIDENCE Roaring Springs, Texas

All Work Appreciated

Laura Hart Assistant, MARY EMA WILLIS

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 GARAGE
HIGHWAY SERVICE STA.—FLOMOT

L. B. Robertson
Commission Agent
Matador, Texas



WHAT GASOLINE AT REGULAR PRICE HAS HIGHER ANTI-KNOCK THAN SINCLAIR STEPPED-UP 70?

THE NEW SINCLAIR H-C GASOLINE!

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Agent Sinclair Refining Company (Inc.)

F. C. KING

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save one-half ON YOUR MAGAZINES

Don't wait another minute! Never before and perhaps never again can these wonderful magazines be obtained so low with your home newspaper.

CLUB No. D-3
Progressive Farmer, 1 year
Dixie Poultry Journal, 1 year
Home Friend, 1 year
Country Home, 1 year
Everybody's Poultry Magazine, 1 yr.
AND THIS NEWSPAPER For One Year

ALL SIX FOR ONLY \$1.50

CLUB No. D-4
Southern Agriculturist, 1 year
Everybody's Poultry Magazine, 1 yr.
Country Home, 1 year
Illustrated Mechanics, 1 year
AND THIS NEWSPAPER For One Year

ALL SIX FOR ONLY \$1.50

MORE FOR YOUR MONEY

CLIP THIS COUPON TODAY!

Yes—MR. EDITOR, Send Bargain No. _____ to

Name _____
Town _____
State _____ R.F.D. _____
Bring or mail this Coupon to our office today—NOW

A Good Investment

A good appearance is a good investment and good clothes properly cleaned and pressed give additional pleasure and satisfaction.

We Make Old Clothes Look Like New
ORDER THAT NEW SUIT NOW

JACKSON
THE TAILOR

THE MEMORY THAT NEVER FADES

Your Photograph

Expert Work, Quick Service, Low Prices
Open Evenings and Sunday

Majestic Studio

New Location Down-town PADUCAH, TEXAS

Secretary Morgenthau and the U. S. Treasury Staff



Herewith are presented the men who now head the Treasury Department at Washington, a realignment brought about when Secretary Woodin was granted leave of absence in an attempt to regain his health. No. 1, Herman Oliphant, general consul to the secretary; No. 2, Acting Secretary Henry Morgenthau Jr.; No. 3, Earle Buntle, in charge of fiscal affairs; No. 4, Wm. H. Mc Reynolds, Administrative Assistant; No. 5, Herbert E. Gaston, public relation; No. 6, Roswell Magill, adviser on taxation.

D. A. Davis, former business man of our city, but now of Lubbock, spent the week-end visiting friends and relatives.

Mrs. S. W. Weatherall and children are visiting in the home of her parents, Judge and Mrs. F. S. Martin of Wichita Falls.

Mrs. R. L. Medlen and her daughter, Miss Bossie Medlen spent the holidays in Snyder, Texas, returning home Sunday.

Cuba His Problem



Jefferson Caffery, assistant secretary of State in charge of Latin American affairs, is the new U. S. Ambassador to Cuba, succeeding Sumner Welles, who is recalled to the State Department.

Mr. and Mrs. M. D. Markham of Kirkland, Texas, visited their daughter, Mrs. Jay Meadows, this week-end.

IT'S THE BEST GAS SOLD ANYWHERE

TEXACO FIRE-CHIEF GASOLINE

Developed for Fire Engines. Yours at no extra price. There never was such a snappy, quick-starting, fast-performing gasoline anywhere.

Texaco Service Station
A. P. Hodges, Mgr.

TODAY'S BIGGEST VALUE in low-priced office furniture



What Makes this "Biggest Value"

The Economic line of office furniture is made by a large manufacturer of metal office equipment. All the production economies discovered in over 50 years' experience, plus concentrated production of these five popular items, are responsible for unheard-of values. Each piece is finished in Mar-Proof baked enamel, with A-1 hardware fittings.

4 DRAWER STEEL FILE . . . ONLY \$27

This regulation file (shown above) has full capacity per drawer, positive lock follower blocks, 4 steel rollers on each drawer. Automatic unit locks can be added. The Economic line of steel storage cabinets . . . safes and card cabinets also merits your thorough investigation. Let our special arrangement with the makers, save you money on office furniture.

ROARING SPRINGS NEWS OFFICE AT MATADOR

Announcing The Most Astounding Value in the World Famous Aladdin Lamp Ever Offered

The Aladdin you have long and new Aladdin, with service—full-size, full-powered, now at amazing low price of only \$4.75—an unheard-of, almost unbelievable value. It is in sparkling clear crystal, handsome in design, and if you prefer color, it is available in delightful green or amber crystal or pastel tones for \$5.00. You may equip these Aladdins as you choose, either with a charming colorful parchment or with a satin white glass shade and tripod at small additional cost.

home with the brightest cheeriest white light known. And such economy—more than twice the light on half the oil, an economy so great the Aladdin actually pays for itself in a surprisingly short time and keeps right on saving for a lifetime. It's absolutely safe, simple to operate, smokeless and odorless.

Not only is this new low priced Aladdin a boon to people in country homes, but provides a way for city people to reduce electric service costs without loss in quantity of light.

We cannot guarantee these prices—they are at the bottom—there's no way to go but up—so now is the time to buy while you can secure so great a saver of both money and eyesight at such a big saving.

At these startling low prices, you certainly can't afford to suffer the annoyances of the old open flame lamp with its sad, sickly light, when you can now flood your

Act Quick! Get Yours NOW!

This Marvelous All-American Nu-Type Aladdin Now Only \$4.75

SHADE AND TRIPOD EXTRA

BIG PRICE REDUCTIONS In ALL Styles of the ALADDIN LAMP and in Beautiful Parchment Shades

New 1934 line of Aladdin Lamps includes new table, and floor, as well as hanging and bracket lamps—new and startling low prices. Always a wise purchase now a greater investment than ever. Get a thrill from these new Aladdins at once. There's one for every need and purpose.

Here again Aladdin scores a big hit, with a new and gorgeous array of exquisite Parchment shades for all styles of Aladdin, and at new low prices of \$1.50 and up. If now a user, dress up your Aladdin with one of these new low-priced Parchment Shades. Handsome Satin White Glass Shades at \$1.00 up if preferred.

Come in for a Demonstration and Ask for Particulars of the

FREE LAMP
THACKER
SUPPLY CO.

FOR YOU CAN LEARN THE SECRET OF lovely SKIN!

Mail the coupon below, with only 10c to cover postage and handling cost. You will receive a Beauty Kit containing generous trial sizes of five of the famous \$1 Outdoor Girl Beauty Products, with complete directions for their use. We are making this offer because we want you to know you can have lovely skin; a fresh beautiful complexion. A complexion that stays fresh all day long!

We want you to know how *olive oil*, the most valuable skin beautifier experts know of, has been combined with the finest creams, powders and rouges to achieve those amazing aids to loveliness!

Send this coupon—and you'll wish you'd discovered Outdoor Girl Beauty Products long ago!

OUTDOOR GIRL Olive Oil BEAUTY PRODUCTS



CRYSTAL CORPORATION, 136 Willis Avenue, New York Dept. NI
I enclose 10c to cover mailing costs. Please send me liberal trial size of your five famous aids to loveliness.

NAME _____
ADDRESS _____
CITY _____ STATE _____
MADE IN AMERICA FOR MISS AMERICA

He Builds Best
Who Serves Most

MATADOR NEWS-TRIBUNE

We can not build
if we will not destroy

Supplement of The Roaring Springs News

MOTLEY COUNTY GOES OVER QUOTA RED CROSS DRIVE

TRAIL DUST

"State Press" of the Dallas Morning News, recently commented on an article appearing in this column regarding farmers driving new automobiles, listening to radios and pulling trailers loaded with cotton. "State Press" declared some doubt because he had never seen the mentioned incident.

We feel it our duty to remind "State Press" that the production of cotton is hardly restricted to Dallas County, a team of 800-pound mules, chain harness with ducking back-bands and 40 acres. A new and strange empire has developed west of "State Press" office where farmers still find farming one of the most profitable industries.

It is highly probable that "State Press" does not know many farmers who cultivate 3500 acres of cotton to raise 3000 bales, yet this is what a neighboring farmer did this year.

It is difficult for many people who are not farmers to understand that West Texas offers now as never before the era's greatest opportunity for the farmer-stockman. What used to be a "cattle country" is proven one of the most successful agricultural sections of the country.

Just as a parting reminder to "State Press" we would like to refer to a certain book known as the Texas Almanac, printed by a Dallas publishing concern, in which he will find some data on this country west of Dallas which he will doubtless find interesting. If he has some scratch paper handy he might look under the caption of MOTLEY County. Figure the average yearly income from cattle and farming and then divide it by the number of farmers in the county. A small amount of effort will prove that it is entirely possible for some cotton farmers to drive to the gin in a new automobile pulling a trailer loaded with cotton and listen to a new radio in the new automobile.

And if you doubt your figures ask some banker what class of people is "setting pretty" in West Texas.

ACCIDENTAL DISCHARGE OF AUTOMATIC SHOTGUN CAUSE PAINFUL INJURY

Oscar Nalley, Matador barber, received a painful injury last Thursday morning while hunting west of Matador near the edge of the Plains when an automatic shotgun slipped from his hands and striking the floor of his automobile, accidentally discharged, tearing away a portion of his left thumb.

Mr. Nalley returned to Matador immediately where the wound was given medical treatment and is at present able to attend his work.

Steel Finance Chairman



William J. Filbert, New York, will become Chairman of the Finance Committee of the U. S. Steel Corp. on January 1, succeeding Myron C. Taylor who continues as chief executive and chairman of the Board of Directors.

Baptist Men's Night Banquet Well Attended

The "Men's Night" Banquet held at the First Baptist Church in Matador Tuesday night was well attended.

After the enjoyable repast was prepared and served by the Baptist ladies, an interesting program was rendered; Quartet by Messrs. Standford, Doss, Rice and Campbell; Reading, Mrs. Harbour; Address, Rev. A. L. Jordan; Address, Rev. Willis J. Ray of Lockney; Duet, Reeves and Batten; Address, J. B. Allen of Lockney; Quartet.

Splendid music was furnished by the Church Orchestra throughout the evening.

MEADOR-WILSON

Miss Lola Belle Meador and G. N. Wilson, both of Matador, were married in Paducah, Monday, December 11, 1933 by Justice of the peace, Mrs. A. S. Crump.

Mrs. Wilson is the daughter of Mr. and Mrs. Joe Meador of Matador where she has lived for several years.

Mr. Wilson is manager of the Neat Cafe here where he is well known.

Mr. and Mrs. Wilson returned to Matador directly after the ceremony, where they will make their home for the time being.

This newspaper joins the many friends of the couple to wish them happiness in their journey through life together.

Cattle Buying For Relief

All persons living in Motley County having one or more cutter cows which they wish to sell to the Government for use in relief are requested to attend one of the meetings listed below. The County Agent will be present to explain the plan and to issue permits.

Matador, Fri., Dec. 15, 7:30 p. m., County Court room.

Roaring Springs, Sat., Dec. 16, 3:30 p. m., schoolhouse.

Whiteflat, Saturday, Dec. 16, 7:30 p. m., schoolhouse.

Flomot, Monday, Dec. 18, 7:30 p. m., schoolhouse.

Northfield, Tuesday, Dec. 19, 7:30 p. m., schoolhouse.

Frank A. Buckley, County Agent.

HOME OF POSTMASTER DESTROYED BY FLAMES EARLY SUN. AFTERNOON

The home of Postmaster T. L. Bryan was destroyed by fire originating from a leaking gasoline stove shortly after noon Sunday.

Mr. Bryan had been repairing the stove and was testing it when flames suddenly engulfed him. Thinking of his wife and small son who were in the next room, he ushered them to safety and attempted to return to the stove. The fire had gained such headway that he found it impossible to re-enter the room. The flame had increased so much by the time it was reached by the fire department that the home and its contents were almost a total loss.

Some insurance was carried on the furniture and personal belongings.

Honorary Group Selects Nine To Law Fraternity

New Members Initiated at Banquet November 23

By Phi Delta Phi (University of Texas Press) Robert Inn of Phi Delta Phi, honorary legal fraternity, announces the election of the following men:

A. Earl Amerman, Kraft W. Hidman, A. E. Hamilton, John A. Hamilton, Lee Jones, John A. Kerr, James A. Milam, John M. Scott, W. R. Thompson, Jr.

These men will be initiated immediately preceding the annual banquet to be held at the Driskill Hotel November 23.

Phi Delta Phi was organized at the University of Michigan in 1869 for the purpose of bringing together those men deemed most likely to bring credit upon the legal profession because of their ability and high standard of professional ethics. There are now chapters in practically all of the leading law schools.

Members of Phi Delta Phi now in the University are Dick Gregg, Herman Jones, Ross Madole, William K. Miller, Will Crews Morris, John Sayton, Charles Streiber, Ruel Walker. Faculty members belonging to the organization are E. W. Bailey, I. P. Hildebrand, A. W. Walker, Jr., Bryant Smith, W. Page Keeton, R. B. Anderson.

Imported Tapestries Given By Dixie Store

The Dixie Store, Matador's newest dry goods store, whose advertisement will be found in another part of this paper, offers as an added incentive to customers making quantity purchases, various presents which include genuine imported tapestries and bed spreads. The Dixie Store is located in the Luekett building on the south side of the square.

Subscribe for the News.

TRUSTESHIP

It is the sole purpose of the Matador News-Tribune to serve its readers as a dependable news and advertising medium and to warrant a future success because of its sincere support of the community. The publication has not other purpose. It has not now and shall never have any political, religious or factious interests. It shall attempt to honestly present the local news and other interests of the outside world each week in a direct and interesting manner.

The columns of the Matador News-Tribune shall always be open to any movement which has as a purpose to benefit Matador and Motley County. Every church, school and civic club in the county is hereby extended a cordial invitation to call upon the publication for any service it can possibly render.

The publisher wishes to take this opportunity to thank the business men whose support and cooperation have made the Matador News-Tribune possible. The obligation of my duty to you is best expressed in the words of Clyde H. Knox: "Finally in the last analysis, your paper is really worth just about what you make it worth. If you attend strictly to business, if you let factional politics alone, if you sidestep religious and personal quarrels, if you work hard and use good business sense, if you measure up to your greatest opportunities, if you 'fight the good fight and always keep faith,' your paper will be worth more to you and your community than any other business in it. You will stand at the head of your town's prosperous and successful institutions and you and your paper will command the confidence and respect that always comes to those that deserve them. But if you fail in these great essentials, if you neglect the opportunity to serve your community and your country, your paper will be worth little from any standpoint in the course of time. The basis of permanent value for any newspaper is the measure of its permanent service to its field. If you fail in this you have failed in your trusteeship of a great public utility and permanent success cannot and will not come your way."—Douglas Meador.

MOVIE CHATTER

By a Rogue

Looks like me and this column is just full of treats, but I really have a couple for you this week.

Friday and Saturday we will have Zane Grey's story, UNDER THE TONTO RIM. Mr. Stewart Erwin plays the lead in this picture. It's comedy from one end to the other. This Stewart Erwin starts out to be a big ranch sissy who just can't take it; well, the reputation gets out on him that he's a big bad gunman,

"36 to 600 Years"



Warren W. Finney, 60, Emporia, Kansas banker, who was sentenced 36 to 600 years' imprisonment for embezzlement. He was convicted on 12 counts, the embezzlement totaling \$62,000.

Community Christmas Tree Assured Matador

Chamber of Commerce to Aid Northfield Road

A community Christmas tree was assured Matador by R. E. Campbell, Chairman of the Christmas Tree committee, in a statement made at the Motley County Chamber of Commerce banquet last Tuesday. Mr. Campbell declared that plans had been completed with the various churches of the city, and arrangements to hold the Christmas tree in the auditorium of the High School building would be considered inasmuch as the cold evening would make it impossible for many children to attend a tree held in the open as was the original plans.

Another important issue discussed at the meeting was the need of securing the right-of-way for the proposed short-cut Northfield road. The new road would cut off some 7 or 8 miles from the present road to Northfield. Some trouble is being encountered in securing the right-of-way. A committee was appointed to see after the vital requirement.

so he starts out to live up to it. You will like it. Disregard the fact that it's a western; expect some darn good entertainment in UNDER THE TONTO RIM and you'll get it.

Saturday nite at ten thirty we are going to preview Janet Gaynor in PADDY THE NEXT BEST THING. From all the information I can get, and goodness knows I get it from every angle, this is absolutely the best picture Janet has made since "Sunny Side UP". She is ably supported by Warner Baxter. We will also hold PADDY and show it Sunday matinee and Monday.

Don't forget, we're giving the radio away next Thursday night. And it costs you nothing. As our Sunday guests we would like to invite Jackie Catlin and Mr. Donald Thomas T. Davis. Hot cha, hot cha. We will be showing every nite Remember.

Fred Dawson of Roaring Springs was a Matador visitor Thursday.

Flomot Leads County In Fund Campaign

QUOTA OF 300 MEMBERS IN COUNTY; 340 JOIN

Northfield Yet To Be Reported

Motley County went over the assigned quota of 300 members with a gain of 40 and the entire membership of the Northfield community still to be reported, in the recent drive for memberships to the American Red Cross in Motley County, according to B. F. Tunnell, chairman of the membership committee, at the Chamber of Commerce banquet at the Texan Cafe Tuesday.

Mr. Tunnell declared that every community had responded to the drive with great interest, with Flomot leading the entire county with gains beyond the quota. Flomot, which has a quota of 30 members, had to date 67 members. Matador had to date, 181 members.

16 More Cotton Checks

A previous count having proven erroneous, a careful check of cotton plow-up payments yet outstanding was made by County Agent Frank A. Buckley. It revealed that sixteen producers in Motley County are still to receive checks from the United States Government. They are: Floyd Henderson, O. K. Kingery, and J. W. Stafford, Matador; W. L. McWilliams and James E. Taylor, Whiteflat; William J. Brian, Henry M. Hastly, Claud A. Martin, Raldo N. Martin, and Wade A. Martin, Flomot; John S. Ferguson and Walter T. Guinn, Roaring Springs; Robert H. Dunlap, James A. Hollar, Wm. F. Morris, and Mack T. Read, Dumont.

These names were communicated to Washington by wire with a request for an explanation of the delay of the checks. An answer received Tuesday stated that all except two have been approved for payment and that the last two are now being reviewed. Anyone who has no received his check and whose name does not appear above should notify the county agent.

No option contracts have been received to date, but each producer will be notified when his contract arrives. A loan of four cents per pound will be available on the optioned cotton.

SEED LOANS PAID

All of the 1933 feed and seed loans made to farmers of Motley County by the Crop Production Loan Office at Dallas, Texas, have been paid with the exception of one, according to C. Hogan, field representative, who was in Matador Tuesday conferring with the county agent and others.